

# MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

## NBC, FOX SEEK 2ND-HALF SALVATION

After a punishing fall, Reilly and Berman look to midseason for ratings turnaround **PAGE 4**

### TV SPORTS

#### FOX SELLS 75% OF SUPER BOWL ADS

Firm on \$2.4 mil price tag for :30; P&G sits out **PAGE 5**

### MAGAZINES

#### PC MAG SLICES ITS CIRCULATION 33.3%

Computer title also orders dual audit from BPA **PAGE 6**

### OUTDOOR

#### DUNKING DEMOS WITH DIGITAL SIGNS

Universal Scoreboards wins teens with signage **PAGE 10**



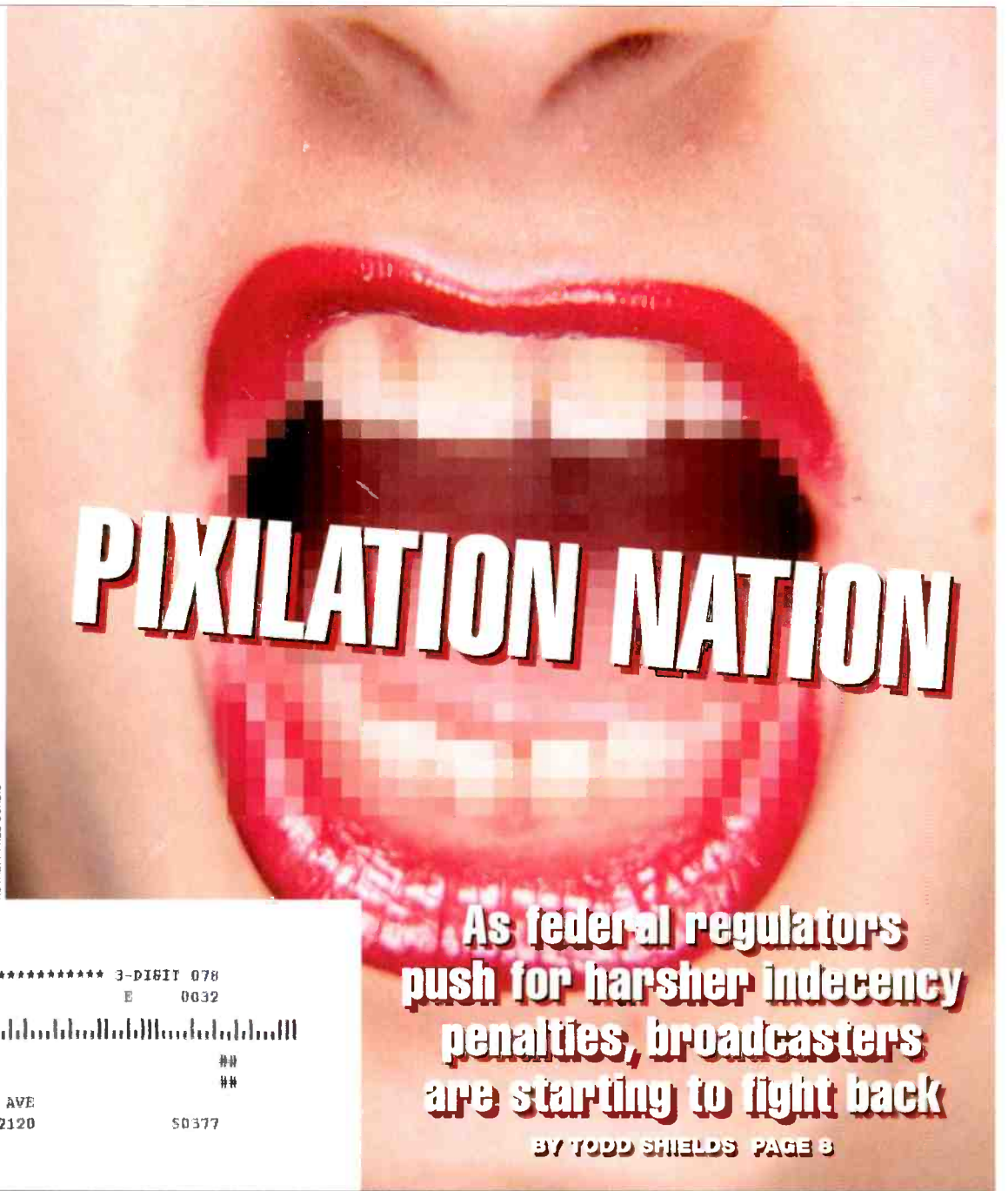
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## PIXILATION NATION

As federal regulators push for harsher indecency penalties, broadcasters are starting to fight back

BY TODD SHIELDS **PAGE 8**

# The perfect media mix



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# At Deadline

## ■ CBS EVENING NEWS' RATHER STEPPING DOWN

CBS *Evening News* anchor Dan Rather will step down as anchor and managing editor of the news program on March 9, 2005, 24 years after his first broadcast in that post. Rather, 73, will continue to work full-time as a CBS News correspondent for both editions of *60 Minutes* as well as on other assignments. *CBS Evening News* has been languishing in third place among the Big Three broadcast-network evening news telecasts, averaging nearly 2.5 million viewers less than No. 1-ranked NBC. The frontrunner to replace Rather is John Roberts, CBS chief White House correspondent, who has also anchored the weekend edition of *CBS Evening News*.

## ■ FCC SPELLS OUT KIDS TV RULES

The Federal Communications Commission last week said it will count promotions for other programs against the limits for commercials in children's TV. The move, to take effect Jan. 1, 2006, does not encompass promotions for educational programming. The agency also said it intends to examine whether programmers are meeting the requirement of three hours of educational programming per week. The statements came as the FCC formally published revised rules for children's television.

## ■ VIACOM PROMOTES FRANK

Viacom last week promoted Betsy Frank to executive vp, research and planning, cable networks, film and publishing from her post as research chief at MTV Networks. Frank's promotion is the latest in a series of management shifts that followed the promotion of MTVN chairman Tom Freston to co-president/COO of Viacom several months ago. In addition to MTV Networks, Frank will oversee Showtime, BET, Paramount Pictures and Simon & Schuster, and she will report to Freston and Judy McGrath, chairman and CEO, MTVN.

## ■ SUPREME COURT EXTENDS REVIEW DEADLINE

The U.S. Supreme Court last week granted a one-month extension, to Jan. 3, for requests that it review a lower court's rejection of relaxed media ownership rules. The action followed a request for delay from the FCC and others. The Supreme Court complies with most government requests for review but with few such requests from private parties. The companies that own CBS, NBC and Fox said in a filing that if the court takes the case, they may seek to challenge doctrine arising from *Red Lion Broadcasting vs. the FCC*,

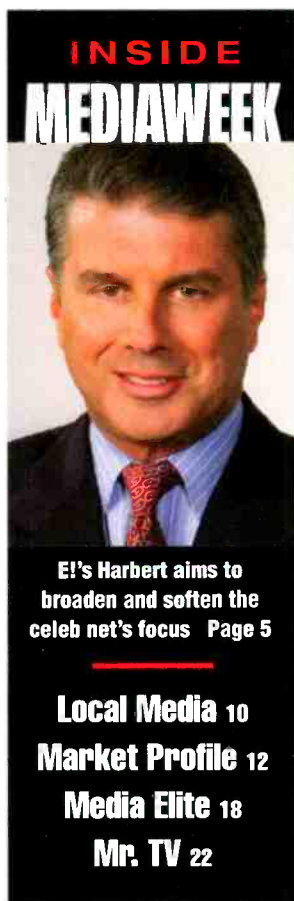
the bedrock case decided in 1969 that lets the federal government regulate broadcasting.

## ■ NIELSEN: BLACK HOMES HAVE MORE TV SETS

Black TV households tend to have more television sets, according to the new TV Set Ownership report released last week by Nielsen Media Research, based on data from the July 2004 national people meter sample. Among black households, 28.2 percent have four or more TV sets, five percentage points higher than for all TV households. Black TV households average 2.87 sets per home versus 2.62 sets for the population at large and 2.67 sets for Hispanic TV households, according to Nielsen, which is owned by *Mediaweek* parent VNU.

■ **ADDENDA:** Viacom last week agreed to suspend employees who air potentially indecent material and to install delay equipment for live programming at CBS, UPN and its radio stations (see related story on page 8)...Media agency MPG is folding its direct response unit, MPG Direct, into its digital network, Media Contacts. The move is designed to create greater value for clients, while streamlining the marketing process... Legislation to sharply increase fines for broadcast indecency failed in a post-election session of Congress that ended Nov. 20. Backers say they will try again soon after the next Congress convenes in January. Also failing: a bill to reform the U.S. Postal Service. Publishing execs are bracing for an expected double-digit rate increase in early 2006...FCC Commissioner Jonathan Adelstein, one of two Democrats on the five-member panel, is to serve until 2008 after winning confirmation from Congress to a second term...Congress also passed a satellite measure that fell short of rival EchoStar Communication Corp.'s wish for expanded digital

carriage rights and ends EchoStar's practice of offering some local channels on a second dish. The legislation also lets satellite operators such as EchoStar's Dish Network and DirecTV offer out-of-market affiliates that are significantly viewed locally...Robin Quivers, Howard Stern's radio sidekick, has signed a deal with Sony Pictures Television to host her own first-run daytime talk show...Sirius Satellite Radio last week said it has surpassed 800,000 subscribers, putting it on track to hit 1 million by the end of the year. Rival XM Satellite Radio has 2.5 million subscribers.



DANA FROSS

## Market Indicators

**NATIONAL TV: STEADY** Fourth-quarter scatter is slowly filling up as advertisers in the retail, wireless, movies and fast-food categories look to heavy up their ad schedules for the holiday season.

**NET CABLE: QUIET** Scatter activity was stalled last week because of Thanksgiving. Pricing continues to be flat with the upfront. Movies are still the market's big driver, even more than usual as the push for holiday movies kicks in.

**SPOT TV: OPEN** With the exception of a couple of markets and a slight uptick in automotive, advertisers are having no problem clearing campaigns even at the last minute. Retail isn't anywhere near the expected holiday levels.

**RADIO: SOFT** Market remains sluggish, even with a steady flow of entertainment tune-ins, movies and telecom advertising. Holiday retail is soft and disappointing. Automotive is also off.

**MAGAZINES: BUILDING** Automotive will end the year essentially flat, but it's looking stronger for first quarter 2005. Men's and women's lifestyle and fashion titles are posting gains in apparel, accessories and retail. Shelter books are picking up pages thanks to new housewares products.

## Playboy's Kaminsky Jumps To Wenner's Rolling Stone

Jann Wenner, chairman of Wenner Media, last week named *Playboy's* James Kaminsky as a deputy managing editor of *Rolling Stone*.

Kaminsky, who joins the pop-culture biweekly Jan. 3, will become part of a trio of deputy managing editors reporting to Wenner. Deputies Will Dana and Joe Levy will have oversight over features and music, respectively. Kaminsky said he will help bolster the title's pop-culture coverage, as well as work on news and special packages.

"The top editorial ranks have been depleted, so it makes sense to do some recarving of territories," said Kaminsky.

Kaminsky most recently headed *Playboy's* special projects after stepping down in April as editorial director. He was said to have clashed with founding editor Hugh Hefner over editorial control.

At *RS*, Kaminsky will have to work closely with his two colleagues, as well as contend with Wenner, who is clearly in charge. Wenner in the past year has become more deeply involved in running *RS*. —Lisa Granatstein

## Radio One Buys Majority Stake in Reach Media

Radio One, the largest radio group specializing in programming aimed at African Americans, last week said it would buy a 51 percent stake in Reach Media, the programming company formed two years ago by veteran network exec David Kantor and radio personality Tom Joyner, for \$56.1 million.

The deal advances Radio One's programming strategy, giving it control over the top-rated *Tom Joyner Morning Show* and its live *Tom Joyner Sky Show*, as well as a national platform to syndicate some of the group's other talent.

Joyner and his company are also expected to promote TV One (a joint venture with Comcast), which targets the same adult-urban audience as Joyner's radio show. "With [Joyner] marketing TV One, it gives us a huge leg up," said Johnathan Rodgers, president and CEO of TV One, which will double to 20 the number of Sky (continued on page 6)

# Fox and NBC Seek Midseason Save

Nets' entertainment chiefs look to January as 'the new September'

NETWORK TV By John Consoli

**D**espite a disappointing start of the season and November sweeps, the Fox and NBC entertainment presidents are optimistic that their networks, which finished first and second, respectively, in the race for adults 18-49 last season, will once again be battling for that demo's dominance by next May.

Through the first nine weeks of the season, NBC was down 12 percent from the same period last year among viewers 18-49 with a 3.9 rating, third place among the six broadcast networks. Fox was down 9 percent with a 3.8. The season race, however, is still up for grabs, with CBS the current leader with a 4.1 (up 7 percent) and ABC at 4.0 (up 5 percent). But CBS won the 18-49 race five of the first nine weeks of this season, one more than the number of weeks it won the demo all last season.

Through the first 19 days of the sweeps, CBS was drawing 3.7 million more viewers a night than second-place NBC (14.5 million vs. 10.8 million) and was holding a 12 percent lead over NBC among 18-49 viewers (4.6 vs. 4.1). ABC was third among 18-49 viewers with a 3.9, up 8 percent over last year, and Fox was fourth with a 3.0, down 3 percent.

"We are not where we want to be right now, but we are not where we're going to be, either," said NBC entertainment president Kevin Reilly. "If we end up 9 percent down in fourth quarter, that's OK. In the post-*Friends* era, that's not that bad. We're starting to see some stability from some of our returning shows like *Law & Order: SVU* and *The West Wing*, and we have five new scripted shows and five nonscripted shows that we will premiere starting in January. These aren't just shows we threw together, but shows we developed and talked about during last May's upfront."

NBC's ratings problems have

not been caused exclusively by the retirement of *Friends*, but the network did lose a huge chunk of its 18-49 audience as a result of its departure. *Friends* averaged a 9.5 rating in the 18-49 demo during the first nine weeks of last season, while its replacement, *Joey*, has averaged a 5.3. Among NBC's returning shows, only *SVU* and *Las Vegas* are showing gains in the 18-49 demo.

"The fall has been a mixed bag," Reilly said. "*Joey* is not *Friends*, but it is still the highest-rated new sitcom, way ahead of [ABC's] *Rodney* [which is averaging a 3.8 in the 18-49 demo]." Among the network's other new series, however, three have already been cancelled.

But Reilly remains optimistic about turning the season around. NBC's five scripted shows are dramas *Law & Order: Trial by Jury*, *Revelations* and *Medium* and sitcoms *Crazy for You* and *The Office*. The network also has a slew of unscripted shows on deck, including newcomer *The Contender* and the returning *Average Joe*. "January is the new September," he said, stress-



**"We are not where we want to be right now, but we are not where we're going to be, either." REILLY**



**"We will absolutely be in the mix for the 18-49 demo title. I think we will give everyone a run for their money." BERMAN**

ing that midseason premieres are more important than those at the start of the season. "I completely believe that."

So does Fox entertainment president Gail Berman, who acknowledged that her network still has not been able to find a way to come out of the ratings gate following a month of prime-time baseball telecasts in October. "We have had the same difficulties as past seasons after baseball," she said. "But if we are flat or slightly down at the end of the fourth quarter, we feel like we have our big guns coming out, ready and poised, while the other networks have used up their big guns."

Fox has new dramas *Jonny Zero*, *Point Pleasant*, *Athens*, *The Inside* and *Lone Star*, in addition to the returning *24*. It has sitcoms *Life on a Stick*, animated *American Dad* and *Family Guy*, as well as fresh runs of *Bernie Mac* and powerhouse *American Idol* for midseason.

"We will absolutely be in the mix for the 18-49 demo title," Berman said. "I think we will give everyone a run for their money."

"I'm still optimistic about Fox," said Laura Caraccioli-Davis, senior vp/director of Starcom Entertainment. "Fox traditionally has always come up with something unexpected in mid-season, although I agree that there is not much of a glimmer of hope right now."

Caraccioli-Davis was less optimistic about NBC turning things around. "I think NBC could rely too much on unscripted, and it seems like the viewers have said they want more scripted," she said.

For the full-season 18-49 title, ABC also has a shot, based on the strong showing of its two new dramas *Lost* and *Desperate Housewives*, *Alias* returning in January, and three new dramas and two sitcoms waiting in the wings for midseason.

"ABC, NBC and Fox each have a legitimate shot at winning the 18-49 demo for the season," said Brad Adgate, vp of research at Horizon Media. "All have enough new stuff to pass CBS." Meanwhile, WB and UPN are battling for fifth place in 18-49 viewers, with the WB holding a lead of one-tenth of a rating point (1.6 to 1.5).

But Dave Poltrack, CBS executive vp of research and planning, said the only way the other networks will beat CBS in 18-49 is if they add some midseason scripted dramas that can generate watercooler buzz, like *Desperate Housewives* has. "If Fox and NBC rely too much on reality, they might draw more of an 18-34 audience while alienating the 35-plus viewers, who are our core," Poltrack said.

"We feel to have a successful season, we only have to be competitive in the 18-49 demo, while Fox and NBC, to have a meaningful season, have to beat us," Poltrack said. "If we do win 18-49, it would really be a home run." ■

# Fox: Super Bowl 75% Sold

Network holds firm on \$2.4 mil. price tag for :30; P&G opts not to return

TV SPORTS By Jack Feuer

**F**ox has sold about 42 of the 58 in-game, 30-second spots for Super Bowl XXXIX, or 75 percent of the available inventory for the Feb. 6 telecast. First-half avails are all sold out, as are a sprinkling of third-quarter spots, with fourth quarter more wide open.

Fox's sellout rate is about 10 percent behind CBS' reported sellout rate at the same point last year, but it's pacing about 25 percent ahead of the sellout rate of its last Super Bowl telecast, following the Sept. 11 attacks.

Fox has been steadfast in selling its spots for \$2.4 million per unit, up from the \$2.3 million Super Bowl spots went for a year ago, except for clients with pregame and postgame package deals and longtime players like Anheuser-Busch and PepsiCo., which together own roughly 25 percent of all Super slots.

There has been a bit more indecision from former Super Bowl advertisers, with Monster.com, Adidas and Volvo, among others, still mulling whether or not to participate. "The big client concern now, a recent phenomenon, is they don't want to spend all their money and have the commercial rated poorly," said Rino Scanzoni, chief investment officer for Mediaedge:cia, referring to *USA Today's* next-day viewer poll that rates all the in-game commercials.

The most prominent nonreturnee is Procter & Gamble, which held a creative shoot-out last year, won by Publicis New York's Charmin spot for P&G's first Super Bowl appearance. That "was kind of a test to see how consumers responded to our brand, and it also was part of an internal marketing competition," said P&G representative Heather Valento. "It's not something we need to do



CBS' sales for the 2004 Super Bowl (Patriots vs. Panthers) were 10 percent ahead of Fox's so far.

every year."

There also are some noticeable category absences so far. "The fact that there are no retail or telecommunications clients and only one pharmaceutical advertiser at this point is a little bit of a surprise," noted Tim Spengler, executive vp and director of national broadcast for media agency Initiative. Although Initiative client America Online was a major player in Super Bowl XXXVIII, the agency has no clients in this year's game so far because, Spengler said, "it depends on category dynamics, the message you want to convey, size of budget, peak-sales periods. There are many factors that go into it."

However, Careerbuilder.com is in for the first time, as is GoDaddy.com, the world's largest domain-name registrar, with one unit.

Pepsi is expected to run another spot for its iTunes initiative with Apple. Coke, as usual, is sitting out the game, preferring to devote its resources and a sizable portion of its ad dollars to its *American Idol* sponsorship, beginning in January on Fox. —with staff reports ■

# E! Goes Beyond the Tabloid

Net wants to boost prime-time ratings with reality, friendlier celeb shows

CABLE TV By Megan Larson

**W**ith new shows like *The Entertainer*, *Love Is in the Heir* and *Life Is Great With Brooke Burke*, E! president/CEO Ted Harbert aims to shake up the network's prime-time lineup and push the ratings dial north of a 0.3.

Since arriving in July, Harbert, a former producer for 20th Century Fox Television and

chairman of ABC Entertainment, has invested money in programming and marketing and fleshed out the development slate to include more serial reality shows and less celebrity-focused clip shows and tabloid programs.

"Ted has broadened our focus ever so slightly so we are not so weighted in telling the next

## Media Wire

shows it carries in 2005. Launched in early 2004, TV One reaches 5 million cable homes.

Joyner's show, which has an audience of 8 million, attracts several blue-chip advertisers, including Procter & Gamble and Southwest Airlines. ABC Radio Networks will continue to sell national advertising for Joyner's show through 2009, but as a result of the deal, its stake in Reach will be reduced from about 10 percent to 5 percent. —Katy Bachman

### CBS News Vet Klein Tapped To Run CNN's U.S. Network

Hoping to add more pizzazz to its prime-time lineup, CNN shook up its ranks again last week, naming CBS News veteran and former Internet executive Jonathan Klein president of the domestic news channel. Klein replaces executive vp and general manager Princell Hair, who assumes the role of senior vp of program and talent development.

Klein is the fourth person to be appointed network news head in almost three years as CNN executives struggle to find the right leader to help boost prime-time ratings. The biggest challenge to achieving higher ratings is getting viewers to watch the channel for longer periods of time, and that calls for more compelling programming, said CNN News Group president Jim Walton. "Our lineup is solid...we want it to be a little more spectacular," he said.

Klein said he wants stories that "connect with the American viewing audience" and "translate the passion of on-air talent and producers." Klein spent several years at CBS News but left in 1998 to found broadband news network The FeedRoom. —Megan Larson

### Fox Wins Four-Year Rights For BCS Starting in 2007

Fox Sports has won the rights to televise and sell all media sponsorships for three NCAA College Bowl Championship Series games—the Sugar Bowl, Orange Bowl and Fiesta Bowl—for four years beginning in 2007. It will also televise a new, stand-alone BCS National Championship Game from 2007 through 2009.

The three (continued on page 8)

big celebrity story," said Lisa Berger, E! senior vp, programming development. "We're embracing all that is pop culture, escapism and entertainment."

The goal is to tell stories that will keep viewers watching for longer periods of time, diversify the faces on E! beyond recycled footage of J.Lo and Ashton Kutcher, and inject a sense of humor into the process. "The competition has really raised the bar on what is being done on entertainment," Harbert said. "VH1 is doing *100 Best Red Carpet Moments*. That's an E! show. We need hit shows, and the fact is we can't rely on clip shows to move the needle."

"E! needs to stand for something other than a headline," said Tom Weeks, associate director of Starcom Entertainment. The network needs to redefine what people want when they watch it. There is a lot to clean up, but they have the right guy in place."

*Love Is in the Heir* is a good example of the kind of shows Harbert is looking for. The star of the series, Princess Ann Claire, is unknown. But because she is royalty, Ann Claire has the



Princess Anne Claire is the focus of *Love Is in the Heir*.

PHOTO: STEVE GRANITZ

celebrity spirit in that she shops like Sarah Jessica Parker, lives in Los Angeles, and wants to be the next Shania Twain. It premiered Nov. 28. "We need to jump headfirst into reality programming," said Harbert. "I wish E! had done it two years ago."

E! has a solid audience base of the young men and women advertisers want to reach, but the network has never had a breakout hit show in the vein of *South Park* or *Trading Spaces*, and its prime-time audience has barely grown in five years. Year-to-date, E! is flat in its delivery of the 18-49 demo, at 184,000 viewers.

E! also needs help in improving relationships with celebrities, Weeks said. Tabloid series like *Good to Be* and the canceled *Celebrities Uncensored* were seen as malicious and alienated the stars without boosting ratings. Harbert hopes to bring talent back with more fun projects. *Life Is Great with Brooke Burke* is a kinder, gentler version of *Good to Be* that goes behind the scenes of celebrities' lives. It premieres Dec. 5. "Ted is all about injecting a nice attitude into E!," said Berger. ■

## PC Sharpens Its Focus

Ziff flagship cuts rate base to serve 'specific' reader community, adds BPA

**MAGAZINES** By Lisa Granatstein

**P**C Magazine, the 22-year-old flagship of Ziff Davis Media, will start the year anew, addressing its declining circulation by slashing its rate base again in January by 33.3 percent to 700,000; last April, the computer title cut its circ by 14.3 percent to 1.05 million.

"By focusing on a smaller rate base, we are going to invest more in the content to better service a specific community of [tech] readers," explained Jason Young, president of Ziff's Consumer Technology Group. "And on the marketers' side, we're going to put more resources toward helping them understand the value of what advertising in this environment would mean."

The open rate for a full-color page, however, will drop only 15 percent to \$72,497.

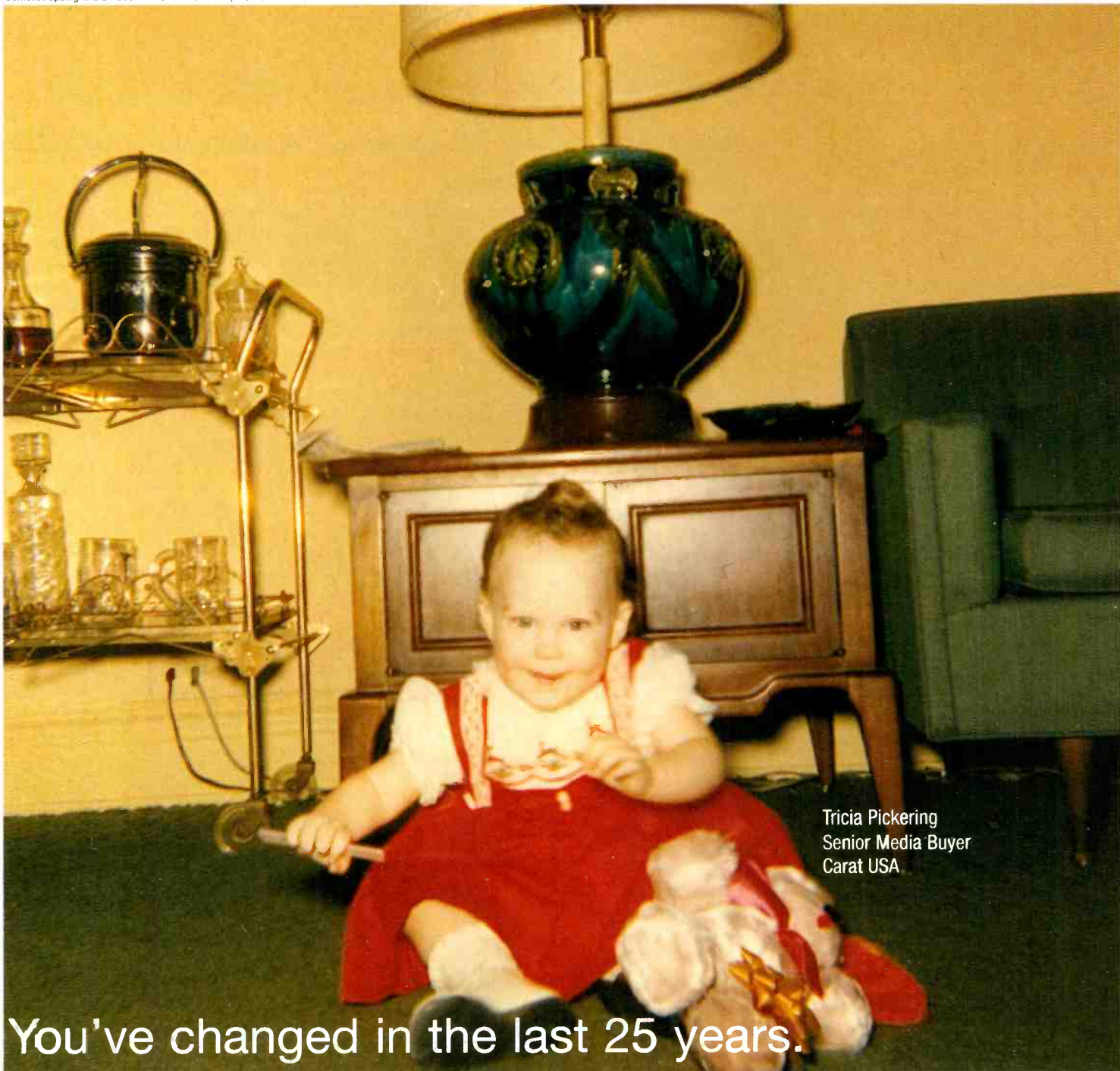
Beth Fidoten, Initiative senior vp, managing director of print and convergence, applauded PC Magazine's new circ strategy, calling it "smart," but expressed disappointment about the open rate. "That's its published ad rate. We would not pay that," she insisted.

Meanwhile, media buyers will soon be reviewing two audits for the 22-times-yearly

magazine, whose sole auditor until now has been the Audit Bureau of Circulations. BPA Worldwide, which audits primarily business-to-business titles, already counts as clients Ziff Davis' controlled-circ titles *eWeek*, *Baseline* and *CIO Insight*. PC Magazine will also become the second major consumer magazine to sign on for a dual audit with BPA; in September, *BusinessWeek* announced it would do so as well.

The addition of BPA comes just months after PC Magazine got into a tangle with ABC. In August, ABC reclassified some 320,000 paid PC Magazine subscriptions to qualified non-paid in the title's 2002 and 2003 audit reports. Still, PC Magazine's total circ figures had not been overstated.

Young denied that the addition of BPA has anything to do with PC Magazine's dealings with ABC. "At a time when marketers are trying to get their arms around the metrics and value of print advertising, we want to help them do that as best we can," he said. "An audit from BPA will allow us to put more context as to who our readers are." ■



Tricia Pickering  
Senior Media Buyer  
Carat USA

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bowl games currently air on ABC, which earlier won its TV-rights renewal to televise the Rose Bowl through 2014. The BCS is comprised of the six biggest college football conferences, as well as University of Notre Dame.

ABC, which reportedly locked up the rights to televise the Rose Bowl by paying an average of \$30 million per year, or \$240 million over the eight years of the new contract, reportedly bid \$70 million per year in an attempt to renew its rights for the Sugar, Orange and Fiesta Bowls, and the new championship game—less than the \$73.5 million it is paying under the current contract for just the three bowls. Fox then bid \$80 million per year to win the rights.

Under the new TV rights contract, Fox will televise the three bowl games and the BCS Championship game, from 2007 through 2009. In 2010, Fox will air three bowl games, with the championship game to be played in the Rose Bowl and air on ABC. —John Consoli

### Outdoor Groups to Review Advertising Standards

The Outdoor Advertising Association of America this week meets with the Out of Home Media Committee of the American Association of Advertising Agencies to assess the progress the industry has made in developing standardized processes associated with the selling and buying of outdoor media.

The industry recently adopted digital standards for mapping outdoor assets (making sure sellers use the same set of symbols and keys to represent sizes and types of outdoor assets) and has agreed to deliver advertisers photographic proof of performance within five days. Both Clear Channel Outdoor and JCDecaux have also committed in first quarter 2005 to move proof of performance to a Web site where advertisers can see photos of their ad placements the same day they are installed.

"These initiatives streamline the buying process for advertisers and keep costs down on the media side," noted John Connolly, senior vp of out-of-home media for Mediacom and chairman of the 4A's' Out of Home Media Committee. —KB

# Fighting FCC on Indecency

## Nets prep cases against feds' increasingly aggressive content challenges

WASHINGTON By Todd Shields

The last time a broadcaster refused to pay an indecency penalty sought by the Federal Communications Commission, the matter ended with no fine and a promise from the agency to clarify how it goes about regulating indecency. It took seven years for the promised clarification to arrive, in the form of a formal policy statement issued in 2001.

The guidelines spawned by the case against Evergreen Media Corp. and the risqué sketches on its Chicago radio station WLUP were short-lived. An increasingly indecency-focused FCC has seemingly burst the bounds set by its 2001 statement with a series of high-profile fines and scathing notices of liability aimed at the nation's leading broadcast networks.

This time, few expect another seven years of quiet. Instead, Viacom's CBS, General Electric's NBC and allies including civil liberties groups and artists' representatives are launching a legal counterattack.

At a minimum, the companies want to reverse recent FCC findings. At their most expansive, they argue that the FCC is exceeding limits set by a divided Supreme Court in its last major broadcast indecency case 25 years ago. If their pleadings lead to federal court cases, as seems likely, they could bring about a recasting of broadcast indecency law—one that would run counter to the zealous enforcement and stricter standards set in motion this year.

"I think there is very much a First Amendment opening here," says Jeremy Lipschultz, a professor at the University of Nebraska and author of the 1996 book *Broadcast Indecency—FCC Regulation and the First Amendment*.

Douglas Wood, a New York-based partner at the firm Reed, Smith and general counsel to the Association of National Advertisers, took the FCC's enforcement mechanism to task. "It's not at all clear what their standards are... We're starting to inject some emotional standards that are contrary to the First Amendment," says Wood. "The courts for years have struck down

content-based regulation. There's a distinct possibility here that would happen again."

At issue is whether the FCC, in its string of rulings this year, is confining itself to the powers defined by the Supreme Court in *FCC vs. Pacifica*—the 1978 case that featured George Carlin and the prohibition of seven dirty words. NBC and CBS believe the agency has exceeded its bounds.

Each network is playing for slightly different stakes. CBS faces a proposed \$550,000 fine for the exposure of Janet Jackson's breast during the Feb. 1 Super Bowl broadcast. NBC does not face a fine but wants to void the precedent set when the FCC decided the use of the word "fucking" by U2's Bono during the live telecast of the 2003 Golden Globes was illegal.

In other major indecency developments, Fox faces nearly \$1.2 million in proposed fines for an April 2003 broadcast of *Married by America* that featured pixilated strippers performing sexual acts. Its reply to the FCC is due Dec. 3. And last week, Viacom agreed to pay \$3.5 million to the FCC to wipe its slate clean of all indecency charges except for the Jackson/Super Bowl incident.

"We believe that a government fine for an unintentional broadcast is unfair and unwarranted," the company said. The action ended wrangling over a radio broadcast by Howard Stern and the 2002 sex-in-St. Patrick's Cathedral stunt by shock jocks Opie & Anthony.

Each network has good reason to challenge the FCC, aside from any monetary penalties. The agency explicitly warned in the Golden Globes case that "serious multiple violations of our indecency rule... may well lead to the commencement of license

revocation proceedings"—in essence, the death penalty for those businesses. The skittishness that induces was on display Nov. 11, when dozens of ABC affiliates declined to air *Saving Private Ryan* for fear its liberal use of the F-word would bring FCC scrutiny.

Network officials say the FCC is infringing



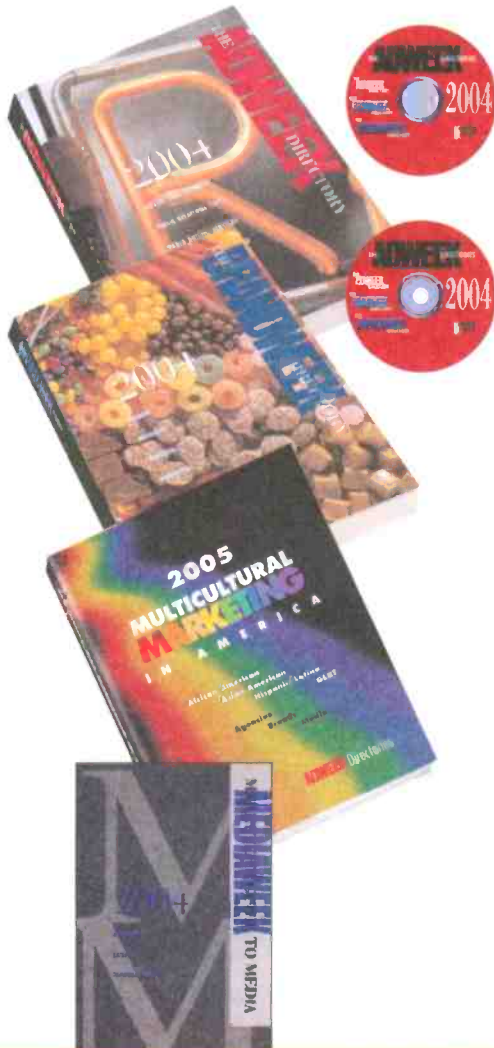
Jackson's Super Bowl revelation set off a firestorm of indecency lamentation.

PATRICK SCHNEIDER/GETTY PHOTO



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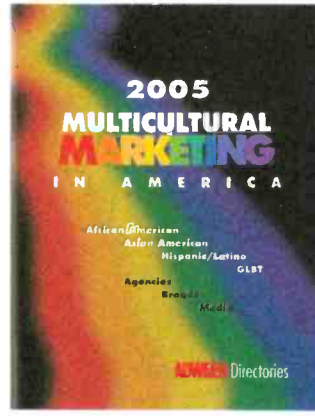
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List Rental Info: JJ Single (845) 731-2731  
Subscriber Services: 1-800-562-2706  
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on free-speech guarantees. "We're going to fight it because we think it's wrong," Les Moonves, chairman of CBS, said Nov. 15 on his network's *Late Show With David Letterman*. Earlier, NBC chairman Bob Wright, in an April 19 op-ed piece in the *Wall Street Journal* warned of "an overzealous government willing to limit First Amendment protections."

The networks say an overbearing FCC threatens an end to live TV, as broadcasters fearful of a stray indecent utterance build an expensive and cumbersome delay into news and sportscasts—or eliminate regulatory risk by foregoing coverage altogether.

Meanwhile, others sense a competitive disadvantage from indecency regulation. Mt. Wilson FM Broadcasters, a three-station group in California, has asked the FCC to consider bringing satellite radio under indecency regulation. Mt. Wilson's proposal last month echoes earlier calls by some in Congress to apply indecency rules to cable, which is not now covered. Whether the FCC will take up Mt. Wilson's proposal, or whether the courts would approve either initiative, is not clear. The FCC's enforcement bureau, which decides indecency cases, declined to comment for this article.

In *Pacifica*, the court had reprimanded the Pacifica Foundation for allowing Carlin's riff to play on its New York radio station during the afternoon when a young boy was listening. The high court in a 5-to-4 vote affirmed the agency's power to regulate indecent broadcasts. The court's majority emphasized "the narrowness of our holding." Its dissenters expressed fear the court had set broadcasting on a path toward airing "only what is fit for children."

The high court said broadcasting has limited free-speech protections only for two reasons: It is "uniquely pervasive" because it reaches into homes, and it is "uniquely accessible to children, even those too young to read."

There is little doubt the environment surrounding broadcasters has changed since 1978. Cable TV has grown up to become the dominant means to bring video into homes, direct-broadcast satellite has boomed, and the Internet has come into widespread use. None, so far, is subject to indecency regulation. That all may add up to undermining the "uniquely pervasive" plank of *Pacifica*.

"One of the questions is, has the environment changed so much that assumptions made by *Pacifica* may not apply," says Lipschultz. "To treat the broadcast environment as some kind of special arena that is insulated from the way society speaks is really rather absurd."

The other main prong of the legal challenge lies in whether the FCC has too broadly interpreted its definition of indecency, and whether its standards are shifting and too vague. In its



**F-bomb: The FCC flip-flopped on Bono's use of the F-word during the 2003 Golden Globes.**

March 18 Golden Globes decision, the agency not only reversed its earlier ruling that Bono's saying "fucking brilliant" was not indecent because it did not describe sexual activity and it was fleeting; it went further, saying the word "invariably invokes a coarse sexual image." In its finding, backed by all five commissioners, the agency acknowledged that it earlier had not judged "isolated or fleeting" uses of the word to be indecent but said that interpretation was "no longer good law."

The shift improperly contradicted years of precedent, NBC said in its April 19 request that the agency reconsider its reversal. Viacom, too, cited shifting standards in its Nov. 5 request that the FCC reconsider its Sept. 22 decision that the exposure of Jackson's breast for a fraction of a second was explicit, graphic and preventable, had CBS been sufficiently vigilant.

Ultimately, some observers say, the nets may have a good argument in saying shifting standards have left indecency rules so vague that they improperly chill permissible speech.

The FCC "has done everything it can to push the existing boundaries about as far as they can go," said John Crigler, a Washington, D.C.-based communications attorney with Garvey Schubert Barer. "The commission has gone out of its way to minimize consideration of merit. Sooner or later, with the right case, the courts are not going to like that."

"The point of the First Amendment is not to make it easy to suppress speech, which is what the current indecency definition does," Crigler said. "The court never had in mind an indecency standard that's been pushed out as far as this one." ■

# local media

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

SALT LAKE CITY OUTDOOR

## Scoreboards Go High-Tech

BY RICHARD ZITRIN

**B**ruce Trimble, the athletic director at Clearfield High School in Salt Lake City, knew it was time to look around for a new gymnasium scoreboard when all that was holding the board controller together were duct tape and bailing wire.

Trimble thought about getting a scoreboard from a soft-drink company but decided to go in another direction—the future—when Universal Scoreboards, a startup near Salt Lake, offered to give the school two high-tech digital scoreboards that have audio capabilities and display animation, graphics and video.



Universal Scoreboards is partnering with high schools to install interactive scoreboards on which national and local ads can run.

In exchange for giving away big-ticket scoreboards to Clearfield and other high schools, Universal Scoreboards gets prime ad real estate, thus creating another venue for advertisers to reach a coveted and hard-to-reach demographic, 14-to-18-year-olds, as well as their parents.

Universal Scoreboards has grown rapidly since it launched two years ago, and the company, through its scoreboards, now has a presence in several dozen high schools in the West, with plans to start expanding eastward.

Empower MediaMarketing, a Cincinnati media planning and buying agency, is running ads for three national clients on the Universal Scoreboards network—pI Isoderm acne prod-

ucts, Fashion Bug clothing stores and 1-800-CONTACTS, a contact lens company. "We thought this is where we should put our clients who are targeting teens and their parents," said Regina Lithen, senior vp at Empower Media-Marketing. "That's really USB's sweet spot. USB is opening up a new space in terms of high school-based advertising."

Universal Scoreboards' reach extends beyond school gymnasiums and playing fields and onto the Web, which Lithen also finds appealing to advertisers. Beginning Dec. 1, people will be able to log on to [www.hsen.us](http://www.hsen.us) and follow a sporting event on their computer screens by seeing what is on a scoreboard in real time. The online presence also allows Universal Scoreboards to target a secondary audience of parents and family members, adults 25-54 and 35-plus, says company director of sales Michelle Bowater.

Universal Scoreboards is the brainchild of founder Bret Millar, who started out by putting scoreboards in seven Utah schools and going after local advertising. The venture quickly drew investors who have helped the company grow to the point where, this school year, Universal Scoreboards has boards in 80 schools representing 3.2 million impressions in 16 markets in the West.

By the 2005-06 school year, Universal Scoreboards plans to have scoreboards in approximately 300 schools representing 16.5-18.5 million impressions in the same 16 markets before expanding to schools in the East and Midwest, Bowater says.

Universal Scoreboards has an investment of approximately \$120,000 in each school. In addition to the two digital scoreboards, USB provides schools with signage service, laptops to operate the boards and software to create digital images for local-business ads.

"The schools could never afford [to pay for] this," Bowater says. "We go ahead and buy the

real estate, recouping the cost through the advertiser. They get the boards, the laptops, and the training and the support for free, then we go in and sell the ads." Schools also get a cut of the ad revenue that Bowater's staff sells, and they get to keep all the profits from any local ads they sell on their own.

Universal Scoreboards has 14 national and regional advertisers, and dedicates a spot on every board to the Ad Council.

### RADIO STATIONS, OUTDOOR

#### Addenda:

**Mike and the Mad Dog**, Infinity Broadcasting's top-rated afternoon-drive Sports show among men 25-54 on WFAN-AM in New York, is headed for syndication. Beginning today, the show, hosted by Mike Francesa and Chris Russo, will begin airing on WROW-AM, Albany Broadcasting's Talk station serving Albany, N.Y. ... **WQCD-FM**, Emmis Communications' Smooth Jazz station in New York, last week became the first U.S. radio station to warm up to a popular Jazz-based European format called "Chill," a combination of Jazz, Pop, Electronica and World Music that has its origins on Ibiza, an island off the coast of Spain. "About 70 percent of the music is the same, but we're hoping to appeal to a larger number of the younger end of our target audience in their 30s," said Barry Mayo, senior vp of programming for Emmis. Along with core modern Jazz artists George Benson, Sade, Boney James and Dave Koz, Chill's expanded playlist on CD101.9 New York also includes crossover artists such as Chris Botti and Brian Culbertson. "The [Smooth Jazz] format hasn't changed in more than 10 years. It's time for it to evolve," said Blake Lawrence, program director of WQCD... **AdSpace Networks**, a provider of out-of-home digital ad networks, last week announced a pact with Westfield America to roll out 500 networked plasma screens in 22 Westfield Shoppingtown malls in New York, Los Angeles, San Francisco, Chicago and Washington, D.C. AdSpace's Cool Sign Ad Network of more than 2,300 displays uses satellite and wireless technology to deliver full-motion digital advertising content. Several of the nation's top advertisers, including IKEA, Fox TV, Cartoon Network, GEICO, Disney and *Entertainment Weekly*, have planned holiday campaigns over AdSpace's Cool Sign Ad Network to reach consumers at the point of purchase. —*Katy Bachman* ■



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Source: Nielsen Media Research, 3Q 2004 (6/28/04-9/26/04). Based on A18-49, W18-49, A18-34 & W18-34 (000) in each network's respective total programming day for all basic cable networks. NAN = Su-Th 9p-6a, F-Sa 10p-6a. TNT, TBS, USA = M-Su 6a-6a. LIF = M-F 8a-2:30a, Sa 11a-2a, Su 10a-2a. Subject to qualifications made available upon request.

# market profile

BY EILEEN DAVIS HUDSON



Pennsylvania's capitol building in Harrisburg is modeled after both the Paris Opera House and St. Peter's Basilica in Rome.

JOSEPH SCHWARTZ/OPPOWORLDWIDE INC./CORBIS

## Harrisburg, Pa.

LOCAL MEDIA OUTLETS IN HARRISBURG, PA., EXPERIENCED AN INDUSTRY SHIFT THIS month that could be a significant boon for their bottom lines. The multi-hyphenated market saw its national ranking jump five places at the start of the 2004-05 broadcast season, to No. 42 from No. 47.

Nielsen Media Research opted to remove Franklin County, Pa., from the Washington, D.C., market and attach it to Harrisburg since its residents affiliate themselves more with Pennsylvania than D.C. As a result, the Harrisburg-Lancaster-Lebanon-York television market picked up about 55,000 homes, bringing its total TV households to 702,590.

While there was no immediate impact of the ranking change, local TV executives say it could mean millions more in national ad dollars in the coming years.

One of the stations likely to benefit most from the change is Hearst-Argyle's NBC affiliate WGAL-TV, a longtime market leader by a wide margin. WGAL is also the top biller, generating an estimated \$32.8 million in total revenue in 2003, according to BIA Financial Network. The next-high-

est revenue biller is Allbritton Communications' ABC affiliate, WHTM-TV, which pulled in about half of WGAL's total.

With Pennsylvania a hotly contested battleground state in this year's presidential election, the coffers of local media outlets, particularly TV stations, swelled with political dollars. WGAL general sales manager Nancy Tulli, for one, says her station set billing records this year, thanks to the political spending.

Lancaster, Pa.-based WGAL, located

southeast of Harrisburg, has focused on the southern portion of the market. With the addition of Franklin County, the station and its competitors plan to extend news coverage to the newest part to the DMA. WGAL won a regional Emmy in October for best newscast at 6 p.m. As for entertainment programming, WGAL has *Dr. Phil* at 3 p.m. and *The Oprah Winfrey Show* at 4 p.m. This year, it picked up first-run syndicated shows *Starting Over* for the 10 a.m. slot and *The Tony Danza Show* for 11 a.m.

WHTM, the No. 2 station in the market, has expanded its "newspaper network," says president/general manager Joe Lewin, explaining that the station has had a partnership with *The York Dispatch* for several years and added a similar partnership with the *Lebanon Daily News* and *The Sentinel* in Carlisle this past year. Lewin says with the addition of Franklin County in the DMA, he is now working to secure a partnership with the *Public Opinion* in Chambersburg, the largest city in the county. In terms of programming, WHTM this fall launched *The Jane Pauley Show* at 4 p.m. and *The Insider* at 7 p.m.

Clear Channel owns CBS affiliate WHP-TV, historically No. 3 in the market. Matt Uhl, who started at the station 10 years ago as an account executive, became gm of WHP and UPN affiliate WLYH in May 2003. Asked why his station has lagged, Uhl says bluntly: "We made no effort in improving the newscast or expanding the newscast, and we historically never deserved anything better than what we were getting."

However, Uhl says, Clear Channel has decided to compete and is providing the financial support needed to ramp up news programming. In February, WHP launched a 5 p.m. weekday newscast, and in September it started a 5:30 p.m. weekday news, along with an 8-9 a.m. newscast on Saturday and Sunday. Additionally, WHP's staff has increased from 107 to 134, with 15 hires for news positions. WHP co-brands with sister Clear Channel radio station News/Talk WHP-AM and shares news briefs and weather updates on all of the market's Clear Channel radio stations.

WLYH, operated by Clear Channel under a local marketing agreement, has picked up several new shows this fall, including *Fear Factor*, *The King of Queens*, *CSI* and *Yes, Dear*. The station has won

### NIelsen MONITOR-PLUS AD SPENDING BY MEDIA / HARRISBURG

	Jan.-Dec. 2002	Jan.-Dec. 2003
Spot TV	\$87,890,030	\$96,649,540
Outdoor	\$17,821,085	\$17,811,200
Total	\$105,711,115	\$114,460,740

Source: Nielsen Monitor-Plus



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# market profile

## SCARBOROUGH PROFILE

### Comparison of Harrisburg

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Harrisburg Composition %	Harrisburg Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	28	88
Age 35-54	40	40	100
Age 55+	29	33	113
HHI \$75,000+	31	23	73
College Graduate	14	11	80
Any Postgraduate Work	11	9	79
Professional/Managerial	26	24	91
African American	13	4	32
Hispanic	14	5	33
<b>MEDIA USAGE-AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	53	59	112
Read Any Sunday Newspaper	61	66	109
Total Radio Morning Drive M-F	21	22	101
Total Radio Afternoon Drive M-F	18	17	96
Total TV Early News M-F	29	29	101
Total TV Prime Time M-Sun	38	38	98
Total Cable Prime Time M-Sun	15	16	111
<b>MEDIA USAGE-OTHER</b>			
Accessed Internet Past 30 Days	61	60	98
<b>HOME TECHNOLOGY</b>			
Owns a Personal Computer	68	68	100
Purchase Using Internet Past 12 Months	43	39	92
HH Connected to Cable	66	76	116
HH Connected to Satellite/Microwave Dish	20	12	62
HH Uses Broadband Internet Connection	23	16	71

\*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.

Source: 2003 Scarborough Research Top 50 Market Report (February 2003 - March 2004)

## NIELSEN RATINGS / HARRISBURG

EVENING- AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	NBC	WGAL	11	38
	ABC	WHTM	4	11
	CBS	WHP	2	5
5:30-6 p.m.	NBC	WGAL	12	35
6-6:30 p.m.	NBC	WGAL	15	36
	ABC	WHTM	7	16
	CBS	WHP	3	6

### Late News

10-11 p.m.	Fox	WPMT	6	12
11-11:30 p.m.	NBC	WGAL	9	29
	ABC	WHTM	4	13
	CBS	WHP	2	5

All data estimated by Nielsen from diary returns of evening and late local news only.

Source: Nielsen Media Research, July 2004.

future rights to *Frasier*, *According to Jim*, *That '70s Show* and *George Lopez*.

WPMT, Tribune Broadcasting's Fox affiliate and also the market's secondary WB affiliate, claims to be the oldest UHF TV station in America. It launched in Harrisburg on Dec. 22, 1952. Home of the National Football League's Philadelphia Eagles preseason games, WPMT picked up *Malcolm in the Middle* for 5:30 p.m. this fall. John Riggle, WPMT vp/gm, says his 10 p.m. news was No. 2 in adults 25-54 behind WGAL's 11 p.m. news in the February, May and July sweeps. Riggle says his station was also recognized this year as one of the nation's top Fox affiliates in terms of its adults 18-49 audience.

As part of its election-year coverage, WPMT produced 11 weeks of its own political programming with a half-hour report airing on Sunday mornings. The success of those reports encouraged the station to expand the series into a regular program, called *Sunday Spotlight*, says Riggle. It airs at 10 a.m.

Harrisburg has been home to WGCB-TV, a privately owned Independent station, for the past 25 years. The station airs mostly religious content, infomercials and classics such as *Lassie*, *The Lone Ranger* and *The Cosby Show*.

Comcast is the dominant cable provider in the DMA, with more than 460,000 subscribers. Cable penetration in the market is 76 percent, well above the top 50 market average, according to Scarborough Research. Satellite penetration, at 12 percent, is significantly below the national average.

In local newspapers, *The (Harrisburg) Patriot-News*, owned by Advance Publications' Newhouse chain, is central Pennsylvania's largest daily. Its daily circ of 100,129 reflected a 1.2 percent decline for the period ended Sept. 30, 2003, compared to the same period the previous year, according to the Audit Bureau of Circulations. The paper's Sunday circ slipped 1.7 percent to 150,061.

This past July and August, the paper introduced several major changes, including converting its daily and Sunday sports section from broadsheet to tabloid. The sports section also has two fronts. The regular front page features national sports; when the paper is flipped over, the back page is the front of a new section focusing on the local fan favorite, Penn State, and other college sports, says Anne Dettler, *P-N* marketing director.

The *P-N* also relaunched its entertainment tab. Now called *Go*, it publishes on Thursdays instead of Fridays to give both readers and advertisers a jump on the weekend.

Also this past summer, the *P-N* expanded



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# market profile

its local zoned coverage. The paper used to have three editions: an East and a West edition serving the communities to the east and west of the Susquehanna River, along which Harrisburg lies; and a third edition, serving Perry County. The paper now has five zones, adding editions for the communities of Lebanon and Carlisle, says Detter.

In terms of staffing changes, the *P-N* promoted features editor Cate Barron to managing editor and created two new positions for assistant managing editors. The paper is also looking to fill the vacancy created by the departure of general manager James

Stephanak a month ago.

The Lancaster metro area is served by two daily newspapers and a Sunday paper: the Monday-Saturday morning *Intelligencer Journal* (45,319), the six-day evening *Lancaster New Era* (42,203), and the *Sunday News* (100,289). The papers are all owned by Steinman Enterprises, under the umbrella of Lancaster Newspapers Inc. They have separate editorial and management staffs.

The metro area of York is one of the fastest-growing segments of the DMA. Baltimore is a 45-minute commute from York, and people are increasingly moving north to the

area because of its lower cost of living.

About 370,000 people live in York County's circulation area. Two daily papers serve the region: afternoon *The York Dispatch*, owned by Media News Group, and morning *York Daily Record*, owned by Buckner Alliance Group, which also publishes *York Sunday News*. The dailies compete for news under a JOA, which is the smallest circulation area of all remaining JOAs in the nation. The *Daily Record's* Monday-Friday circ is 46,240; the *Dispatch's* Monday-Friday circ is 33,784; and the *Sunday News's* circ is 92,507.

The local radio market is just as divided as the newspaper market. Arbitron considers Harrisburg-Lebanon-Carlisle to be one market, ranked No. 79 in the country. York is market No. 104 and Lancaster is ranked No. 113. Still, some Lancaster and York radio stations spill into the Harrisburg radio market.

Clear Channel controls the lion's share of the local radio advertising pie at nearly 42 percent. In 2003, its six local radio stations garnered a combined 32.7 average quarter-hour share and generated a total of \$14.8 million in revenue, according to BIA Financial Network.

Clear Channel owns the market's top two stations overall among listeners 12-plus: No. 1 Country station WRBT-FM and No. 2 News/Talk WHP-AM. While WRBT saw its ratings jump significantly to a 10.6 share from an 8.9 in the Summer book, the company's Adult Album Alternative WRVV-FM tumbled out of first place in the spring to fourth in the summer, falling to a 7.7 share from 9.1.

Earlier this year, Citadel shook up the market by moving the Country format off its 106.7 signal in Hershey, Pa. (part of the Harrisburg market), and putting it on 102.3. Citadel then reformatted 106.7 to Hot Adult Contemporary and changed the call letters from WCAT-FM to WCPP-FM. The move effectively left Clear Channel's WRBT as the dominant 50,000-watt Country station in Harrisburg. Cumulus Media's Hot Adult Contemporary WNNK-AM finished second overall in the summer book and second in morning drive behind WRBT; it tied for second in afternoon drive with WHP.

Lamar Advertising is the leading outdoor advertising company in the market. The company offers about 400 bulletins, 620 30-sheets and 100 8-sheets, as well as bus-shelter advertising in the Harrisburg metro, says Andy Rebeck, Lamar vp/gm. The company also has a separate plant that handles outdoor advertising in York, Lancaster and Lebanon. Allentown, Pa.-based Keystone Media has Harrisburg's bus-advertising contract. ■

## NEWSPAPERS: THE ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Lancaster County: 175,030 Households</b>				
(Lancaster) <i>Intelligencer Journal</i> *	85,987	98,883	49.1%	56.5%
The (Harrisburg) <i>Patriot-News</i>	1,317	2,280	0.8%	1.3%
<b>York County: 151,402 Households</b>				
<i>York Daily Record/The York Dispatch</i> **	80,859	88,535	52.5%	57.5%
<i>Hanover Evening Sun</i>	10,451	10,873	7.1%	7.4%
The (Harrisburg) <i>Patriot-News</i>	5,826	10,191	3.8%	6.7%
<b>Dauphin County: 103,129 Households</b>				
The (Harrisburg) <i>Patriot-News</i>	45,653	60,157	44.3%	58.3%
<b>Cumberland County: 84,293 Households</b>				
The (Harrisburg) <i>Patriot-News</i>	32,614	48,327	38.7%	57.3%
<i>The Sentinel</i>	14,147	14,063	16.8%	16.7%
<i>Chambersburg Public Opinion</i>	1,492		1.8%	
<b>Lebanon County: 47,213 Households</b>				
<i>Lebanon Daily News</i>	18,924	19,031	40.1%	40.3%
The (Harrisburg) <i>Patriot-News</i>	7,251	10,977	15.4%	23.2%
(Lancaster) <i>Intelligencer Journal</i> *	629	1,032	1.3%	2.2%
<b>Perry County: 16,877 Households</b>				
The (Harrisburg) <i>Patriot-News</i>	5,460	8,625	32.4%	51.1%
<i>The Sentinel</i>	324	398	1.9%	2.4%
<i>Sunbury Daily Item</i>	142	186	0.8%	1.1%

\*Combined circ of JOA partners *Intelligencer Journal* and *Lancaster New Era*. \*\*Combined circ of JOA partners *York Daily Record* and *The York Dispatch*. Data is based on audited numbers published in the Audit Bureau of Circulations' Spring 2004 County Penetration Report.

## ARBITRON RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	3 AM, 3 FM	32.7	\$14.8	41.8%
Cumulus Broadcasting	1 AM, 3 FM	17.7	\$11.9	33.5%
Citadel Broadcasting	3 FM	9.8	\$5.6	16.6%
Lebanon Broadcasting	1 AM, 1 FM	3.5	\$1.1	3.1%
Hepco Communications	1 FM	0.5	\$0.8	2.2%
Route 81 Radio	1 AM	2.2	\$0.5	1.4%

Includes only stations with significant registration in Arbitron diary returns and licensed in Harrisburg or immediate area. Share data from Arbitron Summer 2004 book; revenue and owner information provided by BIA Financial Network.

EAST

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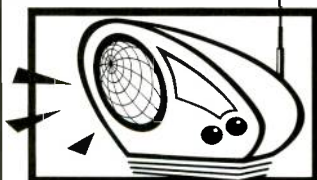
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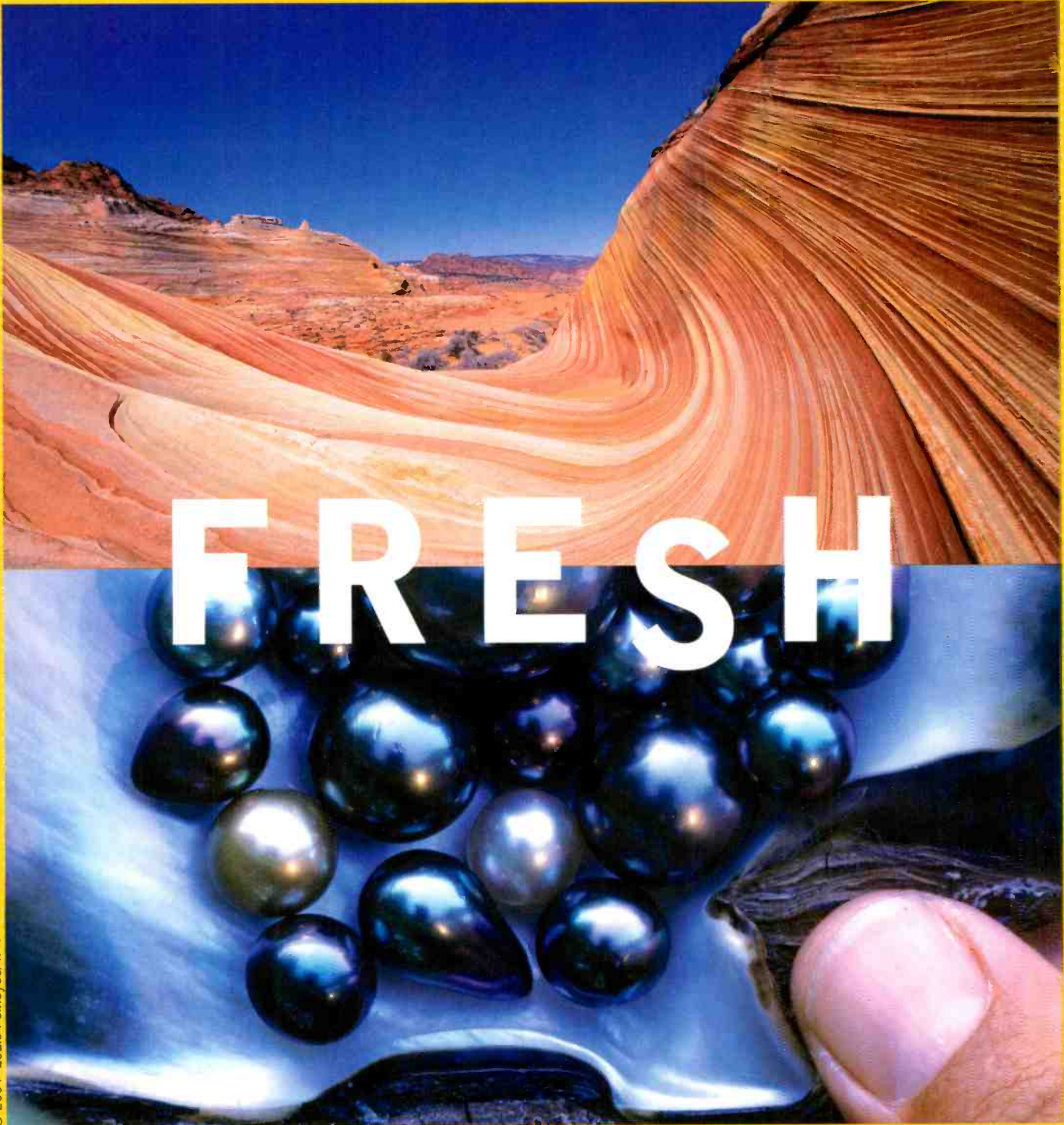
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# media elite

EDITED BY ANNE TORPEY-KEMPH

## Dish



▲ New food-lifestyle magazine *Chow* recently hosted its launch party at Metrazur in New York's Grand Central Station. (L. to r.) Maile Carpenter, restaurant and food service editor, *Time Out New York*; Jane Goldman, founder and editor in chief, *Chow*; Jon Snyder, owner, Il Laboratorio del Gelato; and Charlie Palmer, chef/restaurateur.



▲ For the latest event in its MarketWatch series, *Travel + Leisure* magazine hosted an "Innovation Through Partnerships" forum aboard the Queen Mary 2. (L. to r.) Ellen Asmodeo, vp/publisher, *T+L*; John Hayes, executive vp, global advertising and brand management, American Express; Lori Sale, executive vp of worldwide promotions, Miramax Films; Jim McDowell, vp/marketing, BMW Cars of North America; and Nancy Novogrod, editor in chief, *T+L*.



▲ Bob Wright, chairman /CEO of NBC Universal (r.), last week inducted Jerry Seinfeld, co-creator and actor in longtime NBC hit *Seinfeld*, into the NBC "Walk of Fame" at the NBC Experience store in New York. Said Seinfeld: "I'm here today to open an investigation as to how Willard Scott got here ahead of me."



◀ At Saks Fifth Avenue in New York for the recent launch party for *Wanderlust*, an autobiographical photographic travel journal by Hearst Magazines executive vp Michael Clinton, (l. to r.): Marta Hallett, publisher, Glitterati Books; Clinton; and Debra Shriver, vp/ chief communications officer, The Hearst Corp.



▲ The Carter Center in Atlanta recently held a private screening of the upcoming CMT special *CMT Homecoming: President Carter in Plains*, a documentary prominently featuring Carter's longtime friend Willie Nelson. (L. to r.) Brian Philips, executive vp/general manager, CMT; President Jimmy Carter; and Nashville, Tenn., Mayor Bill Purcell.

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# inside media

NEWS OF THE MARKET

## AmiYumi Opens Big on Cartoon

Cartoon Network's premiere of *Hi Hi Puffy AmiYumi* on Nov. 19 at 7:30 p.m. was the highest-rated series opener among kids 2-11 in the cable channel's history. The animated series, which chronicles the adventures of real-life Japanese rocker chicks Ami and Yumi (think the Bangles' Susanna Hoffs mixed with Gwen Stefani and throw in a dash of Belinda Carlisle), scored a 3.9 rating and delivered 1.5 million viewers 2-11. The series posted the second-highest kids 6-11 rating with a 4.4 (1 million viewers) for an original premiere.

## ABC Hopes MTV Will Bring Viewers to Life

ABC's *Life As We Know It* has had a home on MTV during the November sweeps. ABC did not air the freshman drama during November sweeps because of its highly competitive Thursday 9 p.m. time period, but rather gave it to MTV in hopes of reaching more of the show's target audience and drawing new viewers into the fold when it returns to ABC. MTV ran some episodes of *Life* on Saturday, Nov. 27, and will air more on Dec. 6, for a total of five episodes that ABC already aired.

## NewRadio, Waitt in Midwestern Merger

NewRadio Group and Waitt Radio, both radio groups concentrating on smaller Midwestern markets, have agreed to merge and form a new group based in Waitt Media's Omaha, Neb., headquarters. Terms were not

disclosed. The new group, as yet unnamed, will own 89 radio stations, including NRG's 20 in Wisconsin and 7 in Illinois and Waitt's 15 in Iowa, 14 in Kansas, 3 in Minnesota, 24 in Nebraska, 6 in South Dakota, and the Waitt Radio Network. Through a local marketing agreement, the new entity will begin operating the stations Jan. 1. Norman Waitt, chairman of Waitt Media, will serve as chairman of the new venture, and Mary Quass, president and CEO of NRG, will be president/CEO.

## Noggin, Comcast in Christmas VOD Deal

The commercial-free preschool network Noggin and Comcast Cable have partnered for a video-on-demand deal to distribute the channel's original holiday film *Franklin's Magic Christmas* as part of an integrated marketing campaign. Comcast will offer the movie to digital subscribers with access to on-demand programming in an exclusive window from Nov. 29 through Dec. 13 as part of a "warm and fuzzy" holiday package, a statement said. Noggin and Comcast have been working on a monthlong campaign to promote Comcast's VOD services and the movie premiere on-air, online and off-channel. *Magic Christmas* premieres on Noggin Dec. 13 at 11 a.m.

## Interep Unit Gets Marvel.com Business

Interep Interactive, a division of radio rep firm Interep, has been signed as the exclusive national ad sales rep for Marvel.com, part of

Marvel Enterprises Inc. The Web site, featuring information about Spider-Man and other Marvel superheroes, as well as interactive activities, delivers more than 18 million impressions to 750,000 unique monthly users, primarily male teens and young adults.

## ABC Radio Offers Online Hannity Service

ABC Radio Networks has launched *Hannity Insider*, an online subscription service aimed at the loyal listeners of *The Sean Hannity Show*, syndicated on 435 stations. For \$5.95 monthly, fans can download the show to any portable audio device, interact with other *Hannity* insiders in real time, and get customized instant messaging software for sending comments to the studio during the show.

## WSJ Radio's Morning Works Weekends

*The Wall Street Journal This Morning*, the Wall Street Journal Radio Network's one-hour weekday-morning program syndicated on 80 stations, will expand to weekends beginning Jan. 8. Michael Wallace, host of the weekday show, will co-anchor the weekend version with Cheryl Simone-Miller, who joined from WINS-AM, Infinity Broadcasting's News station in New York. WSJ's weekend programming will include several new original segments: Weekend Advisor, a review of movies, music and books; Takeoffs and Landings, with travel news and tips; Home Front, a segment on home improvement and design; and Stocks to Watch. ■

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# mr. television

BY MARC BERMAN



## Indecent Exposure

EVERY YEAR, WITHOUT FAIL, THE SIX NETWORK ENTERTAINMENT CHIEFS GATHER FOR AN International Radio & Television Society Foundation question-and-answer session at the Waldorf-Astoria hotel in Manhattan to talk about the business of television. The one item of interest this year in a sea of typical

spin was the Federal Communications Commission's effort to regulate indecency on broadcast television. As expected, that was the first subject addressed by that trusted name in news and reality, moderator Anderson Cooper (whom I personally will always remember as the stone-faced host of ABC's *The Mole*).

Since no annual network honcho gathering would be complete without some fresh blood, there were four new faces on the dais—ABC's Stephen McPherson, CBS' Nina Tassler, NBC's Kevin Reilly and the WB's David Janollari. Rounding out the panel were Fox's Gail Berman and Dawn Ostroff of UPN. With the issue of indecency at the fore as a result of the recent brouhaha over ABC affiliates airing—or not airing—the World War II-themed theatrical *Saving Private Ryan* (about 70 chose not to), and the suggestive locker-room meeting between Philadelphia Eagles receiver Terrell Owens and *Desperate Housewives* vixen Nicollette Sheridan at the beginning of ABC's *Monday Night Football* two weeks ago, the executives at the IRTSF event had a lot to work with.

"You could show *Saving Private Ryan* a few years ago, but now you can't?" asked Fox's Berman, echoing my sentiments exactly. "Why?"

Janet Jackson, that's why. The so-called Nipplegate scandal from last winter's Super Bowl ignited this whole indecency debate, kicking the FCC into overdrive as it tries to

crack down on every mild transgression. In this climate, it's no wonder that the 70-odd ABC affiliates were afraid to televise *Ryan*.

But those affiliates really need to get a grip. The movie, based on actual World War II events, explicitly exhibited the horrors of war—something that, while sometimes hard to watch, was not vulgar or in bad taste. These things really happened, and the story was told with great respect to the people who fought and died during D-Day and its aftermath. As a parent of three young kids, it was my job—not my local affiliate's—to decide whether they were mature enough to watch it.

I wonder what these same 70 stations thought when the overexposed Anna Nicole Smith presented an award at the recent American Music Awards, slurring her words and acting like a drug-addled imbecile. Was that more appropriate than showing a movie that addressed an important part of history?

Since many of these so-called stars tend to push the envelope on decency, particularly at music-award shows, here's a brilliant idea: Let's not run them. Let's be terrified broadcasters and air an *Andy Griffith Show* reunion,

*Return to Mayberry*, which apparently many stations did in place of *Saving Private Ryan*.

As NBC's Reilly pointed out, "If morality is such an issue, why is everybody watching *Desperate Housewives*?" Which brings us to Nicollette Sheridan in her towel at the beginning of *Monday Night Football*. I simply don't understand all the outrage. Hey, FCC, have you ever noticed the sideline displays of cheerleader cleavage and thighs? I don't ever recall that being an issue.

Can some of this be attributed to "moral values" issues stemming from the recent presidential election? "The last time I checked, I was in the entertainment business. I am not in politics," said ABC's McPherson. "We have to do what we think is right." If that is the case, said Reilly, "Now that the election is over, I hope the FCC changes its direction."

As far as I'm concerned, someone needs to inform the FCC that this is 2004, not 1964, and that network television is about offering a diverse menu of options, some geared specifically toward adults.

"We have to be responsible broadcasters," said Ostroff. I agree. And instead of limiting the options, I say that we parents must also act responsibly and monitor what our children are watching.

Although Ms. Jackson's wardrobe malfunction did make my 9-year-old son screech in delight, it would have been long forgotten by now if the FCC hadn't made a federal case of it.

As for whether or not my children watched *Saving Private Ryan*, no, they didn't. They were much too busy on the computer, playing some potentially immoral games. Luckily, the FCC didn't find out. ■

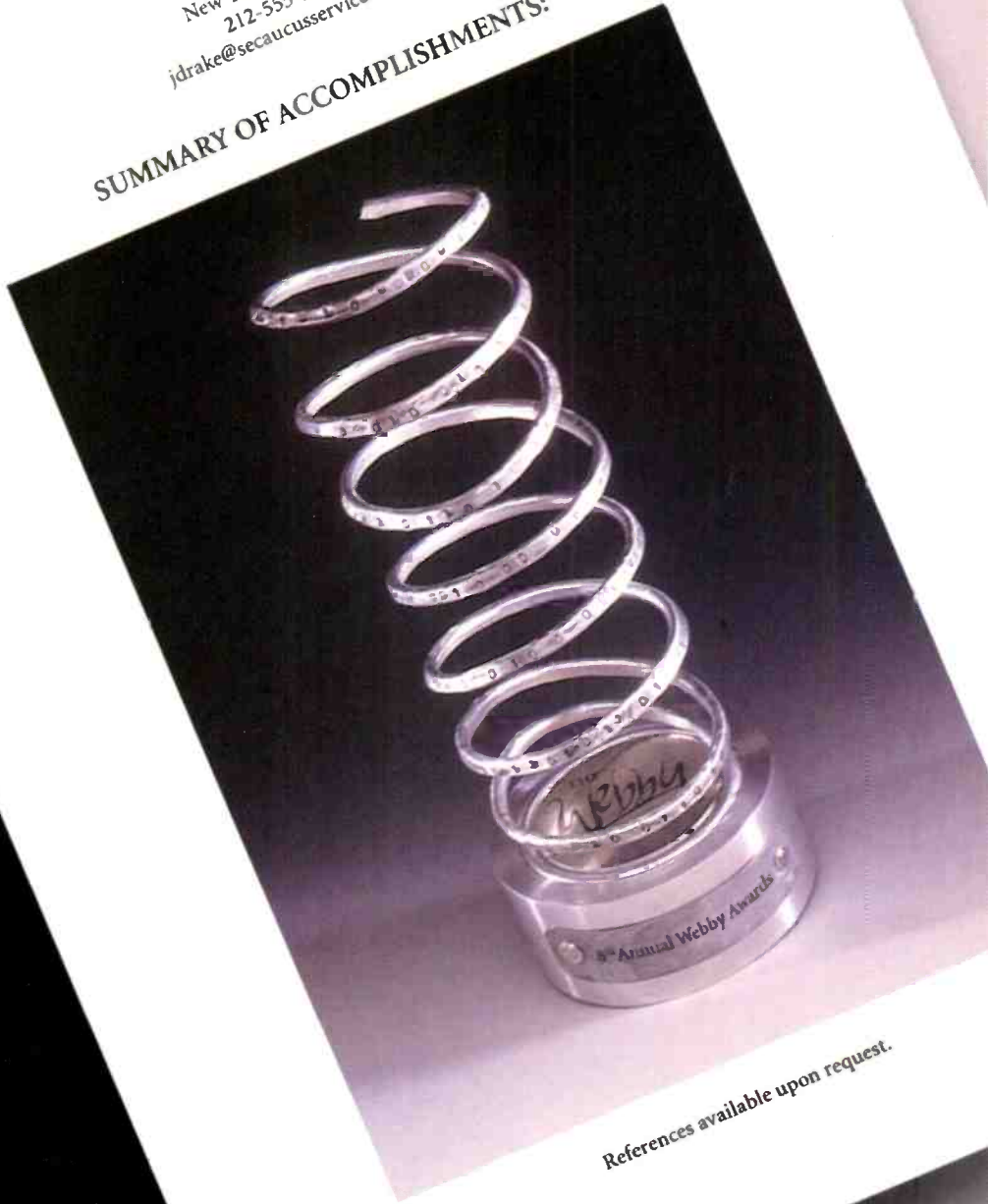
**You could show *Saving Private Ryan* a few years ago, but now you can't? Why? Janet Jackson, that's why.**

**Do you agree or disagree with Mr. TV? Please e-mail [mberman@mediaweek.com](mailto:mberman@mediaweek.com) and let him know if you would like your response published in an upcoming issue.**

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THE NEWS MAGAZINE OF THE MEDIA

## THE MARKETPLACE

### AT&T Drops \$75-\$100 Mil in Holds

Money had been tagged for residential service **PAGE 5**

## WASHINGTON

### Media Monitor The Kerry Effect

A win would kill GOP's looser ownership rules **PAGE 5**

## LOCAL MEDIA

### Billboard Ratings Ready For Rollout

Nielsen eyes launch in top 10 markets in 2005 **PAGE 9**

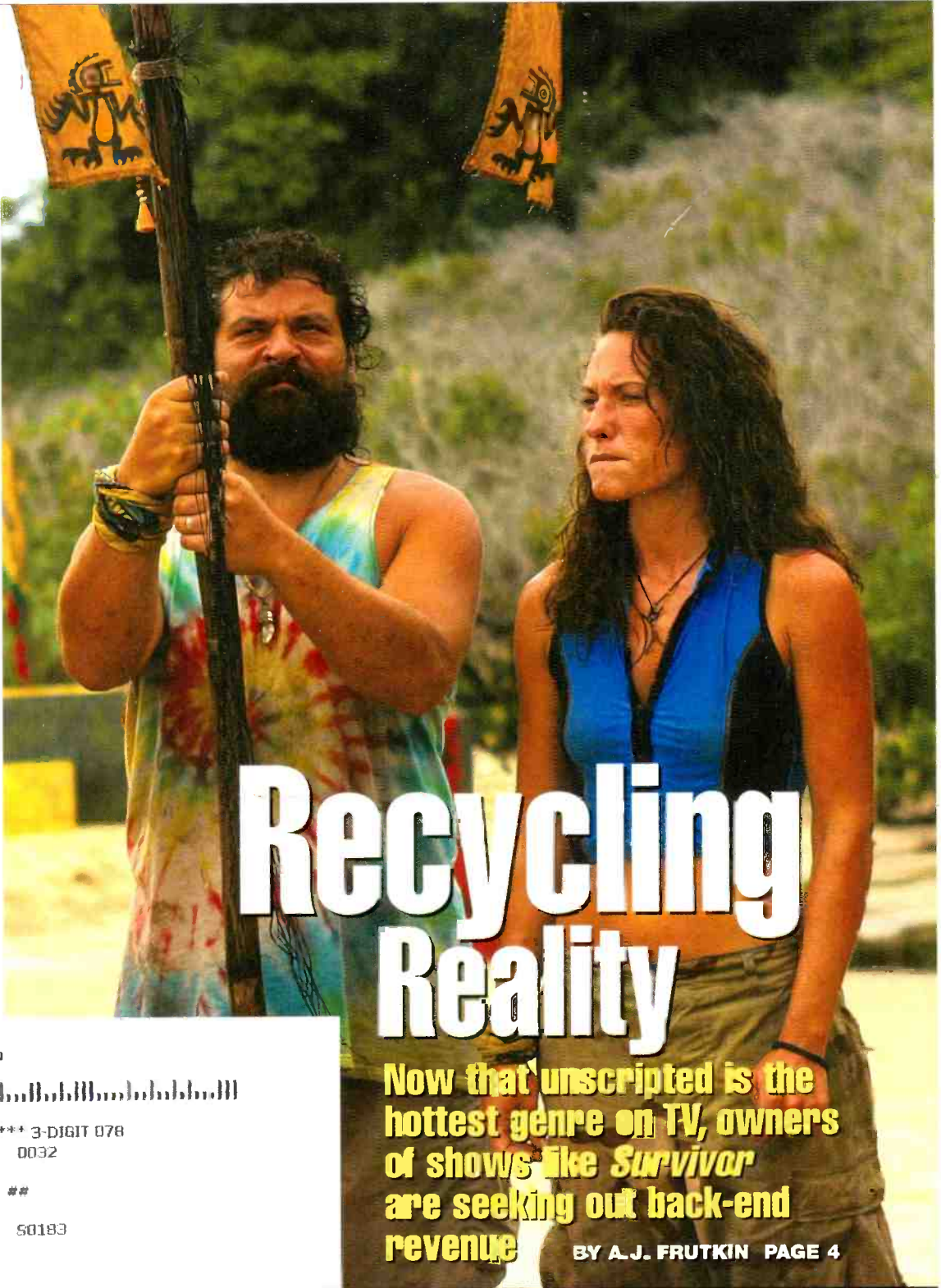
## MAGAZINES

### G+J May Cut 100

Denson looks to save \$25 million pruning staff **PAGE 21**



ROBERT VOETS/CBS



# Recycling Reality

Now that unscripted is the hottest genre on TV, owners of shows like *Survivor* are seeking out back-end revenue

BY A.J. FRUTKIN **PAGE 4**

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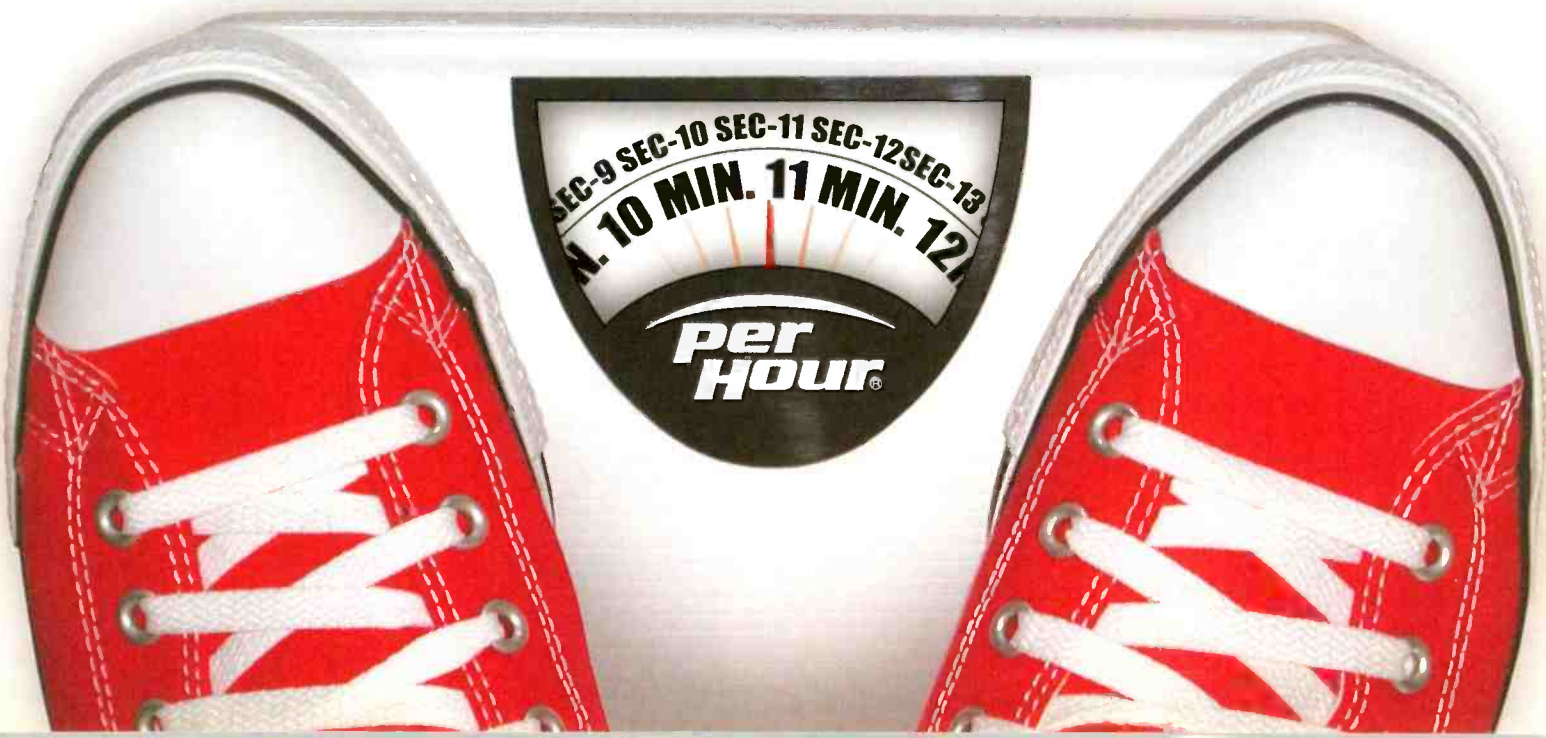
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# At Deadline

## ■ SKIPPER ADDS ESPN ABC SPORTS DUTIES

John Skipper, ESPN executive vp, Advertising Sales, New Media and Consumer Products, last week was handed oversight of ESPN ABC Sports Customer Marketing and Sales to his current responsibilities overseeing ESPN.com, *ESPN The Magazine* and the company's emerging media, including ESPN Broadband. Skipper will continue to report to ESPN/ABC Sports president George Bodenheimer but now also reports to Alex Wallau, president of ABC Network Operations and Administration, for his ESPN ABC Sports Customer Marketing and Sales duties. In a new twist, Ed Erhardt, president of ESPN ABC Sports Customer Marketing and Sales, will report to Skipper. ESPN ABC executives said the moves pair Skipper and Erhardt to manage all sales activity across the spectrum of ESPN and ABC's assets, including TV, the Web, radio, print and broadband. Skipper joined ESPN in 1997 to spearhead the launch of *ESPN The Magazine*.

## ■ CIRC WOES AT MORNING NEWS

Belo Corp. last week announced that *The Dallas Morning News* overstated its circulation by 1.5 percent daily and 5 percent Sundays. Combined with other circ declines, the overstatement will result in the paper reporting an overall decline of 5 percent daily and 11.5 percent Sundays for the six-month period ending Sept. 30 versus the year prior. Barry Peckham, *Morning News* executive vp, operations in charge of circulation, has resigned. A plan to compensate advertisers is expected to be unveiled within seven business days.

## ■ CHICAGO GETS NIELSEN LPM

Nielsen Media Research launched its local people meter service in Chicago Aug. 5. Chicago is the ratings company's fourth local people meter market. To ease the transition to LPM, Nielsen will operate the Chicago LPM service with the former meter/diary service through Sept. 22. Last week, Nielsen discontinued running the old meter/diary system in tandem with the LPM service in Los Angeles, but New York parallel services will run through Aug. 25. The fifth market slated for LPM is San Francisco, set to launch Sept. 30. Nielsen parent VNU publishes *Mediaweek*.

## ■ SATELLITE EATING INTO CABLE'S SUB SHARE

Satellite companies continue to eat into cable operators' share of TV households, according to recent

reports. According to the Television Bureau of Advertising's analysis of Nielsen Media Research data, cable penetration fell to 66.9 percent of U.S. homes from 67.9 percent since July 2003—a nine-year low. Meanwhile, the number of homes using alternate delivery systems other than cable has grown to 18.9 percent of TV households from 16.9 percent. Satellite homes have hit a high of 18 percent, according to Nielsen. Cable has been able to slow its turnover rate by bundling telephone and high-speed Internet with video services, but satellite is coming on strong with digital video recorders like TiVo and partnerships with telephone and Internet service providers like SBC Communications and Bell South. The major distinction between the two services for many consumers is price: DirecTV and Echostar's DISH Network are still considerably cheaper.

## ■ MEDIaweek TAKES A BREAK

*Mediaweek* will not publish an issue on Aug. 16. The next issue will be published on Aug. 23. But check [mediaweek.com](http://mediaweek.com) for breaking news and updates.

■ **ADDENDA:** **SC Johnson** has signed on as a major advertising sponsor of The America Channel, a new cable net set to launch next year...**Opie & Anthony**, the bad boys of radio fired by Infinity Broadcasting two years ago for their sex-in-St. Patrick's stunt in New York, will resurface on XM Satellite Radio. Beginning Oct. 4, the duo will broadcast a live, daily show on a new premium channel...**John DeSimone** has been promoted to vp of national sales in New York for Univision Communications from account executive on the New York sales team for Univision's TV group...**Marc Malkin**, news director for the past year at Wenner Media's *Us Weekly*, is leaving to join *The Insider*, the syndicated entertainment-news show launching Sept. 13. Malkin has

been named supervising producer and an on-air contributor...**Bertram van Munster**, executive producer and co-creator of CBS reality series *The Amazing Race*, and Hong Kong-based TV producer Robert Chua will create a reality-television-production venture based in Hong Kong or Singapore. The new reality shows will serve viewers in China, Singapore, Malaysia and the Philippines, but programming also will be made available for the U.S. market...**CBS Sports** said it will broadcast live golf's 2004 PGA Championship in HDTV Aug. 14 and 15. Argent Mortgage Co. LLC will be the sponsor.

## INSIDE MEDIaweek



Clear Channel Outdoor's Meyer is bullish on Nielsen's new outdoor ratings Page 9

Market Profile 12

Media Person 17

Inside Media 18

Mr. TV 22

## Market Indicators

### NATIONAL TV: SLOW

NBC's concerted effort to sell off its remaining Olympic avails at advertiser-friendly rates is having an adverse effect on the other networks' mid-to-late August prime-time scatter.

### NET CABLE: QUIET

The pace of third-quarter scatter has slowed as summer enters its final month. The Olympics have taken their toll on available funds. Movie studios continue to propel activity in cable.

### SPOT TV: TIGHT

NBC stations are tight due to Olympics, and the leading news stations are full up thanks to brisk political spending. Very little incremental spending from auto. Retail is spotty.

### RADIO: SOFT

August still tepid, but September is looking healthier. National lagging local due to a slowdown in the auto category, which has been only slightly better on the local side. Strongest categories include telecom, financial and home improvement.

### MAGAZINES: ACTIVE

Heading into fourth quarter, banking and investment services, insurance and real estate continue to spend actively. Fall issues are robust with apparel, retail and fragrance. Toiletries and cosmetics are flat.

## Univision Sees Second-Qtr. Profits Surge, Ad Sales Hot

Univision Communications continued its reign as the No. 1 Spanish-language media company, more than doubling its profit in second quarter, the company reported last week. Net income was up 101 percent to \$83.7 million, from \$41.6 million in 2003.

Jerrold Perenchio, chairman/CEO of Univision, attributed the company's surge in profitability to increased advertising sales across all divisions, including Hispanic Broadcasting Co., which it acquired last September. Revenue grew 25 percent to \$495.3 million, from \$395.6 million in 2003.

Other Spanish-language media outlets also are posting strong gains compared to the general market. Entravision Communications, which owns TV, radio and outdoor properties, reported overall revenue shot up 8 percent for the quarter, with TV up 11 percent and radio up 8 percent. Revenue at Spanish Broadcasting System, owner of 21 radio stations, was up 10 percent. —Katy Bachman

## FCC OKs New TiVo Tech, Upsetting Nets and Leagues

The Federal Communications Commission last week brushed aside concerns over Internet piracy and approved a plan by digital video recorder company TiVo to let subscribers send recorded programs outside the home.

Major sports leagues and networks fear that the service, to be rolled out in the fall, will undermine telecast schedules carefully built around regional viewing preferences and hometown blackouts for teams that cannot fill stadiums.

TiVo's service will allow subscribers to designate up to 10 devices, including TVs and computers, to receive copies of programming via the Internet from their DVRs.

The National Football League, Major League Baseball and Big Four TV networks all lobbied the FCC. Their concerns included harm to syndication markets as shows are sent outside local markets.

TiVo, based in San Jose, Calif., said it could cut off (continued on page 6)

# Chasing Reality's Back-End Value

Despite pitfalls, nets try to squeeze new revenue from TV's hottest genre

NEWS ANALYSIS By A.J. Frutkin

Reality programming was never created with a back-end in mind. Networks were simply trying to fill schedule holes, and, when possible, make some money on that first run. But the genre's phenomenal popularity has propelled TV executives to try and eke out as much cash as possible on subsequent airings of those properties—with varying degrees of success.

NBC, which owns the rights to much of its reality programming, is aggressively pursuing back-end revenue. Both *The Apprentice* and *The Restaurant* are repeating on CNBC this summer, while *Fear Factor* repeats have migrated over to FX and will go into syndication this fall. ABC Family, a corporate sibling of ABC, has run hosted "special editions" of *The Bachelor*, but no additional runs have been announced.

Fox is taking matters into its own hands with the launch next year of the Fox Reality Channel, which will look to wring as much extra value as possible out of its reality factory.

Next year also will see the launch of an independent cable network, Reality 24-7.

Both networks are geared toward viewers who can't get enough of the genre. "I do believe there's a market out there," said Bruce Lefkowitz, executive vp/ad sales at Fox Cable. "If you can package it correctly and have the right mix between contemporary and older stuff, I think it can work."

So does Larry Namer, 24-7's CEO and co-founder. Namer said news and gossip shows that capitalize on current programming—much like E!'s *Talk Soup* covers talk shows—will comprise half of the net's schedule. Acquired programming, split between foreign and domestic properties, will make up 30-35 percent of the lineup. Sampling could be strong for foreign shows like Australia's *Strip Search*—a contest show for Chippendales-like male dancers—that haven't been seen here. But monetizing

repeats of popular domestic series may prove more challenging.

Conventional wisdom always has assumed that nonscripted programming doesn't repeat well. And neither cable net is planning to bring back old reality shows without embellishing them. "You have to add value," said Kay Koplovitz, 24-7's chairman and the founder of USA Network. Koplovitz noted that the net plans to bring back prior contestants to offer color commentary on current and past programming. In fact, the channel already has contracted more than 100 former reality show participants, including several from *Survivor* and *The Bachelor*.

Namer added that his network also is negotiating for unedited, unaired footage from the shows it hopes to acquire. Such a strategy could enable 24-7 to retell story lines from varying perspectives that would fundamentally alter the original program. "Even though you're watching the same show, you're changing the experience of watching that show," he said.

Such a move could prove financially unfeasible for a startup network. For starters, existing contracts would have to change. Take *Survivor* for example. A top talent agent in the nonscripted field who declined to be identified



Untested Platforms: NBC is rerunning its *Fear Factor* reality show in syndication and on FX to seek out back-end bucks.

noted that CBS has exclusive rights not only to the show but to its unused footage. If that footage were to air on a cable outlet such as 24-7, CBS and producer Mark Burnett would make sure to get maximum value for it, especially since airing the unedited footage could devalue *Survivor* for the rights holders. "There are ways to monetize that unedited footage," the agent said. "But you'd have to get the network's permission, make it worthwhile for the original producer, and determine how it might affect the back end of the original property."

In any case, reality's first-run success hasn't added all that much value to the format's back end. Sources said cable's Game Show Network acquired NBC's *Weakest Link* for about \$7,500 per episode and *Dog Eat Dog* for \$17,500 per episode, while at the high end, VH1 bought *The Surreal Life*, which originated on the WB, for \$15,000 per episode. Another talent agent said that without a back-end market, rights holders might sell a cable run, but rarely would they let go of unedited footage. "Why risk hurting the credibility of the parent product for \$15,000?" he asked. What might happen, he added, was that rights holders provide syndicators with prepackaged "unseen footage" to which they retain the rights. "But for \$15,000, maybe \$20,000, is that worth the effort?"

Even if unedited footage could be acquired, compiling it wouldn't be cheap. "The process of story editing or reconceiving how you're putting a show together is more expensive than it sounds," said Jonathan Murray of Bunim-Murray Productions, executive producer of MTV's *Real World*, and of Fox's *The Simple Life* and Richard Branson's upcoming *Billionaire: The Quest for the Best*. "Whenever you go back into the vault and start redigitizing tapes, that's a big process."

Among the other hurdles facing repackagers of nonscripted programming are the product-placement deals that have proven integral to several of the top shows. Exclusivity deals that prohibit competitors from advertising in programs on which product-placement deals have been struck could complicate any negotiation, despite technologies that can cover or erase such products from the screen.

Whatever the challenges, Lefkowitz maintained that reality's phenomenal rise will continue to push executives to "try to use every piece of the cow that can have some success."

"You can't produce unscripted content with an idea of how you can monetize on the back end," he said. "You have to take them for what the front end is worth and know that some will work on the back-end, some won't. But until you have a forum to test which ones will or won't work, you really don't know." ■

## AT&T Cuts Off \$75-\$100 Mil National TV residential ads wiped from upfront; wireless not affected

**A**T&T last week made a collect call, canceling between \$75 million and \$100 million from its upfront holds across all the broadcast and cable networks, basically the money it had planned to use to promote its consumer local and home long distance business. The ad dollars had been placed with the TV networks in late May for the upcoming TV season, but AT&T announced two weeks ago that it would stop competing for new customers in residential phone service. The amount of money dropped from its upfront hold is around 15 percent of its overall upfront TV budget, network sources said. The bulk of AT&T's TV ad spending, promoting its wireless phone service, is not affected, said most network sales executives who could be reached for comment.

One Fox source adamantly denied rumors that AT&T was dropping out as a key sponsor of its hit series *American Idol* next season. "AT&T Wireless is the *American Idol* sponsor and they are not pulling out or cutting their spending," said the source.

AT&T's home long-distance service has been seriously hurt over the past several years by the growing use of cell phones. AT&T's wireless division, which totals about 21 million customers but which has also been losing customers this year, was sold to Cingular Wireless for \$41 million. The sale has yet to be finalized.

It is not known whether Cingular will merge the AT&T Wireless brand with its own upon approval of the sale or continue to market it separately. That could determine whether there will be any more cuts in AT&T's upfront ad commitment during the TV season.

Network sales executives said that AT&T was the only advertiser thus far to pull money back from its upfront holds, though they added that it is still early in the process of converting holds to actual orders for the new season. Most media buyers were still meeting with clients, getting final approvals on what they committed for in the upfront. —John Consoli

## Handicapping a Dem D.C.

### A Kerry victory could erect major hurdles for big media consolidation

**WASHINGTON** By Todd Shields

**I**magine a world in which cable companies must offer customers channel-by-channel choice, regulators step up their already energized push against indecent broadcasts, networks must air more independent programming and TV companies cannot buy newspapers.

Such a landscape would move closer to reality if Democrats win this fall. Sen. John Kerry (D-Mass.), the party's presidential nominee, promises a Federal Communications Commission that would reverse looser media-ownership limits backed by Republican President George W. Bush, calling such moves "contrary to the greater goals of democracy." Kerry, responding to a question at a minority journalists convention in Washington, D.C., on Aug. 5, said he would reimpose the ban on same-city ownership of TV stations and newspapers.

In Congress, dramatic change is less likely. In the House, where Republicans are expected to keep their majority, Rep. Joe Barton (R-

Texas) would retain the chairmanship of the Commerce Committee, which he gained earlier this year. Barton has been sympathetic to calls for à la carte choice for cable consumers and has called for setting a firm date to complete the transition to digital TV.

In the Senate, term limits will force Sen.



**If Kerry wins in November, Inouye could chair the powerful Senate Commerce Committee.**

## Media Wire

subscribers who illegally use the DVRs, which, in any event, cannot stream shows in real time. —*Todd Shields*

### FCC Moves on Kids Digital

The FCC plans to move quickly to decide how much children's programming and news will be required of TV broadcasters in the digital era, according to Chairman Michael Powell.

The commission, on a 5-to-0 vote last week, approved several measures aimed at resolving technical issues facing the migration from analog. Among the steps approved: a process to assign stations space on the reduced band that TV will occupy after the transition. Seeking to spur innovative programming, the agency also eliminated its requirement that stations devote one of their digital streams to duplicating programming on the analog channel.

Democratic commissioners Michael Copps and Jonathan Adelstein complained that the FCC, while moving on technical issues, had failed to address digital broadcasters' public-interest obligations. Powell said he hoped to shepherd the issue through the commission before year's end. —*TS*

### Comedy Re-Signs Chappelle

Following months of dilatory negotiations, Comedy Central reached an agreement last week with comic Dave Chappelle to renew his highly rated *Chappelle's Show* for two more years.

A major part of Chappelle's deal includes an undisclosed stake in DVD sales of his shows. There is also the potential, albeit limited, of a cut of future syndication of the show, possible programming contracts with other Viacom-owned networks, and a movie deal with Paramount. Chappelle's new deal could be worth as much as \$50 million. However, the upfront cash, from the series' renewal and DVD sales, adds up to half that, according to those familiar with the negotiations.

*Chappelle's Show*, which averaged 3.1 million viewers during its second season, helped propel Comedy Central to top-10-cable network status this year in key young demos. —*Megan Larson*

John McCain (R-Ariz.), an acerbic critic of broadcasters, to leave the chairmanship of the Commerce Committee. He will be replaced by Sen. Ted Stevens (R-Alaska) if Republicans hold the chamber, or by Sen. Daniel Inouye (D-Hawaii). Like powerful House members, each is considering redrafting the deregulatory 1996 Telecommunications Act.

Lawmakers want to address disruptive technologies such as Internet telephony. But media issues such as ownership regulation and consumer choice are likely to intrude. "Once you open the act, all kinds of things will come into it," said a House Commerce Committee staffer who spoke on the condition of anonymity.

At the FCC, a Kerry presidential triumph likely would result in the agency's chairmanship going at least temporarily to Democratic commissioner Michael Copps, an unsparing critic of the looser media-ownership rules proposed by Republican Chairman Michael Powell. Copps also wants to consider limits on network ownership of programming, examine the impact of televised violence and accelerate indecency enforcement. He also says à la carte may help limit cable price hikes.

He could, for a time, be the only Democrat on the commission since the White House so far has refused to reappoint Democrat Jonathan Adelstein, despite repeated urging from Congress, including an Aug. 6 letter from

a bipartisan group of senators.

Without action, Adelstein must leave when the current Congress adjourns. FCC chairmen typically resign as the opposing party assumes power, an action that would see Powell off the commission for the first time since 1997. Copps would become interim chair, serving alongside remaining Republicans Kathleen Abernathy and Kevin Martin. Martin has joined Copps in frequent criticism of what they call ineffective FCC enforcement of indecency regulations.

Several Washington analysts, including Copps allies, said it is far from clear that he would be chosen for a full five-year term as chair. Presidents making appointments need to reward supporters and satisfy powerful regional politicians and interest groups. "They might get somebody totally out of the box that we don't know about," said a prominent lobbyist who asked not to be named.

If the Republicans win, Powell apparently will be in no hurry to leave; his term lasts until 2007. "It's a matter for him of [asking]: 'Are all the things I want to have accomplished, accomplished?'" said an FCC insider. "And when the time comes and the answer is 'Yes,' then it might be time" to resign. A successor is unclear, although some believe Martin has an edge thanks to his ties to the administration, dating back to his work on Bush's 2000 campaign. ■

## Team Play Wins the Day

Starcom's McCann promoted to CEO after her unified groups win big accounts

**MEDIA AGENCIES** By Jack Feuer

**S**tarcom North America chief executive Renetta McCann's ascension last week to CEO of the Americas at Starcom Media-Vest Group formalizes a unique competitive stance among the Big Four holding companies' media networks.



**McCann: We'd rather win clients together.**

That stance has won the Publicis Groupe's media holding company within a holding company almost \$3 billion worth of reviews in less than a year—including the \$350 million Coke consolidation review in November and Procter & Gamble's \$2.5 billion communications-planning review last month. "We have always

understood that we should compete with the best of our collective group. Sometimes we're more direct in how we respond to a brief," said Jack Klues, CEO of SMG worldwide.

That strategy is a way of contesting business that SMG's rivals are adopting whenever they can. SMG's sibling group, ZenithOptimedia, currently is pitching Nestlé's \$1.5 billion global business with a team that includes both Zenith and Optimedia members. WPP Group's GroupM brands, MindShare and Mediaedge:cia, have pitched jointly. Interpublic Group's Initiative and Universal McCann pursue business independently but negotiate jointly under the Magna Global umbrella.

SMG, however, has been more aggressive in pitching as one unit for several reasons, chief among them being shared clients, including Coke and P&G (both of which requested that SMG pitch as one entity). "Playing by today's rules, we'd rather win than beat each other



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up," said McCann.

Conflicts often prevent unified pitching at the other groups. For global business, moreover, MediaVest doesn't have the geographic reach it needs to compete effectively without its sibling. "It is a single network," said a rival media agency executive who spoke on the condition of anonymity. "They took it all the way and have benefitted from that."

But the concept figures to be used by the others, as well, as the media side of the business continues to transform. "A holding com-

pany runs independent agencies to manage conflict," said the agency executive. "There are very few synergies for creative agencies. But that's not true in media. It goes way beyond competing together to research, tools, many other areas."

As for the future: Beyond McCann's promotion, agency sources have speculated that Klues is being prepped for a larger role within Publicis. But Klues says that McCann's elevation isn't related and that "such a move isn't imminent." ■

# Making Waves

## Extreme sports channel Fuel lines up advertisers beyond the endemics

**CABLE TV** By Megan Larson

**W**ith two new series in the offing and a growing advertiser base of more than 50 clients, Fox Sports' nascent Fuel network has become a contender in the world of action sports since its launch one year ago last July.

By zeroing in on the 13-24-year-old action-sports enthusiast with a frenetic montage of surfing, skating and snowboarding, Fuel, despite only 11 million subscribers, has attracted extreme sports connoisseurs as well as advertisers looking for elusive young male viewers.

"We are keeping an eye on their distribution, but for our clients who need to deliver on that sweet spot, we think Fuel provides a great environment," said Sam Sussman, vp, media director for Starcom, who bought time on Fuel for clients Nintendo and the U.S. Army.

With \$14 billion in action-sports-related retail sales last year, the genre has become big business. ESPN's 10-year-old X Games has become so popular—and lucrative—the event was televised live for the first time this past weekend on ESPN and ABC. Outdoor Life Network and NBC also have entered the action-sports arena. Up against such intense

competition, Fuel has a lot of terrain to cover.

But Fuel is starting to stake out some of that turf for itself. Having launched last year with five advertisers, including EA Sports and Sony, advertisers now include retailers, autos, soft drinks and even insurance companies. "The appetite was there right off the bat," said Guy Sousa, executive vp, Fox Cable Sports Ad Sales. Still, it's challenging to grow the business while embracing this young audience. "These kids are skeptics," Sousa said. "The moment they see a commercial, the damage is done."

This, of course, means product placement that won't be scoffed at and more series sponsorships. T-Mobile has agreed to sponsor any reality-series concepts on the net, and Sousa is contemplating selling commercial-free programming specials to a single advertiser.

"The stuff they can control—the bumpers and the graphics—are spot on and the programming is stronger," said Matt Jacobson, vp, Quiksilver Entertainment, which produces series for Fuel. "Size is the antithesis of cool, but as long as they continue to partner with us and others like us, they can grow without losing the attitude."

Credit goes to CJ Olivares, recently promoted to senior vp, assistant general manager from vp, programming and marketing. "We are really trying to reflect the culture from the inside out as opposed to being about the culture," explained Olivares.

Next month, Fuel will revive *54321*, the daily action-sports news show that ran on Fox Sports Net in 2003. Produced with Quiksilver, Fuel's *54321 Weekly Update* will premiere on Fuel and FSN on Sept. 18 and air on weekends. Fuel also aims to support independent filmmakers with *The Fuel Experiment*, a series set to debut next year. ■



Fuel targets action-sports junkies with high-adrenaline shows like *Long Board TV*.

TODD SAUNDERS

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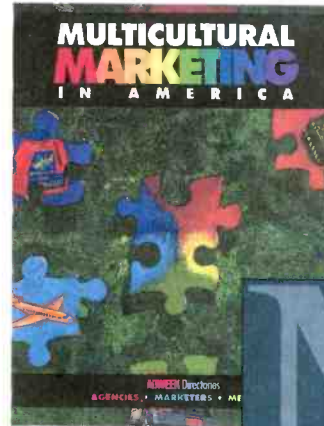
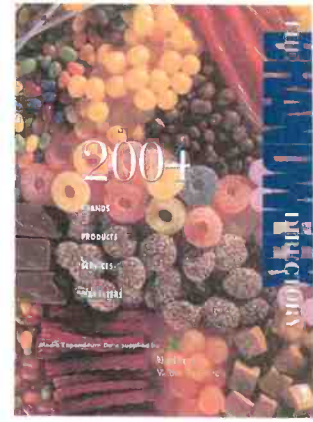
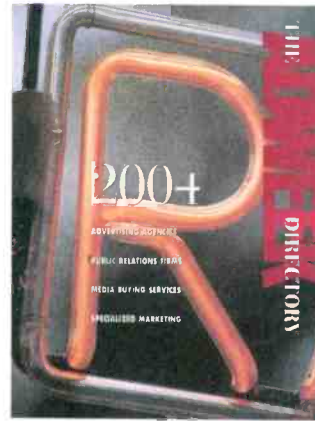
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CHICAGO OUTDOOR

## Billboard Ratings Ready to Roll

BY KATY BACHMAN

**N**ext month, the outdoor industry will get its first look at the medium's first ratings based on field work conducted by Nielsen Outdoor in Chicago between April and August. If all goes as planned, and outdoor companies open their checkbooks, Nielsen Outdoor plans to roll out its outdoor-ratings service to the remaining Top 10 markets in 2005. That's an ambitious effort for an industry that's never had TV- and radio-like ratings—or, for that matter, budgeted for them.

"We have the wherewithal to do it. There is a great deal of interest to make New York the next market," said Lorraine Hadfield, managing director for Nielsen Outdoor, a unit of VNU, which also owns *Mediaweek*. "We're getting good quality data."

Agencies have been among Nielsen's biggest supporters, believing that the company should expand its plans to measure the 50 biggest markets, said Tony Jarvis, senior vp and director of strategic insights for Mediacom.

Jarvis and other industry experts are optimistic that outdoor ratings will put the medium on par with other media, leading to more ad dollars. In the U.K., for example, outdoor ratings increased the medium's share of advertising dollars from less than 5 percent in 1990 to 8 percent in 2001—and forecasts call for it to hit 10 percent in 2005. Currently, the U.S. outdoor industry captures \$5.5 billion, about 2.5 percent of domestic ad expenditures.

In general, outdoor companies agree that ratings are key to the medium's future growth. "My expectation is that [ratings] will help us persuade advertisers how effective outdoor can be, not just as a great mass medium, but as a medium that can target audiences," said Paul Meyer, CFO of Clear Channel Outdoor.

But outdoor companies, realizing that ratings don't come easily or cheaply, remain cautious. "We know we need to do it. We're not afraid to spend money, but we're not going to spend it foolishly," said Tommy Teepell, chief marketing officer for Lamar Advertising. "This could take six months or 36 months."

For the Chicago market alone, Nielsen Outdoor validated the geographic coordinates for more than 12,000 outdoor sites, including

bulletins and bus shelters. The company recruited 750 consumers to carry small, pager-sized GPS devices called Npods (Nielsen personal outdoor devices) for 10 days, tracking their movements throughout the market. The final piece, a visual adjustment index (VAI), which would be applied to the ratings to account for size, location and other "likely to see" factors of outdoor properties, is still being worked out through a committee under the Traffic Audit Bureau.

To measure a market, Nielsen Outdoor has told clients it needs \$1 million. In Chicago, the nation's four largest outdoor companies—Viacom Outdoor, Clear Channel Outdoor, JCDecaux and Lamar Advertising—shelled about \$200,000 each in support of the Chicago trial, falling short of that \$1 million.

At the time the companies plunked down the dollars, they thought that Arbitron was still forging ahead with developing its outdoor-ratings service in Atlanta, backed by \$300,000 from the Outdoor Advertising Association of America. In April, after delivering ratings from its Atlanta test, Arbitron backed off a ratings

strategy to focus on developing a planning tool.

That has some outdoor execs a bit miffed. "We wanted a level playing field. We wanted to keep two horses in the race. We wanted to compare and contrast," said one executive, who added that there are other legitimate players worldwide besides Arbitron and Nielsen to consider.

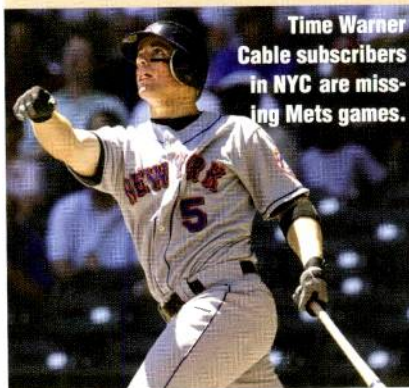
### TV AND RADIO STATIONS

#### Addenda:

A new reality game show promising Hispanics a year's worth of attorneys to help them get a green card is drawing strong ratings for **Liberian Broadcasting's** four Independent TV stations in Los Angeles (KRCA), Houston (KZJL), Dallas (KMPX), and San Diego (KSDX). Contestants on *Gana la Verde* (*Win the Green*) compete by performing extreme or wacky stunts. Since the show, which airs daily, launched on July 1, it has consistently reached an average of 1 million Hispanic households on KRCA in Los Angeles, ranking in second place at 7 p.m. among Hispanics 18-49...**Dave Logan** took over last week as program director of WCBS-FM, one of the most famous Oldies radio stations in the nation. He succeeds Joe McCoy, who exited last month after programming the station for 23 years. —*KB*

### NEW YORK CABLE TV

## Time Warner Cable, Cablevision Clash Continues



Time Warner Cable subscribers in NYC are missing Mets games.

Time Warner Cable and Cablevision were still at odds at the end of last week over the carriage of Fox Sports New York, MSG and the Metro Channel. At press time, there had been no further discussions between the two parties about continuing negotiations, a rep for MSG said.

The cable operator pulled the two Cablevision-owned sports outlets in addition to Metro Channel, which carries news and some sports, on Aug. 1 following dilatory price negotiations. As many as 1.4 million New York cable customers are without local sports programming carried by FSN and MSG, which include baseball's New York Mets and the New York Knicks basketball franchise.

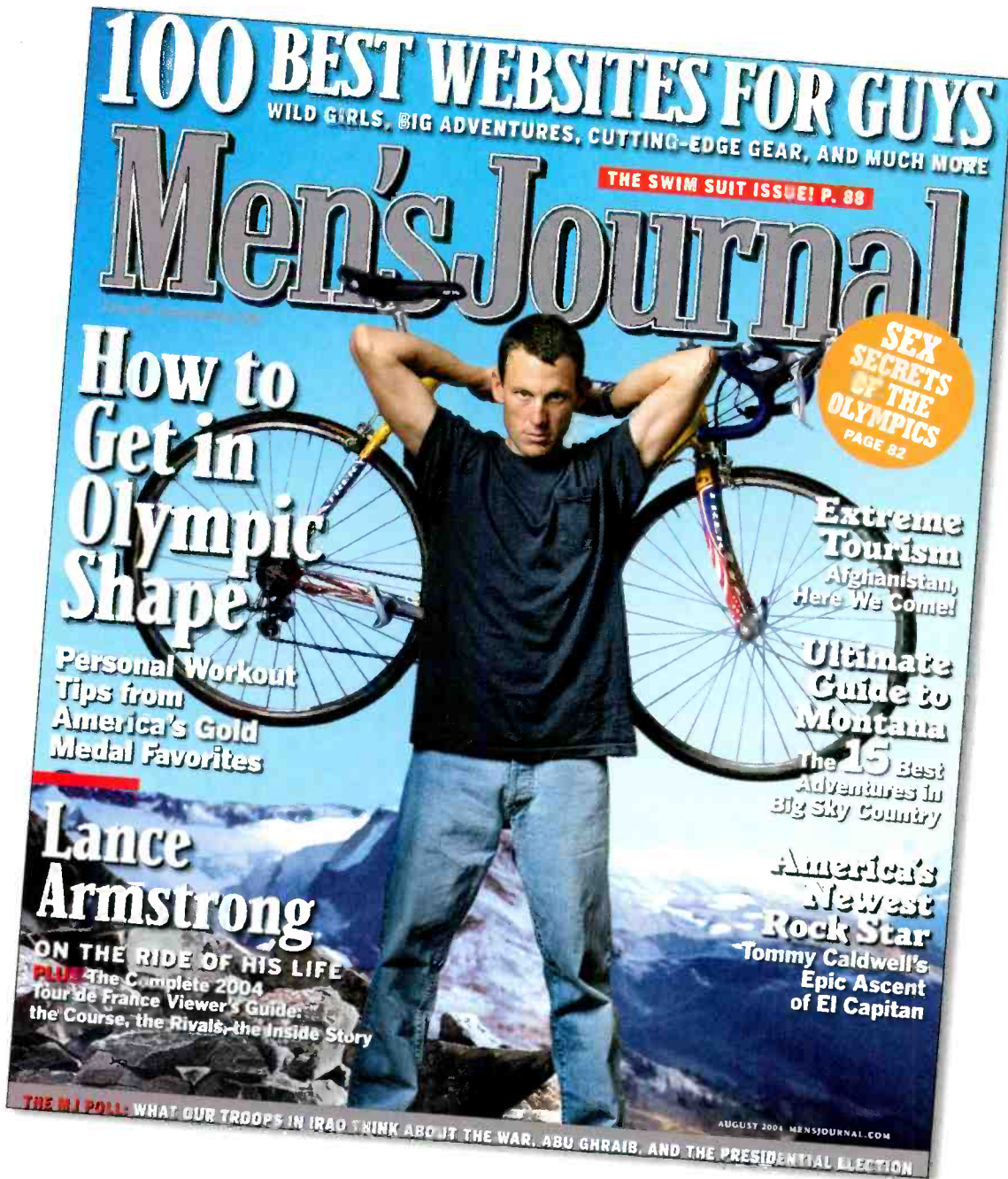
Cablevision was asking for as much as an 18 percent hike for both FSNY and MSG but said it offered to settle for less than what TWC pays the YES Network for New York Yankees games. Currently, Cablevision receives about \$2.90 per sub for all three nets. TWC said it wants to turn the services back on but will only do so at a fair price. In the meantime, TWC said it will pay a \$2 rebate per month to customers. —*Megan Larson*

# Strength in NUMBERS

## MRI Spring 2004

	HOUSEHOLD INCOME	COLLEGE EDUCATED	% MEN
<b>Men's Journal</b>	<b>\$81,000</b>	<b>78%</b>	<b>87%</b>
<b>Outside</b>	74,667	76	66
<b>Men's Health</b>	70,805	69	83
<b>GQ</b>	65,081	72	74
<b>Esquire</b>	64,823	67	61

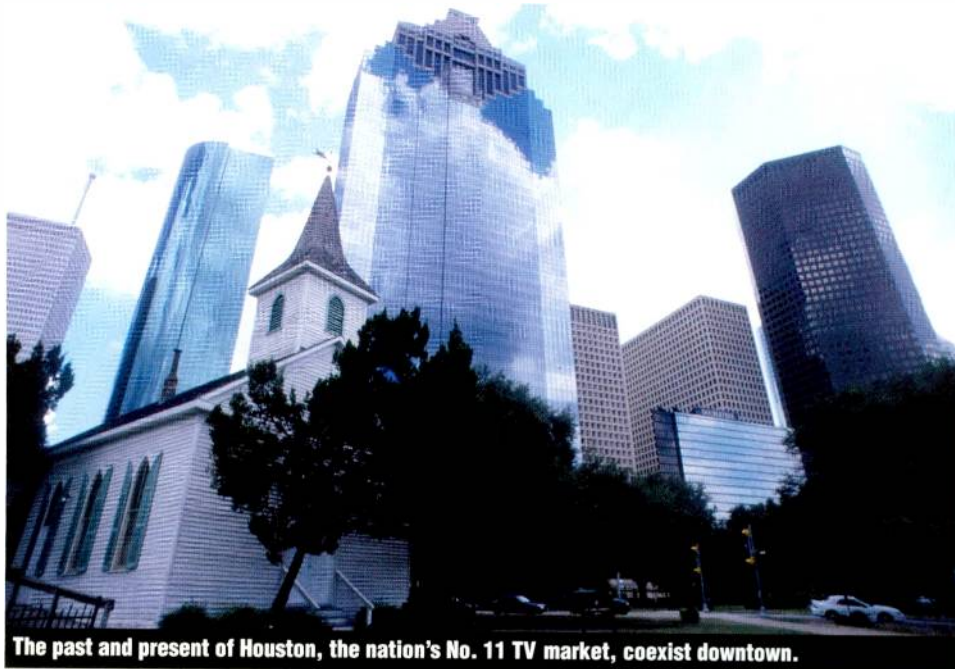
Base: Adults



Live the Interesting Life

# market profile

BY EILEEN DAVIS HUDSON



The past and present of Houston, the nation's No. 11 TV market, coexist downtown.

PHOTO BY JONATHAN POSTAL/ZUMA PRESS

## Houston

**HOUSTON IS A VERITABLE AEROSPACE AND PETROLEUM HUB, HOME TO THE HEADQUARTERS** of NASA, as well as Continental Airlines, ConocoPhillips and Halliburton. Houston is also where the defunct energy company Enron cemented its reputation as the poster child for corporate corruption in the past five years.

Demographically, Houston is the youngest big city in the country, with a median age of 30.9, according to the 2000 U.S. Census. Houston is also a thriving sports market. Beyond its numerous pro franchises, the city was at the epicenter of the sports world twice this year when it played host to Super Bowl XXXVIII and Major League Baseball's All-Star Game.

Beginning this September, the brand new Toyota Center in downtown Houston will be home of the National Basketball Association's Houston Rockets, the Women's National Basketball Association's Houston Comets, and the American Hockey League's Houston Aeros. The center also will host entertainment events.

Houston is the nation's No. 11-

ranked TV market, with 1.85 million TV households. Peter Diaz, president and general manager of Dallas-based Belo Corp.'s CBS affiliate KHOU-TV, says there's now a three-way race for local news supremacy between his station and Post-Newsweek's NBC affiliate KPRC-TV and ABC-owned-and-operated station KTRK. In May, KHOU won the

noon, 5 p.m., 6 p.m. and 10 p.m. local-news races in households (see Nielsen chart on page 13). KHOU also ranked first in delivery of adults 25-54 at 5 p.m., with a 3.7 rating/16 share (KTRK trailed with a 3.2, followed by KPRC with a 2.9), according to Nielsen Media Research data. At 6 p.m., KTRK took top adults 25-54 honors, while KPRC won that demo at 10 p.m.

Among anchor changes at KHOU, Vicente Arenas came aboard in January as weekend evening news co-anchor and weekday general assignment reporter. He had most recently served as a morning anchor and consumer reporter at WOAI-TV, the NBC affiliate in San Antonio, Texas. The station also welcomed new director of sales Susan McEldoon, who earlier held the same title at WBNS-TV, Dispatch Printing's CBS affiliate in Columbus, Ohio.

KHOU will launch nationally syndicated *The Jane Pauley Show* at 9 a.m. this fall, replacing *Martha Stewart Living*. The station is hoping Pauley proves to be another winner. *The Oprah Winfrey Show* on KHOU, which wins its time period, was among the best-performing in the country with women 25-54 in May. *Entertainment Tonight* spin-off *The Insider* will bow on KHOU this fall at 3 p.m., replacing *Hollywood Squares*.

Competitor KPRC is rebranding itself as "Local 2" (replacing the monikers Channel 2 and KPRC 2). Steve Wasserman, KPRC vp/gm, says the change "is part of our long-term commitment to localism." Wasserman reports that, along with the name change, the station will update its graphics package and implement "a whole new look." (The revamp takes effect today.)

KPRC also plans to change its lineup on Aug. 30, moving network soap opera *Passions* from its overnight position to 2 p.m. At the start of the year, the station added *The Ellen DeGeneres Show* to its schedule at 10 a.m.; the show previously aired on Johnson Broadcasting's Independent station, KNWS-TV, licensed out of nearby Katy, Texas.

In June, KPRC expanded its Sunday morning news by an hour. The station had been doing a newscast from 8-9 but added a 6-7 hour, with *Today, Weekend Edition* sandwiched in between. In January, KPRC expanded its 4 p.m. news to one hour.

KPRC also did some anchor

### NIELSEN MONITOR-PLUS AD SPENDING BY MEDIA / HOUSTON

	Jan.-Dec. 2002	Jan.-Dec. 2003
Spot TV	\$602,827,650	\$710,817,950
Local Newspaper	\$388,371,370	\$457,146,450
Spot Radio	\$166,548,360	\$162,528,440
Outdoor	\$45,620,540	\$47,390,320
FSI Coupon	\$11,209,740	\$11,179,960
Total	\$1,214,577,660	\$1,389,063,120

Source: Nielsen Monitor-Plus



## NIELSEN RATINGS / HOUSTON

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
4-5 p.m.	NBC	KPRC	5.6	11
	ABC	KTRK	4.7	9
5-5:30 p.m.	CBS	KHOU	8.7	16
	ABC	KTRK	6.6	12
	NBC	KPRC	6.5	12
	Fox	KRIV*	5.6	10
	Univision	KXLN	3.3	6
	UPN	KTXH*	2.9	5
	WB	KHWP*	2.9	5
	Telemundo	KTMD	1.1	2
	Independent	KZJL*	0.9	2
	Pax	KPXB*	0.6	1
6-6:30 p.m.	Independent	KTBU*	0.3	1
	CBS	KHOU	9.0	15
	ABC	KTRK	7.5	12
	NBC	KPRC	6.8	11
	Fox	KRIV*	5.0	8
	Univision	KXLN*	4.2	7
	WB	KHWP*	4.0	7
	UPN	KTXH*	3.7	6
	Telemundo	KTMD*	1.8	3
	Independent	KZJL*	0.8	1
6:30-7 p.m.	Pax	KPXB*	0.6	1
	Independent	KTBU*	0.5	1
	ABC	KTRK	7.5	12

### Late News

9-10 p.m.	Fox	KRIV	5.8	8
9-9:30 p.m.	WB	KHWP	2.2	3
9:30-10 p.m.	WB	KHWP*	2.3	3
10-10:30 p.m.	CBS	KHOU	10.1	15
	ABC	KTRK	9.9	15
	NBC	KPRC	8.8	13
	Univision	KXLN	4.3	7
	Fox	KRIV*	3.6	6
	WB	KHWP*	2.8	4
	UPN	KTXH*	2.1	3
	Telemundo	KTMD	1.2	2
	Independent	KTBU*	0.6	1
	Pax	KPXB*	0.2	#
Independent	KZJL*	**	**	

\*Non-news programming. #Below reportable minimum. \*\*No programming listed.  
Source: Nielsen Media Research, May 2004.

shuffling and has added new talent since January. Randy McIlvoy succeeded Chris Wragge as sports director, effective Aug. 2. Wragge, a former reporter for *Entertainment Tonight* and a popular figure in Houston, became the main sports anchor for WCBS-TV, CBS' flagship in New York. McIlvoy joined KRPC from his slot as weeknight anchor at Fox Sports Southwest in Dallas.

KPRC introduced new weekday morning co-anchor Sara Allen last week. Allen, previously an anchor at WBIR-TV, Gannett's NBC affiliate in Knoxville, Tenn., joined Khambrel Marshall in mornings. In January, Marshall agreed to become the weekday morning co-anchor and 4 p.m. anchor. He no longer anchors at noon.

KTRK president/gm Henry Florsheim says his station has consistently led the market book to book for the last 30 years. While Florsheim concedes that his station doesn't always come out on top (such as in May), he says KTRK not winning a given sweeps period is an anomaly.

Although the local news race has tightened considerably in Houston of late, KTRK continues its stronghold as the market's morning news leader, with *Good Morning America* continuing to be the dominant network morning show. KTRK also wins daytime, and despite the beleaguered ABC network's prime-time shows, the station also wins prime time in the advertiser-friendly adults 25-54 demo. KTRK won all the key demos in late news in the February sweeps. It finished second, behind KPRC, in adults 25-54 in late news in May.

"We simply are Houston's news leader," insists Florsheim. "We produce more news than any other station in town."

KTRK, which will celebrate its 50th anniversary later this year, will premiere *The Tony Danza Show* in first-run syndication this September at 3 p.m. Florsheim says he's confident that the new talk show will perform better than its predecessor, *The Wayne Brady Show*. Since June, the station has been airing a double-run of *Who Wants to Be a Millionaire* at 3 p.m., which Florsheim says has outperformed *Brady*. The station is also the home of four preseason games for the National Football League's expansion team, the Houston Texans.

Fox Television's Houston duopoly consists of Fox O&O KRIV and UPN affiliate KTXH. KTXH offers strictly entertainment

### ARBITRON RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	3 AM, 5 FM	24.8	\$118.3	33.1%
Univision Communications	2 AM, 4 FM	15.8	\$55.6	15.5%
Radio One	3 FM	11.8	\$46.8	13.1%
Cox Radio	4 FM	10.5	\$42.5	11.9%
Infinity Broadcasting	2 AM, 2 FM	7.3	\$42.0	11.7%
Susquehanna Radio	1 FM	4.5	\$21.6	6.0%
Lieberman Broadcasting	2 AM, 3 FM	5.8	\$14.1	3.9%

Includes only stations with significant registration in Arbitron diary returns and licensed in Houston or immediate area. Share data from Arbitron Spring 2004 book; revenue and owner information provided by BIA Financial Network.

# market profile

programming, while KRIV produces the market's top-rated prime-time news hour at 9 p.m. KRIV also produces weekday news from 5-9 a.m. and a newscast at noon.

The stations together took in an estimated \$103 million in revenue in 2003, according to BIA Financial Network. Their total take was about \$20 million more than the revenues of any single station in the market, according to BIA. For instance, BIA estimates that KTRK took in about \$82 million, just ahead of KHOU's \$80.4 million in 2003. The duopoly has acquired *Malcolm in the Middle* and *Fear Factor* in syndication starting this fall, and *The Bernie Mac Show* for fall 2005.

Over at Tribune Broadcasting's WB affiliate KHWB, 12-year station veteran Roger Bare, most recently general sales manager, was promoted to vp/gm. For four years, KHWB has produced a half-hour late newscast at 9 p.m. seven days a week.

KHWB plans to revamp its daytime lineup this fall, picking up talk shows *Ferry Springer* to run at 8 a.m. and *Maury* with

Maury Povich at 1 p.m. The station will also launch *The Larry Elder Show* at 11 a.m. this fall, and has purchased *Sex and the City*, *My Wife and Kids* and *South Park* for fall 2005, says Bare.

Univision O&O KXLN in May won the 5 p.m. news among all stations in the market in adults 18-49, and men 18-49 and 25-54. Its 10 p.m. news ranked second in men 18-49. Spanish-language stations in general tend to skew younger than their English-language counterparts, which helps KXLN capture the younger Hispanic viewers. Univision also owns TeleFutura station KFTH. Hispanics make up more than a quarter of the population in the Houston DMA, according to Scarborough Research (see *Scarborough chart on page 15*).

Telemundo station KTMD also produces local news at 5 and 10 p.m. As an NBC-owned station, KTMD will broadcast 160 hours of coverage from the Athens Summer Olympic Games, including considerable soccer coverage. Station executives did not return phone calls seeking comment.

The market supports several Independent stations. The only two that are Nielsen Media Research clients are Channel 55 Broadcasting's KTBU and Liberman Broadcasting's Spanish-language KZJL. Paxson Communications' local outlet is KPXB.

Cable penetration in the Houston market is only 55 percent, or 17 percent below the average for the top 50 markets, according to Scarborough Research. However, Houstonians are 10 percent more likely than the national average to be connected to satellite service.

Time Warner Cable is the dominant cable service provider in the market, serving 774,000 subscribers in the Houston DMA, and its ad sales arm, Time Warner Advertising Sales, inserts on 52 networks. On Aug. 30, Time Warner and Belo ended their 19-month joint cable-news venture News 24 in Houston, along with similar ventures in San Antonio and Charlotte, N.C. (The cable news outlet in Charlotte will continue operation under Time Warner only.) Belo officials, who put the company's losses on the stations at \$18.7 million, have said that they delivered too small an audience. The Texas closures left 190 staffers unemployed.

Fox Sports Network Southwest, the main regional sports channel, may face new competition in the market. Next year, the Houston Rockets NBA franchise plans to launch its own cable sports channel, in partnership with Major League Baseball's Houston Astros, called Houston Regional Sports Network. FSN Southwest currently owns the cable and over-the-air television rights to the Astros, carrying 87 games and sub-licensing 50 more to KNWS (which happens to also run several Rockets games). FSN claims it has those rights to the Astros through 2009.

FSN Southwest's regional sports programming also includes college football, basketball and baseball games of local schools including Rice University and the University of Houston.

Hearst Corp.'s *Houston Chronicle* is the only metropolitan daily in the market. The paper's daily circulation as of March 31, 2004, was 549,300, while its Sunday circ was 740,002, both flat compared to the same period ended March 31, 2003, according to the Audit Bureau of Circulations.

The *Chronicle* is in the midst of its first significant makeover in more than 20 years. The aim of the redesign is to better reflect the community, adding consistency to each section and enhancing content, says a representative of the paper. The *Chronicle* also will unveil custom, easier-to-read typefaces, more



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First came a landmark readership study.  
Now the *Chronicle* is redesigned and  
revitalized to capture even more of Houston  
and the Texas Gulf Coast.

HOUSTON  CHRONICLE

## SCARBOROUGH PROFILE

### Comparison of Houston

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Houston Composition %	Houston Index
<b>DEMOGRAPHICS</b>			
Age 18-34	32	35	111
Age 35-54	40	42	105
Age 55+	28	23	80
HHI \$75,000+	31	31	100
College Graduate	13	14	109
Any Postgraduate Work	11	11	100
Professional/Managerial	23	23	100
African American	13	16	131
Hispanic	14	27	194
<b>MEDIA USAGE-AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	53	43	80
Read Any Sunday Newspaper	62	54	87
Total Radio Morning Drive M-F	22	22	100
Total Radio Afternoon Drive M-F	18	19	109
Total TV Early News M-F	28	28	100
Total TV Prime Time M-Sun	38	36	94
Total Cable Prime Time M-Sun	14	11	79

\*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.  
Source: 2003 Scarborough Research Top 50 Market Report (August 2002 - September 2003)

color photos, summaries of news stories, and color-coding for easier navigation. The roll-out of the redesign, which began in May, has been gradual. Still to come: a revamped features section, to premiere this month, followed later this year by changes to the paper's classified section and advertorial sections.

The *Chronicle* has continued its efforts to reach the market's fast-growing Hispanic population. Last August, the paper added Spanish-language content to three editions of *ThisWeek*, its weekly neighborhood news sections. On April 23, in partnership with *La Opinión* in Los Angeles, the *Chronicle* began weekly publication of *La Vibra*, a Spanish-language entertainment magazine with a 100,000 distribution in areas with a dense Hispanic population. The *Chronicle* maintains its distribution partnership with local Spanish-language weekly newspaper *La Voz de Houston*. *La Voz* is distributed to Hispanic households in the Wednesday *Chronicle* and through single-copy racks in selected areas.

The *Chronicle's* Web site ([www.houstonchronicle.com](http://www.houstonchronicle.com)) also boasts new features that include a searchable restaurant database, expanded high school sports coverage, a searchable events and entertainment database, a cultural blog called MeMo, and Score, an online reader-rewards program.

Among numerous management changes, last September Kyrie O'Connor, the author of the MeMo blog and formerly assistant managing editor for features at *The Hartford Courant*, joined the *Chronicle* as deputy managing editor for features. Last February, John Willburn, who had served as interim managing editor since last August, was formally tapped for the job. Also, *Seattle Post-Intelligencer* assistant managing editor Jennifer Sizemore came aboard as deputy managing editor; *Chronicle* metropolitan editor Wendy Benjaminson was named assistant managing editor/Sunday; and assistant national editor Veronica Flores became city editor. Benjaminson and Flores had filled their present positions on an interim basis since last September.

Houston Community Newspapers (HCN), a division of Texas-based ASP Westward, publishes two daily newspapers, 23 weeklies and four weekly shoppers with a combined circulation of approximately 217,000 serving the Houston suburbs.

Other local publications include *New Times'* alternative newsweekly *Houston Press*; *Houston Business Journal*, a weekly business paper published by American City Business Journals; and monthly city magazine *Houston*.

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## NEWSPAPERS: THE ABCs

Among the market's ethnic publications are African-American papers *Houston Defenders*, *African-American News & Issues* and *Houston Forward Times*. Besides *La Voz*, the many local Spanish-language publications in the market include *El Dia*, *La Informacion*, *Semana News* and *El Mexica*.

Clear Channel Communications is the radio broadcaster with the biggest share of revenue in Houston, the country's seventh-largest radio market. Clear Channel owns a total of eight stations in the market, including the market's top biller, Soft Adult Contemporary station KODA-FM, which generated \$30.8 million in revenue in 2003, according to BIA estimates. KODA ranked fourth overall among listeners 12-plus in the spring Arbitron survey. The station ranked second in evening drive from 3-7 p.m., behind No. 1 p.m.-drive station KBXX-FM, Radio One's Hip-Hop station.

Univision Communications, which acquired the stations of Hispanic Broadcasting Corp., has the market's top-rated station overall as well as the morning-drive leader in KLTN-FM, a Regional Mexican format. Uni-

vision's Spanish News/Talk outlet KLAT-AM recently added some new shows to its lineup, including sports program *Deporte Espectacular*, which began broadcasting Saturdays from 3-5 p.m. on July 3.

In May, Radio One agreed to acquire

KRTS-FM, the market's lone commercial Classical station, for approximately \$72.5 million in cash. KRTS is the last independently owned outlet in the market. The company plans to change the station's call letters and format once it receives final Federal Communications Commission approval for the purchase. Radio One also owns Urban Adult Contemporary KMJQ-FM.

Cumulus Broadcasting acquired KVST-FM this year from New Wavo Communications for \$32.2 million. New Wavo received FCC approval to move in the signal from its original city of license, Willis, Texas, to La Porte, Texas, and upgrade its signal. However, KVST did not receive enough listener-ship to show up in the spring Arbitron book. Cumulus also owns Urban KRWP-FM.

Meanwhile, Jon Matthews, a former Houston radio personality, was sentenced Aug. 2 to serve seven years of probation after being convicted of indecent behavior with a child, and must register as a sex offender. Matthews, 59, resigned last November shortly after his indictment. The conservative talk show host had been a fixture on Houston radio for more than 15 years, most recently as morning-drive host on Liberman Broadcasting's AM Talk station KSEV.

Like other media, Houston's outdoor advertising market is extremely competitive. The leading companies in this arena are Clear Channel Outdoor, Viacom Outdoor, locally based John Gannon Inc. and Sign Ad Outdoor Advertising. Clear Channel is the exclusive provider of 30-sheet posters, although all the companies offer bulletins.

Outdoor advertising generated \$47.4 million in revenue in the market in 2003 compared to \$45.6 million in 2002, according to Nielsen Monitor-Plus estimates. ■

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Harris County: 1,241,145 Households</b>				
<i>Houston Chronicle</i>	383,518	519,410	30.9%	41.8%
<b>Fort Bend County: 119,123 Households</b>				
<i>Houston Chronicle</i>	36,256	46,793	30.4%	39.3%
<b>Montgomery County: 111,540 Households</b>				
<i>Houston Chronicle</i>	29,402	39,264	26.4%	35.2%
<i>The (Montgomery County) Courier</i>	10,645	11,999	9.5%	10.8%
<b>Galveston County: 97,585 Households</b>				
<i>Houston Chronicle</i>	20,078	29,859	20.6%	30.6%
<b>Brazoria County: 85,841 Households</b>				
<i>Houston Chronicle</i>	18,001	25,624	21.0%	29.9%

Data is based on audited numbers published in the Audit Bureau of Circulations' Spring 2004 County Penetration Report.

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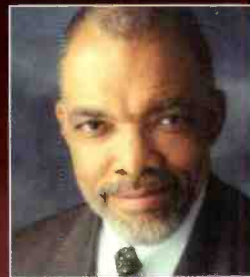


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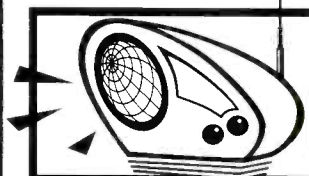
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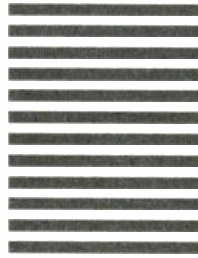
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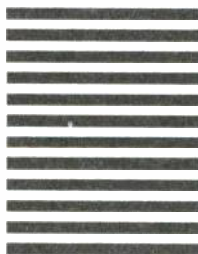
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## MEDIA PERSON LEWIS GROSSBERGER

# What, Us Be Nice?

**HERE IN NEW YORK**, where Media Person lives in a state of mounting dread, we are, all of us, on full orange alert and nervously surveilling our bridges and tunnels. Though officials now acknowledge the information may be quite old, we still have good reason to suspect that we will soon be assaulted by a terrifying wave of Republicans.

Media Person is trying not to panic, but it's touch and go.

We are quiet, decent, sophisticated folk in the Big Apple, as non-New Yorkers call it—OK, maybe we're not so quiet. But the idea of bloated, rich, gay-loathing, God-dropping, suit-wearing hypocrites with paid corporate-health insurance sashaying around town, annoying our hard-working hookers and clogging our dumbest Broadway musicals, has disturbed our ever-fragile mental equilibrium.

Just thinking about it, Media Person is getting mad.

Why are these people, if MP may use the word loosely, coming here, of all places? Do they think this is America or something? This is *New York*. We see through Republican Bushwa here. Most of us, anyway. One of our more senile former mayors, a Democrat yet, is all over the radio and newspapers, telling us to make nice with them. "They'll be spending lots of their money here," he burps.

"Please go volunteer to wipe their noses." Spending their money here? Like the Bush Leaguers have gone out of their way to give NYC its share of federal funds, right Ed? That's the money that matters. What a ninny.

Now, no one will blame our cabbies and bellhops for taking change from under-tipping red-staters, nor street vendors selling them their

finest Rolex imitations. But yo, Media Person gives his fellow New Yorkers fair warning: You volunteer to be a convention flunky and the rest of us find out, you're getting a little visit from Paul Krugman, Al Sharpton, Jimmy Breslin and Susan Sarandon, my friend, and they ain't smiling. And we do know where you live. Your super will tell us.

A little advice, bro: Some Republican asks you which way to Pastis, you better be pointing uptown. We've got our eye on you.

And though Media Person will be sitting on his couch, as ever, watching that unreality show on TV, loosing string after string of Cheney-like epithets at the prevaricating

bloviators (Say, how about a Cheney-Teresa debate? That would be fun), many of our bravest citizens will actually send their bodies out to demonstrate against the smarmy convocation. MP is confident that they will make their voices heard from the cattle pens in the underpass next to the auto body shop in Long Island City to which they'll be politely ushered by 80,000 kevlar-clad SWAT-team members and the more junior members of the media. Hey, these are New Yorkers, Gomer. I'm crossin' heah!

Already, our local media are rolling out the heavy artillery in preparation. *New York* magazine yanked Norman Mailer off his wheelchair to lob a few thousand shrapnel-filled words toward the Republican battle lines. Norman starts riffing on the spiritual emptiness of Republican faces, and one visage in particular. Catch it: "Bush has one of the emptiest faces in America. He looks to have no more depth than spit on a rock. It could be that the most incisive personal crime committed by George Bush is that he probably never said to himself, 'I don't deserve to be president.' You just can't trust a man who's never been embarrassed by himself. The vanity of George W. stands out with every smirk. He literally cannot control that vanity. It seeps out of every movement of his lips. It squeezes through every tight-lipped grimace. Every grin is a study in smug-manship." Yeah, go get 'im, Norm! Levitate that Pentagon! Oops, wrong era.

The Republicans, we are told by *The New York Times*, a local newspaper, are planning to put on a festival of Kerry derision and denigration. Hey, we New Yorkers invented derision and denigration. Dick Cheney, spew what curses ye may. You and Smirky Boy are not exactly so cloaked in achievement as to be immune from dissing.

What is the barbaric yawping of the Fox crowd—the high-volume rudeness of Scorn Hannity, the thuggish grunts of Bill Oh, Rile Me—in comparison with such perceptively observed character assassination as Mailer's? Our bloggers are filing their keyboards into lethal weapons, our kibitzers and wiseasses are congregating at the coffee shops and bodegas, storing up vicious put-downs. Our cabbies are rapping in Urdu.

Of course, the foe will have Giuliani, but Media Person is ready to meet that ploy. He will not listen to Giuliani. Neither will most of America, though for different reasons. Americans are bored or annoyed or apathized by all these quacking politicians and prefer watching anything else. Maybe they're right. Maybe a smart person would just leave town. Nah. What fun would that be? ■

***New York* magazine yanked Norman Mailer off his wheelchair to lob a few thousand shrapnel-filled words toward the Republican battle lines.**

## Movers

### CABLE TV

**Adam Stewart** has been promoted to senior vp, national sales manager of advertising sales for Discovery Networks. Most recently, Stewart was vp, national sales manager for the Discovery Channel and Travel Channel...**Richard Licata** was named executive vp of corporate communications for Showtime Networks. Licata previously had overseen the net's entertainment p.r. division.

### MAGAZINES

**Rosanna Giacalone**, most recently ad director of Hearst Magazines' *Seventeen*, has been named associate publisher of Bauer Publishing's *Life & Style Weekly*, which is set to launch in November...**Andy Cohn**, formerly associate publisher of *The Fader*, has been promoted to publisher.

### RADIO

**Brian Purdy** has been promoted to senior vp, market manager for Infinity Broadcasting's six stations in Dallas, as well as market manager of Texas State Network, Dallas Cowboys Radio Network and the Texas Rangers Radio Network. Purdy most recently was vp, general manager for KLLI-FM and KJJK-FM in Dallas...**Lindsay Wood Davis**, previously COO of NewRadio Group, has been named vp, market manager for Entercom Communications' radio station cluster in Madison, Wis. Also, **Ed Schulz** was promoted to vp/gm from director of sales in Madison.

### TV STATIONS

**Gary Schneider** was named senior vp, station manager of KTVT, Viacom's CBS-owned-and-operated station in Dallas, and KTXA, the market's UPN O&O. Schneider most recently was vp, gm of KEYE, the CBS O&O in Austin. Replacing Schneider in Austin is **Michael Reed**, most recently chief revenue and promotion officer for Communication Corp. of America...**Holly Gauntt** was named vp, news director of WTXF, Fox Television's O&O in Philadelphia. Previously, Gauntt was assistant news director of WTTG, the company's O&O in Washington, D.C.

# inside media

## NEWS OF THE MARKET

### Gotti Debut on A&E Starts With a Bang

The Aug. 2 debut of A&E's new reality series *Growing Up Gotti* delivered the network its largest audience ever for a series premiere. The first and second episodes, at 9:30 and 10 p.m., delivered an average of 3.2 million viewers—the first episode delivered 2.9 million viewers and the second 3.4 million. The back-to-back episodes delivered 2 million adults 25-54 and 1.8 million adults 18-49, the largest 18-49 audience in A&E's history.

### Majoras Tapped as FTC Chairman

Deborah Majoras, an antitrust lawyer whose nomination as chairman of the Federal Trade Commission stalled in the Senate over concerns about high gasoline prices, will take office Aug. 16 following a recess appointment from President Bush. The appointment lets Majoras serve through the end of next year's Senate session, or longer if she is confirmed by the Senate to a full term. Majoras succeeds Timothy Muris, who is returning to a law school professorship.

### Lucky Hits 1 Million-Circ Milestone

*Lucky*, Condé Nast's shopping monthly, which launched four years ago, will raise its guaranteed circulation to 1 million from 950,000, effective with the January 2005 issue. *Lucky* has been on a roll, with ad pages through August up 8.3 percent to 919 over the prior year, reports the *Mediaweek* Monitor.

### Viacom Acquires SportsLine.com

Viacom last week agreed to buy the remaining shares of sports Web site SportsLine.com for a total of about \$46 million. When the deal closes later this year, SportsLine will become a subsidiary of Viacom, which already owns a

38 percent equity stake. Viacom will be able to integrate Web content with CBS Sports franchises such as the National Football League, U.S. Open tennis and the PGA Tour.

### Lifetime Re-ups *Missing*, *Medicine*

Lifetime made several original programming moves last week. The women's network canceled its police drama *The Division* after four seasons, stating the series had run its course. Two other original dramas were renewed—*Strong Medicine* and *Missing*. Lifetime ordered five more episodes of *Missing* to give the network a full-season order of 18 shows. *Strong Medicine* returns for its sixth season, with another 22 episodes ordered. Both series average about 2.2 million viewers.

### Chicken Soup Cooks Up Magazine for '05

Modern Media, publisher of *American Magazine*, and Chicken Soup for the Soul Enterprises, publisher of the popular *Chicken Soup* book series, will jointly launch a new magazine called *Chicken Soup for the American Soul*. The title will have subscription and newsstand distribution of 150,000. Three issues will be published in 2005, and six issues the following year. Two-year-old *American Magazine* had ceased publication with the January/February issue.

### Entercom to Accelerate Digital Rollout

Entercom Communications said last week it would accelerate the rollout of digital broadcasting on its radio stations, vowing to upgrade 80 percent of its 105 stations over the next four years. The company has already launched digital stations in Boston and Seattle, with plans for its stations in Denver and Portland, Ore., in the next few months. ■



## Pauley to Air Mornings in N.Y., L.A.

Time periods for upcoming NBC/Universal syndicated talker *The Jane Pauley Show*, which premieres Aug. 30 in 99.3 percent of the country, have been confirmed in New York and Los Angeles. Although most stations will be running *Pauley* in the afternoon opposite King World's *The Oprah Winfrey Show* or *Dr. Phil* and as a lead-in to the local news, *Pauley* will air on NBC East Coast flagship WNBC in New York at 11 a.m. following *The Ellen DeGeneres Show*, and on West Coast flagship KNBC in Los Angeles at 10 a.m. out of the *Today* show. Pauley's most recent work had been as co-anchor of NBC's *Dateline* until late last year.

Pauley returns to television in late August with her own talker.

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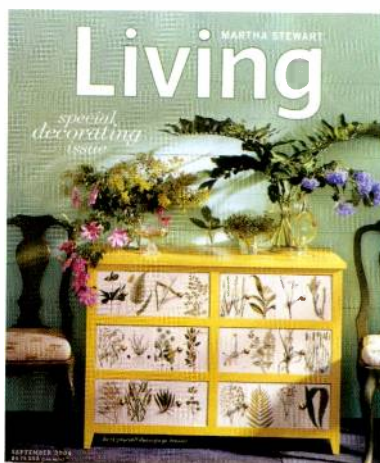
## Missing Martha

**MSL's new logo portends a future without Martha Stewart's name on the magazine she founded**

**MARTHA STEWART LIVING OMNIMEDIA LAST WEEK ANNOUNCED IT WILL FOCUS ON THE word "Living" in its products and further diminish the profile of its founder, Martha Stewart. The move comes on the heels of Stewart's sentencing last month for lying to federal investigators about the**



Martha Stewart's presence in MSO's flagship magazine will all but disappear in September, save for the revamped logo.



even referred to the magazine as *Living*, which raises the question as to whether someday soon Stewart's name will be removed from the cover entirely. Suzanne Sobel, MSL's executive vp, publisher, citing Patrick, notes: "If we don't get resolution sometime soon, then the company may have to take additional actions with respect to its brand."

Newsstand copies of the September issue, on sale mid-August, will carry a cover wrap featuring the old logo, while subscribers will receive a letter from Martha Stewart attached to their issues announcing editorial changes in the magazine. Avid readers will note a slight tweak in design, including an elegant new type peppered throughout the magazine.

"It's enhanced what she's always done with the magazine really well," says Steven Lerch, vp, manager, print media at Campbell Mithun, which continues to run General Mills products in MSL. "It's as clean and Marthasque as the issue has looked in some time."

It's been a tough haul for MSO's flagship title, and Stewart's legal limbo hasn't helped matters. Ad pages through August continue to plunge, down 43.6 percent to 444 over the prior year, according to the *Mediaweek* Monitor. Meanwhile, Time Inc.'s rival *Real Simple* continues to grow, up 16.5 percent to 761.

Still, MSL has kept some key advertisers in its pages, including Gap, Guess and L'Oréal. Some media buyers say the publisher has been offering steep discounts competitive with women's service titles—30-40 percent off the open rate card of \$107,640, a far cry from from 15-20 percent of one year or so ago, and as much as 60 percent off MSL if packaged with spin-offs such as *Everyday Food*.

"We are competitive with the marketplace," says Sobel. "We always look at the total expenditure of an advertiser, and pricing is set up accordingly."

Moreover, MSL's rate base was slashed to 1.8 million from 2.3 million last January. Paid circulation in 2004's first half is expected to show a 6.7 percent bonus in circ, totalling 1.92 million, according to figures filed with the Audit Bureau of Circulations. Newsstand will be down 9 percent.

Also tweaked was *Everyday Food*, which, effective with the July issue, eliminated "From the Kitchens of *Martha Stewart Living*" on the cover. The 10-month-old spin-off raised its rate base last month to 750,000 from 500,000. The recipe digest will spin off a half-hour series on PBS stations starting next January. —LG

sale of her ImClone stock. Stewart has appealed the verdict, but there is still a chance she may choose to serve her sentence.

After mulling over a number of different options this past spring (*Mediaweek*, May 24), including the replacement of Stewart's name with the phrase *Good Things For*, MSO in September will stretch *Living* across the cover and

move a shrunken *Martha Stewart* into the top right corner (see above). Inside, Stewart's presence has disappeared entirely. The long-running Ask Martha column has been replaced by Ask the Editors; the Letter From Martha is gone. And Stewart's homes will not be shown any longer. In a conference call to investors last week, MSO president/CEO Sharon Patrick

### Mediaweek Magazine Monitor

BIWEEKLIES AUGUST 9, 2004

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>BUSINESS/ENTERTAINMENT</b>								
ESPN The Magazine	2-Aug	78.75	4-Aug	55.99	40.65%	881.33	839.97	4.92%
Forbes			<b>DID NOT REPORT</b>			1,867.57	1,535.10	21.66%
Fortune	9-Aug	103.58	11-Aug	98.82	4.82%	1,913.12	1,715.23	11.54%
National Review	9-Aug	12.92	11-Aug	5.75	124.67%	249.97	205.06	21.90%
Rolling Stone	5-Aug	78.20	7-Aug	54.18	44.33%	832.69	779.32	6.85%
<b>CATEGORY TOTAL</b>		<b>273.45</b>		<b>214.74</b>	<b>27.34%</b>	<b>5,744.68</b>	<b>5,074.68</b>	<b>13.20%</b>

## WEEKLIES AUGUST 9, 2004

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek <sup>®</sup>	9-Aug	21.92	11-Aug	30.69	-28.58%	1,698.93	1,617.70	5.02%
The Economist	31-Jul	30.00	2-Aug	22.00	36.36%	1,322.00	1,190.00	11.09%
Newsweek <sup>E</sup>	9-Aug	16.26	11-Aug	25.64	-36.58%	1,217.20	1,145.01	6.30%
The New Republic <sup>®</sup>	9-Aug	4.77	11-Aug	2.33	104.72%	165.49	181.69	-8.92%
Time <sup>E</sup>	9-Aug	56.78	11-Aug	32.50	74.71%	1,455.67	1,346.22	8.13%
U.S. News & World Report	9-Aug	17.00	11-Aug	18.38	-7.51%	961.61	783.91	22.67%
The Weekly Standard	9-Aug	7.00	NO ISSUE		N.A.	191.39	202.00	-5.25%
<b>Category Total</b>		<b>153.73</b>		<b>131.54</b>	<b>16.87%</b>	<b>7,012.29</b>	<b>6,466.53</b>	<b>8.44%</b>

## SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	9-Aug	20.46	11-Aug	23.45	-12.75%	729.17	715.30	1.94%
Entertainment Weekly	6-Aug	30.44	1-Aug	25.83	17.85%	1,109.81	1,038.32	6.89%
Golf World	6-Aug	23.83	8-Aug	17.33	37.51%	783.50	709.78	10.39%
New York <sup>F</sup>	9-Aug	26.00	11-Aug	29.80	-12.75%	1,427.90	1,315.00	8.59%
People	9-Aug	60.18	11-Aug	61.69	-2.45%	2,033.81	2,171.44	-6.34%
Sporting News	9-Aug	11.66	11-Aug	25.25	-53.82%	503.25	416.64	20.79%
Sports Illustrated	9-Aug	48.08	11-Aug	66.29	-27.47%	1,424.28	1,368.83	4.05%
The New Yorker <sup>D</sup>	9-Aug	39.91	11-Aug	16.56	141.00%	1,168.55	1,145.01	2.06%
Time Out New York	4-Aug	64.19	31-Jul	47.06	36.40%	1,953.39	2,020.78	-3.33%
TV Guide	8-Aug	26.48	9-Aug	36.97	-28.37%	1,359.51	1,382.04	-1.63%
Us Weekly	9-Aug	28.50	11-Aug	23.33	22.16%	928.76	746.45	24.42%
<b>Category Total</b>		<b>379.73</b>		<b>373.56</b>	<b>1.65%</b>	<b>13,421.93</b>	<b>13,029.59</b>	<b>3.01%</b>

## SUNDAY MAGAZINES

American Profile	8-Aug	11.70	10-Aug	8.65	35.26%	293.80	277.85	5.74%
Parade	8-Aug	12.13	10-Aug	8.55	41.87%	393.52	404.74	-2.77%
USA Weekend	8-Aug	7.63	10-Aug	8.17	-6.61%	387.52	377.00	2.79%
<b>Category Total</b>		<b>31.46</b>		<b>25.37</b>	<b>24.00%</b>	<b>1,074.84</b>	<b>1,059.59</b>	<b>1.44%</b>
<b>TOTALS</b>		<b>564.92</b>		<b>530.47</b>	<b>6.49%</b>	<b>21,509.06</b>	<b>20,555.71</b>	<b>4.64%</b>

D=2004 double issue; E=estimated page counts; F=YTDs include New York Family newsstand-only issue, 6.3 pages in 2004, 6.4 pages in 2003; @=one fewer issue in 2004 than in 2003

## WEEKLIES AUGUST 2, 2004

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek <sup>®</sup>	2-Aug	38.09	4-Aug	48.73	-21.83%	1,677.01	1,587.01	5.67%
The Economist	24-Jul	32.00	26-Jul	34.00	-5.88%	1,292.00	1,168.00	10.62%
Newsweek <sup>E</sup>	2-Aug	36.16	4-Aug	24.28	48.93%	1,195.14	1,119.37	6.77%
The New Republic <sup>®</sup>	2-Aug	8.41	NO ISSUE		N.A.	160.72	109.36	-10.39%
Time <sup>E</sup>	2-Aug	37.60	4-Aug	29.52	27.37%	1,393.46	1,313.72	6.07%
U.S. News & World Report	2-Aug	38.45	NO ISSUE		N.A.	944.61	765.53	23.39%
The Weekly Standard	2-Aug	7.50	4-Aug	5.00	50.00%	184.39	202.00	-8.72%
<b>Category Total</b>		<b>198.21</b>		<b>141.53</b>	<b>40.05%</b>	<b>6,847.33</b>	<b>6,334.99</b>	<b>8.09%</b>

## SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	2-Aug	21.88	4-Aug	20.65	5.96%	708.71	691.85	2.44%
Entertainment Weekly	30-Jul	21.17	25-Jul	28.86	-26.65%	1,079.37	1,012.49	6.61%
Golf World	30-Jul	17.57	1-Aug	21.03	-16.45%	759.67	692.45	9.71%
New York	NO ISSUE		4-Aug	27.97	N.A.	1,395.55	1,278.80	9.13%
People <sup>S</sup>	2-Aug	68.35	4-Aug	68.95	-0.87%	1,973.63	2,109.75	-6.45%
Sporting News	2-Aug	13.08	4-Aug	9.08	44.05%	491.59	391.39	25.60%
Sports Illustrated	2-Aug	50.93	4-Aug	32.28	57.78%	1,371.88	1,302.54	5.32%
The New Yorker	2-Aug	23.96	4-Aug	16.71	43.39%	1,128.64	1,128.45	0.02%
Time Out New York	28-Jul	57.01	23-Jul	44.50	28.12%	1,889.20	1,973.72	-4.28%
TV Guide	1-Aug	28.31	2-Aug	38.12	-25.73%	1,333.03	1,345.07	-0.90%
Us Weekly	2-Aug	25.83	4-Aug	20.67	24.96%	900.26	723.12	24.50%
<b>Category Total</b>		<b>328.09</b>		<b>328.82</b>	<b>-0.22%</b>	<b>13,031.53</b>	<b>12,649.63</b>	<b>3.02%</b>

## SUNDAY MAGAZINES

American Profile	1-Aug	6.95	3-Aug	8.55	-18.71%	282.10	269.20	4.79%
Parade	1-Aug	9.43	3-Aug	14.12	-33.22%	381.39	396.19	-3.74%
USA Weekend	1-Aug	12.26	3-Aug	7.56	62.17%	379.89	368.83	3.00%
<b>Category Total</b>		<b>28.64</b>		<b>30.23</b>	<b>-5.26%</b>	<b>1,043.38</b>	<b>1,034.22</b>	<b>0.89%</b>
<b>TOTALS</b>		<b>554.94</b>		<b>500.58</b>	<b>10.86%</b>	<b>20,922.24</b>	<b>20,018.84</b>	<b>4.51%</b>

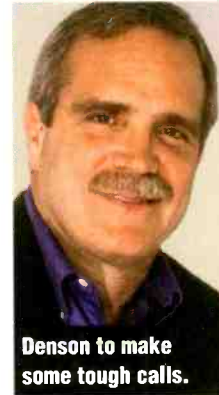
E=estimated page counts; S=figures include Fall Style newsstand special: 12.33 pages in 2004, 10.3 in 2003; @=one fewer issue in 2004 than in 2003

CHARTS COMPILED BY AIMEE DEEKEN

# Seeing Red

## G+J cutting up to 100 jobs

G+J USA Publishing, publisher of *YM* and *Family Circle*, has set a goal of slashing annual costs by \$25 million, president, CEO Russell Denson said last Friday. In a memo sent to employees, he added that staff cuts will be considered as part of a strategy to attain profitability. The cost cutting would bring G+J to a 10 percent profit on sales. "We need to be more successful at less cost," Denson told *Mediaweek*.



Denson to make some tough calls.

Over the past year, G+J has suffered from a string of disasters, including a legal battle with Rosie O'Donnell over the demise of *Rosie*; the firing of several top executives, including CEO Dan Brewster; and a circulation scandal that plagued *Rosie* and teen title *YM*. Moreover, *YM* and *Fast Company* ad pages continue to plunge.

G+J's CAP program, shorthand for "bottom-up costs and processes," would amount to \$13 million in annual savings, the memo states. They include "optimizing the number of copies put on newsstands" and cutting back on media kits and magazine comp lists.

An additional \$12 million in savings, or about 15 percent of G+J's total budget, will come from "top-down" changes, including likely staff reductions.

Denson says that despite the cuts, there is no truth to rumors that the company would shut down *Fast Company*. "I can categorically deny that," he says. As for *YM*, Denson wants to see the August relaunch take hold, and notes that early newsstand results look promising. When asked whether, if problems persisted, he would fold or sell the teen title, Denson responds: "We'll do something else to improve it more."

"At the end of the day, it's about G+J making themselves profitable," says Robin Steinberg, vp, director of print services at MediaVest. "But G+J will have to be careful not to compromise the quality partnerships that are currently in place." —LG

# mr. television

BY MARC BERMAN



## Don't Mess With Les

**YOU HAVE TO HAND IT TO LES MOONVES. NOT ONLY DID THE CBS HONCHO HAVE THE GUTS** to recently fire *CSI* co-stars Jorja Fox and George Eads after a salary dispute in order to set an example to other actors—he then displayed the wisdom to hire them back, showing a respect for the audience. Except,

perhaps, for NBC's *Law & Order*, which has managed to thrive despite a record 18 cast defections, no show is ever really the same when the original cast starts to leave. Keeping Fox and Eads on the series was a smart maneuver for the network, the franchise and the audience.

"There comes a point where we feel a contract is a contract," said Moonves, co-president and co-COO of Viacom, at the Television Critics Association Press Tour, which wrapped last month. "There were certain veiled threats about their not showing up for work, and there comes a point where we all have to look at the future of the network television business."

Although Fox and Eads apparently balked at a \$20,000-per-episode pay increase (Eads didn't show up for work on the first day of filming, and both actors failed to submit the requested letters assuring CBS they would report to work as scheduled), the duo were no doubt relieved to return to *CSI* at their old, \$100,000-per-episode salaries after the pink slips were delivered.

The severity of the situation would have been far worse had the holdouts been stars William Petersen and Marg Helgenberger. But with NBC's red-hot *The Apprentice* competing in *CSI*'s timeslot and *CSI: NY* about to debut, Moonves and the show's producers needed to draw a line in the Las Vegas sand and protect the franchise.

The next time a CBS actor (or one at sibling network UPN, for that matter) feels underpaid, chances are that he or she will think about what could have happened to Ms. Fox and Mr. Eads. Talent on other networks won't likely forget this when they feel the need for greed.

I often wonder what some of these actors are thinking, based on the salaries they make. Although Fox and Eads were earning \$100,000 per episode—and that doesn't include other opportunities created from being on the No. 1 show—most people don't make in a year what these actors do in a week. Even worse is that when actors hold out for more money and then land on the unemployment line, it's the fans who invested time in the series who suffer the consequences.

Moonves hasn't always been so adamant. He did give in to the wishes of Brad Garrett, who plays Robert on *Everybody Loves Raymond*, last season. After the actor balked at a paltry (!) \$165,000 per episode, the network upped his salary to a reported \$250,000 per installment, complete with a back-end deal in syndication. But Garrett was more pivotal to that series. In the long run, the actor may

have hurt himself most: Before the standoff, CBS was said to be seriously considering a potential spin-off series headlined by Garrett after *Everybody Loves Raymond* ended its run. Not anymore: According to *Raymond* creator Phil Rosenthal, who I spoke with at the Press Tour, CBS hasn't breathed a word about it all season.

Historically, there is no better example of what can happen to a series after a key member of the cast departs than *Three's Company*. Although no one ever said the sitcom was rocket science, after the bitter departure of Suzanne Somers in 1981 (who was axed four years into the show after her staged walkout went awry), the producers and ABC were so busy trying to use Somers as a scapegoat that they failed to remember she was an audience draw. Just check out a repeat on TV Land and you'll see how bad the show was with the wooden Jenilee Harrison and, eventually, the bland Priscilla Barnes in place of Somers.

*Three's Company* is not the only series that suffered after a star defected prematurely.

**Moonves and *CSI*'s producers needed to draw a line in the Las Vegas sand and protect the franchise.**

Remember *Designing Women* minus Delta Burke? Or *Charlie's Angels* without gold-en girl Farrah Fawcett? How about *Beverly Hills, 90210* without Shannen Doherty (who seems to be a serial series deserter)?

While I understand an actor outgrowing a role and wanting to move forward, if I am going to invest my time watching a series, I think it's up to the actors and executives to realize that they have a

commitment to the audience. Axing Fox and Eads, then hiring them back after putting them in their places, should serve as a textbook example of how to—and how not to—conduct a negotiation. Thanks for the lesson, Les. ■

Do you agree, or disagree, with Mr. TV? Please e-mail [mberman@mediaweek.com](mailto:mberman@mediaweek.com) and let him know if you would like your response published in an upcoming issue.

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# THE VOTES ARE IN

## #1 FNC BEAT CNN

### FOR THE DEMOCRATIC CONVENTION COVERAGE AMERICA TRUSTED FOX

#### Democratic National Convention Ratings

0.9



0.7



Source: Nielsen Media Research. #1 FNC Beat CNN: Total Day (M-Th 6a-6a) 7/26/04-7/29/04. HH Cvg. Rtg. Most Watched: FNC, CNN, MSNBC, HLN, CNBC Total Day (M-Th 6a-6a, CNBC: M-Th 4A-2A) 7/26/04-7/29/04 Persons 2+ GRP. Subject to qualifications, which will be made available upon request.

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