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THE NEWS MAGAZINE OF THE MEDIA

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INTERACTIVE

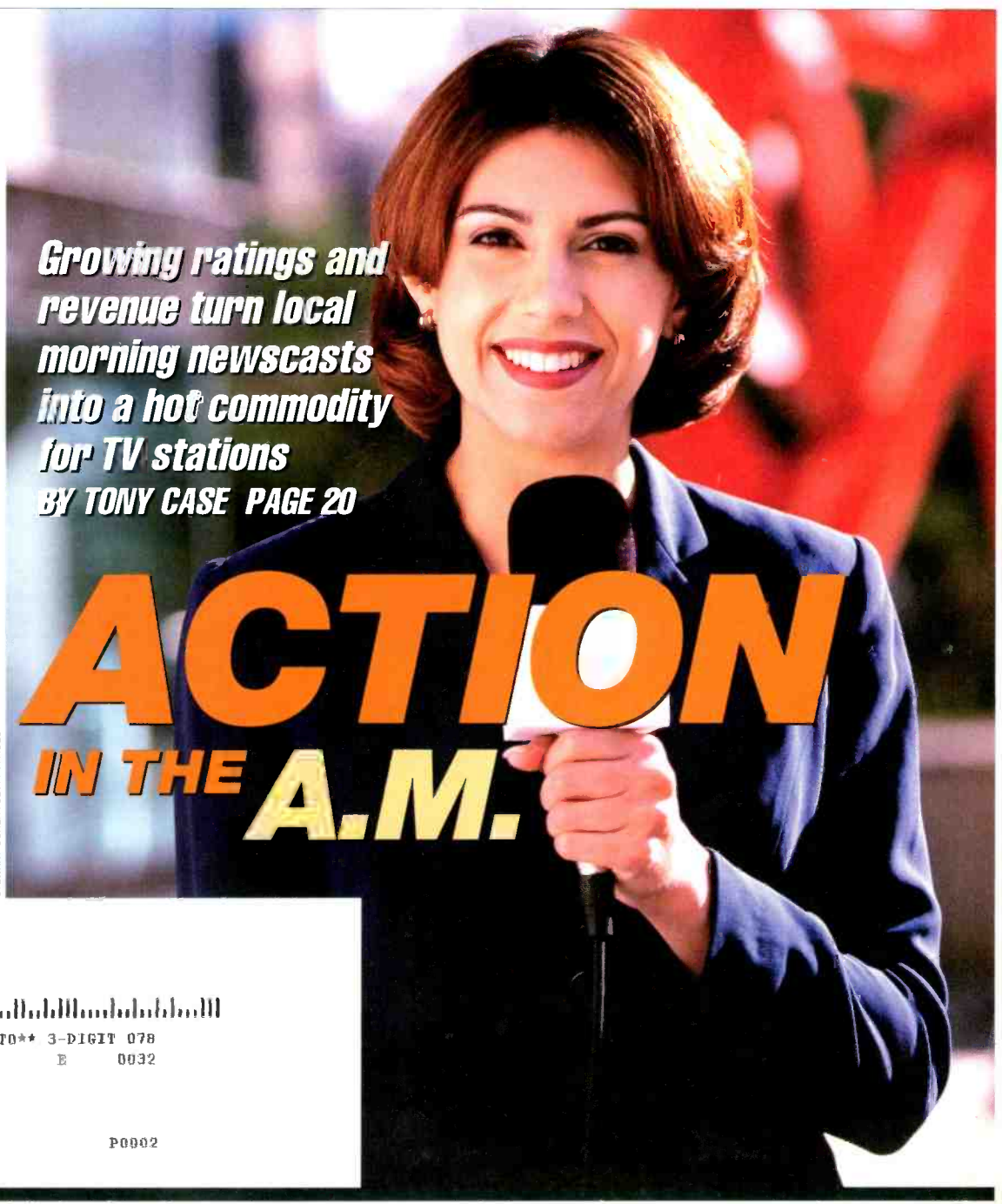
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Growing ratings and revenue turn local morning newscasts into a hot commodity for TV stations

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ACTION

IN THE A.M.

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MTV	324	12



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At Deadline

ARBITRON, VNU PROPOSE APOLLO PILOT

Hoping to convince more advertisers to follow Procter & Gamble's lead in support of Project Apollo, Arbitron and VNU told advertisers last week they will develop a proposal for a pilot panel to demonstrate the new marketing research service, which combines Arbitron's portable people meter data with VNU's consumer panel. The proposal for the pilot is expected in the next 30 days. Arbitron and VNU, publisher of *Mediaweek*, have been marketing Project Apollo since last September. But despite the promise of measures that would link media exposure to product-purchase behavior from a single panel of consumers, other advertisers have been reluctant to pay the steep price for a potential service. In February, Arbitron and VNU adjusted their pricing model to try to lure more advertisers and delayed the launch of the service to second quarter 2006.

ROEHM: CHUCK THE UPFRONT

Julie Roehm, director of brand communication at DaimlerChrysler Corp., told an Association of National Advertisers' TV Ad Forum audience last week that the upfront negotiating system of TV buying should be replaced with a new system that more closely resembles the stock market. Under the new system, there would be no audience guarantees, and each TV spot would be assigned an opening price by the TV networks. Then an electronic system would be created by NASDAQ or eBay, where an advertiser can anonymously buy and sell spots every day, with prices that are dictated by the demand of the marketplace. The networks, she said, can allow advertisers to participate by assigning them codes. Under this system, even the networks could buy back their own spots if they feel they are undervalued or if they need the time for promotional purposes.

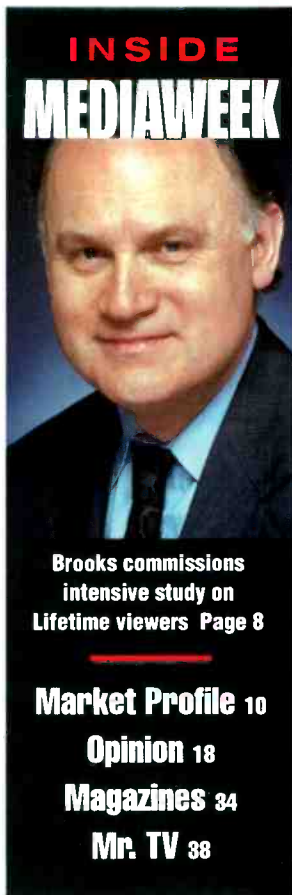
CNN HEADLINE NEWS POSTS SOLID GAINS

CNN Headline News' new prime-time lineup that launched in February posted significant audience increases during its first four weeks on the air (Feb. 21-March 18). Of the three new shows that run in the three-hour block (7-10 p.m.), legal commentator Nancy Grace emerged as the clear star of the evening with her self-titled show at 8 p.m. *Nancy Grace* increased audience delivery by 126 percent over the same period last year to deliver 472,000 viewers 2-plus. Headline News' prime-time block overall grew 56

percent among viewers 2-plus to 308,000 and upped delivery of adults 25-54 55 percent to 115,000. *Showbiz Tonight*, which airs at 7 p.m., is down a bit from a year ago among viewers 2-plus but is up in adults 25-54.

INVIDI SECURES \$16 MILLION IN NEW FUNDS

INVIDI Technologies Corp., the targeted marketing systems company that recently named several advertising and media agency executives to its board, has secured \$16 million in new financing from four venture capital firms, bringing its total amount raised to \$28 million in 14 months. INVIDI's software system, Advatar, provides viewer information that assists media buyers in buying television advertising more targeted and efficiently.



ADDENDA: Beth Fidoten has been promoted to senior vp, director of print services at Initiative from senior vp, managing director print and convergence... **F+W Publications**, publisher of enthusiast titles *ID*, *Print* and *Popular Woodworking*, is reportedly up for sale. Estimates put the value of the company at \$600 million... **Brigg Hyland** was named senior vp of business development for Viacom Outdoor, from senior vp for Viacom Plus... **Bob Michaels** was promoted to the newly created position of Portable People Meter programming services for Arbitron, from vp of radio programming services... **Clear Channel** will launch a new concert series, exclusive to the Internet. Called *Stripped*, the series will kick off in May and be available through the company's more than 1,000 radio station Web sites... Jerry Springer last week signed on to become a part of the Air America Radio lineup. Beginning April 1, **Springer on the Radio** will air 9 a.m. to noon, replacing *Unfiltered*... Eighty percent of American TV viewers have a positive view toward product placement in television and movies,

according to a survey of 1,200 people by media agency **MindShare North America**... Noting an uptick in scatter activity in second quarter, **Hallmark Channel** is confident it can net double-digit CPM increases to reach \$110 million in revenue, an increase of 40 percent, said executive vp of sales Bill Abbott.

CORRECTION: In the March 21 magazine department, a story on *The Source* provided the incorrect title for David Mays. He is co-founder and CEO of The Source Enterprises.

Market Indicators

NATIONAL TV: BUSY

Second-quarter scatter dollars continue to trickle in with some networks getting a bigger share than others. Auto, wireless and movie categories continue to be the most active.

NET CABLE: IMPROVING

There's still a pall hanging over second-quarter scatter, but some nets report the return of some packaged goods that haven't spent in a while. Insurance companies are also up, but pharmaceuticals and domestic autos have dropped off.

SPOT TV: SOFT

There's little change in a soft marketplace with rates at most stations very negotiable. National is still soft, with campaigns being placed close to air-dates. Autos, wireless and home improvement are active, but budgets are still minimal.

RADIO: STEADY

Market conditions are improving, albeit slowly. National is picking up; local steady. Active categories include auto, financial and entertainment. Retail mixed. Less inventory helping to hold rates.

MAGAZINES: MIXED

Products and services that make life simpler, such as airline ads touting fast check-ins and cars with simplified amenities, are heating up. Low-carb ads, however, are hitting the brakes.

CBS' Moonves Willing to Reduce Integration Fees

CBS chairman Les Moonves gave advertisers reason to be upbeat last week, when he said at the annual Association of National Advertisers' TV Ad Forum that CBS would be amenable to working out some type of deal to reduce the controversial network integration fees, which have been a sore point among advertisers for several years.

The Big Three networks—CBS, ABC and NBC—have continued to charge integration fees, even though TV commercials are no longer inserted into telecasts manually but by computer.

ANA president Bob Liodice had earlier complained at the forum that the three networks are paid \$100 million per year in integration fees and called it “an archaic legacy expense that bears no resemblance to today’s cost structure.” Liodice urged the networks to “end this ancient practice” and to “come up with a unified cost model.”

Moonves said he would not go so far as to eliminate the fees, but said he would consider discussing ways to moderate them. “There is still a cost of putting the commercials into our shows,” Moonves said. “But we’re willing to talk about it. It is something that should be looked at, and our people will be willing to do that.” —John Consoli

Scripps Works to Integrate GAC Into Lifestyle Group

Taking a page from its own sales-strategy playbook, executives at Knoxville, Tenn.-based Scripps Networks said they are augmenting the usual 30-second commercial spots they sell on GAC: Great American Country with two-minute customized vignettes. The vignettes will roll out in second quarter, just in time to show advertisers at the upfront.

Similar to the short-form content on Scripps' other channels like Food Network and DIY, GAC's Great American Minutes will tackle subjects that reflect the brand's Americana sensibility.

The new ad model is part of an effort to better align the seemingly incongruous music network GAC, which was purchased in

(continued on page 6)

Nets Jockey for NFL Rights Packages

League looks to maximize fees on Monday, Sunday, Thursday/Saturday

NEWS ANALYSIS By John Consoli

A high-stakes poker match is underway among the National Football League and the major broadcast and cable networks to see which network will end up with the remaining TV rights beyond next season for Sunday-night and Monday-night games, and a combined Thursday/Saturday-night package. The gamesmanship has reached unprecedented levels as the league tries to maximize its financial take as much as possible, while the networks battle among themselves to try to get a read on each others' hands for respective remaining pieces of the NFL rights pot.

The NFL has already re-upped incumbents CBS and Fox for a combined \$1.3 billion per year through 2011 for the Sunday-daytime games, up from \$1.05 billion per year, and is said to be seeking as much as a whopping \$1.7 billion total for the Sunday/Monday-night packages, for which it is now receiving \$1.15 billion. While NFL Commissioner Paul Tagliabue has said the league might award the Thursday/Saturday rights to its own NFL Network—foregoing the rights fees, but keeping all ad revenue from the telecasts—it is possible that those rights could be picked up by one of the networks for another \$800 million or so per year. NBC and Turner are both interested in that package, according to NFL insiders.

“We’re operating from a position of strength,” said an NFL source, commenting on why the league can demand such hefty fee increases over the current contracts. “NFL game ratings are more than 50 percent higher than the average entertainment programs on the broadcast networks. There is really very little other programming like ours.”

If television rights for *Monday Night Football* move from ABC to ESPN, will John Madden and Al Michaels move with the telecast?

On paper, the networks that own the rights all lose money on their deals (CBS insists it doesn't). ABC, for example, is said to come up \$150 million short annually in recouping its *Monday Night Football* fees, while ESPN reportedly loses as much as \$200 million on Sunday nights and Fox comes up about \$100 million shy on its Sunday package. But there are intangibles that make carrying the NFL games desirable to the networks. Getting NFL football in 1994 virtually put Fox on the map as a network, drawing in male viewers and leading them into prime time. And since it reacquired NFL rights in 1998, CBS has gone from third to first among the networks in key prime-time demos and total viewers.

Right now, the media company holding the cards—and preventing other networks from cutting any of the remaining rights deals with the NFL—is Disney, whose ABC and ESPN hold the rights to Monday night and Sunday night, respectively. Both have exclusive negotiating windows that expire in October.

Sources both inside and outside Disney agree that when CEO Bob Iger sits down to negotiate with the NFL, he will propose ESPN take over the *MNF* package from ABC. The strategy is that ESPN, because it can negotiate extra subscriber fees from cable operators, can better amortize the hefty rights costs than ABC. And it would be much less expensive for ABC to program those three hours on Mon-



days in fourth quarter with scripted or reality fare than to pay the football rights fee.

But the NFL knows all that, so it will demand an increase in its Monday rights fee from the current \$550 million annually to \$900 million annually, and in all likelihood, a deal will be cut with Disney on behalf of ESPN for about \$850 million.

Media buyers agreed that ABC's move to drop *MNF* would be good for the network because advertisers were finding it harder to justify the hefty \$300,000 price tag for 30-second spots on the telecast as ratings continued to slip. Shifting to ESPN will make it more cost-effective to advertisers.

The Sunday-night package is technically sold in two halves of the season, but in the last round of negotiations, ESPN won rights to both by paying an additional premium. The NFL will sell it whichever way brings in more revenue. Fox desperately wants the entire Sunday-night package, but it has been rumored that CBS is now expressing interest in half. CBS chairman Les Moonves would not initially comment on CBS' interest in the package, but when pressed, said, "We are interested in everything if we can get it at the right price."

That could drive up the price for Fox, which is expected within the next year to start up an all-sports cable network to rival ESPN, and would like to have NFL games as part of its portfolio. The NFL is reportedly looking to get \$800 million annually for the total Sunday-night rights, up from the \$600 million a year ESPN is currently paying.

While most buyers consider Fox's move to get the Sunday-night package a good one for the network, some have expressed concerns. Rino Scanzoni, chief investment officer at Mediaedge:cia, said Fox picking up Sunday-night NFL games would "create some challenges" for his clients who advertise on that network. "[Fox] already has such a limited amount of scripted programming in fourth quarter as it is. It needs to be careful."

Ray Warren, managing director at OMD, said Fox needs to worry about the TV fan burnout factor. "By Sunday night, the fan has already seen six or seven hours of NFL football," he said. "Sunday-night NFL is for the real football junkie. I'm not sure how much more of an audience Fox would draw than ESPN." Similarly, since ESPN is available in fewer homes than ABC, it, too, would not be able to charge what ABC charges for *MNF*.

The only sure winner in all this appears to be the league itself. "The NFL will end up with a much bigger pot of money by the time all the rights deals are done," said one official from a network involved in the bidding. "And it will do anything it can to make that happen." ■

CBS, UPN Fill in the Gaps

Networks present buyers with an impressive array of dramas, sitcoms

NETWORK TV By John Consoli

Media buyers reacted positively last week to the combined development presentation of CBS and UPN, with most believing that each network has enough quality shows to fill the holes in their schedules.

Buyers particularly liked prospective CBS dramas *Conviction*, about a defense attorney-turned-district attorney starring Eric LaSalle and Sally Field, and *The Unit*, from David Mamet and *The Shield* creator Shawn Ryan, about a secret-missions team that battles terrorists.

Other shows CBS discussed were *3 lbs*, a medical drama starring Dylan McDermott as a surgeon; *Commuters*, a soapy drama about couples and infidelity; and *Quantico*, about an elite squad of FBI profilers.

"Anything in the drama area has a shot at working because it can be launched on a platform with one of their already successful dramas," said one media buyer, who did not want to speak for attribution.

Buyers said the sitcoms that CBS executives pushed the hardest were *Old Christine*, starring Julia Louis-Dreyfus as a divorced mother with a 10-year-old who owns a women's health club; *Washington Street*, a romantic comedy about another single working mother of a 10-year-old who finds love in her building; and an untitled sitcom starring Susie Essman, who is best known for her role in *Curb Your Enthusiasm*.

"Julia Louis-Dreyfus is well-known to view-

ers, but she has not had much success since *Seinfeld*," another media buyer said. "And Susie Essman is great on *Curb*, but HBO is only seen by 32 percent of the country, so not as many people know her."

UPN shows that made impressions on buyers include dramas *South Beach*, about two friends whose lives take different directions when they move to Miami, and *Triangle*, starring Ivan Sergei as a doctor whose wife disappears while honeymooning in the Caribbean. Sitcoms include *20 Things to Do Before You're 30*, about four Chicago friends facing the anxieties in their lives, and *Everybody Hates Chris*, narrated by Chris Rock, about a teen growing up in Brooklyn during the early '80s who is bused to a white middle school in the suburbs.

"UPN has enough good stuff in development to fill their schedule from scratch," said one impressed buyer. "They will have lots to choose from." The buyer added that UPN's shows in development all seem to have elements targeting an 18-34 female audience.

How aggressive will CBS be in its upfront pricing? At last week's Association of National Advertisers' TV Ad Forum, CBS chairman Les Moonves said, "We absolutely expect an increase in pricing, a very significant price increase." But unlike last year, Moonves declined to say what cost-per-thousand rate increase the CBS sales team would seek. ■



ER vet LaSalle stars in *Conviction*.

Programmed for Success

Fox bets on FX's Liguori to add luster to network's scripted slate

NETWORK TV By John Consoli

Peter Liguori, president and CEO of FX, last week was named Fox entertainment president. He was not only the top inside choice to replace the departing Gail Berman but also was considered by media agency executives as the best hope the network has in

restoring the mystique of the "Fox brand" to its scripted schedule.

Though Berman spent five years at the helm and had a few scripted successes—*Malcolm in the Middle*, *24* and *The O.C.*—there were still too many holes on too many nights in the

Media Wire

November 2004, with Scripps' roster of lifestyle channels.

Steve Gigliotti, executive vp of ad sales, said Minutes was designed to involve viewers with the network's brand while giving advertisers a platform to cut through commercial clutter on TV.

GAC, currently in 37 million homes, is still undergoing a revamping process by Scripps, which includes new programming. Though GAC will remain primarily a music video network, Ed Hardy, executive vp of the channel, said it matches up with the other networks in that it delivers a slightly more female adult 25-54 audience.

Also, he said, "The major theme at all the Scripps Networks is passion, and it is no different at GAC." —Megan Larson

LPM Critics: Nielsen Task Force Is Just a First Step

In large part, the TV industry applauded last week's findings of the Independent Task Force on TV Measurement released by Nielsen Media Research. They also acknowledged Nielsen's commitment to adopt most of the recommendations for improving how its local people meter service measures TV audiences.

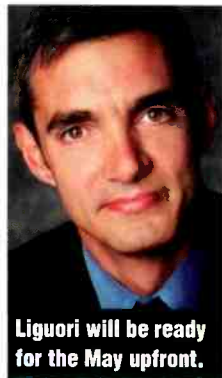
Nielsen, which is owned by Media-week parent VNU, agreed to conduct a study to analyze fault rates (one of the most contentious issues in the LPM debate) and adopting several additional techniques for improving its field operations and sampling procedures.

But many are calling for even more improvements and changes in how the TV-ratings firm responds to the needs of its customers.

"While we are pleased Nielsen now recognizes that LPMs underrepresent minority households and is attempting to correct the problem, there remain significant issues with other demographic data measured by LPMs," said Pat Mullen, president of Tribune Broadcasting. "Nielsen must still address the fact that LPMs underrepresent households with five or more people and younger viewers. It is our hope that Nielsen will move quickly to resolve these issues and not wait for another 'blue-ribbon panel.'"

David Poltrack, executive vp of research for Via- (continued on page 8)

Fox prime-time schedule to please media buyers. While CBS moved up from fourth place to near the top in adults 18-49 rankings based on its scripted shows, and ABC's ratings rise this



Liguori will be ready for the May upfront.

season is tied to its new scripted hits, *Desperate Housewives* and *Lost*, Fox's jump to the top in 18-49 was primarily due to reality show *American Idol* and February's Super Bowl.

Insiders familiar with the situation said News Corp. higher-ups were unsure they wanted to re-up Berman for another long-term contract, and that she sensed this and went out and cut herself a deal to become a top creative executive at Paramount Pictures.

"Outside of a few shows, there really is no schedule to speak of at Fox," said Laura Caraccioli-Davis, senior vp/director of media agency Starcom Entertainment. "[Berman] really hasn't developed a lot of broad-demo, long-term hits that would fulfill the network's role of being a broadcaster. Maybe Liguori will bring in some fresh ideas to rejuvenate the Fox brand. In fact, FX seems to have shows that are closer to the Fox brand than Fox has on right now, so maybe he will work out well."

Among the scripted shows developed under Liguori's leadership are *The Shield*, *Nip/Tuck* and *Rescue Me*. He is also largely responsible for

creating the FX original movie franchise, developing such films as *Redemption*, *The Pentagon Papers* and *44 Minutes*.

Liguori, in a statement, indicated that he will be actively involved in rolling out the new Fox development slate for the 2005-06 season that will be unveiled at Fox's May upfront presentation. His challenge is not without precedent. Last year, ABC entertainment president Stephen McPherson was hired around the same time, and he created a schedule that was developed by Susan Lyne and Lloyd Braun before they were let go. ABC did well in its upfront dollar take, and *Desperate Housewives* and *Lost* became breakout hits.

As much as the top brass at Fox might have become frustrated with Berman, her reputation in the Hollywood community is solid. "People really like working with her," said one TV agent. "I'll miss her there because she was a stable, talent-friendly network executive." Others praised her as being an astute manager and one of the industry's better negotiators. "Gail is a creative person," said Paul Haas, a TV agent at Endeavor, who has worked closely with her. "But the network TV business is corporate. And with that would come frustrations."

Some media buyers who attended the Fox development meeting in Los Angeles two weeks ago sensed that all was not right with Berman during her presentation. "Usually Gail is so passionate when she pitches," Caraccioli-Davis said. "This time I felt not that she was phoning it in, but I really wondered if something was going on." It turns out something was. —With A.J. Frutkin

Next Wave: Network DVRs

Cable system-wide DVRs could make recording more widely accessible

INTERACTIVE By Mike Shields

Could a boom in digital video recorders be just around the corner? A report issued last week by Magna Global predicts that if network DVRs become a reality, DVR usage could skyrocket.

Unlike set-top DVRs, which are already offered by several cable operators, a network DVR records virtually all programming on a central server in the cable system's "headend." Theoretically, anybody who subscribes to digital cable could record whatever they wanted, without having to schedule an appointment with the cable guy or install a TiVo box.

According to Magna, network DVRs, if deployed this year, "would immediately make

time-shifting technology available to 40 [percent] to 50 percent of a cable operator's subscribers...significantly impacting how video content is consumed." Magna Global's director of industry analysis, Brian Wieser, who authored the report, said, "The possibility could be here a lot sooner than people think."

Wieser is basing his theory on recent comments from Tom Rutledge, COO of New York-based Cablevision Systems, who declared that his company is exploring launching a network DVR, perhaps this year. "We do think the DVR is an inelegant solution to recording programming for consumers, and that it could be done on a network basis much more efficiently," Rutledge said in a recent earnings call.

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com's CBS, wanted more from the Task Force. "[The report] is in line with what we've been saying from the beginning. But what was missing was the recommendation of an organization to ensure that [Nielsen] is compliant."

Don't Count Us Out, which was instrumental in calling for the creation of the Task Force last June, is still looking for governmental oversight to hold Nielsen accountable. —Katy Bachman

Cable Beats Broadcast for Seventh Consecutive Qtr.

The message last week from Turner Broadcasting's chief research officer Jack Wakshlag was familiar: Ad-supported cable continues to grow audience while broadcast networks lose viewers. It's great news for cable, but broadcasters don't worry themselves about quarterly ratings ticks.

During his quarterly ratings call on March 24, Wakshlag pointed out that cable beat broadcast for the seventh consecutive quarter with a 51.8 prime-time share to broadcast's 45.9. According to Wakshlag's analysis of 50 cable nets, cable won the February sweeps for the first time, edging out the seven broadcast nets' 49.4 share.

ABC is up in household share and demo, but the other six nets slipped in households year-to-year in first quarter and five are down in key demographics, according to Turner's analysis of Nielsen Media Research data.

Conversely, the top 10 cable networks jumped 7 percent in delivery of persons 2-plus to average 1.7 million. Among adults 18-49, top-tier cable is up 5 percent to 807,000. At this rate, Wakshlag projected cable would win the 2004-05 TV season, which ends in May, for the second time with a 51.8 share. Broadcasters might care about that.

Among viewers 2-plus, TNT is again the No. 1 cable network in prime time with 2.6 million viewers, followed by USA (2.3 million), Nick at Nite (1.9 million), Cartoon Network (1.8 million) and TBS (1.8 million). In delivery of 18-49s, TNT is No. 1 with 1.2 million, followed by TBS (1.1 million), USA (1 million), Spike TV (810,000) and Lifetime (727,000). —ML

Imagine the ripple effect on the cable industry, as well as the 30-second ad model, if millions of network DVRs suddenly flooded the supersized New York market this year.

Copyright laws are one impediment to rolling out network DVRs. Those laws, according to Time Warner, flattened Mystro in its attempt at a network DVR in 2003. Time Warner said that the multitude of rights requirements needed to record a vast library of programming was simply too prohibitive.

Cablevision plans to move ahead. But one prominent cable lawyer said that the legality of recording TV shows on a large scale was uncertain. "This isn't a legal dispute," he

said. Rather, it's about a desire among programmers to protect the existing ad model. "If the [DVR] destroys the network model, there won't be any [need for DVRs anymore]," he added.

"This is coming from the content providers," said Mike Godwin, legal director at advocacy group Public Knowledge. He said that content providers may threaten to withhold programming or networks from cable providers if network DVRs become a reality.

To address these issues, Magna's Wieser said he thinks cable companies may develop network DVRs that prevent ad skipping, something Time Warner is exploring. ■

Lifetime Meets Its Viewers

Net's research into women's lives influences programming, marketing

CABLE TV By Megan Larson

Using a mix of new and traditional technology, Lifetime conducted one of its most intensive studies on women to date in conjunction with Insight Research Group. Executives are using the results internally to better position programming and marketing to the network's core audience, and externally to help advertisers target women.

The study, "Women and the Challenge of Choice 2005," revealed that modern women are largely split into two groups: the independent, or what executives described as the *Sex and the City* type, who creates equal partnerships with men and demands "me" time; and the neotraditionalist, who prefers traditional gender roles, motherhood and "we" time.

Tim Brooks, Lifetime's executive vp of research, said the findings underscore the importance of conducting such research. "If we were just talking to the independents and appealing to their self-indulgence, we would miss the traditionalists," explained Brooks. "We

need to fashion our messages so we don't inadvertently alienate one group or the other."

For example, he said, women responded better to a spot that showed a woman finishing a race and being cheered on by friends and family as opposed to a spot where the woman finished the race alone. Brooks said the first ad spoke to the self-satisfaction of completing the race, but was also about the "we," the friends and family, that appeals to neotraditionalists.

Esther Franklin, senior vp, director consumer context planning for Starcom, whose clients include Hallmark, Procter & Gamble and Sara Lee, noted the research's importance: "When a partner [digs] deep to get a sense of its audience, it enhances our ability to understand what we need to do to engage them."

Results from the survey may also be reflected in the net's series, said executive vp/general manager Lynn Picard. The survey showed that 68 percent of women would be happy on their own without a life partner. "It shows you how far women have come in terms of their confidence, which is translated into our new [reality] show, *Ms. Mogul*, about female business owners," Picard said. (*Ms. Mogul* will premiere later this year.) She also said concerns about health and beauty could be used in an episode of *Strong Medicine*.

Lifetime gained insight into women with "Virtual Tag-Along" technology, a cell phone/PDA/camera that 17 women carried with them daily to record thoughts and actions. Afterward, each of the 17 invited 10 friends to join in a discussion with an Insight researcher. Those sessions spawned a list of questions in a phone survey of 1,000 women. ■



Plot lines for Lifetime's *Strong Medicine* could come from viewers' own health concerns.

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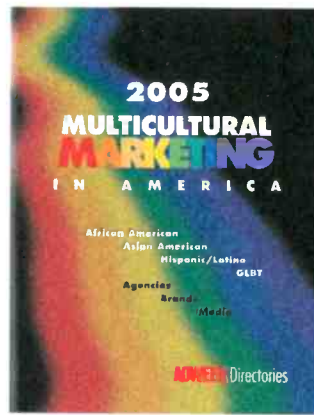
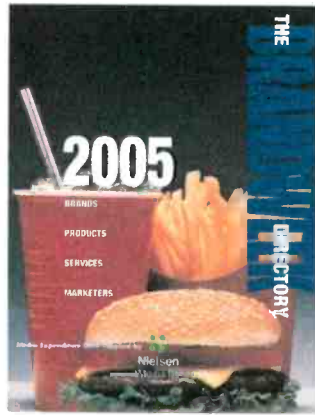
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Judging the Future

Supreme Court to hear cases on file sharing and cable modem regulations

WASHINGTON By Todd Shields

The U.S. Supreme Court on March 29 stages a rare telecommunications double-header, hearing two cases that could help determine whether the cable and TV industries prosper. In the first argument of the day, the justices will hear the so-called Grokster case, which tests the legality of services that allow millions of Internet users to share movies, TV shows and other copyrighted matter. Then, lawyers in the Brand X case will argue whether cable's high-speed Internet connections should be regulation-free.

MGM Studios v. Grokster pits the file-sharing service against MGM, Time Warner and other studios that want to attack it for copyright violations. Copyright holders including studios, TV networks and recording artists fear indiscriminate distribution via the Internet could undermine advertising and marketing efforts.

For now, Grokster operates under doctrine developed in the 1984 case that established the legality of the VCR. The Supreme Court ruled Sony could not be sued for copyright violations committed by Betamax users because the machines were capable of significant uses that did not infringe copyright—in the case of VCRs, time-shifting of programs.

Grokster argues that activity on its network includes file sharing that does not infringe copyright—which makes the network legal under the Sony decision. It says liability rests with the individuals who actually steal copyright material. "Copyright holders must pursue not the distributor of the product, but those who misuse it," Grokster said in its brief to the Supreme Court.

Companies that own content rights want a legal remedy for what the top U.S. copyright officer called the "mind-boggling" scale of copyright violations taking place over Grokster and similar networks. In filings to the Supreme Court, the studios and music recording companies said as many as 400,000 feature-length movies are illegally downloaded each day.

TV networks fear they are next in line for wide-scale theft, a development that could cre-

ate an underground of popular shows snatched from the Internet and viewed most likely without advertising. "What that does is undercut ratings and the value of advertising," said Rick Cotton, executive vp/general counsel for NBC Universal. Syndication values also could be harmed, Cotton said. The National Association

of Broadcasters told the high court it has similar concerns. Internet services "could distribute, without geographic or other limits, virtually perfect digital copies of the most popular audio and video broadcast programming, such as *CSI* or *Desperate Housewives*," the NAB said in a legal brief. "Yet the broadcaster would have no way of recouping any value from the wider distribution."

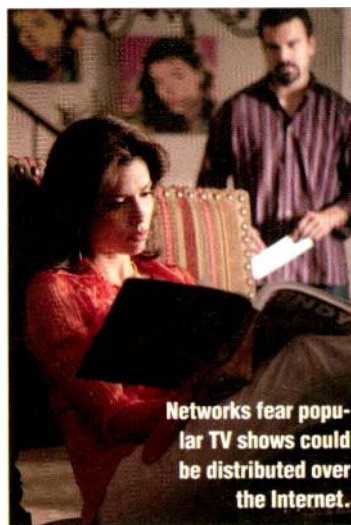
In Federal Communications Commission v. Brand X, the small Internet service provider based in Santa Monica, Calif., is challenging

the agency's 2002 ruling that cable modem services are an information service. The classification leaves cable modems free of the regulations imposed on common carriers such as telephone providers.

Critics say cable companies have used the regulatory freedom to force customers to accept their Internet service, relegating the likes of Brand X to a redundant offering that few customers use. They say cable companies, unless regulated, could begin to control information that flows through the modems—for instance, degrading video feeds from competitors. "The cable companies will have both the technical ability and the strong incentive to interfere with the free flow of information over the Internet," said Jay Stanley, a spokesman for the American Civil Liberties Union.

Cable interests say leaving modem connections unregulated has helped spur investment in high-speed Internet, helping to meet a national policy goal of extending broadband. And they dismiss concerns about content control, arguing that cable companies do not impose restrictions, and the fast modem service allows always-on access to all Internet sites.

The Supreme Court is not expected to rule on the cases for several months. ■



Networks fear popular TV shows could be distributed over the Internet.

DANNY FELDGAUC

market profile

BY EILEEN DAVIS HUDSON



Missouri River cruisers get a clear view of new construction along Omaha's waterfront.

GREATER OMAHA CONVENTION AND VISITORS BUREAU

front that is its new Midwest regional headquarters, and Union Pacific constructed a 19-story, 1.2 million-square-foot building for its relocated headquarters. The \$90 million Holland Performing Arts Center is under construction and slated to open in October. A total of \$1.8 billion was earmarked for the downtown renaissance.

The building boom in Omaha has helped keep the market moving at a steady clip, with the diverse economic base insulating the area from the radical highs and lows other markets across the country have seen. That measured growth is reflected in the local television market, ranked 76th in the nation with 396,460 TV households. "Omaha has been a consistently growing market for the last 20 years," says Jim McKernan, vp and general manager of Omaha CBS affiliate KMTV, owned by Emmis Communications. "It is not a fast-track market. It's slow and steady growth."

Hearst-Argyle TV's ABC affiliate KETV is the market's No. 1 news station overall, despite a power problem that hindered its ability to reach the entire viewing area for about 18 months. In July 2003, the station was upgrading its tower with a dual-band analog-digital antenna when it collapsed, explains Joel Vilmenay, KETV president/gm. KETV only just returned to full power in January, but it has remained competitive all the while.

In the May sweeps prior to the collapse, KETV won at 5 p.m. in adults 25-54. In the books after the accident, Gray Television's NBC affiliate WOWT-TV won at 5 p.m., but KETV recaptured the lead in the November 2004 book. Also in November, KETV won at 5, 6 and 11:30 a.m. and 6 p.m., and finished second in late news behind WOWT. "The morning numbers were the highest we've delivered since 1996," Vilmenay says.

KETV has also made some on-air talent changes, hiring Elicia Hammond as weekday-morning co-anchor. Hammond, previously weekend anchor and reporter at KTVA-TV, the CBS affiliate in Anchorage, Alaska, started just before the November book. Morning co-anchor John Oakey began solo-anchoring the midday newscast when former co-host Carol Kloss became an investigative reporter at the station.

To find other markets, go to the Market Profile Index at the new mediaweek.com

Omaha, Neb.

ALTHOUGH ITS ONCE-THRIVING STOCKYARDS HAVE CLOSED, OMAHA REMAINS ONE OF the largest livestock markets and meat-packing centers in the world. At the same time, this quintessential American-heartland city, the largest city in Nebraska, has managed to diversify its local economy.

Its economic base includes companies across a broad spectrum of fields, including telecommunications, manufacturing, financial services and transportation. Among the major corporations based here are ConAgra Foods, Omaha Steaks, Mutual of Omaha, Union Pacific Corp., Ameritrade and Berkshire Hathaway, the latter owned by the city's billionaire native son, Warren Buffett. Situated along the western bank of the Missouri River, Omaha lies just across the river from Council Bluffs, Iowa, and together the two cities form the core of the metropolitan area, home to about 1.1 million people in eight counties. The view from Council Bluffs has changed greatly over the past few years as a building boom in Omaha has brought a mix of residential and

commercial construction to the downtown and riverfront area. Among new buildings on Omaha's skyline: the Gallup Organization's 50-acre, \$81 million Gallup University Campus; Quest Center Omaha, a \$75 million convention center and arena that seats 17,000 and includes 240,000 square feet of exhibition space; and a \$66.3 million, 450-room Hilton Omaha. The National Park Service built a 60,000-square-foot building along the river-

NIELSEN MONITOR-PLUS AD SPENDING BY MEDIA / OMAHA, NEB.

	Jan.-Dec. 2003	Jan.-Dec. 2004
Spot TV	\$70,141,470	\$69,636,100
Local Newspaper	\$67,062,680	\$70,853,520
Outdoor	\$7,731,928	\$7,684,082
Total	\$144,936,078	\$148,173,702

Source: Nielsen Monitor-Plus



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NIelsen RATINGS / OMAHA, NEB.

EVENING- AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	NBC	WOWT	7	24
5-5:30 p.m.	NBC	WOWT	9	24
	ABC	KETV	9	24
	CBS	KMTV	4	12
6-6:30 p.m.	NBC	WOWT	10	24
	ABC	KETV	10	23

Late News

Time	Network	Station	Rating	Share
9-10 p.m.	Fox	KPTM	4	6
10-10:30 p.m.	NBC	WOWT	14	28
	ABC	KETV	11	23
	CBS	KMTV	7	13

Source: Nielsen Media Research, November 2004.

KETV also named Mitch Sigmund as its consumer reporter, a new position. He previously served as the station's sports anchor.

Atlanta-based Gray Television purchased WOWT-TV in November 2003 from Chicago-based Benedek Broadcasting for \$20.2 million. In fall 2004, the station assembled a new weekday-morning team with Trey Jones, previously a weekend-morning news anchor, and Malorie Maddox, formerly a main anchor at ABC affiliate KODE-TV in Joplin, Mo. The evening news will soon change as lead female anchor, Pat Persuad, is retiring in May after 19 years with the station. She'll do her last broadcast on May 25 and will be succeeded by Tracy Madden, who currently anchors the station's 4 p.m. news (the only one in the market) and reports on the 5, 6 and 10 p.m. newscasts. Madden will take over Persuad's anchor duties at 5, 6 and 10 starting May 26, says Vic Richards, WOWT director of promotion and production.

Across town, third-ranked KMTV is hoping to attract more viewers and see ratings upticks from the changes it has made over the past two years. The CBS affiliate reformatted its late newscast at 10 p.m., scaling back sports coverage to the bare minimum and replacing it with daily commentary. Travis Justice, formerly the station's sports anchor and also a current regular on the market's No.1-rated *Todd 'n Tyler* radio morning-drive show on KEZO-FM, provides the local commentary. KMTV elicits viewer e-mail and phone responses to a given topic, then later shares the comments on-air on its For What It's Worth segment, which can run as long as four minutes.

KMTV is the only one of the Big Three in the market that does not produce local news at 6 p.m., having pulled the plug on its struggling 6 o'clock news a few years ago. It now airs *Entertainment Tonight* and *The Insider* in the time period. KMTV is also the home of *The Oprah Winfrey Show*, *Dr. Phil* and *Regis & Kelly*, as well as the broadcast home for nine Creighton University men's basketball games.

McKernan dismisses the station's November-sweeps numbers, maintaining that Nielsen Media Research's inability to meet its in-tab targets for the diary returns had a negative impact on most of the stations in the market. "I don't place a lot of stock in [the November book]. The in-tabs were off 22 percent in this market."

Pappas Telecasting owns Fox affiliate

NEWSPAPERS: THE ABCs

	Daily Penetration	Sunday Circulation	Daily Market Circulation	Sunday Market Penetration
Douglas County: 186,635 Households				
<i>Omaha World-Herald</i>	92,397	114,092	49.5%	61.1%
Sarpy County: 46,280 Households				
<i>Omaha World-Herald</i>	20,961	29,161	45.3%	63.0%
Pottawattamie County (Iowa): 34,002 Households				
<i>Council Bluffs Nonpareil</i>	13,639	15,359	40.1%	45.2%
<i>Omaha World-Herald</i>	10,710	16,737	31.1%	48.3%
<i>Des Moines Register</i>	501	620	1.5%	1.9%
Washington County: 7,120 Households				
<i>Omaha World-Herald</i>	3,429	5,054	48.2%	71.0%

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

KPTM and operates WB affiliate KXVO under a local marketing agreement. KXVO is owned by Omaha-based Mitt's Telecasting. KPTM produces an hour of local news at 9 p.m. each day, the only newscast in the time period. Ed Zachary, local sales manager for KPTM and KXVO, says KPTM plans to expand to morning news later in the year.

On March 21, KPTM welcomed Tracy Jacim as its new co-anchor. Jacim had previously worked as a reporter at WGRZ-TV, the NBC affiliate in Buffalo, N.Y. KPTM is also working on its online presence. The station recently added streaming video to its Web site, kptm.com, and is planning a complete relaunch on April 1, says Zachary.

Pappas also owns the market's only over-the-air Spanish-language television station, Azteca America affiliate KAZO, channel 57. It launched in June 2004, along with Azteca America affiliates in Lincoln and Columbus, Neb. "They're all sold as one unit [since] they're all virtually in the same DMA," says Zachary, adding that all three of the low-power stations are also available on cable in

their respective markets.

While Omaha does not have an over-the-air UPN affiliate, area residents can catch UPN prime-time programming on the cable-only UPN channel in the market.

Cox Communications is the main cable operator in the market, which counted 288,790 cable households as of February, according to Nielsen. Cable penetration stands at 72.8 percent. Cox Media, Cox's ad sales arm that serves as the local interconnect in the market, serves about 183,800 cable homes on its expanded basic tier. In addition, Cox reps for Quest Communications, which adds another 13,000 cable households. Cox inserts on 52 networks.

Cox also operates News on One, a local cable channel that rebroadcasts WOWT's newscasts throughout the day.

On the local newspaper scene, Berkshire Hathaway's *Omaha World-Herald* is the city's only daily. The largest newspaper in Nebraska, its daily circulation as of Sept. 30, 2004, was 192,607, essentially flat compared to the same period ended Sept. 30, 2003,

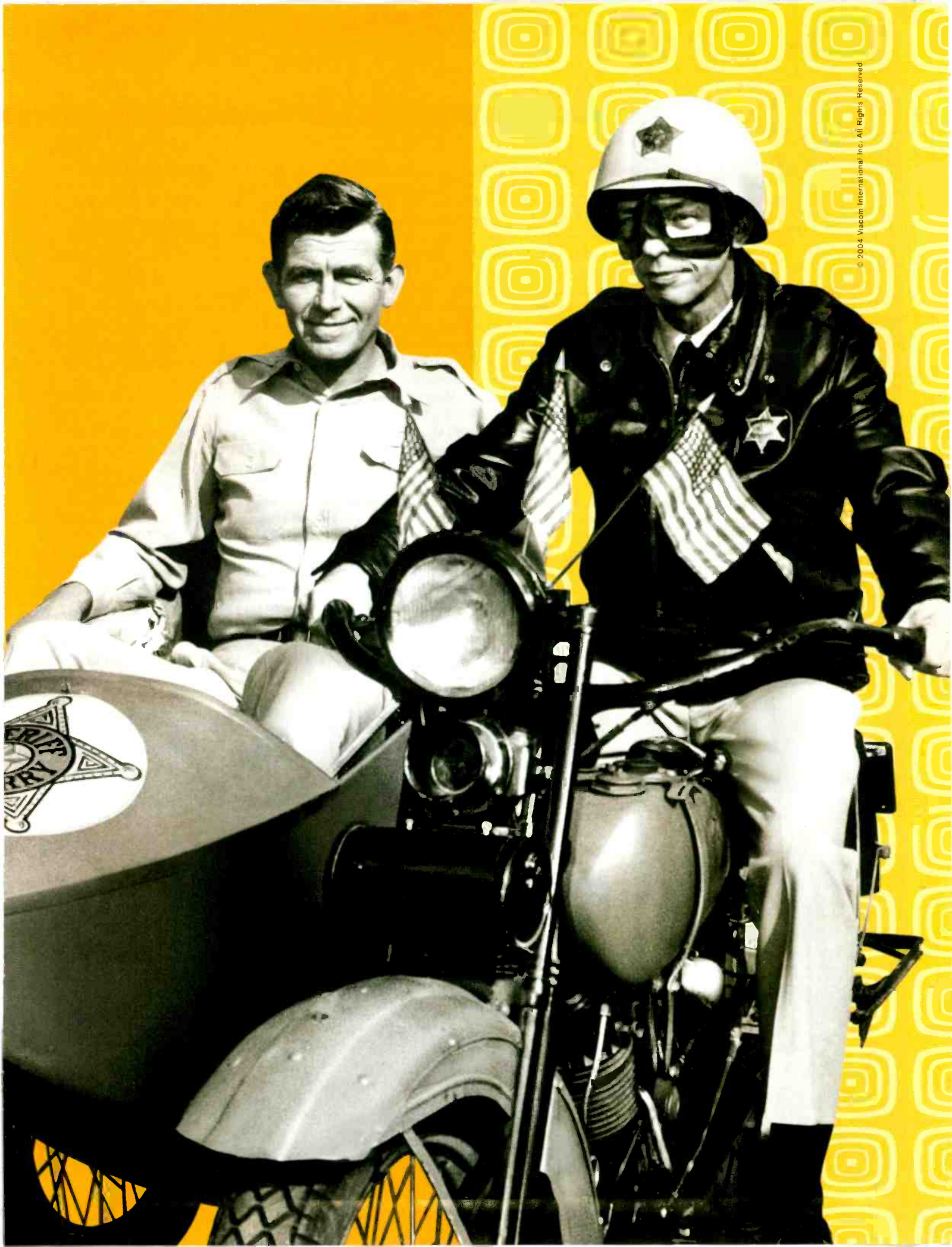
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market profile

according to the Audit Bureau of Circulations. Its Sunday circulation was 242,964, up fractionally. The paper operates under the umbrella of Omaha World-Herald Co., which in January promoted Terry Kroeger from vp of operations and administration to president and COO. He will continue to perform the duties of his previous position, which will not be filled, says company spokesman Joel Long.

Given Warren Buffett's status as one of the world's leading financial investment gurus, the *World-Herald* is a powerful local-media entity and practically a must-read in Omaha. According to Nielsen Monitor-Plus, local newspapers in the market generated nearly \$70.9 million in revenue in 2004, with the majority of that money going into the *World-Herald's* coffers. The market improved from 2003, which saw about \$67 million in revenue, according to the Nielsen Monitor-Plus estimates (see chart on page 10).

At the same time, the paper's circulation is up, however slightly, when many metropolitan newspapers are seeing circulation declines. The *World-Herald* reaches nearly half of its home base in Douglas County weekdays and 61 percent of its home base on Sundays.

Omaha World-Herald Co. also owns

Suburban Newspapers Inc., a chain of suburban weeklies. The company purchased three of the papers, the *Asbland Gazette*, the *Wahoo Newspaper* and *Waverly News*, last year. The three had been family-owned. Financial details of the transaction were not released. It also publishes several ancillary magazines, including *From House to Home*, *Healthwise* and *Wedding Essentials*.

Other local publications include *Midlands Business Journal*, a family-owned weekly business publication that is celebrating its 30th anniversary this year; *The Reader*, the 8-year-old weekly alternative newspaper serving the region; and a city book, *Omaha Magazine*.

The Omaha-Council Bluffs radio market ranks 72nd in the country based on population. Its revenue rank, however, is 64 in the nation, according to BIA Financial Network. The radio market is about a \$40 million market, with three main companies controlling the lion's share of the advertising pie: Journal Broadcast Group, Clear Channel Communications and NRG Media. That pie will soon be divided further as religious broadcaster Salem Communications recently jumped into the market.

In January, Salem purchased two Omaha stations for \$3.15 million from Grace University: KCRO-AM, a Christian station at

ARBITRON RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	1 AM, 4 FM	58.8	\$19.3	46.3%
Journal Broadcast Group	2 AM, 5 FM	27.2	\$15.3	36.8%
NRG Media	3 AM, 4 FM	22.3	\$6.3	15.0%

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

ARBITRON RADIO LISTENERSHIP / OMAHA, NEB.

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KEZO-FM	Rock	10.7	5.4
KFAB-AM	News/Talk	10.7	4.0
KXKT-FM	Country	8.2	8.0
KQKQ-FM	Hot Adult Contemporary	6.0	6.0
KGOR-FM	Oldies	5.6	5.5
KQCH-FM	Contemporary Hit Radio	4.9	6.0
KSRZ-FM	Hot Adult Contemporary	4.8	5.9
KKAR-AM	News/Talk	4.7	4.7
KLTQ-FM	Lite Rock	3.5	4.9
KKCD-FM	Classic Rock	3.3	5.0

Source: Arbitron Fall 2004 Radio Market Report



The guru status of Omaha native son Buffett helps make his *World-Herald* a must-read.

MATTHEW STAVENY/BLUMBERG NEWS/ANDY

it was the second-highest-cumming station in the market," Fearnow says of the reasoning behind the format change. "It was a bold move to blow up a heritage station, but three years of research told us it was the thing to do." Since the change, the station "has ascended radically," he adds. For instance, in the summer 2003 Arbitrons before the change, KQKQ did a 4.1 share among listeners 12-plus. A year later in the summer 2004 book, KQKQ peaked at a 6.8 share. It earned a 5.6 share in the fall 2004 book.

Clear Channel owns KFAB-AM, the market's heritage News/Talk station. KFAB finished first in the market overall (among listeners 12-plus) in the fall book and tied Journal's KEZO in morning drive. Besides KFAB and KEZO, Clear Channel's Country station KXKT-FM and Journal's Rhythmic CHR KQCH-FM are also among the market's top-rated stations.

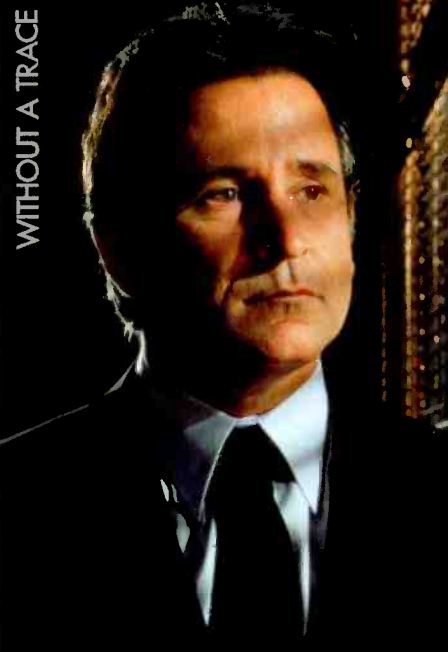
Journal Broadcast Group made a couple of personality changes in the past year. About six months ago, it hired DJ Big Party away from NRG's KCTY-FM, an Adult Album Alternative outlet, to do mornings on KQCH-FM. It also added a new a.m. show, *Steve King in the Morning*, about a year ago on its Classic Rocker KKCD-FM.

"For us, it's about serving the local audience and the local community," says Steve Wexler, Journal Broadcast Group's senior vp/gm. One of its stations, Regional Mexican KBBX-FM, is a finalist for a Crystal Award for community service, which will be handed out in April at the National Association of Broadcasters conference.

In February 2004, Clear Channel flipped its Active Rock KHUS-FM to "Gold-based" Country, playing mostly classic and some contemporary hits, explains Mitch Baker, operations manager for Clear Channel's Omaha cluster.

In October 2003, Clear Channel bought Adult Contemporary KEFM-FM from John Webster, an Omaha resident, for \$10.5 million. Webster's station was the last stand-alone remaining in the market.

In local outdoor advertising, Lamar Advertising controls most of the inventory, having solidified its dominant position two years ago when it purchased Viacom Outdoor's local properties. Lamar now offers 14-foot-by-48-foot rotary and permanent bulletins along the interstates and inner-city streets, 10 1/2-by-36 permanent and rotary boards, 30-sheet posters and 8-sheet junior posters. Omaha-based Waitt Outdoor also competes in the market. ■



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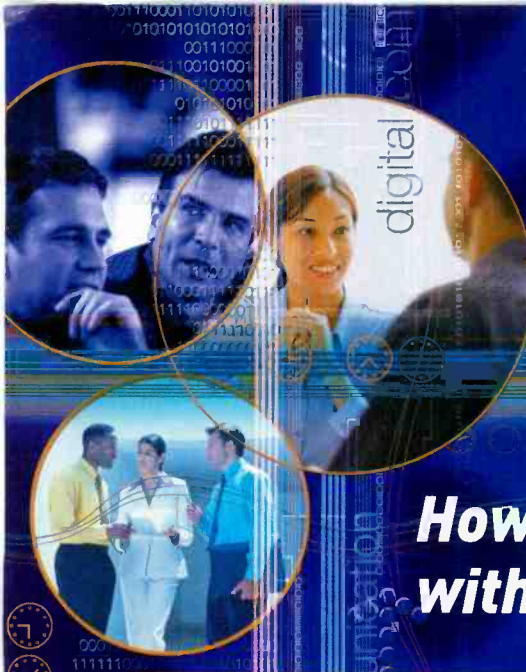
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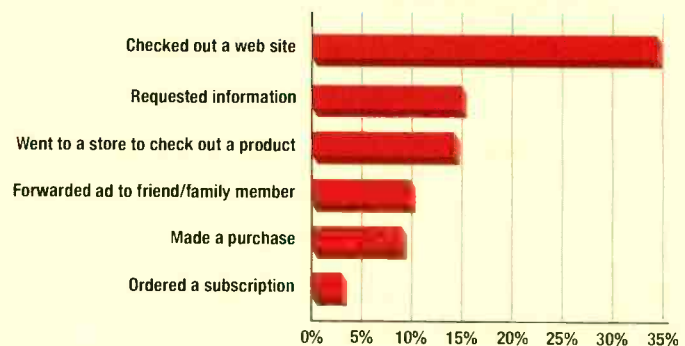
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OPINION
SEAN CUNNINGHAM

Beware 'March Madness'

TV in decline? Cable data defies those recent cries

UPFRONT CAUTION: It's One TV World out there. Don't fall prey to media's March madness. For the past month, we've heard a dizzying array of characterizations of television that could distract advertisers from the actions of TV's ultimate arbiters: the viewers, who are injecting real vitality into 2005 TV.

It has become conference-fashionable to position TV in decline and/or stamp it "traditional media." Don't buy it. The facts point to only one force of opportunity physics in TV. Viewers are watching more TV than ever, and they are remaking the medium on their own terms.

So far this season, 1 million more people are tuning in every night. Viewers now click according to their passions and connect with TV brands as much as individual programs. There is nothing "traditional" about it. Fully 85 percent of U.S. households subscribe to an average of 117 TV channels. For them, TV is now a dual destination—brands and programs. That's why the nightly cable audience has grown by 2 million viewers this season.

The point is that viewers live in a One TV World. They aren't pro-broadcast or pro-cable; they are pro-TV. Even with more alternative technologies competing for time, Americans are watching more TV than ever. That includes the most affluent, tech-savvy, multitasking segment of the population, who are increasingly tuning in to branded networks whose programs feed their passions.

Getting real means buying on this reality. It means buying broadly enough to continually reach the right consumers where they're actually tuning in. The opportunity is there to do more selling through TV, just not in the traditional places.

Thursday night is a prime example. Once dominated by broadcast, where popular shows held viewers while cable grew steadily, this pivotal period has done an about-face. While broadcasters gave Thursday lineups makeovers, viewers migrated to cable in droves. Driving retail traffic requires following the viewers, and they are now spread across a wider universe.

Much of the hype we've been hearing is March madness—posturing aimed at triggering a legacy mind-set in media. It's not in advertisers' best interests to reactivate a scarcity mentality that they can't do without the one part of TV that is shrinking. When tradition replaces research in the 11th hour, all the great insight that went into understanding consumer touchpoints gets overwhelmed by the fear of "missing out." The result is spending more money to connect with fewer prospects—something that can't be justified in the accountability era.

In the face of an unabated migration to branded networks, the legacy mind-set is denial, and it is dangerous.

Advertisers don't make money by overpaying to preserve myths in media; they lose competitiveness in an overcrowded marketplace. One look at the procurement officer across the conference room table ought to be signal enough that advertising is under fire. Clients are counting on advertising to do its ultimate job: to sell more stuff.

That won't happen when the chief driver of valuation is the scarcity of broadcast "hits" that aren't worth what they used to be. Just ask Nielsen Media Research:

- Viewers are following their remotes wherever their passions lead them. Increasingly, this means programs on cable networks. For the first 20 weeks of the current TV season, the Cabletelevision Advertising Bureau studied 18 demographic groups over each night of the week, juxtaposing aggregate ratings for broadcast and ad-supported cable networks every half hour. Cable increased ratings in 87 percent of time slots, whereas broadcast ratings decreased in 70 percent of time slots. Overall, cable ratings are up every night of the week, while broadcast ratings are down every night but Sunday.

- Average prime-time ratings for broadcast now routinely dip below 3.0.

- On average, 20 percent of prime-time broadcast ratings are generated in broadcast-only homes. These people are downscale, undereducated, more apt to be unemployed, don't travel, are poor automotive prospects, etc. They can't afford to buy most of the products advertised.

What is worth a premium? Connection. Without it, advertising is one hand clapping.

There's no scarcity of connection opportunities on Thursday night, for example. In fact, the chance is there for advertisers to get more connection per dollar spent. To do it, they simply have to follow their best prospects on the screen. All viewers are not created equal. It's time to apply advertisers' vast information on their best consumers to a medium that keeps expanding along the lines of viewers' personal passions, and put a premium on the escalating self-selected audiences that result.

As TV expands and personalizes, advertisers can get closer to the consumer and closer to the sale. Capitalizing on this unprecedented opportunity requires an ROI mind-set. Efficiency comes in connection and activation—motivating consumers at core levels and inspiring them to buy—not in shouting a generic message at the most people in one place. You can still get ratings, reach and prestige in TV. You just have to add the right channels. ■

Sean Cunningham is president and CEO of the Cabletelevision Advertising Bureau (www.onetvworld.org). He can be reached at seanc@cabletvadbureau.com.

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ACTION IN



Growing ratings and revenue turn local morning newscasts

TALK ABOUT KNOCKING ONE out of the park. When Hearst-Argyle Television's NBC affiliate WBAL in Baltimore unseated long-dominant WJZ, Viacom's owned-and-operated CBS outlet, in the morning-news race this past January, it wasted no time comparing the upset to the Baltimore Orioles' Cal Ripken Jr. breaking Lou Gehrig's streak of consecutive baseball games played. After all, for 20 years, WJZ ruled mornings, with anchor team Don Scott and Mary Bass becoming nothing less than a local institution. By comparison, WBAL's morning lineup, with Stan Stovall and Mindy Basara, was put in place just last summer.

WJZ reestablished itself as No. 1 in the February sweep during the two-hour local morning block, with a 6.3 household rating/23 share from 5-7, compared to WBAL's 6.1/22, according to Nielsen Media Research. Still, WBAL succeeded in dramatically closing the gap with its rival over just the last year. In the February '04 sweeps, WJZ stood at a 6.8/27, compared to WBAL's lagging 4.3/17.

The battle in Baltimore illustrates how intensely competitive the business of local morning news has become. As viewer lifestyles have changed and "early to rise" has become a mantra of commuters and pig farmers alike, morning-newscast ratings have soared, and early-news programming has accounted for a bigger slice of stations' profits. Just as the ratings war between the network morning shows has heated up—with ABC's *Good Morning America* giving the longtime champ, NBC's *Today* show, a run for its money and CBS' perennially last-place *Early Show* emerging as a player—stations, too, are striv-

ing for dominance in the daypart, lining up top talent, ramping up weather and traffic technology, throwing more promotion behind mornings, and expanding the morning-news block both weekdays and weekends. Some NBC stations now carry up to five hours of news programming on a given weekend morning, says Steve Schwaid, senior vp, news and programming for NBC Universal's stations group. Retailers looking to grab those consumers on their way out the door or during their first cup of coffee have responded, he says. "This is an upwardly mobile, 25-54 demo with kids and the goal for a better life," says Schwaid. "We see it across the board."

Since the early '90s, the weekday morning block has expanded in most markets, from the old 6:30 lead-in to the network shows, to 6, then to 5:30 and finally to 5. And stations are going earlier and earlier. WTVF, Landmark Communications' Nashville, Tenn., CBS affiliate, this past January moved up the start of its morning-news programming to 4:30 from 5, in response to both the NBC and ABC stations in the market having done so last year. Nashville, with some of the largest early-a.m. viewership numbers in the country, is one of only a handful of markets to have gone so early.

"It just shows that for working people, that's when we're getting our news, in the morning. We're not at home at 5 or 6 in the evening," explains Mark Binda, WTVF's program and research director. Binda says one can trace the spike in morning-news ratings in his market to the start of the Gulf War in 1991. Since that time, viewership has only continued to grow. "Every time we've gone to an earli-

RISE AND SHINE
Stan Stovall and
Mindy Basara
anchor WBAL's TV
11 News Today.

THE A.M.



into a hot commodity for TV stations **BY TONY CASE**

er newscast, it has seemed to work," he says.

For stations, early evening- and late-news programs remain king, of course. "When you look at our newscasts, the evening shows are still the biggest moneymakers on a per-half-hour basis," says Bill Fine, WBAL president/general manager. "But mornings are turning into a fairly substantial business." He adds, "If you think about it, 25 years ago [TV stations] were conceding the mornings to radio stations. Now, I'd say, the mornings are a television race."

WBAL expanded to 5 from 5:30 a.m. in 1998, the first station in the market to do so. This past September, the station premiered an hourlong Saturday newscast at 5 a.m., the earliest Saturday-news offering in the market. The station's Sunday-news block begins at 7 a.m., also the earliest in the market.

"The daypart has become very desirable...because it is the time when you can capture an audience within an environment where everybody knows what it is—it's news. It has a following. It's habitual. People tend to stick with their newscasts. And that's why it's become so competitive," says Maribeth Papuga, senior vp, director of local broadcast at MediaVest.

Mornings have become such a hot commodity that Meredith Corp. last April created the position of vp, a.m. news operations for

its stations group, appointing longtime San Francisco producer Rosemarie Schwarz to fill the post. Schwarz, formerly executive producer at San Francisco's Fox affiliate KTVU, says one big reason stations are putting more stock in morning news is fresh research from consultant Frank N. Magid Associates and others indicating that stations winning the morning-news race often go on to win in other dayparts.

"News directors with a nightside bias have said, 'You know,

maybe it's time we gave mornings more attention so we can boost our numbers across the board,'" she says. In fact, Schwarz says her "sole goal" in joining Meredith was to improve morning numbers with the hope of upping numbers throughout the day.

Since Schwarz arrived a year ago, Meredith stations in markets including Kansas City and Portland, Ore., have seen a surge in their morning ratings. KCTV, the company's CBS affiliate in Kansas City, enjoyed a 38 percent spike in its 5-5:30 a.m. household rating during the February sweeps compared to a year earlier, its rating and share jumping to a 3.6/17 from 2.6/13. From 5-6, it moved up to a 3.8/17 from 3.0/14. In other markets, mornings have not proved so prosperous. After persistent



"News directors with a nightside bias have said, 'You know, maybe it's time we gave mornings more attention so we can boost our numbers across the board.'" ROSEMARIE SCHWARZ

declines, Meredith last month pulled the plug on morning news at WGCL, Atlanta's CBS affiliate, turning the 5-7 slot over to network programming. In February, WGCL recorded an anemic 1.1/4, down from a 1.4/5 a year earlier—this as the market's ABC, NBC, Fox and WB stations all saw gains.

Schwarz is full of ideas about what works—and what doesn't—when it comes to local morning news. A persistent problem, she says, is that news directors and producers equate creating a fast-paced show with upping the story count. "Morning viewers still need perspective, and the only stories they want are stories that matter to them," she says.

Further, at some stations, morning news remains the domain of perpetually smiling, blow-dried anchors and goofy, grating weather "personalities" dancing about. That trend may be changing, as viewers seem to be growing tired of their antics. (The blonder-than-blond highlights of John Muller, the Ken-doll-like morning anchor for Tribune Broadcasting's WB affiliate WPIX in New York, have vanished as the show's ratings have declined. The station's 5-7 household

rating and share slipped to a 1.1/6 in the February book versus a 1.5/7 a year earlier.) "The bimbo factor is still alive and well, but decreasing," says Schwarz, who notices that since 9/11 newscasts have tended toward a more "somber tone."

Also fading fast is the idea of morning news as a dumping ground for upstarts, slackers and has-beens. John Harris, program director for WRAL, Capitol Broadcasting's CBS affiliate in Raleigh-Durham, N.C., who calls mornings "the last growing daypart in local TV," points out that a.m. used to be a "training ground." But he says, "That's not the case anymore."

In New York, mornings have long been as competitive as any daypart, and thus, huge emphasis is put on talent. In February, WPIX brought back popular morning co-anchor Sukanya Krishnan, who had left to join now-cancelled syndicated show *Home Delivery*. Fox O&O WNYW last fall heavily promoted the addition of the perky, dimpled Jodi Applegate, formerly of NBC's weekend *Today* show, as its morning co-anchor. Earlier, CBS' *Early Show* and Viacom O&O



"If you think about it, 25 years ago [stations] were conceding the mornings to radio stations. Now, I'd say, the mornings are a television race." BILL FINE

HIGH-DEF ROLLOUT IN SLOW-MO

DESPITE THE PROLIFERATION OF network and sports programming in high definition, more than 1,300 stations now broadcasting in HDTV and the feds' switch-off of analog signals looming, stations continue to drag their feet in flipping their local programming to HD. That's not

surprising, considering the massive investment required and questionable payoff.

Only a handful of stations—including Gannett Co.'s KUSA in Denver and WUSA in Washington, D.C., Fox O&O WJW in Cleveland and Capitol Broadcasting's WRAL in Raleigh-Durham, N.C.—have made the changeover. Conversions are expected to accelerate as HD equipment becomes more affordable. Chris Rohrs, president of the Television Bureau of Advertising, says many station execs and engineers headed to Las Vegas next month for the National Association of Broadcasters convention have high-def cameras "on their shopping lists." He's an unabashed cheerleader for the technology: "There's a huge, terrific opportunity here for local broadcast stations. It's the combination of the most popular programs and the very best picture quality that's a whammer for the stations."

In 1996, CBS affiliate WRAL got the first high-definition license in the country and began producing all its newscasts in HD in 2001. It remains one of the few stations broadcasting locally in high-def, points out program director John Harris. The huge investment the station has made in the technolo- ▶



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"More people are viewing in the morning for longer amounts of time. The advertisers have recognized that, and more advertising money is flowing into that daypart." LEW LEONE

WCBS snagged WNYW's hyperactive weatherman Dave Price.

"It's a very hot daypart. More people are viewing in the morning for longer amounts of time. The advertisers have recognized that, and more advertising money is flowing into that daypart," says WCBS president/gm Lew Leone, who shook things up last year when he cut the morning commercial load by half. "I didn't think we were getting the value for the ratings we were delivering."

Despite recent gains, the station remains mired in fourth place in households from 5-7 a.m. MediaVest's Papuga thinks slashing spots was a smart move on the part of WCBS. "The ratings are not there," she says. "But by shortening their inventory, they've increased demand and increased revenue." In February, WCBS earned a 1.3/7 household rating/share, up from a 1.2/5 a year earlier. Household ratings gains were posted by NBC Universal O&O WNBC, with a

2.5/12, up from 2.2/10, and Fox's WNYW, which edged up to a 1.6/8 from 1.3/6. The market's other players, Disney/ABC O&O WABC and WB affiliate WPIX, both lost ground during the sweep. (WNBC is quickly closing in on No. 1 WABC in the daypart's most-watched battle.)

Fox—which has been in the local morning-news game for two decades, when it started up *Good Day New York*—had bragging rights coming off this past February, turning in double-digit household gains in the 7-9 time period, when it goes up against the networks in major markets including Philadelphia, Boston, Detroit, Houston and Washington, D.C. And Fox stations in Philadelphia, Cleveland, Boston and Tampa, Fla., recently expanded their weekday morning-news blocks.

Jim Burke, president, sales for Fox stations, says not only are morning shows an important building block for the network's affiliates throughout the programming day, but, he claims, next-day morning shows also benefit from prime-time Fox hits like *American Idol*. "If they finish their day on Fox," the exec contends, "they're more likely to start their day on Fox." Considering Fox's strength in the mornings in many markets, might there come a day when the network will venture out with its own national morning show? Don't expect it. Says Burke, "We think the future and success of our business is being local and being very relevant locally. That is going to be our strategy." ■

Tony Case is a contributing writer for *Mediaweek*.



"The daypart has become very desirable...you capture an audience within an environment where everybody knows what it is—it's news." MARIBETH PAPUGA

HD Slow-Mo, continued gy, including not only studio cameras but some 30 field cameras, wasn't made with an eye on reaping any return except to offer "the absolute best quality TV you can have," Harris says. Even though the flip has generated considerable buzz, he notes, it would be a stretch to tie any ratings spike to the changeover.

There were competitive implications behind the switch, namely WRAL not wanting satellite and cable operators to get a jump on the station when it came to the technology. WRAL broadcasts six and a half hours of news in HD each weekday and three and a half hours on Saturday and again on Sunday, while its documentary unit produces a program, also broadcast in high-def, about every two months.

Denver NBC affiliate KUSA has broadcast in HD since last April. Roger Ogden, president/gm of KUSA and senior vp of Gannett Broadcasting, says the station had the conversion in mind as it upgraded equipment over the last several years, mindful of "the inevitability of

HD" and the proliferation of HD sets in this early-adopter market. But like WRAL, KUSA also was responding to cable operator Comcast's "aggressive" marketing of its high-def package, says Ogden. The station broadcasts seven daily news shows and a weekly public affairs program in HD, has built a sleek new set to service the technology and has constructed what Ogden calls the world's first high-def helicopter platform.

KUSA's sister station, Washington's CBS affiliate WUSA, is prepping to switch its 38 hours of weekly local programming to high-def sometime this spring, with new equipment already ordered, cameras on the shopping list and a new news set under construction, says president/gm Darryll J. Green. He adds that WUSA will be the first station in a top-10 market to flip. "We firmly believe this technology is ready to take off," Green says. "It will separate us from other stations in the market." —TC

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AGENCIES

Norm Chait has succeeded Nancy Hale as senior vp, media director of out-of-home services, at MediaVest USA. Chait was most recently senior partner, group planning director at Mindshare's The Wow Factory, where he oversaw nontraditional media for clients including American Express and Unilever.... Dallas-based Southwest Media Group has promoted three senior media buyers to the position of group buying director and two planning associates to planning director. The new group buying directors are **Caroline Crocker**, **Melissa Wolf** and **Kelly Fletcher**. The two new planning directors are **Kurt Schweitzer** and **Candi Menville**.

CABLE TV

Scott Anderson has been promoted from vp, programming and acquisitions, to senior vp, programming and acquisitions for Hallmark Channel and Hallmark Movie Channel... **Tony Cardinale** has joined Bravo in the new position of vp, program research. Cardinale was most recently senior vp and director of strategic research at ZenithOptimedia U.S.

SYNDICATION

Joanne Burns has been promoted to the new position of executive vp, sales marketing, research and new media, from vp of those units, at Twentieth Television. She will oversee all first-run and off-net program research activities, identify new media opportunities, and develop new program sales marketing initiatives.

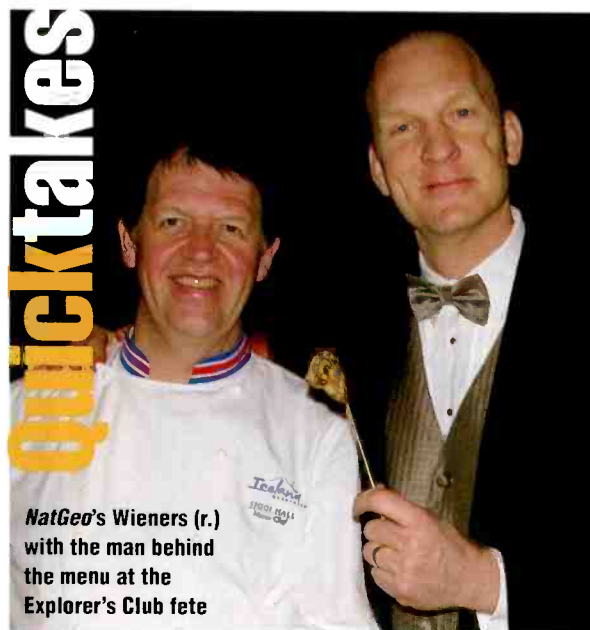
MAGAZINES

Rich Russey will join Time Inc.'s *Sports Illustrated* April 1 as publishing director. He will oversee advertising sales for special editions and bonus editorial of *Sports Illustrated*, including its *On Campus* edition; *SI Golf Plus*; and *SI Latino*, the Hispanic-targeted version of the magazine that will launch later this year. Russey had been associate publisher at Time Inc.'s *Business 2.0*...

Stephen Perrine was appointed editor in chief of Rodale's new mature men's title, *Best Life*. He was previously editorial creative director of Rodale sibling *Men's Health*.

media elite

EDITED BY ANNE TORPEY-KEMPH



NatGeo's Wieners (r.) with the man behind the menu at the Explorer's Club fete

MEN ON CAMELS. MEALWORM CANAPÉS.

The first lady of Iceland bottle-feeding a Siberian tiger... Just another business dinner for **Brad Wieners**, executive editor of *National Geographic* magazine. As one of about 1,300 guests at the recent Explorer's Club annual dinner at the Waldorf, Wieners was treated to a cirque du soireé of edibles and spectacles. The Explorer's Club president trotted into the ballroom on camelback, naturalist Jim Fowler paraded a menagerie of big cats and birds, and serial world-record breaker Steve Fossett told of his latest aerial adventures. But Wieners marveled most at the spread of *Fear Factor*-esque fare, including rattlesnake meatball soup, tarantula tempura, sushi with mealworms, and something with a scorpion on it. "It took a champagne chaser to get the scorpion down," said Wieners, "and as for the cockroaches, I don't know how Papillon did it."... Money talks, but Hedley Donovan didn't think it would sell magazines. At a recent luncheon at Manhattan's Per Se, where *Money* magazine execs presented their redesigned, more consumer-friendly model, Time Inc. chairman and CEO **Ann Moore** told of inaugural editor Donovan mulling possible names with his colleagues. They batted around "Ways and Means," "Strategy," "Advance" and "Money," which Donovan thought was an ugly word. When someone pointed out, "Sex is a pretty ugly word, too, but it seems to get people's

attention," "Ways and Means" dropped out of the running... A used car is the latest addition to *U.S. News'* operation in Baghdad. The violence there had gotten so bad that the reporting staff needed more protection than their previous around-town arrangement—an unarmored vehicle with an armed bodyguard and a chase car—could provide. So they purchased a seven-year-old BMW, explained editor **Brian Duffy** in a letter to *U.S. News* president/publisher Bill Holiber, worthy of excerption: "The BMW was purchased specifically so as not to stand out on Baghdad's mean streets. (For some reason, there are lots of older European luxury cars in Iraq.) We bought it in Mexico City (don't

ask), had it armored there, shipped it to Miami, then on to Baku, Azerbaijan (don't ask), then finally to Baghdad International Airport. [The person] who manages our Baghdad bureau then had to get the car licensed, and in the storied tradition of the Arab bazaar, this involved a certain amount of, um, negotiation...(don't ask)... Our Beamer is now street-legal in Baghdad," giving the *U.S. News* team there "about as much protection as money can buy."... Just in time for the home opener on



Going digital for Opening Day: Shea

April 11, Shea Stadium is going digital. The home of Major League Baseball's New York Mets will soon sport a series of 20 large high-definition flat displays running advertising, sports and team information, and live sports scores in full-motion video with CD-quality sound, created by New York-based **Arena Media Networks**. Advertiser, up!

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Other Advertising—The Magazine for Nontraditional Marketing explores outside the mainstream and into the exploding and seemingly limitless realm of nontraditional advertising. Out-of-home, captive audience, place-based, transit, branded entertainment, in-store, mobile technology, guerilla—they're all part of the \$40 billion business that represented more than 15% of all ad spending in 2003. Distributed via *Adweek's* hand delivery list to 30,000 media planners, brand marketers and agency creatives, look for your copy of *Other Advertising* on April 25 with *Adweek*, *Brandweek* and *Mediaweek*.

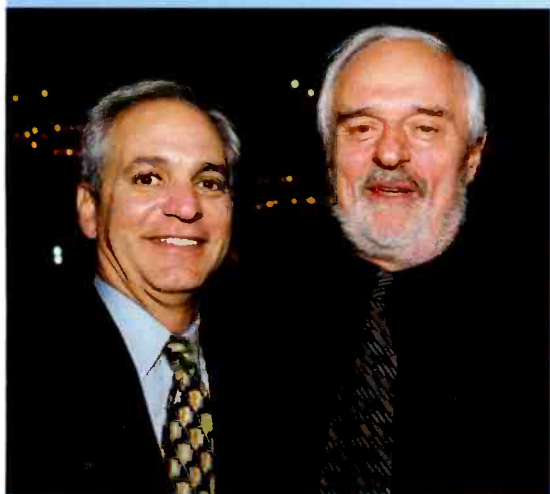
Next Issue May '05

For sales and editorial inquiries, call Adam Remson at 646-654-5114.
For subscriptions, call Andrea Szabo 646-654-5889.

Other Advertising
The Magazine for Nontraditional Marketing



▲ *Reader's Digest* editor Jackie Leo (l.) and publishing director Laura McEwen (second from left) joined Harry Smith of CBS' *The Early Show* and his wife, reporter Andrea Joyce, at Gotham Comedy Club for the recent *RD*-sponsored "Stand Up for the Children," a night of comedy benefitting St. Jude's Children's Outreach Hospital.



▲ At New York's Marriott Marquis for the Gotham Children's Arts Medal Benefit, honoree Charles Rutman, president, Carat USA (l.), with Ted Kotcheff, exec producer of NBC's *Law & Order: SVU*, who accepted on behalf of fellow *L&O* producer Dr. Neal Baer. Rutman and Baer were cited for their dedication to young people, the arts and arts education.



◀ *In Style* m.e. Charla Lawhon (l.) recently hosted a screening and after-party at Manhattan hot spot Frederick's for April cover girl Sandra Bullock (r.) and her new film, *Miss Congeniality 2: Armed and Dangerous*. Lawhon and Bullock shared macaroons made by the actress' sister, who has her own pastry company in Vermont.



▲ *Golf for Women* and *Self* magazines joined forces at the recent Cosmetic, Toiletry and Fragrance Association confab in Florida for the 2nd Annual Golf Invitational, held at the Boca Raton Resort & Club. The tournament-winning foursome included (l. to r.) Chuck Townsend, president/CEO, Condé Nast Publications; Julie Roberts, wife of Stone Roberts; Jean Hoehn Zimmerman, executive vp of marketing/sales, Chanel Inc.; and Stone Roberts, CEO, Roberts & Tarlo.



▲ Country music star Terri Clark announced the finalists for the 2005 CMT Music Awards at a recent press conference in Nashville, Tenn. Winners will be announced on the cable network's live awards-show telecast on April 11, to be hosted by comedian Jeff Foxworthy. (L. to r.) Brian Philips, executive vp and general manager, CMT; Clark; and Chris Parr, vp, music and talent, CMT.

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EP
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Awards

The entry period for the 10th Annual EPpy™ Awards competition is now closed. The awards will honor the best Internet services presented by media-affiliated companies, including newspapers, magazines, radio and TV-Cable.

EPpy™ Awards Luncheon | June 9, 2005

■ The **Television Bureau of Advertising** will hold its **annual marketing conference** March 31, partnering for the fourth year with the New York International Auto Show at the Jacob Javits Convention Center. Panelists from Nielsen Media Research will take questions from broadcasters. Register at tvb.org or call Janice Garjian, 212-486-1111.

■ **MFM Trade Meetings** will present its **Third Annual Innovations in Hispanic Marketing** conference April 6-7 in Miami. New trends, acculturation, market segmentation and brand management will be addressed at the Ritz Carlton Hotel in Coconut Grove, Fla. See trademeetings.com or call 866-636-7350 for details.

■ The April 14 **Advertising in Games Forum** will examine using videogames as an advertising medium. **The Game Initiative** will host the all-day event at New York's Metropolitan Pavilion. The keynote speaker will be Mitch Davis, CEO of Massive game ad network. See advertisinggames.com.

■ The **National Association of Broadcasters** will hold its annual electronic media **conference and exhibition** April 16-21 at the Las Vegas Convention Center. Topics include digital platforms and changes in broadcasting technology. Visit nabshow.com or call 703-205-9114.

■ The **Advertising Research Foundation** will host its 51st **annual convention and boutique expo** April 17-19 at Embassy Suites Hotel in New York City. Ten ARF Issues Forums will cover ROI, brands and cinema ads. See thearf.org or call 212-751-5656.

■ Interactive brand marketing will be the focus of **VNU Expositions' Digital Marketing Conference & Expo** at New York's Metropolitan Pavilion April 19-20. *Mediaweek*, *Brandweek* and *Adweek* will present panels and seminars, and Nielsen//NetRatings will release a report exclusively to attendees. Joe Redling, CMO of America Online, will keynote. Visit digitalmarketingexpo.com.

Time Warner Settles With SEC for \$300M

Time Warner agreed to pay \$300 million to the Securities and Exchange Commission in response to civil fraud charges filed over America Online's accounting practices following the dot-com fallout. The company did not admit any wrongdoing in the settlement but adjusted its advertising revenues by \$500 million for the second half of 2000, and the years 2001 and 2002.

Execs: 63% Use Branded Entertainment

Of 118 advertising executives surveyed by the Association of National Advertisers, 63 percent say their companies use some form of branded entertainment. Twenty-six percent do not use the form of nontraditional advertising and have no plans to employ it within the next year. Most of the branded entertainment deals (85 percent) are in commercial TV programming, 34 percent are in magazines and 31 percent are in theatrical movies. Of those using branded entertainment, 52 percent shifted money from their TV ad budgets to fund it.

Essence Editor in Chief Resigns

Diane Weathers resigned from her post as editor in chief of *Essence* March 21 to devote more time to family and pursue special projects. The June issue, on newsstands mid-May, will be her last, after which she will become an editor at large for the title. Weathers had been editor in chief since 2001. A successor has not been named.

InterActiveCorp Acquires Ask Jeeves

IAC/InterActiveCorp, which operates Web properties such as Expedia, Evite and Ticketmaster.com, purchased Ask Jeeves Inc. for \$1.85 billion. Ask Jeeves, a nearly 10-year-old search engine, has itself focused on acquisitions over the past year, snatching up iWon.com, Excite.com and Bloglines.com. The brand will remain independent following completion of the sale, with Steve Berkowitz continuing as company CEO.

All Hyundai Models to Receive XM Radios

Through a deal with XM Satellite Radio, Hyundai Motor America has become the first automaker to put a satellite radio receiver in each of its models. In 2006, Hyundai will begin rolling out XM radios as standard equipment in the Sonata, Santa Fe and Elantra models. By the end of the year,

75 percent of Hyundai cars will come equipped with XM radios. General Motors' Cadillac and Honda's Acura also have XM radios installed, and Toyota and Nissan have partnered with XM to soon follow suit.

Animal Planet Soars With Dragons

One of the first programs in the Animal Planet's plan to diversify its schedule, *Dragons: A Fantasy Made Real* scored the network's best ratings ever, delivering more than 3 million viewers. The 90-minute special March 20 earned a 2.0 household rating (1.7 million homes). The 30-minute special *Dragons: The Magic Behind the Scenes* was the second-highest rated show in the network's history, with a 1.6 (1.34 million homes).

Teen People Offers Summer of Tunes

Teen People will quench teens' rabid thirst for new music through two signature events. Kelly Osbourne will perform her new album to 1,000 readers at the magazine's Listening Lounge in New York City June 6. Sponsors already signed to the event include Thermasilk and Steve Madden. The Time Inc. title will then kick off its seventh annual Rock 'n Shop Mall Tour July 8 at the Mall of America in Minneapolis. Celebrities and artists will make appearances at seven stops including Los Angeles and Philadelphia. Last year's Rock 'n Shop attracted more than 30,000 teens. The tour showcases interactive booths, product giveaways and fall apparel. Garnier Fructis, Maybelline New York and the Disney Channel are among the sponsors.

Project Runway Will Strut Again

Bravo and production partner Miramax Television are producing a second season of reality series *Project Runway*, with a premiere date yet to be announced. The Feb. 23 season finale of the fashion design show delivered more than 2 million viewers, the highest viewership for Bravo programming so far this season.

San Francisco's Asian KTSF Signs for LPM

Lincoln Broadcasting's KTSF-TV station in San Francisco has signed for Nielsen Media Research's local people meter service, making it the first Asian media outlet to register for the LPM. According to Nielsen, 19.6 percent of homes in its San Francisco LPM panel are Asian. ■

Culture Trends

HITWISE DATA

RELIGION WEB SITES

U.S., Home and Work

Week ending March 19, 2005

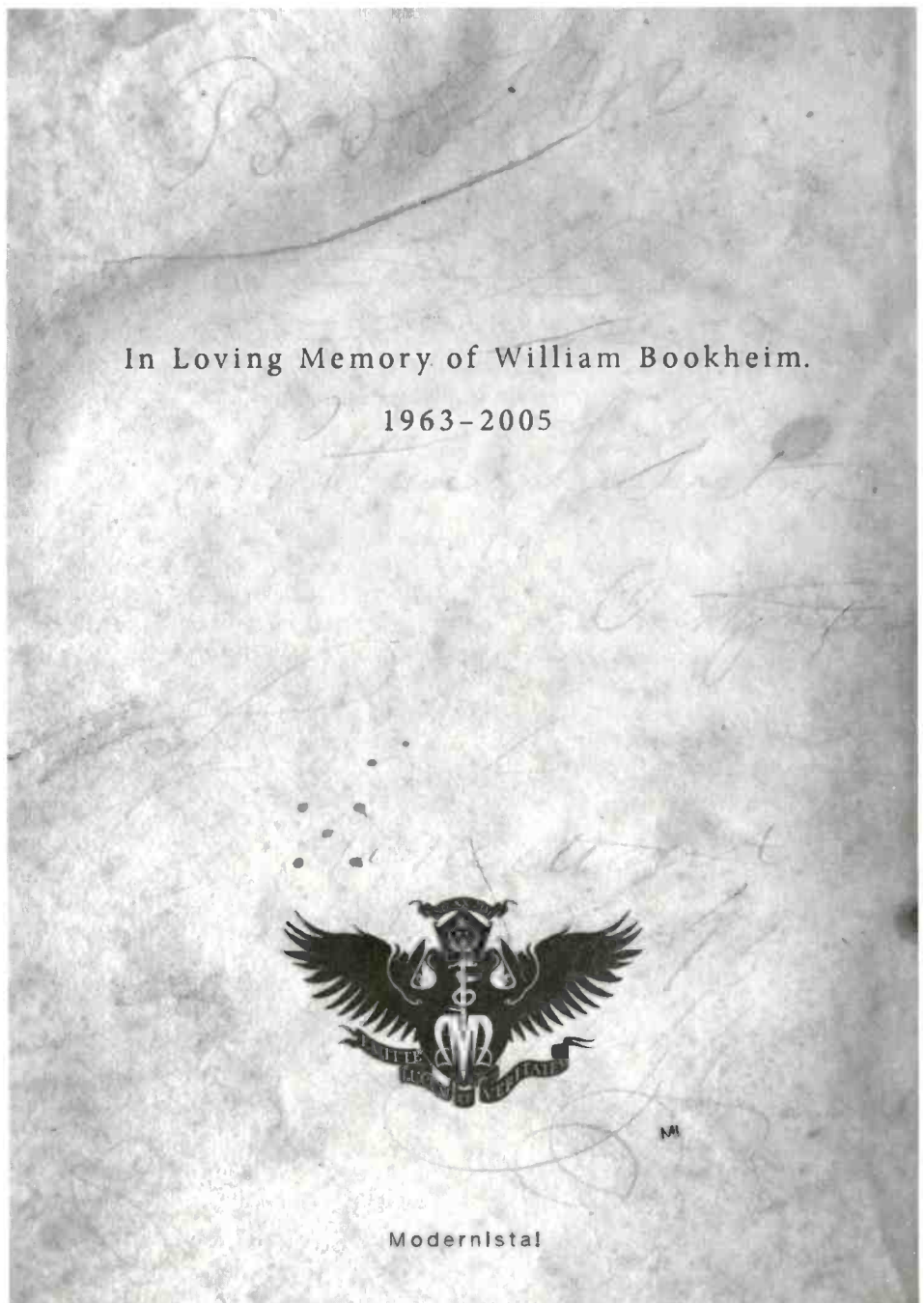
Web Site	Share
1. Church of Latter Day Saints	3.91%
2. BeliefNet	3.85%
3. Bible Gateway	3.02%
4. Gospel Communications Network	2.75%
5. Christianbook.com	2.29%
6. American Family Association	2.27%
7. ChristianityToday.com	1.62%
8. Crosswalk.com	1.47%
9. New Advent	1.41%
10. OnePlace.com	1.32%
TOTAL	23.91%

SOURCE: Hitwise Inc.

TOP DVD SALES

COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE SALES.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	LABEL
For week ending April 2, 2005				
1	-	1	LADDER 49 (WIDESCREEN)	TOUCHSTONE HOME VIDEO
2	-	1	LADDER 49 (PAN & SCAN)	TOUCHSTONE HOME VIDEO
3	1	2	BAMBI: 2 DISC SPECIAL EDITION	WALT DISNEY HOME ENT.
4	-	1	FRIENDS: THE COMPLETE NINTH SEASON	WARNER HOME VIDEO
5	2	2	THE SPONGEBOB SQUAREPANTS MOVIE	PARAMOUNT HOME ENT.



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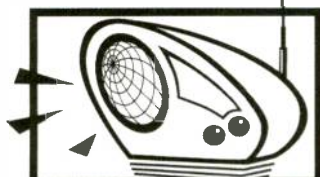
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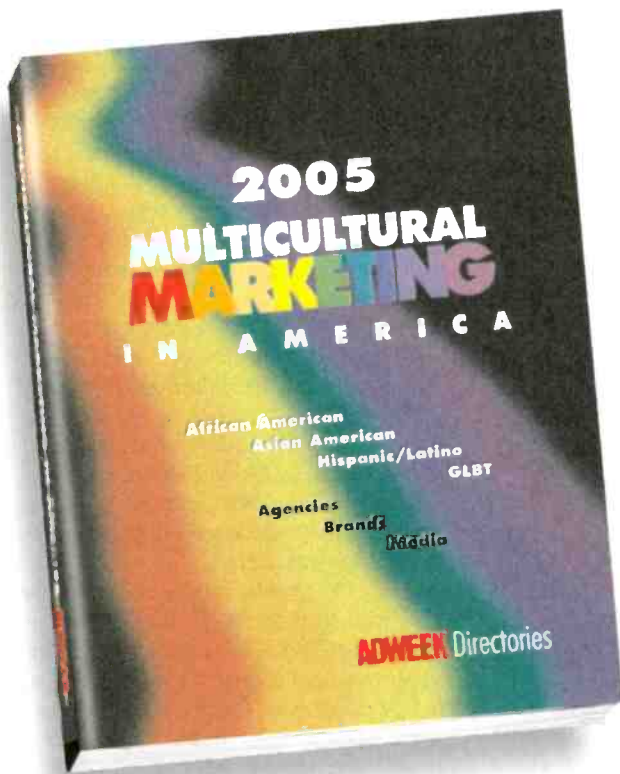
Community specific organization allows for ease of use and quick targeting of the type of organization needed.

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All Well and Good

Holistic lifestyle magazines are becoming more accessible to capitalize on the zeitgeist of Zen **BY STEPHANIE D. SMITH**

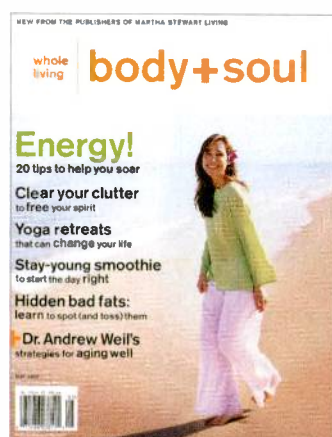
AS YOGA'S FOLLOWERS EXTEND FAR BEYOND THE BOOMER SET AND CONSUMERS SWAP their Krispy Kremes for Jamba Juice, wellness magazines have begun to enjoy mainstream popularity. Books in the category that have carved a niche for themselves between the more mass traditional health and fit-

ness titles now serve a growing number of both health enthusiasts and those still mastering their Downward Dog. And to take advantage of this momentum, *Body+Soul*, published by Martha Stewart Living Omnimedia; American Media Inc.'s *Natural Health*; and category-pioneer *Yoga Journal* have all sought to make their magazines more accessible, while upstarts such as *Breathe* are beginning to attract a new generation of holistic believers.

After acquiring *Body+Soul* last August from

publications *Everyday Food* and flagship *Martha Stewart Living*. Design director Deb Bishop, who also oversees MSO's *Kids*, spearheaded the overhaul. Subjects range from medicinal teas to environmentally friendly room re-dos. A column called Action Plan offers readers small tasks for better health.

Published eight times yearly, *Body+Soul's* ad pages have jumped 20 percent through May, to 60, said Bruce. New advertisers include Miraval and Rancho la Puerta.



Wellness magazines have carved a niche for themselves that fall between health and fitness publications.

New Age Publishing, MSO's edit team set to work revamping the 275,000-rate-base lifestyle title. The results of their efforts will appear in the May issue, on newsstands this week.

Covering nutrition, home, beauty and fitness for women in their 40s, *Body+Soul* will be edited to clearly match the sensibilities and stylings of company founder Martha Stewart. "We want to be more practical, more how-to, and less preachy," said publisher Janesse Bruce. *Body+Soul's* new look reflects the same vibrant photography and clean, airy styling of sister

Body+Soul is sure to give *Natural Health*, which focuses more on beauty and nutrition, some tough competition. But *Natural Health* is hardly sitting still, having added new sections with its February issue. The magazine created columns like Natural Beauty and reshaped its front of the book.

The tweaks come as *NH's* paid circulation slipped in last year's second half, falling 3.8 percent to 304,433, according to the Audit Bureau of Circulations. Newsstand sales, however, rose 14.7 percent. Diane Newman, *Natural Health's*

senior vp, group publisher, is confident enough about the title's growth that in June she will raise its rate base to 325,000 from 300,000.

On the ad side, *Natural Health* welcomed advertisers such as Chrysler, Olay and Aveeno. "The beauty companies are all looking to put their natural ingredients into the magazine," said Newman. Ad pages through April fell 15.8 percent to 154, said Newman, who noted that the January 2005 issue became a combined December/January edition.

Over at 30-year-old *Yoga Journal*, the mandate to serve both new and expert yoga practitioners is paying off. Paid circulation in last year's second half grew 5.9 percent to 325,994 over the prior year, according to ABC. Newsstand sales increased 3.7 percent. Veteran publisher Lynn Lehmkuhl, a practicing yogi, came aboard last September from Meredith Corp.'s *Ladies' Home Journal* and opened the San Francisco-based bimonthly's first New York sales office. Executive editor Mary Bolster, an editor of Time Inc.'s defunct *Sports Illustrated for Women*, joined last September and began planning the title's overhaul.

On stands April 20, *Yoga Journal's* retooled May/June issue includes a new travel section, a reorganized front of the book and clinical as well as holistic solutions for health issues like diabetes.

The changes come as advertising pages through May/June rose 12 percent to 292 over the prior year, said Lehmkuhl. *Yoga Journal* got its first automotive ads last year from Toyota Prius, an environmentally friendly hybrid car. Since then, the title has gotten more traditional car ads from Chrysler and Ford. Adventure travel destinations like Colorado and New Zealand are also targeting *Yoga Journal's* active readers.

Meanwhile, independent *Breathe* will drop its fourth issue on newsstands May 3. The bimonthly targets urban professionals in their 30s and 40s and has a 125,000 circulation. Compared to its counterparts, *Breathe* takes more of a cultural approach, covering entertainment, including celebrities like Woody Harrelson who exemplify the holistic lifestyle, as well as architecture and spirituality. "You don't have to practice yoga to read our magazine," said founding publisher Deanna Brown. *Breathe's* fourth issue will have 45 ad pages, up from 35 in the premier issue. Advertisers include DKNY Fragrances and Land Rover.

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Media consultant Valerie Muller said she is not surprised the wellness category is taking off. Although the magazines speak to a myriad of Zen masters, they fit a broad audience. "This segment is attractive because it's for all sizes," Muller noted. "It can be embraced by a wider group of people than many trends usually are."

The New Jefe Freyre named Latina CEO

As the list of Hispanic titles continues to grow, and the fight for advertising dollars and readers becomes more intense, one of the category veterans is shoring up its management ranks to better fend off that competition.

Latina Media Ventures, publisher of *Latina*, has tapped Fabio Freyre, most recently Time Inc. vp, corporate sales and a 17-year veteran of the company, to be Latina Media Ventures' CEO, a new position.

Freyre's appointment comes as the company faces more serious competition. Among the new entries: the April test of *SI Latino*, a spinoff of Time Inc.'s *Sports Illustrated*, and the launch of Meredith Corp.'s *¡Siempre Mujer!* (Always Woman), a lifestyle bimonthly magazine due on newsstands in September. Ten-year-old *Latina*, written in both English and Spanish, has in recent years also competed against Time Inc.'s *People en Español*.

"What you're seeing is traditional general-market companies entering this space, which elevates [the category]," said Freyre. "The next step is for general-market advertisers to realize the power of this marketplace. We need to begin to spend and speak to this community with more force. I believe that there is a tremendous opportunity."

Freyre said *Latina*, which did not file an ABC publisher's statement in time for its second-half 2004 report, raised its rate base in January to 400,000 from 350,000.

Comparatively, *People en Español's* paid circ rose 6.9 percent to 454,265 in second half '04, and has seen its ad pages rise 21 percent to 57 through February, compared to the year prior, according to the Publishers Information Bureau. *Latina's* ad pages rose 11 percent to 62.

Lisa Contreras-Torres, vp, multicultural media director for Carat, said she bets *Latina* will spin off specialty books and franchises. "You're starting to see a boom in the men's and lifestyle books, like *¡Siempre Mujer!*," said Contreras-Torres. "My guess is *Latina* will spin off a lifestyle book, or launch a Latino men's book." —SDS

MEDIAWEEK MAGAZINE MONITOR

WEEKLIES MARCH 28, 2005

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	28-Mar	56.51	29-Mar	61.17	-7.62%	533.34	600.78	-11.23%
The Economist	19-Mar	44.00	20-Mar	59.00	-25.42%	505.00	494.00	2.23%
Newsweek	28-Mar	24.80	29-Mar	51.06	-51.43%	353.61	490.91	-27.97%
The New Republic	28-Mar	4.41	29-Mar	5.00	-11.80%	50.21	51.02	-1.59%
Time	28-Mar	52.52	29-Mar	43.08	21.91%	464.03	529.63	-12.39%
U.S. News & World Report	28-Mar	33.06	NO ISSUE		N.A.	341.95	333.21	2.62%
The Weekly Standard			DID NOT REPORT			26.49	32.66	-18.89%
Category Total		215.30		219.31	-1.83%	2,274.63	2,532.21	-10.17%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	28-Mar	22.72	29-Mar	21.46	5.87%	244.82	257.82	-5.04%
Entertainment Weekly	25-Mar	28.83	26-Mar	27.20	5.99%	360.11	367.97	-2.14%
Golf World	25-Mar	30.25	26-Mar	22.33	35.47%	277.35	256.24	8.24%
New York	28-Mar	64.80	NO ISSUE		N.A.	605.00	603.30	0.28%
People	28-Mar	77.98	29-Mar	67.35	15.78%	876.95	737.08	18.98%
Sporting News	1-Apr	20.00	29-Mar	22.58	-11.43%	175.10	192.09	-8.84%
Sports Illustrated	28-Mar	30.42	29-Mar	41.42	-26.56%	464.34	562.04	-17.38%
Star	28-Mar	15.65	29-Mar	12.10	29.34%	201.11	195.52	2.86%
The New Yorker	28-Mar	18.13	22-Mar	34.70	-47.75%	448.63	417.98	7.33%
Time Out New York	23-Mar	48.63	24-Mar	56.00	-13.17%	678.66	694.15	-2.23%
TV Guide	27-Mar	30.06	27-Mar	31.90	-5.77%	491.83	623.34	-21.10%
Us Weekly	28-Mar	29.50	29-Mar	20.83	41.62%	450.83	340.35	32.46%
Category Total		416.97		357.87	16.51%	5,274.73	5,247.88	0.51%
SUNDAY MAGAZINES								
American Profile	27-Mar	12.57	28-Mar	8.95	40.45%	125.97	124.45	1.22%
Parade	27-Mar	8.28	28-Mar	15.23	-45.63%	162.08	160.40	1.05%
USA Weekend	27-Mar	8.12	28-Mar	11.13	-27.04%	159.42	151.25	5.40%
Category Total		28.97		35.31	-17.96%	447.47	436.10	2.61%
TOTALS		661.24		612.49	7.96%	7,996.83	8,216.19	-2.67%

E=estimated page counts; +=one more issue in 2005 than in 2004

BIMONTHLIES MARCH/APRIL 2005

	RATE BASE (2ND HALF '04)	CIRC. (2ND HALF '04)	CURRENT PAGES	PAGES LAST YEAR	PERCENT CHANGE	YEAR TO DATE	YTD LAST YEAR	PERCENT CHANGE
GENERAL INTEREST								
American Heritage	340,000	342,991	16.67	27.00	-38.26%	16.67	27.00	-38.26%
American Photo	200,000	206,792	48.85	55.02	-11.21%	103.35	109.02	-5.20%
Mother Jones	225,000	250,563	33.17	31.29	6.01%	64.79	57.29	21.62%
Tracks	150,000	N.A. C	44.25	NO ISSUE	N.A.	77.25	28.50	171.05%
Category Total			142.94	113.31	26.15%	262.06	221.81	18.15%
LIFESTYLE								
AARP The Magazine	22,000,000	22,617,093	53.58	50.78	5.51%	89.54	86.02	4.09%
Bridal Guide	None	202,158	598.76	618.08	-3.13%	931.21	1,031.69	-9.74%
Bride's	None	390,481	632.32	651.11	-2.89%	931.30	989.59	-5.89%
Departures	580,000	689,223 ^B	155.94	137.83	13.14%	238.35	225.19	5.84%
Elegant Bride	None	N.A. C	123.12	N.A.	N.A.	297.50	N.A.	N.A.
Fit Pregnancy	500,000	528,214	70.43	57.03	23.50%	189.10	174.13	8.60%
Islands	200,000	208,076	113.92	163.53	-30.34%	157.59	216.36	-27.16%
Modern Bride	None	378,881	303.16	331.30	-8.49%	821.81	841.19	-2.30%
Natl. Geographic Traveler	715,000	732,961	138.29	121.75	13.59%	188.90	169.03	11.76%
Saveur	375,000	385,780	72.15	60.57	19.12%	111.81	95.45	17.14%
Sync	200,000	N.A. C	50.17	N.A.	N.A.	87.67	N.A.	N.A.
Category Total			2,311.84	2,191.98	5.47%	4,044.78	3,828.65	5.64%
SHELTER								
Dwell	200,000	214,933	218.53	172.72	26.52%	311.35	232.54	33.89%
Garden Design	250,000	259,242	DID NOT REPORT	DID NOT REPORT		42.50	31.99	32.85%
Midwest Living	900,000	913,827	159.26	216.88	-26.57%	238.44	315.71	-24.47%
OGA	300,000	288,295	19.46	20.36	-4.42%	42.24	62.18	-32.07%
Old House Journal	None	103,544	DID NOT REPORT	DID NOT REPORT				
Southern Accents	400,000	422,306	113.58	129.33	-12.18%	188.05	207.54	-9.39%
Traditional Home	950,000	993,001	193.60	211.97	-8.67%	193.60	211.97	-8.67%
Veranda	410,000	423,566	154.22	141.37	9.09%	246.94	231.23	6.79%
Workbench Magazine	375,000	378,541	33.00	33.50	-1.49%	101.86	95.87	6.25%
Category Total			891.65	926.13	-3.72%	1,364.98	1,389.03	-1.73%
SPORTS/FITNESS								
Golf for Women	500,000	508,267	116.29	87.64	32.69%	176.60	140.80	25.43%
Ski	450,000	455,396	49.23	44.34	11.03%	218.26	195.25	11.78%
Skiing	400,000	409,398	34.51	35.33	-2.32%	159.15	157.68	0.93%
Spa	None	85,000	80.36	80.83	-0.58%	141.03	151.16	-6.70%
T+L Golf	625,000	629,363	91.46	109.60	-16.55%	167.49	188.67	-11.23%
Weight Watchers	1,050,000	1,136,423	79.25	75.50	4.97%	147.75	148.13	-0.26%
Category Total			451.10	433.24	4.12%	1,010.28	981.69	2.91%
MEDIAWEEK MONITOR TOTALS			3,797.53	3,664.66	3.63%	6,682.10	6,421.18	4.06%

Rate base and circulation figures according to the Audit Bureau of Circulations for the second half of 2004 except: B—audited by BPA Worldwide and C—not audited; A=April/May issue; D=combined figures of separate March and April/May issues; J=titles has not reported figures in 2005; M=combined figures of March and April separate issues; S=2005 YTD includes Mom&Baby special issue; 36.62 ad pages; 7=publishes seven times; 8=publishes eight times; +=one more issue in 2005 than in 2004

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mr. television

BY MARC BERMAN



The Fall of NBC

TV IS A CYCLICAL BUSINESS. I REMEMBER WHEN NBC MOVED FROM THIRD TO FIRST place: In 1994 *ER* premiered, becoming the first breakout hit the network launched since *The Cosby Show* 10 years earlier. Now, 11 years later, *ER* remains NBC's most-watched show and highest-rated among

adults 18-49. However, the medical drama is down by 4.7 million viewers since last year; it's also off by 24 percent among adults 18-49. *ER*, in fact, is no longer first in the Thursday 10 p.m. hour; CBS' *Without a Trace* beats it by 2.8 million viewers. In its heyday—the 1995-96 season—*ER* was delivering almost twice as many viewers. Yet the show was just renewed for two more years.

Needless to say, NBC is not in first place anymore. In fact, among adults 18-49, it ranks No. 4 among the broadcast networks, a record low for NBC. If the network wasn't struggling, I doubt it would be renewing *ER* for more than one season. But NBC is in dire need of viewers. *Joey* is no *Friends*, veterans like *Law & Order*, *Will & Grace*, *Third Watch* and *The West Wing* have lost steam, *The Apprentice 3* is slowing down, and not a single new show from last fall has clicked.

So what happened?

Arguably the network's biggest mistake was not capitalizing on the plum *Friends*, *Seinfeld* and *Frasier* lead-out time periods. Not that it didn't try—it just didn't try the right stuff. A rash of half-hour mediocrity like *The Single Guy*, *Union Square*, *Jesse*, *Caroline in the City*, *Veronica's Closet*, *The Weber Show*, *Stark Raving Mad*, *Inside Schwartz* and *Good Morning, Miami* left NBC without any comedy building blocks. Instead of using new creative talent, the network gave producers like Kevin Bright, David Crane and Marta Kauffman of *Friends* their

second (and sometimes third) sitcoms, which spread them too thin.

Next, of course, is too much *Law & Order*. As strong a franchise as this has been—there is nothing that matches parent *Law & Order* after an extraordinary 15 years—we all knew that viewers would eventually lose interest. While I can understand doing *Special Victims Unit* and can rationalize a reason behind *Criminal Intent*, there was absolutely no need for third spinoff *Trial by Jury*. Giving *Law & Order* four regularly scheduled hours a week (not including three hours of repeats on Saturday, plus an extra hour or two during the week and several runs on cable) is definite overkill. Right now, there is only one place for the *Law & Order* franchise to go, and that is down.

Third is the glut of reality nonsense like *\$25,000 Hoax*, *Next Action Star*, *Last Comic Standing*, *For Love or Money* and *Who Wants to Marry My Dad?* Unlike CBS, which found a solid balance with nonscripted shows like *Survivor*, *The Amazing Race* and *Big Brother*, NBC neglected its scripted programming by focusing on too much of this reality garbage. Although there is every reason to believe

Martha Stewart in the upcoming *Apprentice* offshoot will spark curiosity, at least initially, someone should have told NBC the current franchise is down by double digits. Why do a spinoff when the parent show is fading?

The one slim hope for NBC this spring is *The Office*, which premiered last Thursday to decent sampling. But the network has already doomed it by moving it to Tuesdays starting this week. So, to give the network a running start for next seasons, here are a few suggestions:

1. Get rid of *Will & Grace*. Although fewer viewers are better than no viewers, this once cutting-edge comedy is a shell of its former great self and will only continue to spiral downward.

2. Beg Matthew Perry to reprise his role as Chandler Bing, divorce him from Monica and turn *Joey* into *Chandler and Joey*. Matt LeBlanc cannot make it on his own.

3. Get rid of *Law & Order: Trial by Jury*. If it can't even beat CBS competitor *Numb3rs* among adults 18-49, there is no future.

4. Cut back on the reality. With two editions of *The Apprentice* and *Fear Factor* expected back, take a lesson from CBS and exercise some restraint with the genre.

5. Focus on originality. Hits like *Cheers*, *Friends*, *Seinfeld* and *ER* made an impact because they were different. Don't do more of the same. Hire fresh creative talent.

6. Be patient with that new talent. Reversing a downward spiral will not happen overnight. When you sink this low, it could take years to turn things around.

Just ask ABC. ■

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

NBC NIGHTLY VIEWERS		
	SEASON-TO DATE RATINGS ADULTS 18-49	PERCENT CHANGE
MONDAY	4.3	-19%
TUESDAY	3.9	(NC)
WEDNESDAY	3.3	-18%
THURSDAY	6.2	-21%
FRIDAY	2.7	-7%
SATURDAY	2.1	-5%
SUNDAY	3.2	-14%

SOURCE: NIELSEN MEDIA RESEARCH

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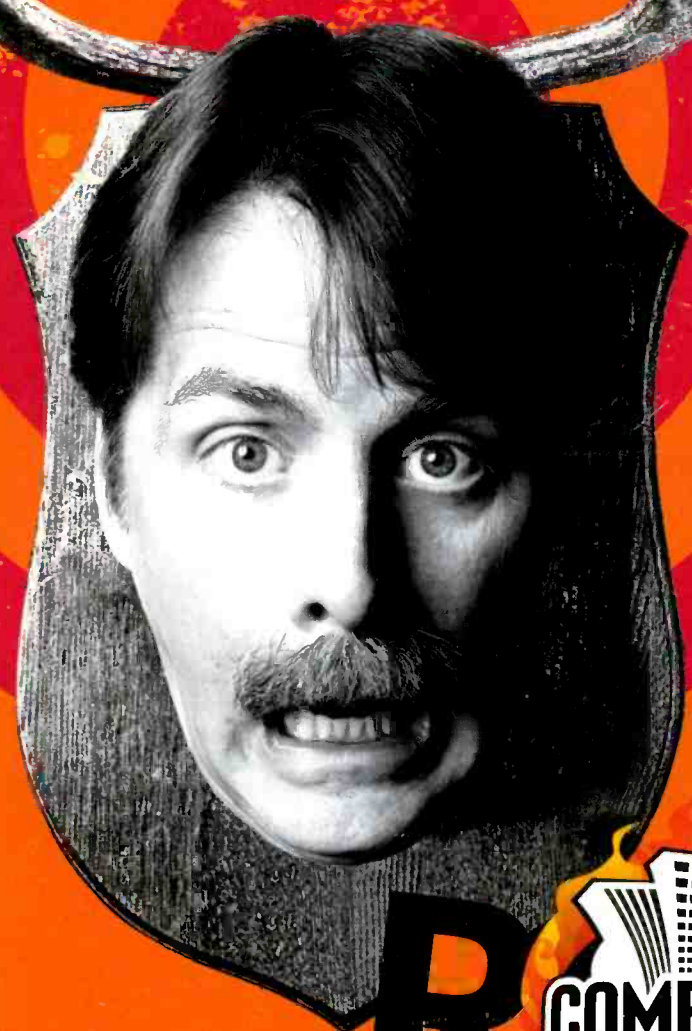


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