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New Ways to Program

Agency venture seeks more advertiser involvement in TV shows **PAGE 4**

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Ten
stations
that do
it right

TV'S LEADERS IN RATINGS AND REVENUE, FROM NEW YORK TO SIOUX FALLS

BY JEREMY MURPHY Page 20

MARKET INDICATORS

NATIONAL TV: CALM

Automotive, movie and pharmaceutical advertisers are moving the market; financial spending, particularly by credit card companies, is picking up a bit.

NET CABLE: WARMING

Some fourth-quarter scatter activity is trickling in from the retail sector and, among younger-skewing nets, from video games. Movie studios, packaged goods and electronics are spending.

SPOT TV: BUILDING

Stations report more auto money is moving, led by the domestics. Movie money is also working, but retail remains weak. Telecom spending is improving.

RADIO: DRAGGING

Broadcast and cable sweeps tune-ins, usually a hot category for radio in November, is down. Local auto remains strong, but most other categories are holding back dollars. Stations are mostly pricing for share.

MAGAZINES: COLD

Men's fashion spending has stalled in fourth quarter, and first-quarter bookings are very slow as designers wait out results from the holiday shopping season.





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At Deadline

CBS Fleshes Out 3 Series, Cancels *Baines*

CBS gave full-season orders late last week to three prime-time series: the Friday sophomore drama *That's Life*; the struggling CIA-themed Thursday drama *The Agency*; and Sunday freshman drama *The Education of Max Bickford*, whose two creators, Dawn Prestwich and Nicole Yorkin, left the show last week. CBS also canceled *Citizen Baines*, which had struggled to find an audience on Saturday nights since its Sept. 29 premiere. In an unusual twist, the request to cancel the series came from the show's producers, John Wells and Lydia Woodward. Last month, Wells was recruited to overhaul ABC's midseason drama *The Court*.

Nets Sue to Stop Replay From Rolling

CBS, NBC and ABC are suing SONICblue Inc., the manufacturer of ReplayTV 4000, charging copyright infringement, and are trying to prevent the distribution of the personal video-recording device. In a lawsuit filed Oct. 31 in federal court in California, the networks claim that ReplayTV 4000 allows users to illegally copy and distribute copies of the programs to which they hold rights. Also among the networks' grievances: the PVR allows users to zap commercials as they watch recorded programming. The ReplayTV 4000 is not yet available for commercial sale.

Starcom Deals Kellogg Into AOL

Starcom North America has negotiated a multi-year, cross-platform advertising buy designed to highlight Kellogg USA's leading consumer brands across AOL Time Warner's broadcast, cable and Internet properties. Media include Cartoon Network, the WB, TBS, TNT, CNN and Headline News, as well as Warner Bros.' syndicated shows and America Online. The Kellogg and Keebler brands included in the buy are Frosted Flakes cereal, Pop-Tarts toaster pastries, Cheez-It crackers and Fudge Shoppe cookies. No dollar figure was disclosed, but the scope of the deal suggests a value in the tens of millions.

MH-18 Won't Make It Past 1

Rodale pulled the plug on its freshman magazine *MH-18* last week. The year-old teen spinoff of *Men's Health* will publish its fifth and final issue on Nov. 12. *MH-18* failed to meet its newsstand and advertising goals, Steve Murphy, Rodale president/COO, said in a memo to employees. The company intends to find jobs for some of the 12 staffers. *Men's Health* will include some male teen-targeted editorial on its Web site.


Beasley Bails on 2 Big Easy Outlets

Burdened by a heavy debt load in a soft ad market, Beasley Broadcast Group said last week that it will sell Classic Rock WRNO-FM and Rhythm & Blues Oldies KMEZ-FM, two of its three stations in New Orleans, to Wilks Broadcasting for \$23 million. WBYU-AM, a New Orleans Talk outlet that airs brokered programming, stays in the Beasley portfolio. Beasley added the three stations last January as part of its \$113.5 million acquisition of Centennial Broadcasting. New Orleans will be the largest market for Wilks, which also owns stations in Des Moines, Iowa; Saginaw, Mich.; and Springfield, Mo.

Rivera Quits CNBC to Cover War for FNC

Geraldo Rivera, host of CNBC's *Rivera Live*, defected to Fox News Channel last week to become a correspondent in Afghanistan. Rivera plans to leave for Central Asia on Nov. 19 after his last CNBC stint on Nov. 16. "I'm a reporter," said Rivera in a statement, "and America's fight against terror is the biggest story of our times. And as much as I loved my CNBC program, I can't stay anchored to that desk any longer." Rivera, a veteran news correspondent, is probably best known for his often-sensational Tribune talk show, *Geraldo*, which he produced and hosted for 11 years until 1998. FNC chief Roger Ailes, who was president of CNBC in '98, also hired Rivera at that network.

Addenda: Carol Campbell has joined Meredith Corp. as publisher of *More*, coming over from Condé Nast's *Bon Appétit*, where she was associate publisher. The position has been vacant since Julie Pinkwater left *More* in September to become publisher of *Fitness*...Dennis Publishing's *Blender* will raise its circulation rate base 40 percent to 350,000 as of its January/February issue...A year after taking control of the San Francisco *Examiner* and rising to national prominence as the first Asian owner of a major U.S. newspaper, Ted Fang was forced to give up control of the daily to his mother, Florence Fang, chairwoman of the paper's holding company...E! Networks last week created a program-development unit, headed by former Fox executive Kary McHoul as vp of development for E! and Style. Emmy-nominated producer Jeff Shore was promoted to vp of development for E!...Twenty-year CNN and Headline News anchor **Bobbie Battista**, who most recently was host of *TalkBack Live*, left the network last week to launch a consulting firm with her husband, John Brimelow, owner of Atamira Productions.



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Tony Petitti, WCBS-TV gm, is keeping the station's expanded newscasts Page 9

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Close Series Games Score Strong Ratings for Fox

Through the first five games of the World Series between the New York Yankees and the Arizona Diamondbacks, Fox averaged a 14.4 rating/24 share in households, according to Nielsen Media Research, up 17 percent over the first five games of last year's Series between the Yankees and the New York Mets (12.4/21). The rating for the fifth game on Nov. 1, a 14.4/24, was up 10 percent from last year's Game 5. The Nov. 1 telecast earned its highest ratings after 11 p.m. ET, when it scored a 15.6/31, 14 percent higher than the 8-11 p.m. average.

Through last Thursday, Fox's ratings average was down 10 percent from its 1999 World Series telecasts and up 2 percent compared to 1998.

During the Series—and for the first time on a postseason baseball telecast—Fox used virtual signage on the wall behind home plate to run advertiser messages and promos for upcoming Fox shows. Among the advertisers to get virtual billboard ads were Nextel, Gatorade, Gillette and MasterCard.

The virtual ads were permitted under Fox's rights deal with Major League Baseball. To get a virtual placement, an advertiser had to be an official sponsor of MLB and also buy an ad package on Fox's Series telecasts. —John Consoli

Few Newspapers See Circ Bump From New ABC Rules

Only a handful of daily newspapers have taken advantage of new Audit Bureau of Circulations reporting rules on paid circ, according to ABC figures released last week for the six-month period ended Sept. 30. ABC recently implemented new rules allowing newspapers to include in their top-line paid circulation bulk sales copies distributed for free by hotels, airlines, universities and others, as well as individual copies sold for as little as 25 percent of the "base price" of a single copy or subscription.

Despite predictions that a number of papers would enjoy circ gains as a result of the new guide- (continued on page 6)

For Advertisers, It's Showtime

Two agencies join venture to produce programs that will promote clients

TELEVISION By John Consoli

Media buying giants MindShare and the Media Edge and Elisabeth Murdoch, daughter of News Corp. chairman Rupert Murdoch, last week formed a joint venture that will create and produce TV programming to be used as promotional vehicles for the agencies' clients.

The scope of the initiative involving MindShare/Media Edge and Elisabeth Murdoch's London-based Shine Entertainment will be a bit broader than similar projects launched by Omnicom buying unit OMD and Interpublic's Universal McCann. Both of those agencies set up in-house units that have developed specials for the TV networks on which their clients have advertised. In the new venture, it will not be necessary to hire outsiders to produce each project since Shine Entertainment is itself a film and TV production company.

OMD has created and developed one-off specials, including a Dixie Chicks concert last November for NBC, a Backstreet Boys show for CBS last May and a Jennifer Lopez special scheduled for later this month on NBC. Those projects have involved OMD clients paying to produce the programming and then making time buys from the networks to air the shows.

The new effort, called Shine:M, is planning to develop and produce series programming such as reality shows, game shows or scripted programs to offer the networks. The deals could either involve time buys, or the networks could sell whatever ad time is not claimed by the primary sponsors.

An example of how this type of programming could be provided can be seen in ABC's *Who Wants to Be a Millionaire*. After ABC launched the show two years ago, Media Edge client AT&T was integrated into the program as one of the contestants' "lifeline" choices. Media Edge had to negotiate a fee with ABC to have the "call a friend" feature worked in.

In the Shine:M model, a program will be created and developed with such an advertising feature already integrated into the content



Production partner: Elisabeth Murdoch's company will work with MindShare and Media Edge.

before the show is shopped to a network.

The steadily rising cost of producing programming is causing the networks to examine nontraditional ways of getting shows on the air more economically.

At the same time, advertisers and their agencies are getting fed up with the growing amount of commercial clutter and are trying to find ways to get their clients' message to stand out. One way to do this has been having advertisers pay to get their products onto the sets of shows—product placement. However, many advertisers have found that vehicle lacking in impact with viewers.

"This is not about product placement or logos," said David Pemsel, managing director of Shine:M. "This is about creating an audience via quality content to the benefit of brands and media owners."

Elisabeth Murdoch, who worked in assorted executive posts for News Corp.'s Fox Television and Fox Cable Networks before serving as managing director of her father's British Sky Broadcasting until her departure last year, said in a statement: "Advertiser-supported pro-

gramming is not an entirely new concept and has taken on many guises. However, Shine:M will provide a new way for advertisers to connect with their consumers, by articulating their brand values through editorial content and creating platforms upon which they can extend their effectiveness.

"Broadcasters are actively looking for financial partners to support their programming," Murdoch continued. "Shine:M is uniquely positioned to act as the bridge between broadcasters and advertisers by providing marketing and television production expertise under one roof."

The venture was put together by Murdoch and Martin Sorrell, president of WPP, parent of MindShare and the Media Edge.

A MindShare executive who would not speak for attribution said that while "it's a long way off" before Shine:M begins producing programming, the agency wanted to move now toward having an ownership stake in some network shows as an alternative to simply buying ad time on them.

Will the networks become more receptive to acquiring programming or formats with advertiser messages already built in? One broadcast network sales executive noted that the involvement of MindShare and its chairman, Irwin Gotlieb, should work to Shine:M's advantage. The networks "will have to look at this because everyone will be afraid that if they don't listen to Irwin's pitch, he'll go somewhere else."

In summer 1990, CBS was reluctant to pay for the development of a new drama series, *Northern Exposure*. Gotlieb, then head of media buying service TeleVest (now MediaVest), offered guaranteed ad revenue from client Procter & Gamble if CBS produced and aired the show. *Northern Exposure* became a hit and played on CBS for six seasons.

The combined buying clout of MindShare and Media Edge, which represent clients who spend more than \$2 billion annually on U.S. television, should help persuade the networks to listen to Shine:M's pitches.

The time-buy model may offer the best potential for Shine:M to get its projects on the air, the network sales executive said. "The networks will accept this type of programming if it is a time buy," the exec said. "This will save us production costs and will help our profit picture."

Programming produced by advertiser-affiliated companies like Shine:M could help fill time periods on low-viewership nights, like Saturday, or during daytime. "Instead of running repeat movies like ABC and NBC are doing now on Saturday nights, they could buy two hours' worth of programming," the sales executive said. "There are a lot of possible land mines, but we will be seeing a lot more business being done this way." ■

All Eyes on 24

New Fox drama may provide a litmus test for cloak-and-dagger genre

TV PROGRAMMING By Alan James Frutkin

When Fox launches its acclaimed drama *24* on Nov. 6, Hollywood will be watching. Once seen simply as the network's best shot at a hit series this season, *24* continues to take on greater significance in the wake of the terrorist attacks.

Executives throughout the television industry said *24*'s performance may serve as the timeliest bellwether so far in gauging the national mood. "People are looking at *24* as a litmus test in terms of what the public's appetite is for this kind of cloak-and-dagger material," said Guy McCarter, director of entertainment marketing at OMD/USA.

Content issues aside, Fox also may find itself in an unexpected battle for viewers. With ABC stunting a two-hour *NYPD Blue* season premiere in the 9 p.m. slot, combined with CBS' *The Guardian*, NBC's *Frasier* and the WB's *Smallville*, the landscape has changed drastically since Fox first announced *24*'s time period.

The series is produced by Imagine Television, in association with 20th Century Fox Television. Using real-time narrative, it tells the story of a CIA agent (played by Kiefer Sutherland) who must foil an assassination attempt on a presidential candidate.

Immediately following the terrorist at-

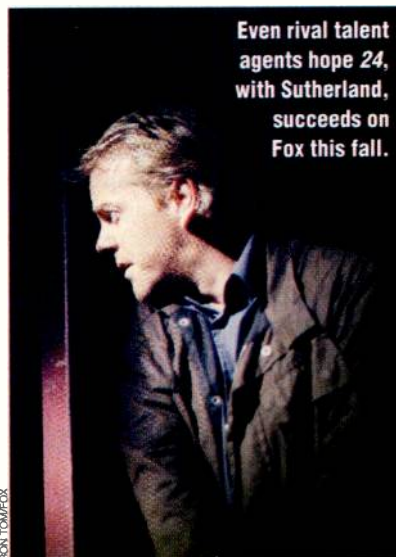
tacks, many in the press reported on a scene in *24*'s pilot episode, which involved an explosion on an airliner (soon after, Fox excised those images). The drama also was listed among several CIA-themed series, including ABC's *Alias* and CBS' *The Agency*, that could be negatively impacted by the events of Sept. 11.

Fox executives have said that while *Alias* and *The Agency* were launching so close to Sept. 11, the delayed rollout of Fox shows, due to the network's broadcast of postseason baseball, could work in *24*'s favor. But with the one-week delay of the TV season and, subsequently, the incursion of the World Series into the November sweeps, *24* now launches against stiffer competition.

Many believe big ratings for the series could reinvigorate what is widely perceived as an anemic TV season crippled by

world events. "We all need a hit," said one TV agent, who also suggested that under normal circumstances, he might not root for a series that was packaged at a competing shop.

But now, he added, any sign of a hit, no matter where it comes from, would be welcome. "Agents, producers, the studios and the networks will only benefit from other people's success," the agent said. "It would put confidence back in the marketplace." ■



Even rival talent agents hope *24*, with Sutherland, succeeds on Fox this fall.

Another Shakeup at USA

Sales vet Silvestri and 3 others out; Chao departs due to diminished duties

CABLE NETWORKS By Megan Larson

USA Cable was hit with a series of high-level management shifts last week, with old-guard and new-guard executives leaving the company.

John Silvestri, the last top-level executive from founder Kay Koplovitz's regime, is leav-

ing USA Cable, along with three other sales executives, sources said late Friday. It's unclear whether Silvestri has retired or simply quit his position as executive vp/general sales manager.

The other executives leaving USA are also veterans of the department: John Cronopulos,

Media Wire

lines, few did so. In fact, some papers showed declines because the sharp drop in business travel and hotel stays that began last spring (and which accelerated after Sept. 11) cut into their bulk sales.

USA Today, the nation's largest paper, remained flat in paid circulation, largely because of its dependency (45.8 percent of total paid circ) on bulk sales.

Meanwhile, the spike in single-copy newspaper sales in the aftermath of Sept. 11, which accounted for just 18 days of the reporting period, was even less of a factor in driving circulation. At the *Chicago Sun-Times*, where weekday circ was up 1.9 percent, aggressive subscription pricing was more of a factor than post-Sept. 11 sales, said Mark Horning, *Sun-Times* vp of circulation.

By far the biggest daily-circ gainer in the six months ended in September was News Corp.'s *New York Post*, which last year halved its newsstand price on weekdays to 25 cents. The tabloid's circ jumped 22.2 percent, to 533,860, over the same period last year. —Mark Fitzgerald, 'Editor & Publisher'

MTV Cuts 450 Jobs; Other Cable Nets Trim Spending

In another sign of the worsening recession, Viacom's MTV Networks last week announced layoffs, and Fox Cable Networks and NBC Cable may not be far behind. MTV Nets slashed 450 jobs, or 9 percent of its staff, as it moved to restructure the company—the first such undertaking since the group was formed in 1989, according to an internal memo by Tom Freston, MTV Networks CEO.

MTV Interactive (MTVi) closed its New York offices, and the back offices of TV Land and Nick-at-Nite, Nickelodeon's prime-time programming block, have been consolidated. And as MTV Nets continues to absorb TNN: The National Network, which Viacom acquired two years ago, more jobs will be cut.

Elsewhere, Fox Cable Networks Group (which includes FX), NBC Cable (which includes MSNBC and CNBC) and the National Geographic Channel are attempting to cut expenditures in travel and marketing in efforts to save jobs. So far, none of those cable concerns have announced layoffs. —Megan Larson

vp of ad sales; Donna Rothman, also vp of ad sales; and another female vp of sales whose name could not be determined at press time. Representatives at USA declined to comment on the most recent ad-sales changes.

Jon Spaet, who was appointed head of ad sales for USA Cable in March—the same week Doug Herzog was appointed president of USA Network—has tweaked the division several times since his arrival. In September, Scott Silverstein, formerly vp of ad sales for USA sister network Sci Fi Channel, migrated to USA and was replaced at Sci Fi by Dave Safran, who came over from Burly Bear Network. And Robert Kaminsky was named to the new post of senior vp of ad sales, sports and specials.

Silverstein will stay on until the end of the year to fulfill his contract, although his last day could be as early as Nov. 21. He had said he would retire once before when Koplovitz was pushed out of USA in 1998, but stayed only to have other executives promoted over him.

Sources inside USA said that the ad-sales changes have little to do with the departure last week of Stephen Chao, president of USA Ca-

ble. With no successor named last week, it will now fall on Herzog to resurrect the troubled entertainment channel. Chao's exit comes as little surprise to most industry observers since his day-to-day involvement in USA Network, for which he had been responsible for programming, became diminished when Herzog arrived. Chao had been hired four years ago from Fox Broadcasting to jump start USA Network. But over the years even as Sci Fi grew, USA saw its ratings sink due to increased competition from other cable nets, failed programming choices and the loss last year of the World Wrestling Federation.

Chao's division—USA, Sci Fi Channel, Trio, Newsworld and Crime—will be rolled into the USA Entertainment Group. Herzog, Sci Fi president Bonnie Hammer and Patrick Vien, president of Emerging Networks, will all report to Michael Jackson, USA Entertainment president/CEO, who joined in July from Channel Four Television in the U.K. In the meantime, Chao will remain on board as a consultant while the cable unit is integrated, but he has yet to discuss his future plans. ■

UPN Clicking on Mondays

Ethnic sitcom block delivering an unduplicated audience, buyers note

NETWORK TV By John Consoli

While *Enterprise* and *Buffy, the Vampire Slayer* have helped UPN lift its overall ratings for the first five weeks of this TV season, the network's Monday-night ethnic sitcom block, and freshman series *One on One* in particular, is also posting strong season-to-date numbers.

"We love *Buffy* and *Enterprise*, but Monday has also become a big revenue night for us," said Michael Mandelker, UPN executive vp of network sales. "We are almost sold out for the balance of the year in those shows."

Overall, the four Monday sitcoms, *The Hughleys* at 8 p.m., *One on One* at 8:30 p.m., *The Parkers* at 9 p.m. and *Girlfriends* at 9:30 p.m., are up 14 percent in households, 12 percent in persons 12-34, 7 percent in 18-34, 23 percent in adults 18-49 and 18 percent in total viewers over the same period last year.

With former Monday staple *Moesha* leaving the schedule after last season after a six-year run, UPN executives were under pressure to come up with another sitcom to fit into the block. After starring in guest roles on *The Parkers* and *Girlfriends* last season, Flex Alexander was given a shot to star in *One on One*, where he plays a young divorcee whose



Flex-ing some muscle: *One on One*, starring Alexander (with Kyla Pratt), is scoring for UPN.

womanizing lifestyle is somewhat stifled when his 14-year-old daughter comes to live with him.

One on One is somewhat unique in that it is

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a show beginning on the half hour that builds on its lead-in. The show is up 18 percent in the 18-34 demo over its lead-in, *The Hughleys*, since the official start of the season the week of Sept. 24. And *One on One* is also scoring higher ratings in the 8:30 p.m. time slot than *The Parkers* did last season. So far, *One on One* is up 13 percent in households to 2.6 from a 2.3 last year, 17 percent in persons 12-34 to a 2.1 from a 1.8, and up 13 and 21 percent in adults 18-34 and 18-49 respectively.

Adding to the block's attractiveness is the high concentration of black viewers, making

it an efficient buy for advertisers looking to reach that ethnic group. The Monday sitcoms average a 15.0 rating among black households.

"UPN's Monday programming offers a unique platform for advertisers that no other network is doing," said Tim Spengler, executive vp and director of national broadcast for Initiative Media North America. Marc Goldstein, president of national broadcast for MindShare, agreed. "The demand exists for the viewers that these shows attract," he said, "and they do it very effectively. Hopefully they will continue to do so." ■

DBS Marriage Woes

Lawmakers, Murdoch, time pose big threats to EchoStar's buy of DirecTV

SATELLITE TV By Megan Larson

Time might not be on the side of EchoStar Communications chairman Charlie Ergen as he seeks to dominate multichannel homes in the U.S. with the proposed acquisition last week of top satellite provider DirecTV.

As EchoStar enters into what is expected to be a long regulatory process to approve the \$25.8 billion merger and another two years to marry the satellite services' separate technologies, EchoStar's growth will be stalled, analysts say, giving rival cable companies the opportunity to position themselves as the dominant pay-television service. It also might allow rival DirecTV bidder News Corp. chairman Rupert Murdoch, who dropped out of the negotiations on Oct. 28, to float a new, lower bid.

"The best-case scenario is that this deal will take 10 months to close, but then it will take another two years to migrate DirecTV subscribers to the EchoStar platform or vice versa," said Yankee Group analyst Mike Goodman. "There is likely to be some [subscriber] churn in there."

Of course, Ergen, who has both friends and enemies on Capitol Hill, also may not survive the regulatory process. FCC chairman Michael Powell announced last week that FCC cable services bureau chief W. Kenneth Ferree will head an interagency team to review whether the acquisition is in the public interest. A combination of DirecTV and EchoStar's No. 2 satellite service Dish Network (6.7 million subs) would control more than 90 percent of the DBS market but serve only 17 percent of all multichannel homes, which some regulators believe will further spur cable competition.

Rep. Billy Tauzin (R-La.), chairman of the House Commerce Committee and longtime

satellite fan, is semi-supportive of the deal as long as certain conditions are met. Tauzin wants to ensure that rural subscribers with no access to cable get charged the same fees as urban dwellers and that the new EchoStar will deliver a full complement of local signals into local markets.

With the acquisition of Hughes, the new company will have enough bandwidth to reach up to 120 U.S. markets.

However, broadcasters questioned the reliability of his promises to carry more local signals. "There have been problems with EchoStar not carrying some of our WB stations," said one Tribune Broadcasting executive.

While some industry observers believe the EchoStar/DirecTV combo is a lesser evil than an acquisition of Hughes by News Corp., a media leviathan with programming outlets and worldwide distribution platforms, Murdoch could reemerge if deal hurdles stymie Ergen.

"DirecTV will be significantly weaker if a year goes by and the deal is not approved, allowing News Corp. to sweep in and get it cheaper," said Josh Bernoff, Forrester Research's top TV analyst. "But if you look at what Ergen put on the table, these are actions of someone who is determined to succeed," he added, noting deal provisions that would force Ergen to pay GM a lot of cash if the deal doesn't go through. "This is an apocalyptic event for EchoStar, Ergen can't afford to fail," Bernoff said. —with Alicia Mundy ■



Ergen's deal is drawing scrutiny.

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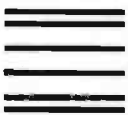
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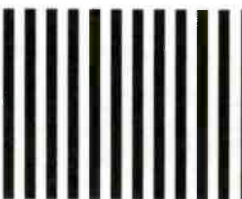
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Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

TV STATIONS

Expanded Newscasts Are Sticking Around

BY JEREMY MURPHY

Coverage of the Sept. 11 terrorist attacks and their aftermath continues to top local newscasts across the country, but several TV stations are taking their reporting a step further by expanding newscasts and making special segments a permanent part of news schedules to better cover the story.

As the war in Afghanistan and anthrax attacks continue, viewer interest in the latest news is still remarkably high. In New York, Philadelphia, Los Angeles, Chicago and Miami, local news time periods have seen HUT level gains as high as 9 percent for this past October, compared to last year.

In response, WCBS-TV, CBS' New York flagship station, created a special hour-long 8 a.m. Sunday-morning newscast devoted to the story.

"We have a significant network-news block on Sunday, so it made sense to have a local newscast adjacent to it," said Tony Petitti, WCBS vp and general manager. "The events of the day warrant we keep that presence there." The Sunday-morning newscast is likely to stay on for the next 4-6 weeks, Petitti said. "There's definitely an interest and demand," he said. "People want to know what's going on."

While New York might be the news hot zone, stations across the country are also devoting more time to news reports. WXYZ, ABC's affiliate in Detroit, created a special 30 minute 7 p.m. newscast devoted almost exclusively to the story (an exception was made to cover the ousting of former Ford CEO Jacques Nassar last week). The special newscast, dubbed *America Fights Back*, features news updates, packaged stories and interview segments (previous guests on the new half hour have included Sen. John McCain and Jesse Jackson).

"We like the idea that we can take more

time and do things that break the mold of the typical, 30 minute packaged newscasts," said Bill Carey, WXYZ's news director. "A lot of people, in light of what happened on Sept. 11, are taking a look at what they do and how they serve their public."

Miami's WSVN, a Sunbeam-owned Fox affiliate, responded by extending almost all its newscasts. The station moved its morning news back 30 minutes to 5 a.m., expanded its noon newscast to an hour, and added 15 minutes to its 11 p.m. newscast in response to viewer demand.

"This story changes all the time. Every time we ask ourselves if there's enough local news to sustain extended coverage, something else happens and it swings back here to South Florida," said Alice Jacobs, vp of news for WSVN. "We told everyone [the extended coverage] is going to continue indefinitely. I'm not sure it's ever going to go away."

Neither is WVIT's new midmorning newscast. The NBC O&O in Hartford, Conn., created an hour-long 10 a.m. newscast to cover the war and aftermath of the attacks.

"We put it on the air the week of the attack, and it attracted a big enough audience that we decided to keep it," said B.J. Finnell, WVIT vp and news director. "The appetite for news is absolutely there."

For viewers, perhaps. But buyers are skeptical that stations need any more news coverage than they already have.

"There's an awful lot of news on already," said Bonita LeFlore, executive vp and director of local broadcast for Zenith Media. "If clients are looking to be on during news programming, there's a huge choice at their disposal."

Buyers report that some clients have specifically requested that their messages not be included in news segments covering the Sept. 11 tragedy or the rash of anthrax scares



Laurie Jennings and Craig Stevens' WSVN airtime is expanding in evenings and late nights.

across the county

"A lot of advertisers don't want to be associated with local newscasts (that cover the tragedy)," said Maribeth Papuga, director of local broadcast for MediaVest.

NEW YORK TV STATIONS

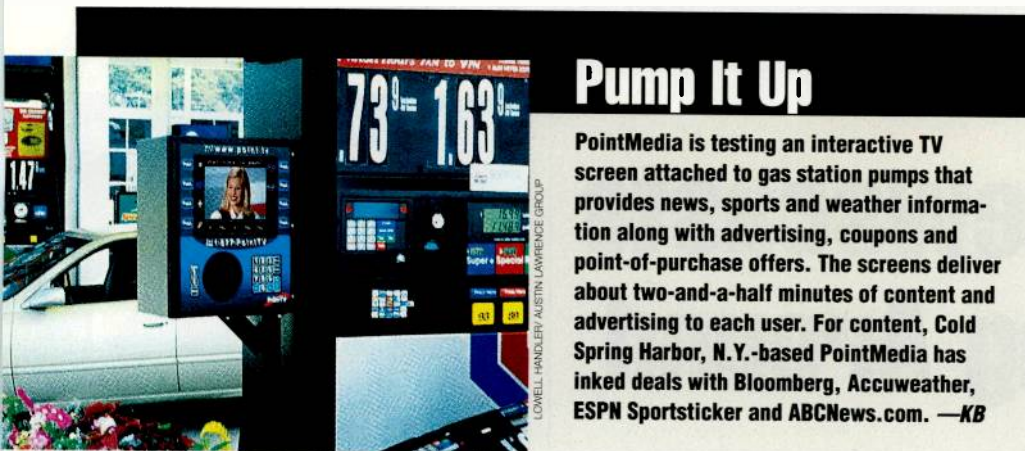
Seeking Tower Power

New York TV broadcasters that lost their antennas when the World Trade Center towers collapsed have banded together in search of a new tower that will be able to house antennas for dozens of TV and radio stations.

An 11-station coalition, headed by William Baker, president and CEO of WNET, New York's largest public TV station, is currently looking at several sites, including Alpine, N.J., where two companies have filed applications to improve the reach of existing towers.

Also under consideration are: the Empire State Building, which already houses antennas for WCBS and WABC, where WNBC and Tribune's WB affiliate WPIX last week began broadcasting from temporary antennas atop the building; Governor's Island, which many consider the best site for building a new, stand-alone tower; the Brooklyn Navy Yard; the Ocean Marine Terminal in Bayonne, N.J.; Coney Island; and Fresh Kills, a former waste dump in Staten Island.

The group is currently mulling whether it should construct a new, 1,800 foot tower, which would cost well over \$30 million and take more than a year to build (the cost would be split between the stations), or put



Pump It Up

PointMedia is testing an interactive TV screen attached to gas station pumps that provides news, sports and weather information along with advertising, coupons and point-of-purchase offers. The screens deliver about two-and-a-half minutes of content and advertising to each user. For content, Cold Spring Harbor, N.Y.-based PointMedia has inked deals with Bloomberg, Accuweather, ESPN Sportsticker and ABCNews.com. —KB

one on a rooftop in New York City.

"A lot of real estate consortiums have come forward [looking for the business]," said Steve Pair, director of engineering for WNBC. The broadcasters' coalition has put together a list of standards buildings would have to meet before the stations would consider using their roof space.

"It's going to be more than a year before we solve this problem and get back to where we were," Baker said. "But we've got to get this done as soon as possible. The time frame is yesterday, literally. This is a crisis."

By December, most New York stations expect to have new temporary antennas atop the Empire State Building, which is providing stations limited space and antenna strength (antennas at the Alpine site do not have the omnidirectional capability that is needed to penetrate the entire market). Most broadcasters say the building, whose managers are actively lobbying for the new business, is the leading contender for a permanent site. "It's still a very good site. It's tall enough," Kane said. "But they have some work to do. They've got to figure out how to get more power up there." —JM

MINNEAPOLIS TV STATIONS

Hubbard Lays Off 24

Hubbard Broadcasting has joined the list of station groups taking the knife to local news departments.

On the heels of recent cutbacks at Belo and Fisher Broadcasting, Hubbard last week announced the elimination of 20 full-time positions and four part-time positions at its Minneapolis duopoly, ABC affiliate KSTP and independent station KSTC. The employees—including executive producer Tom Wilson and reporters Gail Plewacki, Brid-

gette Bornstein and Heather Filkins—were laid off last Tuesday as the company seeks to tighten its belt in one of the worst media economies on record.

"The broadcast-advertising marketplace in the Twin Cities is in a double-digit decline," said Ed Piette, vp/gm of the duopoly. "We muddled through the entire year clinging to our rather aggressive programming plans, but the Sept. 11 tragedy only exacerbated the whole situation."

The stations have also eliminated some of their local news coverage. KSTP canceled all Saturday and Sunday local newscasts, while KSTC canceled its weekday morning and 6:30 p.m. newscasts. Hubbard has also eliminated 14 positions at its Albuquerque, N.M., NBC affiliate, KOB-TV.

"We held out as long as we could," said Mike Burgess, vp and gm of KOB. Hubbard has also imposed a corporatwide wage freeze. —JM

DAYTON, OHIO RADIO STATIONS

WDHT Makes Urban Bid

Radio One steps up its bid for the Urban audience in Dayton today with the debut of a new on-air lineup at WDHT-FM, The New Hot 102.9. The move pits WDHT, owned by the largest radio group targeting African Americans, against longtime Urban leader U92 Jams WROU-FM, the No. 2-ranked station in the market, owned by Ro Nita Hawes-Saunders, one of a handful of African American independent broadcast owners in the country.

"We target younger than WROU, but not too young. It's not all Hip Hop," said J.D. Kunes, Radio One's operations manager in Dayton.

WDHT shed its old WING call letters

two weeks ago. It dropped its Classic Hits programming August 3 when the company closed on its \$190 million purchase of 15 radio stations from minority-owned Blue Chip, including four stations in Dayton.

For mornings, WDHT picked *The Russ Parr and Olivia Fox* morning show, syndicated on about a dozen radio stations. It will be going up against WROU's No. 2-ranked *The Doug Banks Morning Show*, syndicated by ABC Radio Networks. —KB

RENO, N.V. TV STATIONS

Entravision Bows Affil

Advancing its strategy to create local cross-media sales and marketing opportunities targeting Hispanics, Entravision Communications Corp. last week launched its newest Univision affiliate, KNRV (Channel 41) in Reno, Nev., where it already owns KRNFM 101.7. The Santa Monica, Calif.-based company also named Viola Cody, who has 20 years of experience running both radio and TV stations, to head up both Entravision properties as general manager. Reno is the 10th market where Entravision owns both TV and radio outlets.

Entravision's latest announcement comes one week after it agreed to acquire KKWB-TV Ch. 65 in El Paso, Texas, from White Knight Broadcasting of El Paso for \$18 million in cash. The move gives Entravision, which owns Univision affiliate KINT-TV and four radio stations in El Paso, a duopoly in the 16th-largest Hispanic market. —KB

SALT LAKE CITY TV STATIONS

CCU Fires KTVX GM

Just months after acquiring ABC affiliate KTVX in Salt Lake City in a trade last summer with News Corp., new owner Clear Channel Communications has ordered some housecleaning. The company fired gm/vp Steve Cohen last month, in addition to axing news director Adam Bradshaw. Steve Spindlove, the former gm/vp of WFTC, the Minneapolis station CC traded to News Corp., has been named acting general manager of KTVX. John Fischer is filling in as the new news director. KTVX has also named Randa Minkarah as general sales manager.

Clear Channel traded WFTC for News Corp.'s KTVX and San Antonio NBC affiliate KMOL, which were both part of the Chris-Craft station group before News Corp. bought the company for \$5.8 billion. —JM

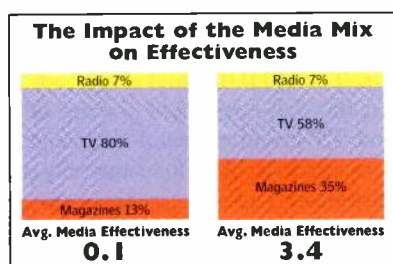
OPTIMISM

in this economy is a good and necessary thing. Because challenges become opportunities.

And that can lead to success. One opportunity you should know about was recently discovered in a sweeping study by MMA (Media Marketing Assessment) on media effectiveness. The



BRILLIANCE



of the study lies in its scope and results. Analyzing 186 brands over 7 years, totaling more than \$3 billion in ad spending, the study found that for brands with a higher percentage of magazines in their media mix, total media effectiveness was solidly higher. In other words, weight your plan more heavily in magazines and

V O I L Á

incremental sales begin to increase. Earnings start to be generated. Revenues are on their way up. You're in the black. You're meeting your sales goals. Your boss is smiling. You're smiling. My friend, you've hit the



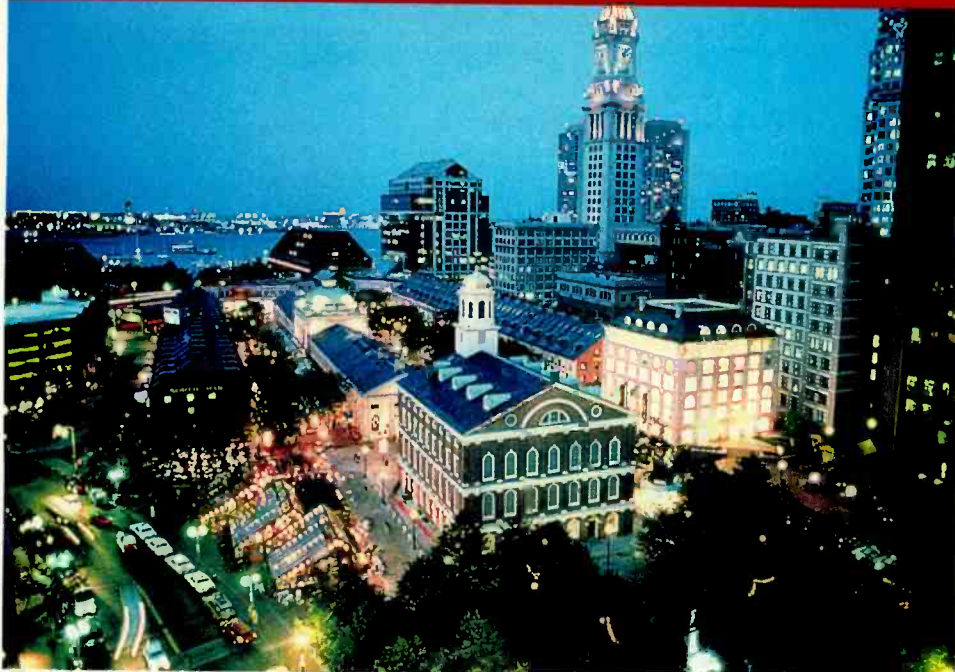
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Market Profile

BY EILEEN DAVIS HUDSON



BOSTON CONVENTION & VISITORS BUREAU

Boston

NIelsen MEDIA RESEARCH'S PLANNED LAUNCH NEXT SPRING OF ITS LOCAL PEOPLE-meter service in Boston, the first of its kind in the country, could establish a new method for measuring local broadcast and cable television viewership, and bring major changes to the way advertising is sold and

bought in individual markets. In the months preceding the launch, Nielsen—owned by VNU Inc., parent of *Mediaweek*—has faced an uphill battle in trying to convince broadcasting executives in Boston that the new local people-meter technology is a worthwhile investment.

Boston is one of 54 markets in the U.S. in which Nielsen currently measures broadcast TV and cable audiences using its combined meter/diary service. TV set-top meters from one sample of households track overnight household ratings data, while diaries filled out by viewers in a different sample record demographic information during sweeps months. With local people meters, Nielsen will eliminate the traditional sweeps periods and instead measure continuous, daily demographic ratings. The new technology allows all viewers from a single sample of

households in a market to record their viewing habits by pressing a button.

Whether all stations in the market are on board or not, Nielsen plans to unplug its standard local ratings system in Boston when the local people-meter service launches next May. Audience data generated by the new system will be available to paying Nielsen clients only.

Nielsen, which has used people meters to

generate its national ratings for 13 years, said in a statement about its Boston rollout: "The collected data will show daily television viewership by family member and by television set, giving a much clearer picture of ratings for broadcast and cable television programs."

Like some other broadcast executives in the market, Mike Carson, vp and general manager of WHDH-TV, Sunbeam Television's NBC affiliate, remains as unconvinced as he was more than a year ago, when Nielsen first announced its plans. "I think it's a flawed system," Carson says. "We won't pay for it."

Carson says Nielsen's trial run of the local people-meter system has generated "huge discrepancies" in audience levels from the present method. "There are a lot of viewers that are missing, and [Nielsen] can't explain why," he says. The WHDH chief also is not pleased that the well-established practice of buying local TV inventory based on ratings during sweeps periods will be fundamentally changed. "Advertisers and agencies across the country make their media plans based on what's in place now," Carson says. "There is no frame of reference [for local people meters]."

Nielsen has noted that during the trial run in Boston, persons-using-television levels (PUTs) for kids, teens and young adults have been much higher in the local people-meter sample, while older adult demo viewership has registered slightly lower. Nielsen has also conceded that total households-using-television levels (HUTs) have been lower than expected, and the company is working to determine the factors responsible for these differences.

Last April, the market's largest cable operator, AT&T Broadband, became the first TV provider to sign on for the new service. In July, New England Cable News became Nielsen's second client. NECN, a 24-hour regional cable news channel that serves more than 2.6 million subscribers throughout New England, is a joint venture of Hearst-Argyle Television and AT&T Broadband. So far, AT&T and NECN are Nielsen's only clients for the local people meters.

Nielsen's demonstration of the local meters began in May with a sample of 420 homes. On Sept. 20, Nielsen reached its target sample of 600 homes for the trial period; the following week, Nielsen began providing overnight demographic ratings data on a one-week delay

NIelsen MONITOR-PLUS AD SPENDING BY MEDIA / WASHINGTON

	Jan.-Dec. 1999	Jan.-Dec. 2000
Spot TV	\$550,476,431	\$610,128,817
Local Newspaper	\$396,845,730	\$389,724,440
Spot Radio	\$181,940,300	\$175,164,270
FSI Coupon*	\$19,719,370	\$22,215,770
Local Magazine	\$11,525,900	\$13,213,180
Local Sunday Supplement	\$9,990,370	\$8,761,080
Total	\$1,170,498,101	\$1,219,207,557

*Packaged goods only Source: Nielsen Monitor-Plus

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NEWSPAPERS: THE ABCS

to all its current Boston subscribers.

AT&T has about 1.8 million cable subs in the DMA, representing a market share of 82 percent. AT&T strengthened its Boston position last January, when it purchased Cablevision's 357,000 subscribers in Boston and 38 other communities in the market. AT&T Media Services, the operator's ad-sales unit, inserts local ads on 38 cable networks.

According to Scarborough Research, cable penetration in the Boston DMA is 85 percent, one of the highest rates in the country's largest markets. By comparison, the national average for all top-50 markets is 73 percent, according to Scarborough. In contrast to cable's strong penetration, the number of households connected to competing satellite TV services is well below the top-50 market average; only 8 percent of homes in the Boston market are hooked up to a satellite dish, versus the average of 14 percent for the top-50 markets.

In broadcast television, Boston is the country's sixth-largest market, with 2.2 million TV homes. Over the past several years, more than a dozen on- and off-air staffers at WHDH have left for CBS' owned-and-operated WBZ-TV. "This is a very demanding station to work at," says WHDH's Carson. "It's not for everyone. It's expected some people will move on." WHDH owner Sunbeam, controlled by Ed Ansin, is among the few remaining privately held station owners in a top TV market.

WHDH is Boston's longtime TV news leader at 11 p.m., while WCVB-TV, Hearst-Argyle TV's ABC affiliate, typically wins the evening news race at 5, 5:30 and 6 p.m. However, WBZ has been edging up on its two news rivals, having recently taken over the No. 2 spot in morning news (behind WCVB), as well as the runner-up spot at 6 and 11 p.m. on weekdays (WCVB is No. 2 at 11 p.m. on a seven-day basis).

WHDH, the first station in Boston to have a 4 p.m. weekday newscast, in September launched another news at 4:30 p.m. So far, the 4:30 newscast has been running neck-and-neck in the ratings with the syndicated *Oprah Winfrey Show* on WCVB, Carson says. WHDH, which is known for its slick, graphics-heavy production style, is now the only Boston station with local news from 4 to 6:30 p.m.

The station recently revamped its evening news team, now led by anchors Chris May and Amy Johnson at 4, 4:30 and 5:30 p.m. Johnson, who joined WHDH earlier this year from the Milwaukee market, replaced Kim Kahezi. The outlet also installed a new anchor team at 5, 6 and 11 p.m., featuring

Caterina Bandini and Randy Price.

CBS parent Viacom has Boston's only TV duopoly, via its ownership of WBZ and UPN affiliate WSBK-TV. On Sept. 3, WBZ began producing a half-hour 7 p.m. news on WSBK featuring Kim Carrigan, a former WHDH lead anchor whose contract was not renewed earlier this year. Carrigan anchors the 5 p.m. news on WBZ and the 7 p.m. WSBK news with Jack Williams. Lisa Hughes and Joe Shortleeve, former 5 and 11 p.m. anchors, started anchoring at 6 and 11 p.m. in September.

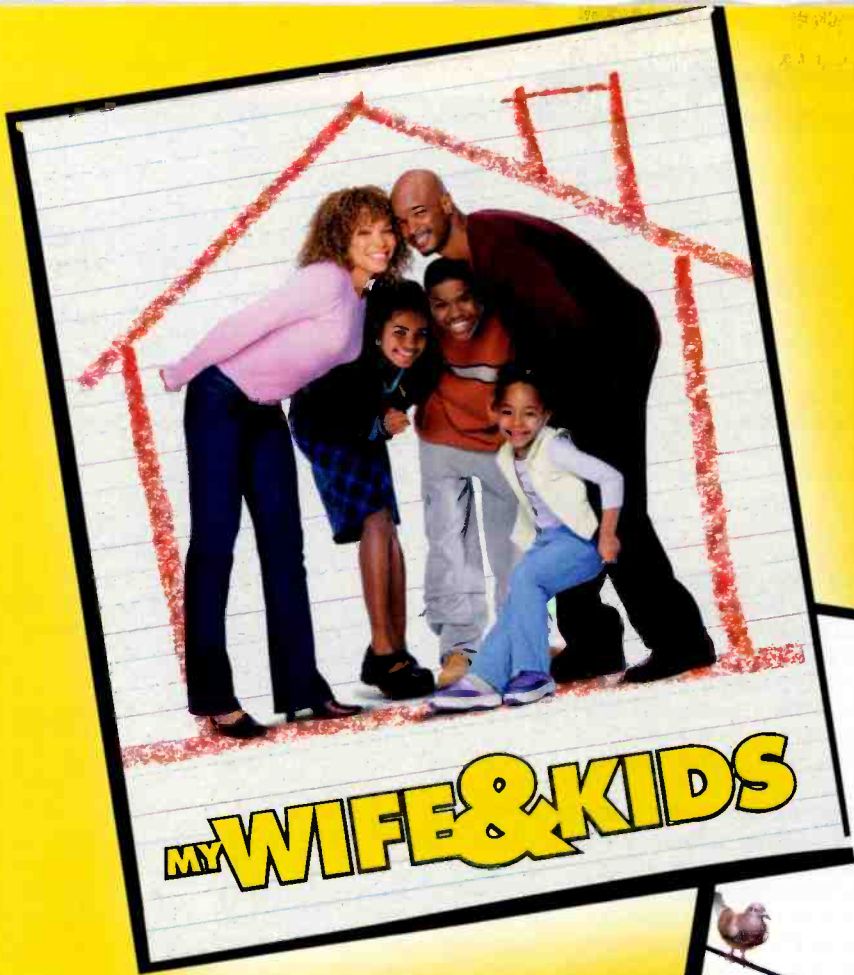
On WSBK (Channel 38), the lead-ins for the new 7 p.m. news are the syndicated *Wheel of Fortune* and *Jeopardy!*, which the station acquired in May. The two popular game shows had been on WHDH.

Viacom recently built a new news set for WBZ/WSBK that is similar to WHDH's signature look. "We've made it very clear that it is the WBZ news brand on [WSBK]—[the 7 p.m. news] is not a start-up newscast on a UHF station," says Ed Goldman, vp/gm of WBZ and WSBK. Still, Goldman admits, "we've got our work cut out for us in terms of branding and awareness" of WSBK's 7 p.m. news.

WSBK's evening newscast was launched in part because the station elected not to renew its contract for syndie reruns of *Seinfeld* before Goldman took over last year. Goldman did not want to get WSBK into the 10 p.m. news battle, which is already tightly contested between Fox O&O WFXT-TV and Tribune Broadcasting's WB outlet, WLVI-TV. (Privately

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Suffolk County: 250,920 Households				
<i>Boston Globe</i>	70,282	85,483	28.0%	34.1%
<i>The Boston Herald</i>	63,951	35,058	25.5%	14.0%
Middlesex County: 557,906 Households				
<i>Boston Globe</i>	156,726	212,414	28.1%	41.7%
<i>The Boston Herald</i>	66,163	40,648	11.9%	7.3%
<i>MetroWest Daily News</i>	33,722	33,978	6.0%	6.1%
<i>Lowell Sun</i>	49,546	52,293	8.9%	9.4%
Worcester County: 281,158 Households				
<i>Boston Globe</i>	17,125	30,387	6.1%	10.8%
<i>The Boston Herald</i>	9,457	6,084	3.4%	2.2%
(Fitchburg) <i>Sentinel & Enterprise</i>	17,160	17,543	6.1%	6.2%
<i>MetroWest Daily News</i>	10,909	4,702	3.9%	1.7%
<i>The Gardner News</i>	6,778		2.4%	
<i>Worcester Telegram Gazette</i>	102,300	126,097	36.4%	44.8%
Norfolk County: 251,117 Households				
<i>Attleboro Sun Chronicle</i>	3,771	3,762	1.5%	1.5%
<i>Boston Globe</i>	74,131	112,524	29.5%	44.8%
<i>The Boston Herald</i>	35,329	23,421	14.1%	9.3%
<i>The (Brockton) Enterprise</i>	3,687	4,418	1.5%	1.8%
<i>Quincy Patriot Ledger</i>	38,807		15.5%	
<i>MetroWest Daily News</i>	12,442	3,000	5.0%	1.2%
Plymouth County: 169,505 Households				
<i>Boston Globe</i>	26,839	47,677	15.8%	28.1%
<i>The Boston Herald</i>	16,881	11,481	10.0%	6.8%
<i>The (Brockton) Enterprise</i>	33,324	39,582	19.7%	23.4%
<i>The (New Bedford) Standard-Times</i>	6,006	6,794	3.5%	4.0%
<i>Quincy Patriot Ledger</i>	28,684		16.9%	
Essex County: 269,671 Households				
<i>Boston Globe</i>	51,063	85,932	18.9%	31.9%
<i>The Boston Herald</i>	27,363	21,998	10.1%	8.2%
<i>Gloucester Daily Times</i>	11,593		4.3%	
<i>Lawrence Eagle Tribune</i>	38,259	40,092	14.2%	14.9%
<i>The (Wakefield) Daily Item</i>	18,824		7.0%	
<i>Newburyport Daily News</i>	13,082		4.9%	
<i>Salem Evening News</i>	34,571		12.8%	
Hillsborough (N.H.) County: 144,465 Households				
<i>Boston Globe</i>	8,173	14,503	5.7%	10.0%
<i>The Boston Herald</i>	3,596	2,103	2.5%	1.5%
<i>Lowell Sun</i>	1,879	2,276	1.3%	1.6%
<i>Manchester Union Leader-News</i>	30,886	37,095	21.4%	25.7%
<i>The (Nashua) Telegraph</i>	26,838	32,550	18.6%	22.5%

Source: Audit Bureau of Circulations



#1

In time periods
with A18-49



TOP
10

Shows with Kids

Source: NTL 44% Estimates, 9/24-10/28/01; Primetime regular programs for A18-49 and Kids 2-11. Qualifications available upon request.

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Market Profile

owned independent station WNDS also offers a half-hour local news at 7 and 10 p.m., but its newscasts barely show up in the ratings.)

Paul LaCamera, president/gm of evening news leader WCVB, says the hallmark of his station is its contemporary, stable news product. LaCamera is also proud of WCVB's locally produced magazine show, *Chronicle*. The program, which will celebrate its 20th anniversary in January, has held the top spot in the 7:30-8 p.m. time period since July 2000.

In June, Fox's WFXT launched the market's first half-hour newscast at 4:30 p.m. The program is hosted by Jodi Applegate, former host of NBC's *Later Today*. At 10 p.m., WHDH's late news posted a 4.2 rating/8 share in households in July to WLVI's 3.1/5 (see *Nielsen chart on page 16*). "Our [10 p.m.] numbers are on par with the 11 p.m. newscasts," says Tricia Maloney, WFXT director of research and programming. The station's late news has enjoyed higher percentage growth over the past year than any of its competitors, Maloney says.

WFXT is also the broadcast TV home of baseball's Boston Red Sox; the outlet carried 66 games this season. In April 2000, WFXT picked up *Seinfeld* after the series exited WSBK. This fall, WFXT added a second run of the show, which now airs at 7 and 11 p.m. The station's other new syndie fare includes *King of the Hill*, which runs at midnight, and *Buffy, the Vampire Slayer*, which airs Saturday afternoons.

Executives of WLVI could not be reached for comment.

The Boston market will get another Spanish-language broadcast TV station in January when Univision launches its second network, Telefutera. The network will be carried on WHUB-TV, which currently airs the Home Shopping Network. Gary Marder, vp, Northeast Region for Entravision, will oversee both WHUB and WUNI, the company's Univision affiliate in Boston. The two outlets will have separate sales staffs, Marder says.

WUNI's plans to launch a 6 p.m. news this year have been pushed back to next year's second quarter, Marder says. Marder says the two Entravision properties will complement each other. "[WHUB] will counterprogram what [WUNI] has," he says.

Boston's other Spanish-language outlets are ZGS Broadcasting's low-power Telemundo affiliate, WTMU-TV, and Norwell Television's low-power Telemundo affil, WWDP.

In radio, Boston's largest owner is Infinity, which controls about 41 percent of the market's radio ad dollars through its five Boston

SCARBOROUGH PROFILE

Comparison of Boston

TO THE TOP 50 MARKET AVERAGE

DEMOGRAPHICS	Top 50 Market Average %	Boston Composition %	Boston Index
Age 18-34	31	32	102
Age 35-54	41	39	97
Age 55+	28	29	102
HHI \$75,000+	25	34	136
College Graduate	12	15	125
Any Postgraduate Work	10	13	128
Professional/Managerial	23	25	110
African American	13	5	41
Hispanic	12	5	45

MEDIA USAGE - AVERAGE AUDIENCES*

	Top 50 Market Average %	Boston Composition %	Boston Index
Read Any Daily Newspaper	53	64	120
Read Any Sunday Newspaper	64	68	106
Total Radio Morning Drive M-F	22	24	107
Total Radio Evening Drive M-F	18	19	104
Total TV Early Evening M-F	30	29	96
Total TV Prime Time M-Sun	39	39	101
Total Cable Prime Time M-Sun	13	12	95

MEDIA USAGE - CUME AUDIENCES**

	Top 50 Market Average %	Boston Composition %	Boston Index
Read Any Daily Newspaper	72	81	114
Read Any Sunday Newspaper	77	80	104
Total Radio Morning Drive M-F	75	80	106
Total Radio Evening Drive M-F	73	75	102
Total TV Early Evening M-F	71	68	97
Total TV Prime Time M-Sun	91	93	102
Total Cable Prime Time M-Sun	58	60	105

MEDIA USAGE - OTHER

	Top 50 Market Average %	Boston Composition %	Boston Index
Access Internet/WWW	58	66	113

HOME TECHNOLOGY

	Top 50 Market Average %	Boston Composition %	Boston Index
Own a Personal Computer	64	69	108
Shop Using Online Services/Internet	27	32	119
Connected to Cable	73	85	116
Connected to Satellite/Microwave Dish	14	8	55

*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. **Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	1 AM, 4 FM	23.4	\$148.9	41.1%
Entercom	2 AM, 2 FM	23.6	\$57.8	16.0%
Greater Media	5 FM	15.2	\$55.7	15.4%
Clear Channel Communications	1 AM, 2 FM	12.4	\$51.2	14.1%
Charles River Broadcasting	1 FM	3.0	\$9.0	2.5%
Radio One	1 AM, 1 FM	3.5	\$4.9	1.4%
Phoenix Media	2 FM	1.4	\$4.5	1.2%
Northeast Broadcasting	1 FM	0.9	\$3.5	1.0%

Includes only stations with significant registration in Arbitron diary returns and licensed in Boston or immediate area. Ratings from Arbitron Summer 2001 book; revenue and owner information provided by BIA Financial Network.

stations, according to BIA Financial Network (see *Radio Ownership chart above*).

WWZN-AM "The Zone," owned by Paul Allen's Vulcan Ventures, last spring signed a five-year deal worth an estimated \$10 million

for radio rights to the NBA's Boston Celtics. WWZN airs the Allen-controlled Sporting News Radio Network. Last May, WWZN hired Michael Kellogg, previously gm of WFNZ-AM, Infinity's Sports outlet in Charlotte,

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11:30 Reception

12:15 Luncheon and Awards Ceremony

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Market Profile

N.C., as gm.

Boston's longtime Sports radio ratings leader is Entercom Communications' WEEI-AM, which had aired Celtics games for the past 15 seasons. WEEI carries the Red Sox.

At Greater Media's WTKK-FM, the only FM Talk outlet in the market, Alan Chartrand recently was named station manager. Chartrand came over from Clear Channel Communications' WJMN-FM, a Rhythmic Contemporary Hit Radio outlet. Laura Ingraham, a frequent guest on the syndicated *Imus in the Morning* on WTKK, got her own syndicated show (7-10 p.m.) last spring.

Boston's two daily newspapers are the New York Times Co.'s *Boston Globe* and *The Boston Herald*, published by Patrick Purcell's Herald Media. The *Globe*, New England's largest paper, had average daily circulation of 471,199 for the six months ended Sept. 30, down less than 1 percent from the same period a year earlier, according to the Audit Bureau of Circulations. The *Globe's* Sunday circ declined 2.6 percent, to 704,852. The tabloid *Herald's* daily circ for the period was flat at 259,228; the *Herald's* Sunday circ fell 2.2 percent, to 160,172.

Earlier this year, the Times Co. tapped Martin Baron, executive editor of Knight Ridder's *Miami Herald*, as editor of the *Globe*. Baron succeeded Matthew Storin, who retired after steering the *Globe* for eight years. Baron is the first *Globe* editor appointed by the Times Co. since the company acquired the *Globe* in 1993. Baron is also the first top editor of the paper in at least 50 years who never previously lived or worked in Beantown.

Both dailies face strong competition from a host of newspapers in Boston's suburbs. The *Herald* has helped its cause by acquiring some suburban competitors. In February, Herald

NIELSEN RATINGS / BOSTON

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	NBC	WHDH	3.8	13
4:30-5 p.m.	Fox	WFXT	0.8	2
5-5:30 p.m.	ABC	WCVB	6.1	16
	NBC	WHDH	5.1	14
	CBS	WBZ	2.9	8
	UPN	WSBK*	1.8	5
	Fox	WFXT*	1.1	3
	WB	WLVI*	1.1	3
	Pax+	WBPX*	0.9	2
5:30-6 p.m.	Independent	WNDS*	0.1	#
	ABC	WCVB	6.1	16
	NBC	WHDH	5.4	13
	CBS	WBZ	3.2	8
	UPN	WSBK*	1.8	5
	Fox	WFXT*	1.4	3
	WB	WLVI*	1.1	3
	Pax+	WBPX*	0.9	1
	Independent	WNDS*	0.2	1
	6-6:30 p.m.	ABC	WCVB	6.8
NBC		WHDH	5.9	13
CBS		WBZ	4.4	10
UPN		WSBK*	2.5	6
Fox		WFXT*	1.7	4
WB		WLVI*	1.2	3
Independent		WNDS*	0.5	1
Pax+		WBPX*	0.4	1
7-7:30 p.m.	Independent	WNDS	0.2	#

Late News

10-10:30 p.m.	Fox	WFXT	4.2	8
	WB	WLVI	3.1	5
	Independent	WNDS	0.3	1
10:30-11 p.m.	Fox	WFXT	4.2	8
	WB	WLVI	3.1	5
	Independent	WNDS*	0.5	1
11-11:30 p.m.	NBC	WHDH	6.9	15
	ABC	WCVB	6.1	13
	CBS	WBZ	5.8	12
	Fox	WFXT*	3.8	8
	WB	WLVI*	3.2	7
	UPN	WSBK*	0.6	1
	Pax+	WBPX*	0.6	1
	Independent	WNDS*	0.2	#

*Non-news programming #Below reportable minimum +Represents audience estimates shown for parent station plus satellites Source: Nielsen Media Research, July 2001

RADIO LISTENERSHIP

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WBZ-AM	News/Talk/Sports	11.5	6.1
WBCN-FM	Alternative	7.4	4.1
WXKS-FM	Contemporary Hit Radio	5.2	6.1
WMJX-FM	Adult Contemporary	4.6	4.9
WJMN-FM	Contemporary Hit Radio/Rhythmic	4.3	6.2
WROR-FM	Classic Hits	4.1	2.9
WRKO-AM	News/Talk	3.9	5.5
WBMX-FM	Adult Contemporary	3.9	3.3
WZLX-FM	Classic Rock	3.5	4.1
WODS-FM	Oldies	3.3	3.7

Source: Arbitron Summer 2001 Radio Market Report

Media bought a chain of four dailies and 88 weeklies in eastern Massachusetts from Community Newspapers Corp. The deal included 15 shoppers, an online unit and several specialty publications. The largest of the dailies is *MetroWest Daily News*, which serves western suburbs, including Framingham.

In out-of-home advertising, Clear Channel Worldwide last month agreed to acquire the Seattle-based Ackerley Group, including Ackerley's huge inventory of about 2,430 outdoor displays in the Boston DMA.

The deal is expected to be completed in the first quarter. Ackerley's Boston inventory consists of 450 14-by-48-foot bulletins, 1,900 30-sheet facings and 80 8-sheets.

Clear Channel already has an out-of-home presence in Boston via its displays at Logan International Airport.

RSA Media controls about 30 14-by-48-foot permanent and rotary bulletins along Route 128, the semicircular main artery that runs around Boston and neighboring suburbs. RSA this year introduced a dozen fully wrapped vans that shuttle travelers from Logan to downtown Boston. Space on the vans can be purchased on a six-month or yearly contract basis for \$5,000 per month, says James Lack, RSA Media president. ■



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10

IT'S SAFE TO SAY that 2001 has not been a good year for the television business, local stations especially. After a robust 2000, in which stations fattened on a windfall of dot-com, political and Olympic ad dollars, this new year has been an all-out disaster. With the Sept. 11 attacks now factored into the equation, stations nationwide face the toughest marketplace since they first started broadcasting.

But some outlets have proven they can satisfy their corporate parents *and* fulfill their public interests in even the darkest of times. Market leaders in every sense of the phrase, they have shown remarkable resilience in the face of a media recession, a war or, this year, both. *Mediaweek* looked around the country for 10 stations that represent the best in local broadcasting. Not just in ratings or market share, but in journalism, community service, technology, and their relationships with the advertising community. Based on that criteria, here are 10 stations that do it right.

STATIONS THAT DO IT RIGHT

BY JEREMY MURPHY

WNBC-TV NBC

NEW YORK MARKET #1
OWNERSHIP: General Electric

2000 REVENUE: \$377.6 million

6 P.M. RATINGS AVERAGE: 5.9/12 (rank: 2)

11 P.M. RATINGS AVERAGE: 8.2/15 (rank: 1)

LAUNCH DATE: July 1, 1941



Dennis Swanson

Just how powerful is WNBC? Consider: After the collapse of the World Trade Center, which housed both its main antenna and back-up, WNBC is still leading the market even though it's been forced to rely on a much weaker signal. The NBC O&O, which generates the biggest audiences and most revenue of any station in the country, has been tops in the Big Apple since the late 1990s, thanks to president/general manager Dennis Swanson (who in 1984 gave Oprah Winfrey her own talk show when he was president/gm of Chicago's ABC O&O WLS) and former leader Bill Bolster (now head of CNBC). Both put tremendous resources into its local news operation, and it began to pay off big-time in '96 when coverage of a major blizzard and the explosion of TWA Flight 800 sent its ratings soaring. "News is one of their stronger elements, and it carries through from morning to late [night]," said Maribeth Papuga, senior vp/director of local broadcast for MediaVest. "WNBC has a strong following with the New York audience."

The station also boasts a powerful cadre of journalists, including anchors Chuck Scarborough, Sue Simmons and Michelle Marsh, three of the market's most popular personalities. Another key to the station's success has been its broad appeal. "You have to pay a lot of attention to the diversity of the population," said Swanson, noting that the station, which serves parts of New York, New Jersey and Connecticut, has made strong efforts to reach out to all of the city's ethnic and minority groups through community outreach programs, the airing of parades and festivals, and coverage of local issues. Judging by the station's dominance in the nation's largest market, the strategy is working.



DYNAMIC DUO: WNBC's Simmons and Scarborough rank tops at 11 p.m.

WGN-TV WB

CHICAGO MARKET #3
OWNERSHIP: Tribune Co.

2000 REVENUE: \$158 million

9 P.M. RATINGS AVERAGE: 6.5/9 (rank: 1)

LAUNCH DATE: April 5, 1948



John Vitanovec

"When you think of Chicago, you think of WGN," said Jacque Carpenter, broadcast manager for Optimedia. That about says it. The Tribune powerhouse has been a competitive player in the market for more than 50 years, offering viewers real Chicago-style news, weather and sports. "We stay focused like a laser beam on what Chicagoans care about, what they talk about. We even pronounce the names of the streets right," laughed Carol Fowler, WGN's news director, noting that the station produces five hours of local news a day. The station recently aired a two-month investigation on dangerous city sidewalks, which have cost the city millions of dollars in lawsuits. WGN also boasts the city's only regular traffic reporter, Robin Baumgarten, who covers the beat full-time.

WGN, which was once run by Tribune's president/COO Dennis FitzSimons, is one of the top billers in the market (excluding out-of-market revenue brought in from its distribution as a superstation) and one of the highest rated—its 7-9 a.m. news places a strong second in the market, ahead of NBC's *Today* show on WMAQ (but trailing *Good Morning America* on WLS). Pretty impressive when one considers it's competing against four network-owned stations (including market leader WLS). "People really come to us to get a balanced, thorough recap of what's going on in the Chicago community," said John Vitanovec, vp/gm of WGN. The local strategy has paid off for the Tribune flagship, both with viewers and media buyers. "Their strength has always been news and sports," Carpenter said. WGN is also the official broadcast home of the Chicago Cubs, White Sox and Bulls. "If you ask anyone in Chicago where the Cubs, Bulls and White Sox are, they automatically tell you WGN."

KGO-TV ABC

SAN FRANCISCO MARKET #5
OWNERSHIP: Walt Disney Co.

2000 REVENUE: \$120.8 million

6 P.M. RATINGS AVERAGE: 4.9/11 (rank: 1/tie)

11 P.M. RATINGS AVERAGE: 5.7/14 (rank: 2)

LAUNCH DATE: May 5, 1949



Joe Ahern

San Francisco may be a market on the cusp of dramatic change (longtime NBC affiliate KRON will lose its affiliation to KNTV come January), but viewers can take comfort in the fact that ABC's Bay Area O&O KGO is staying right where it is. The station, which leads the market at 5 p.m., has been a San Francisco fixture for years. A steady mix of solid local news (the station does 27

hours of news a week), strong syndicated programming (*Regis & Kelly*, *The Oprah Winfrey Show*, *Wheel of Fortune* and *Jeopardy!*) and an unwavering commitment to its community (it has aired everything from the annual AIDS Walk to the Children's Miracle Network Telethon) have made KGO one of the most stable, reliable stations in the market. It's a formula that's not at all complicated, said KGO president/gm Joe Ahern. "It's what I call the 'Three P's'—people, programming and promotion," Ahern said.

Buyers give the strategy high marks. "They hire good people in sales, marketing and management," said Nancy Baldwin, senior broadcast buyer for Creative Media. KGO, even in one of the most diverse markets in the U.S., is still one of the country's most conservative stations, with newscasts driven more by anchor favorites than sensational news coverage, bold graphics or splashy sets. "I think it's an excellent product," said Carol Polombo, manager of Macy's West broadcast department.

Media buyers also applaud KGO's sense of responsibility in ad sales. "They always watch their schedule, and the next day if a spot didn't deliver that good a number, they'll call and say they're throwing in bonus points," Baldwin said. "They know the value, and they price it right."

WSB by more than 5 ratings points at 6 p.m. and 4 points at 11 p.m. during last May's sweeps, according to Nielsen Media Research (Gannett's NBC affiliate WXIA and Meredith's CBS outlet WGCL rank a distant third and fourth).

"We effectively beat out everyone in many areas of local news," said Steve Riley, WSB's director of creative services. Under the direction of vp/gm Greg Stone, WSB has also been able to overcome less-than-stellar ratings from its network lead-ins. "ABC prime time isn't the best, but WSB's news numbers are holding up strong," said Terri Coward, media supervisor for PentaMark's Atlanta office. Coward credits the station for not taking advantage of its market dominance. "They don't try to gouge you," Coward said.

One of the keys to WSB's success has been its strong investigative reporting and veteran on-air talent, which includes anchors Monica Kaufman and John Pruitt (there's also a new 5 p.m. anchor, Gulstan Dart, who recently was hired away from MSNBC). "Their news product is very strong," Coward said. The station has exposed everything from convicted felons teaching and driving buses in local school districts to dead people registered on voting rolls. "The main thing we do better than any other station in this market is local news, going about in a way that's very attached to local communities," Riley said.

WSB-TV ABC
ATLANTA MARKET #9
OWNERSHIP: Cox Communications
2000 REVENUE: \$120.6 million
6 P.M. RATINGS AVERAGE: 12.4/23 (rank: 1)
11 P.M. RATINGS AVERAGE: 11.2/20 (rank: 1)
LAUNCH DATE: Sept. 28, 1948



Greg Stone

WXYZ-TV ABC
DETROIT MARKET #10
OWNERSHIP: E.W. Scripps
2000 REVENUE: \$112.1 million
6 P.M. RATINGS AVERAGE: 8.0/16 (rank: 2)
11 P.M. RATINGS AVERAGE: 10.0/18 (rank: 2)
LAUNCH DATE: Oct. 9, 1948



Grace Gilchrist

It would be an understatement to call Atlanta "Cox Country." The media giant not only owns five radio stations and the *Atlanta Journal-Constitution*, the market's largest daily newspaper, but Atlanta's most powerful network affiliate, WSB. The station has all but owned Atlanta since it first signed on more than 50 years ago. Its closest competitor today, Fox O&O WAGA, trailed

Because Detroit is a market that hasn't shown much growth (it actually moved down a notch in Nielsen's market rankings after results of the U.S. Census were released), the competition for existing viewers in the Motor City has become especially fierce. Two stations lead the market—WXYZ and WDIV, Post Newsweek's NBC affiliate. But when it comes to hard news, "we're going to have the most comprehensive coverage," said Grace Gilchrist, vp/gm of WXYZ. "We're a breaking-news station." Media buyers like WXYZ's no-nonsense news philosophy. "It's not in-your-face," said Harvey Rabinowitz, president/CEO of Media.Period. "It's a solid product."

WXYZ, which places strong emphasis on health, consumer and investigative reporting, has won numerous awards for its news, including three of the most prestigious honors—the George Foster Peabody award, the Alfred I. duPont-Columbia University award and the Investigative Reporters & Editors award. Rabinowitz also credits WXYZ's "user-friendly" attitude with area advertisers and media buyers, saying that "they go the extra mile—they're very sensitive to clients' needs." The station also enjoys a reputation for squeaky-clean programming. "We never put on anything sleazy," Gilchrist said, pointing to the station's syndicated lineup of *Oprah*, *Regis & Kelly*, *Martha Stewart* and *The View*, among others. WXYZ has also earned a footnote in broadcasting history—it's the birthplace of *The Green Hornet*, *The Lone Ranger* and *The Soupy Sales Show*, all of which were broadcast from its studio.



COX COUNTRY: WSB anchors Pruitt and Kaufman, with Gulstan Dart.

KHOU-TV CBS

HOUSTON MARKET #11

OWNERSHIP: Belo

2000 REVENUE: \$86.3 million

6 P.M. RATINGS AVERAGE: 8.9/16 (rank: 1)

10 P.M. RATINGS AVERAGE: 10.2/16 (rank: 3)

LAUNCH DATE: March 23, 1953



Peter Diaz

KHOU may have been late to jump on the investigative reporting bandwagon, but the decision has paid off for the Houston CBS affiliate. Last year, KHOU exposed an alleged connection between accidents involving Ford Explorers that used Firestone tires, a story that has won the station national acclaim and an Edward R. Murrow award. "That local TV station broke a *New York Times* [worthy] story," said Carl Gottlieb, deputy director of the Project for Excellence in Journalism. "They gained good exposure on a national basis. I think it was very important for them."

The station's gm agrees. "I think the world of our approach to news," said KHOU president/gm Peter Diaz, who gives full credit for the story to reporter Anna Werner, producer David Raziq and photographer Chris Henao. "Our job is to make news interesting. That's our identity. We hire good people, and we give them wide latitude to do their jobs. This is a good place for journalists to do work." The station recently exposed a scheme by would-be-terrorists to tour government and defense buildings as art students, and its coverage of last year's election fiasco propelled the station to the top of the ratings during Houston's November 2000 sweep.

Three stations—KHOU, ABC O&O KTRK and Post Newsweek's NBC affiliate KPRC—compete for top ranking in the competitive DMA. "There is no news leader here," Diaz explained. "On any given day, one of us will win at 5, 6 and 11. But if you know every day you're in for battle, you come ready to fight." That's exactly what the station did last June when tropical storm Allison ravaged Houston. Even the KHOU studios got flooded. "We never went off the air," Diaz said, "not even for a bit."

WFLA-TV NBC

TAMPA-ST. PETERSBURG, FLA. MARKET #14

OWNERSHIP: Media General

2000 REVENUE: \$64.5 million

6 P.M. RATINGS AVERAGE: 9.0/18 (rank: 1)

11 P.M. RATINGS AVERAGE: 8.0/17 (rank: 1)

LAUNCH DATE: Feb. 14, 1955



Eric Land

Not only is Media General's WFLA the top-rated station in Tampa, it's the highest rated station in the whole state of Florida. The NBC affiliate also accounts for more than one fourth of Media General's broadcast revenue. The combination of a solid local news operation, strong syndicated fare (*Oprah*), and NBC programming has made WFLA the station to beat in Tampa. "When people want news, they turn to NewsChannel 8," said Jennifer Marshall, vp/director of media for Marshall Advertising. "They're one of the



MARKET VETS: Sierens and Hite have worked together since the '80s.

few stations in the market you feel comfortable doing a one-station deal with." WFLA may dominate the market, but station managers aren't standing still. "When one finds himself at the top of a mountain, there are two ways to go," said Eric Land, WFLA's new president/gm, who came over from sibling WIAT, a CBS affiliate in Birmingham, Ala. "Most people assume the only way to go is down, but we believe once you've topped the mountain, it's time to look for new peaks." One combination that continues to peak is WFLA's lead anchor team of Bob Hite and Gayle Sierens, who have been together since the mid-'80s. "They have tremendous credibility and respect in this market," said Kevin Marshall, president of Marshall Advertising.

WFLA also boasts one of the most unique arrangements for local media—it shares a multimillion-dollar digital facility with sister properties *The Tampa Tribune* and tbo.com called "The News Center." Christened in April 2000, the building is a state-of-the-art "laboratory for convergence," Land said. "It has attracted global attention. It's routinely the site of tours from media companies around the globe."

WBAL-TV NBC

BALTIMORE MARKET #24

OWNERSHIP: Hearst-Argyle

2000 REVENUE: \$63 million

6 P.M. RATINGS AVERAGE: 6.7/15 (rank: 1/tie)

11 P.M. RATINGS AVERAGE: 11.3/22 (rank: 1)

LAUNCH DATE: March 11, 1948



Bill Fine

It's one of the most dramatic come-from-behind stories in the industry. Five years ago, Hearst-Argyle's WBAL languished in last place in the Baltimore ratings race. Today, it is the undisputed news leader. Embracing a bold, breaking-news format with slick packaging and aggressive promotion, WBAL has dethroned the once-dominant WJZ (a CBS-owned outlet) as market leader. "They have a very dedicated general manager [Bill Fine] who has done a lot for the station," said Julie Bloch-Padden, media direc-

tor for Brennan Response, a Baltimore media-buying agency. "He's developed a late-breaking-news philosophy and a real community presence. That's really helped the station."

The NBC affiliate began its climb to the top of the ratings heap in the late 1990s. "Sometimes I have to pinch myself," said Fine, WBAL president/gm, who came over in 1998 from sibling station WCVB in Boston, where he had been general sales manager. "We pretty much have the number-one show in each daypart. And we consistently win every night at 5, 6 and 11." Helping cement the station's hard-news credentials is chief investigative reporter Jayne Miller, who broke news of a Maryland connection to the Sept. 11 terrorist attacks and has uncovered corruption in city and county government.

"When news is serious, that's when we get the highest marks," Fine said. "Viewers look at us as a straightforward, credible source for news." The station has also benefited from population shifts in the market—the city's suburbs (where WBAL rules) are growing faster than the inner city (where WJZ is still tops). Hand in hand with that suburban reach is the station's high-indexing delivery of viewers earning \$75,000 and higher, according to Nielsen Media Research data.

knows this market like no other," said Scott Blumenthal, the station's president/gm. The station, which recently built a new 15,000 square foot newsroom, does 38 hours of local news every week, and viewers can't get enough. "They're always running No. 1 or a strong No. 2," said Marina Angelo, vp/media director of MZD, an Indianapolis media buying firm. "Their news is always consistent, always professional, and they have a highly respected anchor team that has really survived a lot of market changes."

Blumenthal explained that stations' fortunes in the market are closely tied in with their networks' performance. "It's a very competitive market, and a lot of it has to do with the variance in prime time," he said. CBS' resurgence with *Survivor* and *CSI* has helped the station improve its delivery of younger demos. "They don't skew as old as they used to," Angelo said. WISH, which often ties with WTHR (the Dispatch Broadcast Group's NBC affiliate), has also been creative in luring in more advertisers. "For a network affiliate, they go far beyond in trying to fit clients into their programming," Angelo said. The station often works to incorporate clients into its newscasts—for example, Papa John's recently sponsored a sports "Team of the Week" series.

WISH-TV CBS

INDIANAPOLIS MARKET #25
OWNERSHIP: LIN Television

2000 REVENUE: \$43.2 million

6 P.M. RATINGS AVERAGE: 6.0/14 (rank: 2)

11 P.M. RATINGS AVERAGE: 8.0/19 (rank: 1/tie)

LAUNCH DATE: July 1, 1954



Scott Blumenthal

KELO-TV CBS

SIoux FALLS, S.D. MARKET #112
OWNERSHIP: Young Broadcasting

2000 REVENUE: \$13.9 million

6 P.M. RATINGS AVERAGE: 25.0/53 (rank: 1)

10 P.M. RATINGS AVERAGE: 29.0/51 (rank: 1)

LAUNCH DATE: May 19, 1953



Mark Antonitis

When it comes to local news in Indianapolis, LIN Broadcasting's WISH is often the first place viewers turn to. The station boasts the market's most stable, popular anchor team—Mike Ahern and Debbie Knox, who have been together since the early '80s—as well as the dean of local news in Indianapolis, news director Lee Giles, who has been at WISH for 34 years. "He



STEADY AS THEY GO: Knox and Ahern have outlasted much market tumult.

Young Broadcasting's KELO has such a wide reach in the Midwest (five states, including South Dakota, Iowa, Minnesota, Nebraska and Wyoming), it has come up with its own moniker for its territory. "We're not a South Dakota station, we're a KELO Land [rhymes with Jell-O] station," said Mark Antonitis, the station's president/gm. Buyers applaud the marketing. "When people think of news, they think of KELO Land. When people think of where they live in South Dakota, they think of KELO Land," said Julie Muhe, a buyer with Lawrence & Schiller Marketing. "The branding is phenomenal."

So are the station's ratings. KELO outranks its competitors in every daypart. The station's 6 p.m. newscast has grown 25 percent while 10 o'clock's broadcast is up 20 percent. In fact, KELO's newscasts often average more than a 50 share (adding up to 100,000 viewers, a delivery that exceeds the reach of news shows in many larger markets). Emphasizing news and weather, KELO is dominant in part because it employs four transmitters and multiple translators to reach so far. "They cover the area so thoroughly," said Teresa Woolley, an account executive with Henkin Schultz, a Sioux Falls media buyer. "When you're looking to make a buy and you know you have to get the reach of a vast area, it's them. They're reliable." But not cocky. "We're very proud of what we do. We try to stay humble, knowing you can always be beaten," said Antonitis, noting the market has a "real sense of regional identity. Most people grew up here, have lifelong friends here." The station, which operates in two different time zones, also serves as the CBS affiliate in Rapid City, S.D.



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Bill McCloskey is the Founder and President of Emerging Interest, an organization dedicated to educating the Internet advertising and marketing industry about rich media and other emerging advertising and marketing technologies. Through his numerous articles and columns, his newsletter, as well as his many speaking engagements, Mr. McCloskey is recognized as the leading expert and commentator on rich media advertising.

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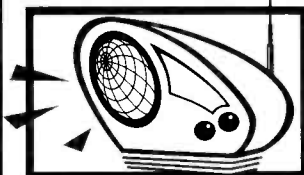
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Culture Trends

MTV's BUZZWORTHY

Buzzworthy songs are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos designated as Buzzworthy, the vast majority have been certified gold or platinum.

Week of 10/29/01

Artist/Group: The Strokes
Song/Video: "Last Nite"
Album: *Is This It?*

Is this it? That's a damn good question to consider in this age of faceless bands like Staind, Train and Puddle of Mudd. Not since Nirvana has any band really changed the musical landscape. Rock n'Roll clearly needs a savior, and many critics are rallying behind The Strokes. Twenty-somethings from New York City, The Strokes have taken the Hendrix/Ramones path to success by causing a big buzz in London first. Calling to mind The Kinks, Stooges and Velvet Underground, these guys have the attitude and swagger to make a difference. Here's hoping these guys shake up a very stale scene.

©2001 MTV

The Hollywood Reporter's Box Office

For weekend ending October 28, 2001

This Week	Last Week	Picture	3-Day Weekend Gross	Days in Release	Total Gross Sales
1	New	K-PAX	17,215,275	3	17,215,275
2	New	Thirteen Ghosts	15,165,355	3	15,165,355
3	1	From Hell	6,019,012	10	20,695,093
4	2	Riding in Cars With Boys	6,011,394	10	19,102,783
5	3	Training Day	5,137,712	24	65,029,281
6	4	Bandits	5,048,007	17	32,131,388
7	6	Serendipity	3,811,923	24	40,035,191
8	5	The Last Castle	3,626,006	10	12,951,350
9	7	Corky Romano	2,997,670	17	20,246,231
10	New	Bones	2,823,548	5	3,566,361
11	New	On the Line	2,307,063	3	2,307,063
12	8	Don't Say a Word	2,302,271	31	51,382,964
13	9	Iron Monkey	1,681,435	17	13,281,956
14	10	Zoolander	1,618,333	31	42,321,858
15	11	Max Keeble's Big Move	1,427,956	24	16,020,812
16	12	Joy Ride	1,016,745	24	20,606,858
17	13	Hardball	947,875	45	37,011,261
18	15	Mulholland Drive	685,448	24	2,926,493
19	16	The Others	434,170	80	95,242,858
20	14	Hearts in Atlantis	429,194	31	23,604,382
21	17	Rush Hour 2	349,541	87	224,380,724
22	New	Asoka	337,464	3	337,464
23	18	Megiddo: Omega Code 2	309,278	38	5,637,512
24	New	Life as a House	294,056	3	294,056
25	20	Shrek	261,875	166	266,982,666
26	37	Waking Life	215,506	12	368,296
27	21	Bread & Tulips	200,544	94	3,728,494
28	27	Jurassic Park III	132,225	103	180,455,335
29	25	Jeepers Creepers	121,721	59	37,631,273
30	23	American Pie 2	120,370	80	144,220,689

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Calendar

Fortune will present a benefit conference entitled **Leadership in Turbulent Times**, Nov. 7-8 at the Sheraton New York Hotel & Towers in New York. With participation by Mayor Rudolph Giuliani and CEOs from top U.S. companies, the event will address the challenges facing senior executives and their teams in the aftermath of Sept. 11. All registration fees will be donated to the American Red Cross Liberty Disaster Relief Fund. Contact: 212-522-0002.

CTAM will present "**The Broadband Opportunity Conference: The FYI on HSI + ITV**" Nov. 6-8 at the Sheraton Premiere Hotel in Tyson's Corner, Va. Contact: 703-549-4200.

The Advertising Club and the Magazine Publishers of America will present **New York Magazine Day** Nov. 9 at the Grand Hyatt Hotel in New York. Keynote will be by Time Inc. chairman Don Logan. Contact: 212-533-8080.

PriceWaterhouseCoopers will present its annual **global entertainment, media and communications summit** Nov. 15 at the Waldorf-Astoria in New York. Speakers will include Martha Stewart, CEO of Martha Stewart Living Omnimedia. Contact: 646-394-2413.

The **Television Critics Association** will hold its Winter Press Tour at the Ritz Carlton Huntington Hotel in Pasadena, Calif., Jan. 7-18. Presentations will be made by PBS, Jan. 7-8; NBC, Jan. 9; CBS, Jan. 10; Fox, Jan. 11; Fox cable, Jan. 12; ABC, Jan. 13; UPN/MTV Networks and BET, Jan. 14; the WB, Jan. 15; Time Warner Cable (Turner/HBO), Jan. 16; other cable networks, Jan. 17-18. Attendance is limited to TCA members only. Contact: dwerts@home.com.

International Sport Summit will be held Jan. 16-18 at the Marriott Marquis in New York. Topics to be covered include the upcoming Olympics, the growth of women's sports, the next big growth areas, and sports-venue sponsorships. Speakers will include Ted Leonsis, owner of the Washington Capitals and vice chairman of America Online, and Val Ackerman, WNBA president. Contact: 301-493-5500.

Inside Media

NEWS OF THE MARKET

CNN Launches Brown's Newsnight

CNN will launch what it is calling its "flagship news program," *Newsnight With Aaron Brown*, tonight at 10 p.m. CNN since last summer has been grooming Brown, a former ABC News correspondent, to be the net's new face. The terrorist attacks pressed him into prime anchor duty, thrusting him into the spotlight earlier than planned. Sid Bedingfield, general manager of CNN U.S., says the new show will be distinguished by Aaron's reporting style—"smart, witty and, above all, human." At ABC for 10 years before joining CNN, Brown was one of the original anchors of *World News Now*, and also reported for *World News Tonight* with Peter Jennings and *Nightline*.

CN Adds Golf Digest Titles to Package

Condé Nast Publications will begin including Golf Digest Cos.' properties in its corporate sales division in January. *Golf Digest*, *Golf for Women* and *Golf World* will be packaged with the division's "super buy" program, which allows advertisers to make a single buy across CNP, Fairchild Publications and Golf Digest Cos.

Frommer's Postpones Frequency Boost

Arthur Frommer's Budget Travel has decided to postpone its frequency increase until September 2002 due to the downturn the travel industry has suffered since Sept. 11, said publisher Nancy Telliho. The Newsweek-owned magazine initially planned to up its frequency in January from 6 to 10 times per year.

NBC Signs IBS for Station Sites

NBC's television station division has signed a partnership agreement with Internet Broadcasting System to operate Web sites for its 13 owned-and-operated stations, including New York's WNBC and Los Angeles' KNBC. IBS, which handles sites for Hearst-Argyle, Post-Newsweek and McGraw Hill TV stations, has operations in 50 television markets. IBS and NBC will jointly operate the sites, but NBC will have editorial control.

Clear Channel Seeks More Compliance Time

Clear Channel Communications is asking the Federal Communications Commission to give it a full year to come into compliance with ownership regulations in five markets affected by its Oct. 8 agreement to acquire the Ackerley Group of TV stations. If the San Antonio-based broadcasting company

elects to keep the stations, it would have to sell one radio station in Rochester, N.Y., one in Syracuse, N.Y., two in Binghamton, N.Y., four in Utica, N.Y., and one in Santa Barbara, Calif. CC argues that in this economy, only the biggest groups can afford to buy stations.

New Radio Syndication Co. Launched

Adam Wilbur, a former vp of syndication boutique Fisher Entertainment, has launched his own radio syndication company, Wilbur Entertainment, in Santa Cruz, Calif. Wilbur decided to go out on his own when Fisher was sold to NBG Radio Networks earlier this year. Wilbur's first product is a daily 90-second feature, *Something You Should Know*, hosted by Mike Carruthers. The show airs on 150 stations, including WBZ-AM in Boston, KNX-AM in Los Angeles and WPCH-FM in Atlanta. National ad sales are handled by MediaAmerica.

Boxing Event to Benefit Twin Towers Fund

Boxing will get in on the fundraising efforts for the World Trade Center victims on Nov. 23 with *Fighting for America: A Night of Thanksgiving*, to be telecast live at 9 p.m. on ESPN2. The event, to be staged by DiBella Entertainment at New York's Roseland Ballroom, will feature matches between New York area boxers along with fighters from the 2000 Olympics. All gate proceeds will be donated to the Twin Towers Fund.

Survey: TV Sports Good for Stress Relief

In a new survey sponsored by ESPN Sports, 61 percent of 1,020 randomly polled respondents said watching sports on TV is more important post-Sept. 11 than it was before, as a source of stress relief. That percentage is up from 48 percent in an earlier survey. Some 82 percent of respondents said advertisers should maintain or increase their spending in sports.

Donaldson to Host Town Meeting on Radio

Through a deal with Citadel Communications, ABC News Radio will air a three-hour special Nov. 8 on terrorism and the aftermath of Sept. 11. Hosted by Sam Donaldson, who was recently syndicated by ABC Radio Networks, *Sam Donaldson Live in America: A Nationwide Town Hall Meeting* will feature a panel of guests, a live studio audience and listener feedback. Beginning at 3 p.m., the broadcast will air exclusively on Citadel stations, including WPRO-AM in Providence, R.I., and WNOX-AM in Knoxville, Tenn.

Movers

MAGAZINES

Liz Nice, former editor of British magazine *Bliss*, has joined Bauer Publishing's *Twist* as editor in chief. She replaces Richard Spencer, who will now work with Bauer president Hubert Boehle on business development...

Richard Amann, former executive vp of publishing for American Media, has been named group publisher of World Publications' lifestyle magazines, which include *Saveur* and *Garden Design*...

Gayle Lambert has been promoted to advertising manager at Time Inc.'s *health* magazine. Lambert has been Eastern manager of *health* since 1998.

CABLE

Gary Morgenstern was named executive director of ESPN Outdoors, the cable network's outdoor sports division. Morgenstern joined ESPN in 1988 as a program research coordinator and most recently served as director of brand management, in which role he helped develop the Great Outdoor Games.

RADIO

Judy Bailey was promoted to vp and market manager for Clear Channel's five radio stations in Tallahassee, Fla., from director of sales...**Shanna McCoy** has been promoted from general sales manager of Clear Channel-owned KESZ-FM and KYOT-FM in Phoenix to director of sales for Clear Channel's five-station cluster in Phoenix...**Bev Tilden** has been named integrated marketing director for Entercom Communications' four stations in Boston—WQXS-FM, WAAF-FM, WEEL-AM and WRKO-AM—as well as marketing director for WQXS. Tilden was most recently senior vp of marketing for broadcasting/syndication company AMFM.

TV STATIONS

WJAR, NBC's owned-and-operated station in Providence, R.I., has named **Betty Jo Cugini** vp of news. Cugini had been director of special projects...**Ken Jobe**, news director of WLWT, Hearst-Argyle's NBC affiliate in Cincinnati, has been named news director of Viacom's Detroit duopoly. Jobe will oversee news operations at CBS' WWJ and UPN affiliate WKBD.

Media Elite

EDITED BY ANNE TORPEY-KEMPH



Cable-able: Woman of the Year award winner Thomas-Graham

Glamour Cites CNBC Chief

THE MEDIA WAS WELL REPRESENTED on the honored-guest list at last week's *Glamour* Women of the Year awards, an annual event recognizing high achievement by women from diverse fields. A crowd of 700-plus gathered at New York's Metropolitan Museum of Art to celebrate the likes of Emmy-winning *Will & Grace* star Debra Messing, ABC News anchor Diane Sawyer, and one of their behind-the-scenes colleagues, Pamela Thomas-Graham, named CEO of cable network CNBC in July.

Thomas-Graham, one of the highest-ranking women at NBC and the most powerful African American woman in the cable industry, delivered one of the evening's most memorable acceptance speeches, focusing on the current buzz-topic of leadership post-Sept. 11. Summing up sentiments she wrote in a letter following the terrorist attacks for her 3-year-old son to read when he's older, Thomas-Graham said: "Today a leader has to show endurance and compassion, to be collaborative and to do it all with grace and a good sense of humor." She noted among her own personal heroes New York Mayor Rudy Giuliani, for his endurance in recent weeks, and CNBC reporter Maria Bartiromo, who continued to work on the floor of the New York Stock Exchange after the attacks.

Closing on an up note, she said: "I think that the things that women do well are some of the things that will lead us out of our current situation and into a brighter future." —Lori Lefevre

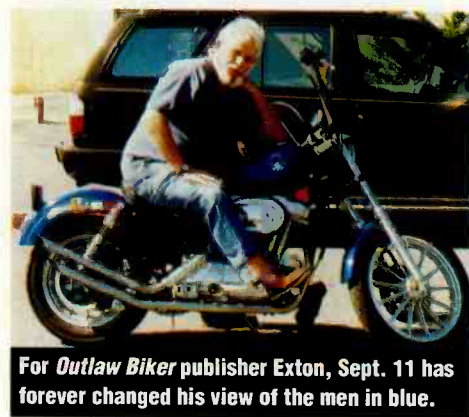
Biker Book Salutes Blues

THE MEDIA BUSINESS has experienced profound change since Sept. 11, not the least of which is *Outlaw Biker's* newfound reverence for cops and firefighters. It's fair to say that pre-Sept. 11, the Hoboken, N.J.-based lifestyle magazine dissed the blue teams with regularity—and relish. Never again, says *OB* publisher Casey Exton.

"We will never, ever again mention the police or firemen in jest or without also giving them the respect they so rightfully deserve," said Exton in the publisher's letter of the November issue.

In the aftermath of the terrorist attacks, which Exton witnessed from his offices across the Hudson River, the former biking buddy of Malcolm Forbes decided to donate advertising and sales earnings from the issue to charities benefiting children who lost parents in the disaster. Coincidentally, the cover, shot before Sept. 11, featured a trademark babe atop a shiny hawk—against the backdrop of an American flag.

But Exton can top that irony. The guy who's spent the past 19 years devoting as much page space to bare breasts as to choice choppers also espouses the Net-circulating prescription for punishing Osama bin Laden: "Bring him to the U.S. for a sex-change operation and send him back to Afghanistan to see what it's like to be a woman in that society."



For *Outlaw Biker* publisher Exton, Sept. 11 has forever changed his view of the men in blue.

Media Dish



Maxim, Amstel Light and Flixmix recently hosted a Halloween extravaganza at San Francisco's Club NV to raise money for the September 11th Fund. In town to help raise money and promote his new *Boogeymen* DVD was Robert Englund, a.k.a. Freddy Krueger, pictured with *Maxim* group publisher Carolyn Kremins.



Brought to you by the numbers 4 0 0 0: Big Bird and the rest of the gang from *Sesame Street* gathered on the set of the series' Queens, N.Y., studio for a photo-op during taping of the show's 4,000th episode.



Playboy "cybergirls" visited New York City firehouses recently to distribute tickets to a *Playboy.com*-hosted Halloween party. Firemen of Truck 20 (in jeans); cybergirls Feather Frazier (with fire helmet on) and Sylvia Vagova; and *Playboy* magazine president Michael Carr, son of a New York City firefighter.

At the Vanderbilt Theater in Plainview, N.Y., for its annual "School Spirit" concert, New York Top 40 station WHTZ Z100 honored high school students who've made a difference around the Sept. 11 attacks. (L. to r.) Sammy Simpson, Z100 director of marketing; pop star Willa Ford; Paul "Cubby" Bryant, Z100 deejay; and Kristin Kavanagh, DKNY Jeans director of public relations.



Advertisers, colleagues and friends of *Smithsonian* magazine gathered recently at Michael's Restaurant in New York to toast new editor Carey Winfrey. (L. to R.) Jen Tate, Deutsch; Darus Zahn, Deutsch; Paul Wessel, CFO, Smithsonian Business Ventures; and Amy Wilkins, publisher, *Smithsonian*.



Magazines

EDITED BY LISA GRANATSTEIN

Fifth Dimension

Wenner will test new format for *Rolling Stone*, with smaller trim size and upgraded paper

WENNER MEDIA EXECUTIVES THIS FALL HAVE QUIETLY BEEN EXPLORING THE IDEA OF transforming *Rolling Stone*'s trademark oversized, saddle-stitched format to that of a perfect-bound, high-gloss magazine. The model currently under consideration—featuring a UV-coated cover stock, thicker paper

and 25 percent more pages to offset the smaller trim size—would mirror the format of *RS*' sibling *Men's Journal*. The upgrade would be the biweekly's fifth major overhaul since it launched as a counterculture rock music magazine published on newsprint in November 1967. *RS*' current format, introduced in the Jan. 31, 1985 issue, featured a smirking Billy Idol on the cover. If green-lighted, the changes could take effect by the middle of next year.

"We are exploring an upgrade of the current look of *Rolling Stone*," confirms Stuart Zakim, Wenner corporate communications officer. "But obviously, we want to be as judicious as possible."

In September, Wenner presented a prototype to two focus groups in Philadelphia. Next week, the company is set to roll out a major test: *Rolling Stone*'s Dec. 6 double "People of the Year" issue, due out Nov. 16, will be published in two formats, with newsstands in selected markets getting both versions, Zakim says.

RS publisher Robert Gregory will begin meeting with advertisers this month to gauge their reactions, and an additional five focus groups are in the works for the rest of this year.

If *Rolling Stone* does change its format, the magazine's \$3.95 cover price will remain the same. Wenner executives say they have not decided whether to increase ad rates.

Meanwhile, an in-house debate on the proposed changes is said to be brewing, with traditionalists concerned that the magazine could lose its cachet lining up against those focused on the bottom line, who see a wealth of new advertising and newsstand opportunities.

So far this year, *Rolling Stone*'s ad pages through its Nov. 23 issue fell 18.2 percent, to

1,353, reports the *Mediaweek* Monitor. With a growing number of slick men's titles competing for market share, some media buyers are applauding the possible transformation.

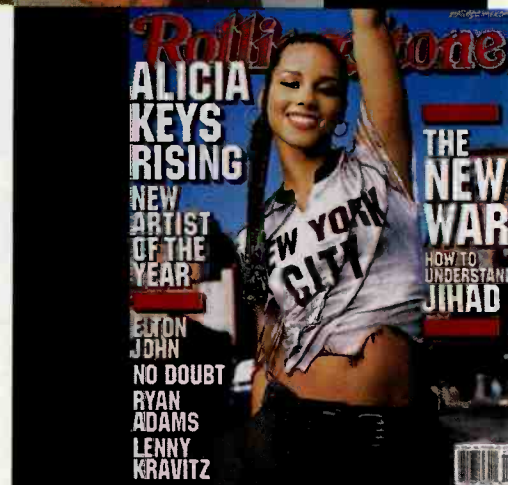
"It would make it much more attractive to advertisers," says Gene DeWitt, chairman/CEO Optimedia International. "The reproduction will be better, the ads will look better, the editorial will look better."

Despite production costs of about \$1 million for the transition to perfect-binding and a glossy cover, a Wenner executive suggests that if ad pages increased by about 15 percent, the magazine could break even on its investment. In addition, Wenner currently is tied to printer Quebecor World in Stillwater, Okla.—the only plant in the country capable of meeting *RS*' requirements (along with those of the similarly formatted *ESPN The Magazine*). If *RS* switches to a standard size, Wenner will have more options and could negotiate better printing rates.

With the fierce competition for rack space on newsstands, a standard-format *RS* could get more pockets and better positioning. The title's paid circulation through June grew 1.3 percent over the first half of 2000, to 1.3 million, but newsstand sales skidded 9.7 percent, according to the Audit Bureau of Circulations.

Similar overhauls have been made in recent years by *Men's Journal*, which became smaller and upgraded its paper in 1998, and Hearst Magazines/Miramax Films' *Talk*, which last year backed away from its initial oversized, saddle-stitched formula for a more standard look.

The trick for *Rolling Stone* will be to ensure that a new format continues to attract young readers—the title's bread-and-butter—but not



Rock of ages: *RS* has evolved since '67 from a tabloid-newspaper format to an oversized magazine. A slick, perfect-bound version could be next.

alienate loyal readers. One subscriber says she would be fine with the changes. "It would be like not talking to your friend because he got a different haircut," says longtime *RS* subscriber Missy Cohen, a 33-year-old New Yorker. "As long as the content stays the same, I don't really care what it looks like." —*Lisa Granatstein*

Out of Vogue

CN moves to woo back Armani

Condé Nast Publications pulled out all the stops last week in an attempt to get fashion designer Giorgio Armani back into the pages of its 1.1 million-circulation *Vogue*. CN chairman S.I. Newhouse Jr. and president/CEO Steve Florio high-tailed it to Milan after learning that the couturier—angry over the scant coverage his new collection has received in *Vogue*—had canceled his ads in the fashion monthly indefinitely, according to a report in the *New York Daily News*.

Representatives for Condé Nast and Giorgio Armani declined to comment.

CN executives have good reason to be concerned. Through October, Armani's ads in *Vogue* represented 39 percent of the designer's total spending with Condé Nast, according to CMR. And while Armani so far this year accounted for only 1.4 percent of *Vogue's* total ad revenue, or \$2.3 million, losing one of Europe's top designers could not come at a worse time for *Vogue*, as rival *Harper's Bazaar* is preparing to unveil a splashy redesign in February. —*LG*

Mediaweek Magazine Monitor

WEEKLIES November 5, 2001

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	5-Nov	64.63	6-Nov	146.17	-55.78%	3,197.62	5,086.71	-37.14%
The Economist	27-Oct	45.00	28-Oct	63.00	-28.57%	2,208.50	2,673.50	-17.39%
Newsweek ^E	5-Nov	28.13	6-Nov	74.07	-62.03%	1,494.64	1,999.21	-25.24%
The New Republic ^X	5-Nov	9.11	6-Nov	10.71	-14.94%	397.53	404.63	-1.75%
Time ^{E/2}	5-Nov	62.92	6-Nov	86.60	-27.34%	1,974.10	2,471.82	-20.14%
US News & World Report	5-Nov	36.10	6-Nov	47.84	-24.54%	1,186.90	1,551.70	-23.51%
The Weekly Standard	12-Nov	7.66	13-Nov	10.20	-24.90%	408.66	412.20	-0.86%
Category Total		253.55		438.59	-42.19%	10,867.95	14,599.77	-25.56%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	5-Nov	23.07	6-Nov	40.08	-42.44%	1,202.94	1,312.36	-8.34%
Entertainment Weekly	2-Nov	30.40	3-Nov	39.03	-22.11%	1,483.23	1,678.77	-11.65%
Golf World	2-Nov	16.83	NO ISSUE	N.A.	N.A.	1,039.29	1,295.87	-19.80%
New York	5-Nov	39.20	6-Nov	48.20	-18.67%	2,270.20	2,305.00	-1.51%
People	5-Nov	61.31	6-Nov	125.60	-51.19%	3,018.07	3,462.50	-12.84%
The Sporting News	5-Nov	11.30	6-Nov	18.10	-37.57%	527.71	530.80	-0.58%
Sports Illustrated	5-Nov	39.09	6-Nov	64.67	-39.55%	2,066.73	2,436.87	-17.65%
The New Yorker ¹	5-Nov	38.70	6-Nov	41.53	-6.81%	1,796.94	1,925.92	-6.70%
Time Out New York	31-Oct	66.88	1-Nov	67.06	-0.28%	2,969.33	3,290.03	-9.75%
TV Guide ^X	3-Nov	65.51	4-Nov	75.18	-12.86%	2,370.03	2,716.38	-12.75%
US Weekly ⁶	5-Nov	19.40	6-Nov	24.58	-21.07%	792.81	822.36	-3.59%
Category Total		411.69		544.03	-24.33%	19,477.28	21,776.86	-10.56%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SUNDAY MAGAZINES								
Parade ^X	4-Nov	12.46	5-Nov	10.85	14.84%	512.67	545.52	-6.02%
USA Weekend ^X	4-Nov	12.74	5-Nov	17.69	-27.98%	487.60	515.57	-5.43%
Category Total		25.20		28.54	-11.70%	1,000.27	1,061.09	-5.73%
TOTALS		690.43		1,011.16	-31.72%	31,345.50	37,437.72	-16.27%

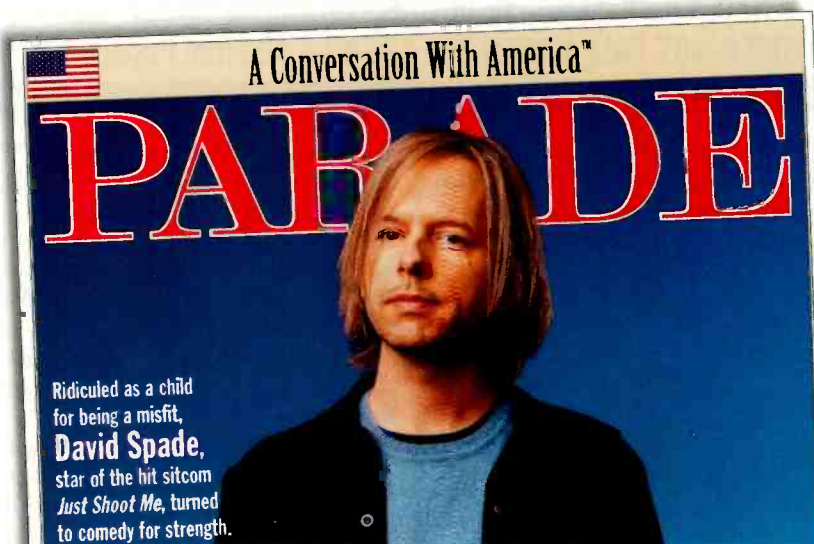
E=estimated page counts; X=2000 YTD included an out-of-cycle issue; 1=one more issue in 2001; 6=six more issues in 2001; @=one fewer issue in 2001

BIWEEKLIES November 5, 2001

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	12-Nov	53.99	13-Nov	76.20	-29.15%	1,126.35	1,342.86	-16.12%
Forbes	12-Nov	97.50	13-Nov	263.78	-63.13%	3,419.45	5,641.21	-39.38%
Forbes FYI	12-Nov	38.80	13-Nov	68.46	-43.35%	903.61	1,515.93	-40.39%
Forbes (Total)	12-Nov	136.30	13-Nov	332.24	-58.98%	3,318.79	5,297.58	-37.35%
Fortune	12-Nov	140.59	13-Nov	354.76	-60.37%	3,419.45	5,641.21	-39.38%
Inc ^F	30-Nov	79.76	1-Nov	77.43	3.01%	903.61	1,515.93	-40.39%
National Review	3-Dec	15.91	4-Dec	31.17	-48.94%	437.50	505.48	-13.45%
Rolling Stone	23-Nov	61.13	23-Nov	95.25	-35.82%	1,353.08	1,653.99	-18.19%
Category Total		623.98		1,299.29	-51.97%	10,558.78	15,957.05	-33.83%

F=18 issues per year

David Spade as seen in PARADE Magazine March 4, 2001



Sunday, the one day people don't eat breakfast at red lights.

70% of Americans say Sunday is the only day during the week they can relax and 87% say they look forward to reading the Sunday newspaper.*

To learn how you can reach 75 million readers every Sunday in America, call Jack Griffin, president, at (212) 450-7139.

PARADE

* Harris Interactive/Yankelovich, Sunday In America™ 2001

Media Person

BY LEWIS GROSSBERGER



A Prince of the People

MEDIA PERSON GOT SICK OF ANTHRAX. NO, THAT DOESN'T

sound right. Media Person got *tired* of anthrax and went in search of other news. It wasn't easy to find other news, news not about bioterror or Dick Cheney's latest whereabouts or why the Northern Alliance

hadn't yet taken Mazar e Sharif or even Omar Sharif. But Media Person felt it must be out there, if he searched really hard.

Media Person hoped he wasn't being unpatriotic by wondering about other news. He still wanted to bring bin Laden to justice and the Taliban to early retirement. He was still on guard, as duly instructed by Attorney General Ashcroft, against attacks from persons unknown, directions unspecified and means as yet unguessed. He just had a nostalgic yearning for some small bit of news that would not fall under the logo "A Nation Pissed Off" or "America's War on Guys With A Flawed Interpretation of the Koran."

Apparently, he was not the only one. A Nielsen survey showed viewer interest fading somewhat in the all-war-all-anthrax saturation news bombing campaign by MSNBC, Fox News and CNN. This wasn't surprising. The anthrax news was scary. The war news was downbeat. On HBO, the *Band of Brothers* was winning World War II in a couple of months whereas in Afghanistan, the plot line was hinting that real war (you know, the one the TV series will someday be based on) often takes longer.

Even news venues that at first glance seemed innocent turned out not to be. The sports news included GWB throwing out a World Series ball in an FDNY jacket while guarded by 1,000 NYPD with spectators chanting for the USA. The business news was about the stock market plunging on "terror fears." The show-biz fluff reports contained the news that the *Seinfeld* episode in which George's fiancée dies from licking toxic envelopes was being withdrawn from perpetual rerun and not only that, so was the

episode of *The Simpsons* in which Homer has various comical problems while visiting the World Trade Center.

(Perhaps, Media Person thought, we should be extra safe and ban any show in which a tall building or airplane appears or the death of any human being is portrayed. He immediately fired off a memo recommending such measures to the appropriate executives.)

Just as Media Person began to contemplate the possibility of failure, he spotted the cover of *People*. Thank Allah for this wonderful magazine! You can always count on *People*. People who read *People* are indeed the larkiest people in the world.

And on that cover, there he was: The Student Prince. Yes, *People* was back on the royalty beat, and it had the whole delicious scoop on Prince William's glamorous life at

ry: *People* explains all these exotic foreign terms.) Most of all, to be *ordinary*.

And yet *People* must invade the shy Prince's cloistered realm and subject him to the very process of privacy destruction that he so loathes and fears. So that its faithful readers may know every detail of his existence: The plain curtains and carpets in his plain dorm room; the supermarket where he shops with his bodyguard; his swimming style on the school water-polo team; the incident of the blond coed who pinched the royal posterior on the street and received for her trouble a stern glare of rebuke; the fact that his father Charles is concerned about security, particularly after a parcel, which purportedly contained anthrax, was sent to the school last month but fortunately turned out to be a....

Aaagghhh! Anthrax again! There's no avoiding that bloody word. Further examination of the magazine showed that *People* was actually full of War-Against-Terror spores. There was a piece on the woman who wrote "America the Beautiful," which "since Sept. 11 [has] been on the minds—

HE JUST HAD A NOSTALGIC YEARNING FOR SOME SMALL BIT OF NEWS THAT WOULD NOT FALL UNDER THE LOGO "A NATION PISSED OFF."

college. What an admirable land Britain is, Media Person thought. This is a nation also fully committed to the War Against Terrorism, and yet it finds the wherewithal to supply *People* with a blond young prince as photogenic as his legendary mum.

And it is a very tricky business for *People*, which suffers from a painful dilemma. *People* understands and gives us to understand that Prince William is a shy lad. A private lad. All he wants is to quietly fit into the student body at St. Andrew's. To be just another fresher, hanging with his mates over a pint, perhaps even be a bit of a swot. (Don't wor-

and lips—of millions of Americans." There was a profile of a woman lawyer who helps the families of those lost to terrorism, and three pages of photos on rock stars giving benefits for the victims of terrorist attacks. Even a piece on the retired Jack Welch of GE and his new dedication to golf has him "crying like a baby" after spotting the WTC devastation on a monitor while plugging his book at the *Today* show.

Media Person flung the magazine aside. His quest was doomed. The terrorists had even contaminated *People*. America could no longer trust the purity of its fluff supply. ■

I don't know.

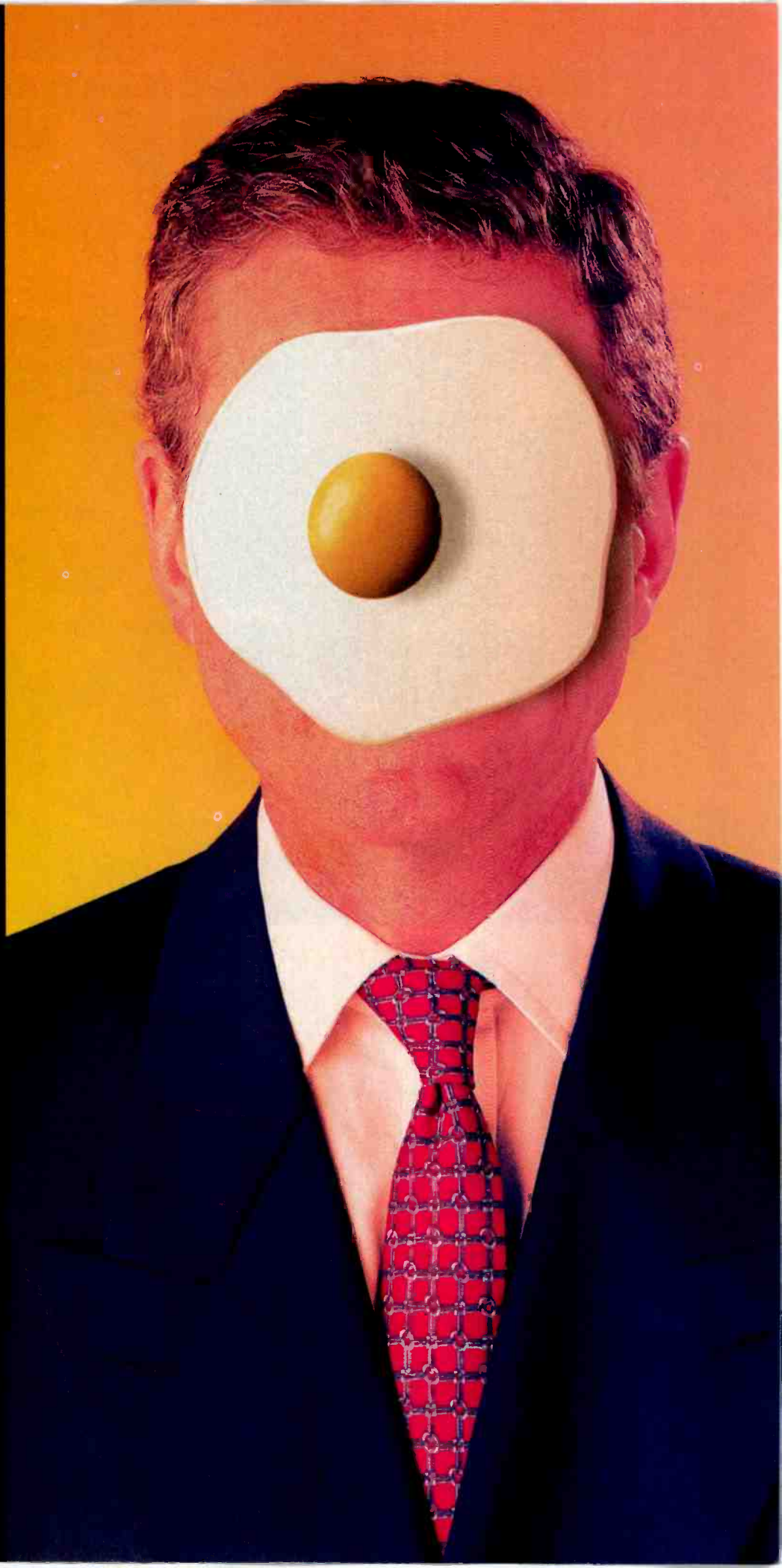
(Three words you'll never
have to say again.)

When you need to know but don't have the time, resources or a clue where to begin looking for answers... what do you do? You can put it on the back burner. You can wing it... but at what cost? Or you can contact the experts at FIND/SVP. From Quick Consulting to in-depth research, our services are designed to lighten your workload and enlighten your decision making. It's like having your own personal help line and business 911 rolled up into one. Contact us today to find out why over 75,000 executives, worldwide, rely on our expertise when they need to know. To avoid getting egg on your face call us at 1-800-FINDSVP or visit us at www.findsvp.com.



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This Halloween, it was once again popular
to dress up like your favorite superhero.

A courageous few have given American youth a brand-new definition of "role model." This is one of many parts of our ever-changing world that you'll read about in **TIME**.