

MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

February 11, 2002 \$3.95

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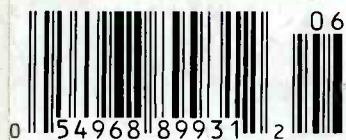
NATIONAL TV: ACTIVE
Second-quarter scatter buying, moving at above-upfront prices, is robust at most of the networks. Upfront cancellation options for second quarter are being exercised at lower levels than in '01.

NET CABLE: SLOW
Amid the musical-chairs of sales execs, networks scramble for scant ad dollars. Deals continue to go down at buyer-friendly prices. Studio, pharmaceutical dollars are working.

SPOT TV: STEADY
Inventory is negotiable across the country. Stronger-than-expected auto dollars save the month for stations in many markets. NBC affiliates benefit from Olympics. Chicago and Sacramento, Calif., enjoy political dollars.

RADIO: BUILDING
February TV line-in advertising is off as non-NBC stations pass on promoting against the Olympics. Activity is picking up in many categories for March, but there is still plenty of room to negotiate.

MAGAZINES: HOLDING
Due to the financial problems of Enron, Kmart and Global Crossing, banks, tending to their debt issues, are scaling back their spending in magazines.



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At Deadline

BusinessWeek, USA Today Partner

Beginning in April, *BusinessWeek* and *USA Today* will jointly produce and publish editorial features on personal finance and investing several times a year. Both publications will also share marketing and sales resources on the projects. The partnership kicks off with a special section called Investing for Growth and will include the BusinessWeek 50, an annual list of the best-performing companies in the S&P 500. The section will appear in a special April 2 issue of *BusinessWeek* (which will be available on newsstands for three months), with shared editorial content appearing in *USA Today's* Money section the next day.

NBC Prime Time Taps Late-Night Talent

NBC is tapping into its late-night comedy well for prime-time programming. Last week, the network picked up several pilot projects with late-night ties, including: an updated *My Three Sons*-like comedy executive-produced by *Saturday Night Live* creator Lorne Michaels, with *SNL* original cast member Chevy Chase attached; a male-skewing comedy from *Late Night With Conan O'Brien* head writer Jon Groff; an updated *Odd Couple* project with *SNL* alums Norm MacDonald and Jon Lovitz attached; and a family comedy starring frequent *Conan* guest, comedian Greg Giraldo.

Radio Revenue Down 7% in 2001

Hit by the toughest market in decades, radio ad revenue totaled \$18.36 billion last year, down 7 percent from 2000, the Radio Advertising Bureau reported last week. Local ads, about 80 percent of radio's business, dropped 4 percent to \$14.5 billion; national slid 19 percent to \$2.9 billion.

Peninsula Hit By Record FCC Fine

Peninsula Communications, owner of four radio stations in Alaska, was fined \$140,000 by the Federal Communications Commission last week for refusing to shut down seven translators as ordered by the FCC last May. It's the largest fine the FCC has ever imposed on a broadcaster. Translators are used to strengthen a station's signal. Peninsula is arguing that it should be permitted to operate the translators while it waits for a federal appeals court to rule.

Sternschein Joins Discovery Nets Sales

Evan Sternschein last week was named senior vp of national ad sales for Discovery Networks, replacing Bruce Lefkowitz, who recently left to join Fox Cable Networks Group. Sternschein was most recently executive vp of sales for Excite Network. Mean-

Laura K. Jones

FEB 12 2002

while at Discovery, TLC vp/gm Jana Bennett announced that she will leave her post in April to return to BBC Television.

Cartoon, Scholastic Test Title

Cartoon Network and Scholastic have teamed up to test *Cartoon Network Magazine*, a one-shot geared to kids 7-13. The issue is now on selected Barnes & Noble newsstands and is available through Scholastic Book Clubs and Book Fairs. The title could go monthly this summer.

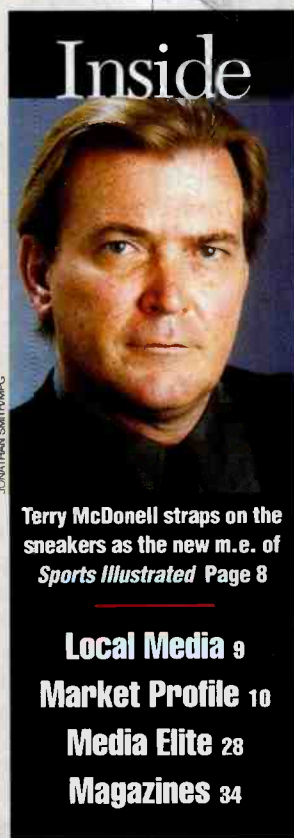
Advance Trims HR in Cost-Cutting Effort

As part of a major effort to consolidate back-office operations, Advance Magazine Publishers Inc., the parent organization of Advance's print properties (Condé Nast Publications, Fairchild Publications, Parade Publications, Golf Digest Cos., Condé Net and Miami-based Ideas Publishing), has slashed 20 percent of the group's human resources staff, said Advance insiders. Functions, including recruiting and benefits, will be handled by a shared unit based at *Parade's* offices. A Condé Nast spokesman declined to comment. When completed, the company expects to reduce its back-office costs by 5 percent.

Addenda: Magazine ad revenue in January dropped nearly 10 percent compared to January 2001, to \$800 million, while ad pages slid 16 percent, according to the Publishers Information Bureau...**Rich Ross**, Disney Channel gm/exec vp, was named to the new post of president of entertainment...**Millie Martini Bratten**, editor in chief of *Bride's*, will assume the additional role of editorial director of Condé Nast's new Bridal division...**Susan Taylor**, senior vp/president and editorial director of *Essence*, will be inducted into the American Society of Magazine Editors' Hall of Fame...**CBS Sports** produced yesterday's college basketball game between Ohio State and Michigan in HDTV but converted it to standard TV, meaning the telecast appeared in letterbox format—a first for a network sports event...**Fellicity** will end its four-year run on the WB with a two-hour finale on May 22...Radio talk-show host **Phil Hendrie** has signed a deal with NBC to develop a

prime-time series...**Match.com** has signed on as exclusive sponsor of *Trio's Laugh-In* marathon on Feb. 14.

Correction: The Scarborough Research chart that appeared in the Dec. 7, 2001 issue with the Portland, Me., Market Profile reflected data for the Portland, Ore., market. Scarborough does not measure the Portland, Me., market.



Inside

Terry McDonnell straps on the sneakers as the new m.e. of *Sports Illustrated* Page 8

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SNTA's DeWitt to Re-Pitch Syndication to Advertisers

With the future of TV syndication in question following a couple of lean seasons, the top studios have tapped Gene DeWitt, chairman/CEO of Publicis' Optimedia International, to breathe new life into the struggling medium. DeWitt last week took over as president of the Syndicated Network Television Association, the trade group that helps attract advertisers to syndicated programming.

DeWitt, who will remain in New York, downplays talk of doing a separate syndication upfront season, something that Dick Robertson, president of Warner Bros. Domestic Television Distribution, has advocated. Instead, DeWitt plans to focus on getting agency planners and schedulers to work syndication into their budgets. "I would like to make it impossible for advertisers to draw up a national TV buying proposal that does not include syndication," DeWitt said.

An ad agency veteran, DeWitt got his start at McCann Erickson before creating his own shop, DeWitt Media, in the early 1980s. "Syndication is clearly underappreciated and undermarketed," he said. "The medium is not really thought of as much by advertisers and planners." —*Jeremy Murphy*

Arbitron Has Half Sample Needed for Philly PPM Test

Arbitron reported last week that it has quickly recruited 750 consumers in 24 days for the final test of its portable-people-meter service in Philadelphia, half of the 1,500 consumers the ratings service needs. The company plans to complete recruitment by March 31.

Worn or carried by consumers, the PPM is a pager-sized device that automatically records a consumer's exposure to encoded TV, radio and cable signals. Arbitron has been testing the PPM in Philadelphia since August 2000.

Based on the 1,500 consumer panel, Arbitron will provide the industry with individual ratings for TV, radio and cable networks sometime in the second quarter. For commercial deployment, which could come as *(continued on page 6)*

Autos Give Stations 1st-Quarter Lift

Unexpected strength in category is rescuing otherwise dismal ad start

SPOT TV By Jeremy Murphy

Local TV stations are enjoying a surprise flow of ad dollars from U.S. automakers, which are spending in an attempt to stem sharp losses in market share to foreign manufacturers. Broadcasters had feared that auto dollars would virtually disappear in the first quarter after the carmakers ended the zero-percent financing programs that had yielded record sales in the second half of 2001. After the auto category spent more than half a billion dollars in spot TV in September and October alone to promote the zero-financing offers, stations had expected spending to dry up in the first half of this year.

But auto spending held strong in January and has continued to do so in February, even as most other categories of spending in spot TV have declined. Broadcasters and analysts estimate that automotive spot spending is up 9 percent year-to-date from the same period last year, from \$449 million to \$490 million.

"January would not have been a decent month without automotive," said Andy Fisher, president of Cox Broadcasting, owner of 15 stations, including ABC affiliate WSB-TV in Atlanta and Fox affiliate KTVU-TV in San Francisco. Without the unexpected auto spending, "we couldn't have found the floor" in January, Fisher said. The Cox chief estimates that total spot TV ad spending increased just 1 percent last month, "and that couldn't have happened unless automotive had been strong."

Spending among other categories in spot TV is sagging as the recession lingers, station executives say. Packaged goods are taking more and more TV dollars out of spot and steering them toward network, taking advantage of cheap rates. A number of retailers have put their local TV budgets on hold after disappointing holiday-season sales. Other categories, such as telecom, tourism and entertainment, are also flat or down in spot.



General Motors is spending heavily in local TV this quarter to promote its sales incentives, including a \$2,002 cash rebate.

Meanwhile, the automakers have increased their spending across the board, led by General Motors, Toyota and Honda. "Every [auto] budget is equal to or greater than last year," a sales manager at a top-10 market station said last week, adding that buys continue to look solid through March and April.

Still, the tough times continue for local broadcasters. Advertisers, including the autos, are placing their business at the very last minute in many cases, making for some very nervous station general managers. "On all revenue fronts, the decision-making on actual dollar placement is later than it has ever been," Fisher said. "Advertisers are basing their buys on extremely near-term sales data."

The surprising strength of automotive spot spending so far this year is in sharp contrast to 2001, when the category declined by a jaw-dropping \$700 million, according to the Television Bureau of Advertising. Most of that falloff was attributed to drastic cuts by DaimlerChrysler. About 25 percent of a typical TV station's ad revenue comes from automotive spending, and that figure can go as high as 35 percent for stations with strong local newscasts, which attract desirable viewer demos.

Automakers are sinking more corporate dollars into local markets as a way to move

inventory. GM, Ford, DaimlerChrysler and the foreign makers are pushing new sales incentives—such as GM's \$2,002 cash rebates—and are using more corporate money to do so.

"A lot of promotional spending continued into the first quarter," said Keith Fawcett, a broadcast media analyst with Merrill Lynch.

In addition, local dealers that enjoyed record revenue from last fall's zero-percent financing deals plowed some of that windfall back into local advertising. Bear Stearns analyst Victor Miller noted that incentives like zero-financing impact corporate profit margins, not those of the dealers. "Local dealers made decent money [from the incentives], and now they're stepping up to spend," Miller said.

General Motors, the category's biggest TV spender by far, is continuing to refine its local marketing groups, a system through which dealer and corporate ad budgets are pooled for local spending. GM, which essentially bailed out of local spending in 1999, has re-established more than 250 LMGs across the country since last year, resulting in a dramatic increase in local ad spending. GM typically puts 20 percent of its overall ad spending into local markets (compared to 35 percent for Chrysler and Toyota), but that percentage is expected to climb.

Both Ford and Chrysler are "seriously struggling" in unit sales and may look to pump up their local ad spending, Fawcett said. But Ford and Chrysler are lacking in new product development, which could be bad news for TV stations and other media. GM plans to introduce more than five new models this year, including the Saturn Ion, Pontiac Vibe and the Chevy SuperSport Roadster. Ford, in the midst of a dramatic reorganization of its brands, is expected to unveil only one new model (the Lincoln Aviator), while Chrysler plans only a redesigned Viper for 2003.

A General Motors representative said the company would not comment on its spending plans. "We consider that competitive and, therefore, confidential," the spokesman said. Ford and Chrysler did not return calls.

Ford and Chrysler have been two of the industry's most "unpredictable" advertisers over the past two years, said Chris Rohrs, TVB president, attributing their fickleness to the systematic losses in market share the Big Three domestic manufacturers have endured over the period. Combined, the Big Three now command less than 60 percent of the U.S. market.

Despite their solid ad spending, domestic automakers' unit sales declined in January, while foreign manufacturers' sales advanced. GM's January sales were off by 13 percent, and Chrysler's were down almost 7 percent. If sales continue to fall, the flow of automotive ad dollars could stop dead in its tire tracks. ■

His Own Worst Enemy?

As EchoStar tries to close on Hughes deal, Ergen is creating his own obstacles

SATELLITE TV By Alicia Mundy

Charlie Ergen must be nervous. Several events last week signaled that the deal between Ergen's EchoStar Communications and Hughes' DirecTV could be in trouble at the Department of Justice and the Federal Communications Commission, even if it is modified or restricted. And on Capitol Hill, politicians are focusing less on the size of the resulting monopoly than on the man who would control it, Ergen. At the end of the week, Salomon Smith Barney's satellite analyst Armand Musey announced that he was lowering the forecast for the probability of approval to 20 percent—down from the 40 percent he had estimated on Jan. 17. Musey's analysis echoed concerns voiced about the deal from the start in Washington. The competition between DISH and DirecTV has kept prices down, he said, so there's a strong potential "for negative price impacts if the merger is allowed."

Three months ago, analysts cautiously predicted a 40-50 percent chance for the deal to be approved. Since then, Ergen's opponents have been making inroads while Ergen has been making mistakes.

He has sued over everything from must-carry of local stations to the distribution of Comcast's SportsNet. Technology experts from the FCC

and Capitol Hill have questioned the credibility of EchoStar's claims that it doesn't have sufficient channel capacity. Last week, the FCC released a list of 15 questions regarding competition, national price strategy and Vivendi Universal's \$1.5 billion EchoStar stake. The DOJ's antitrust division wants to know about private talks several years ago between Ergen and Hughes executives discussing ways to cooperate while competing.

Sen. Orrin Hatch (R-Utah) recently sent a letter with 90 congressional signatures to the attorney general, expressing deep concerns over the fate of rural consumers. In addition, Ergen and DirecTV have financial stakes in almost all satellite broadband providers (which offer high-speed Internet access and other whiz-bang services), creating a monopoly situation in a second industry.

Allied against Ergen are the National Association of Broadcasters; the National Rural Telecommunications Cooperative; the American Cable Association; News Corp.'s Rupert Murdoch, a would-be Hughes rival; two dozen state attorneys general, who are plotting a lawsuit to block him; and Rev. Al Sharpton. In Ergen's corner are Vivendi and the North Dakota Firefighters Association.

Ergen and EchoStar, whose office did not return phone calls, have hired a lobbying/legal team that reads like a Who Was Who in D.C.: several members of Bill Clinton's administration, including his counsel Jack Quinn; Al Gore's advance team; and various former GOP

stars. But they can't work miracles. Even minor matters show EchoStar to be a recalcitrant Leviathan. For instance, until EchoStar activates another spot-beam satellite in the next few months, customers in some markets need a second dish to receive their local stations. It doesn't sound too onerous, as EchoStar won't charge for that second dish.

However, Ergen isn't exactly knocking on customer doors saying, "Hey, let me give you this dish so you can get your local news." The NAB accuses EchoStar of a "brazen hide-the-ball strategy." They note that in EchoStar's new

letter to subscribers, the company promotes a "free pay-per-view coupon," but the free-dish offer only appears in a tiny footnote.

These little peeks into Ergen's marketing and business strategy don't help his image on the Hill, said several telecom staffers. But veteran satellite analyst Mickey Alpert of Alpert & Associates said Ergen is getting unfairly piled on. "The very qualities which have made him successful in business are being used against him now," said Alpert. "He's aggressive, a tough negotiator and litigious."

But, ask Hill staffers, is that the profile of a man who can be trusted to embrace the public interest if given the chance to run a monopoly?

Alpert countered that you can't tell where the deal *really* stands right now. "The requests from DOJ and the FCC could be just the beginning of negotiations." ■



Ergen: On the hot seat in D.C.

soon as this year if Nielsen Media Research decides to join Arbitron in a joint venture, the company is looking at local-market panels of 5,000 to 6,000 consumers. —Katy Bachman

Baltimore Sun and WMAR To Share News Resources

The Tribune Co.'s *Baltimore Sun* and Scripps Broadcasting's Baltimore ABC affiliate, WMAR-TV, last week agreed to a partnership to produce and deliver news in the country's 25th-largest media market.

Starting this week, *Sun* reporters will begin appearing regularly on WMAR's local newscasts to promote stories they are working on for the newspaper. The TV station will also tease next-day stories in the *Sun* on its 11 p.m. newscast. The *Sun*'s reporters will in turn produce a local on-air business report for WMAR, and the station's meteorologists will appear on the *Sun*'s weather page. Joint advertising deals will also be pursued. —JM

Van Susteren Adds Viewers To FNC's Prime-Time Lineup

In her first three nights on Fox News Channel last week, Greta Van Susteren attracted a few more eyeballs than the previous weeks' programming on FNC, according to a Horizon Media analysis of Nielsen Media Research data.

Van Susteren's new 10 p.m. FNC show, *On the Record*, averaged a 1.0 household rating and delivered 886,000 homes from Feb. 4 to Feb. 6. During the same period the previous week, which included President Bush's State of the Union address on Jan. 29, Fox News Channel delivered a 1.0 household rating and 761,000 homes.

Van Susteren came to FNC from CNN, where she hosted *The Point* and *Burden of Proof*. The legal analyst—who has covered cases from the O.J. Simpson murder trial to Elian Gonzales' return to Cuba—has filled the FNC prime-time slot previously held by Paula Zahn, who is now at CNN. Fox News is currently beating CNN in prime-time ratings. —Megan Larson

Networks Holding Viewers

Broadcast's erosion minimal so far this season, despite more cable choices

NETWORK TV By John Consoli

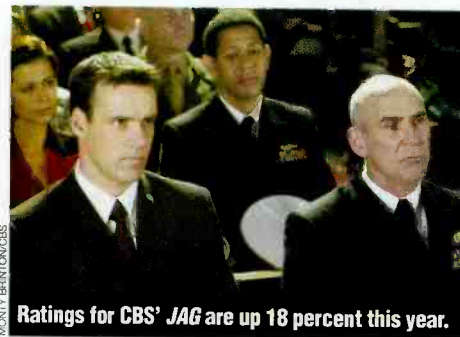
Though they continue to suffer gradual audience erosion in the face of a still-growing array of cable networks, the broadcast networks are earning praise from the media buying community for maintaining competitive ratings and share in the first half of this season.

With the average household having access to 89 channels this season, versus 73 a year ago, "it's amazing how well the broadcast networks have held up," Brad Adgate, senior vp of research at Horizon Media, said. "You have to be somewhat pleased at their overall performance, with the exception of ABC."

Just past the midway point of the season, the broadcast nets' share of audience has dropped 4 share points, from 59 to 55, while ad-supported cable has narrowed the gap by 4 points, to 45 from 41. However, ABC lost three of those broadcast share points, while NBC, CBS and Fox maintained their share levels of a year ago.

CBS, NBC and UPN have performed the best during the first half of this season. At this point last year, CBS had only four shows in the Top 20 in households—this season it counts 10. And last season at this point, CBS had only two of the Top 20 shows in the 18-49 demo—this season it's up to six. Season-to-date in households, *JAG* has increased its ratings 18 percent, moving up from 29th at this time last year to 9th. *Judging Amy*, rated 21st at this point last season, is now 10th, with ratings up 6 percent. NBC, which had seven shows in the Top 20 last season at this point, counts nine this season, with *Friends* moving up from sixth to number-one ranking in Nielsen's household rankings with a 15.2 rating (a 16 percent rise).

UPN, bolstered by the addition to its schedule of *Buffi*, *the Vampire Slayer* and *Enterprise*, is up 8 percent in households and 18 per-



Ratings for CBS' *JAG* are up 18 percent this year.

cent in both the 18-34 and 18-49 demos.

Even ABC, which has seen most of its veteran shows take ratings hits, has said new shows *According to Jim* and *Alias* will return next fall.

Like last season, the midseason shows introduced so far have had mixed results. Fox's *That '80s Show* has produced a solid 6.2 in households and 5.5 in 18-49, and CBS' *First Monday* recorded a credible 7.3 in households on Fridays, a lower HUT-level night. But the WB's *Glory Days* has struggled, and NBC canceled sitcom *Imagine That* after only two outings.

Season-to-date through Feb. 3, CBS led the networks in households with an 8.3/14, down 2 percent, while NBC was at 8.0/13, down 4 percent. CBS also held the viewer lead with 12.5 million, with NBC at 12.08 million. But once the 17 days of Olympics coverage from Feb. 8 to Feb. 23 is over, NBC is expected to take an insurmountable audience lead.

Laura Caraccioli, vp/director of Starcom Entertainment, described the first half of this season as "status quo," saying the networks will be under pressure to develop hits for next season. John Rash, chief broadcast negotiator for Campbell Mithun, added that the nets "should realize from ABC that they can't build long-term audiences with game shows and reality." ■

NBC's Louis-Dreyfus Affair

Even with heavy Olympics promotion, new comedy *Ellie* faces uphill battle

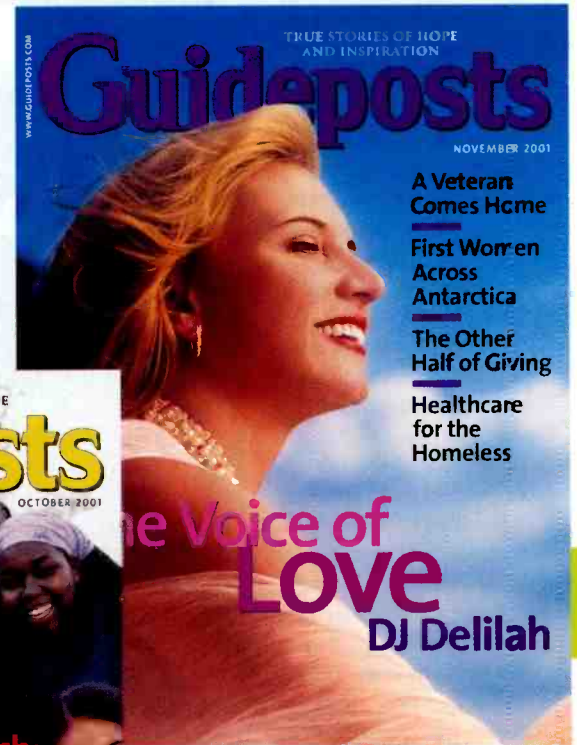
TV PROGRAMMING By Alan James Frutkin

Can Julia Louis-Dreyfus beat the *Seinfeld* curse? The odds remain against her. Last month, NBC began sending out its pilot for *Watching Ellie*, which launches Tuesday, Feb. 26, at 8:30 p.m. So far,

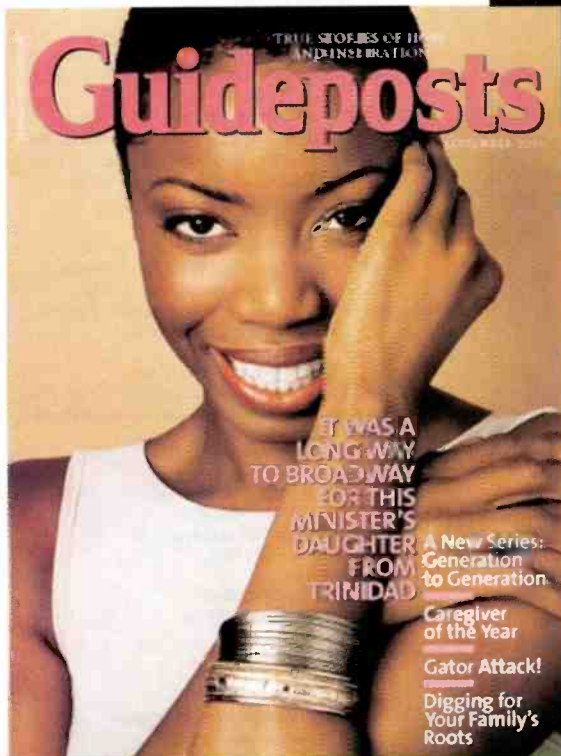
the response is mixed.

"It's the first project from a *Seinfeld* alumnus that appears to have potential," said Stacey Lynn Koerner, senior vp/director of broadcast research at Initiative Media. "There is enough

Connections



Community



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newness and quirkiness to the show that viewers will want to follow up on it."

Many, however, are betting against it. "It is clever," said one TV agent, who spoke on the condition of anonymity. "But it may be too clever."

The single-camera comedy stars Dreyfus as Eleanor Riggs, a Los Angeles-based lounge singer. The show features no laugh track and takes place over 22 consecutive minutes of Riggs' life. In a unique arrangement for series production, Dreyfus is contracted for no more than 15 episodes per season, rather than the standard 22.

Whether *Ellie* makes it to next season remains a big unknown. No matter how many positive reviews it garners, the series could still have an uphill battle attracting an initial sampling. The failures both of NBC's *The Michael Richards Show* and ABC's *Bob Patterson*, starring Jason Alexander, have generated a ton of negative post-*Seinfeld* publicity.

Even programmers within NBC have wanted to keep their distance from the show,



NBC is counting on *Ellie* to extend the net's success with sitcoms.

fearing that the fallout from the two prior post-*Seinfeld* series may be too great to overcome, sources said. But with *Friends*' future unclear, and as both *Frasier* and *Will & Grace* age, the network needs to begin grooming new must-see comedies. "There's no question that NBC has an enormous amount riding on this show," the TV agent said.

Consequently, the network will heavily promote the series throughout its Winter Olympics coverage. John Miller, president of The NBC Agency, the network's in-house marketing division, said viewers likely will see up to three *Ellie* spots per night

during its Olympics coverage. Miller estimated that if an outside advertiser had purchased the same inventory during the course of the Olympics, it would have cost as much as \$10 million.

Miller acknowledged the show ultimately will have to sell itself—which is no mean feat. "There are high expectations," he said. "And sometimes it's tough to beat that." ■

The Sporting Life

McDonnell returning to his manly roots as new M.E. of *Sports Illustrated*

MAGAZINES By Lisa Granatstein

When Terry McDonnell became editor and publisher of *Sports Afield* in 1994, he recalls being told: Don't throw Bubba out with the bathwater. "You can't just toss out the great tradition of a magazine," McDonnell explained.

Now McDonnell, most recently editor in chief of Wenner Media's *Us Weekly*, plans to apply the same publishing rule when he succeeds Bill Colson as managing editor of Time Inc.'s *Sports Illustrated* after the Winter Olympics. McDonnell will face the challenge of carrying out the mandate of John Huey, Time Inc. editorial director, to re-energize *SI* without alienating its loyal readers.

McDonnell brings plenty of experience to the 3.2 million-circulation *SI*. Prior to working at *Us*, he was editor of *Men's Journal*, another Wenner Media title, and Hearst Magazines' *Esquire*. McDonnell was also the founding edi-

tor of Mariah Media's *Outside* and served as an assistant m.e. of *Newsweek*. "What I am really interested in is writing—literary journalism and funny journalism," McDonnell said. "Stuff that takes a [hard] look at the emperor."

While McDonnell declined to talk about what he might do with *SI*, he did offer staffers some continuity by promoting executive editor David Bauer to deputy m.e. "They needed somebody like Bauer to be the No. 2 guy, who could be in charge of keeping staff morale up," said an *SI* staffer. "He's a real writer's editor."

Meanwhile, Bonnie Fuller is said to be the top candidate to succeed McDonnell at *Us*; Fuller was expected to meet with chairman Jann Wenner last Friday. Fuller, who is currently developing women's title *Living Room* at Meredith Corp., is the former editor of Hearst's *Murie Claire* and *Cosmopolitan*, as well as Condé Nast's *Glamour*. ■

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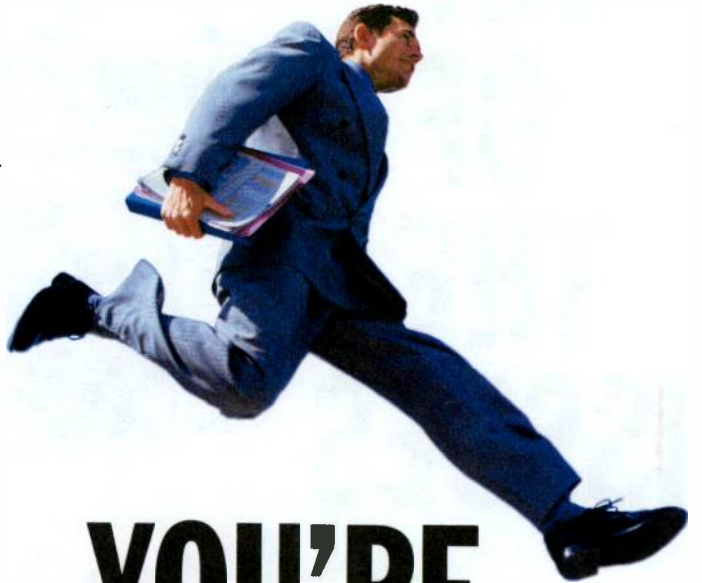
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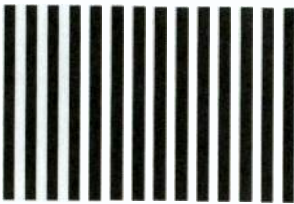
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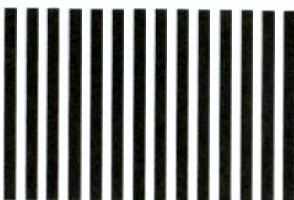
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Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

TV STATIONS

Meredith Stations Boss Stepping Up Overhaul

BY JEREMY MURPHY

Since being named president of Meredith's broadcasting division last fall, Kevin O'Brien, the former president and general manager of KTVU-TV, Cox's highly rated Fox affiliate in San Francisco, has embarked on a dramatic overhaul of the company's 11 stations, which, like most in the industry, are suffering through a weak advertising economy.

Already, O'Brien, who chose to work from Meredith's Las Vegas Fox affiliate KVVU instead of the company's Iowa headquarters, has fired two station managers—including Rusty Durante, former head of Fox affiliate KVVU in Las Vegas, and Patrick North, vp/gm of CBS affiliate KPHO in Phoenix—and two news directors; and many more changes are expected, especially at Atlanta's WGCL, Meredith's low-rated affiliate.

"My short-term goal is to make the appropriate changes where they're needed," said O'Brien, one of the industry's most outspoken executives. "With me, it's all about performance. I've never let personalities enter the picture—I like everyone. I want to change the culture of the stations, make them more aggressive with a greater sense of urgency."

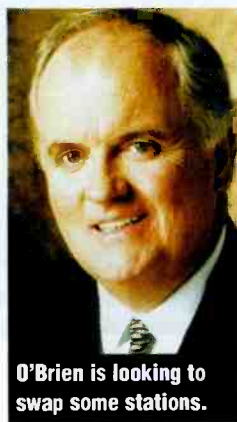
Several industry analysts say they like what they're seeing so far and expect O'Brien's management expertise to vastly improve Meredith's local TV performance.

"He brings a holistic view of how to transform a station to the company," said Lee Westerfield, a media analyst with UBS Warburg, who predicts that Meredith will see "station-management improvements across the whole company." While the company's portfolio of stations are valuable, Westerfield said, "there's significant room for improvement." The analyst added that O'Brien is likely going to make immediate changes to the stations' local news and late-fringe programming, for starters.

The new president has already made some important changes. Last month, he hired Mark Berryhill, former news director of WHDH,

Boston's NBC affiliate, and KGO, ABC's O&O in San Francisco, to oversee news for the entire group. He has also hired two news consulting firms—Frank Magid & Associates and Smith Geiger—to study its newscasts. With limited ad revenue coming in, Meredith is going to make changes in its newscasts "that don't cost a lot of money. We're going to do it with mirrors," O'Brien said, listing better writing, reporting, story counts, teasing, scheduling and branding as top priorities. "We're going to provide news for the living room rather than the newsroom," O'Brien said. "We want to be the newscast-of-record in each market."

One of O'Brien's major projects is WGCL



O'Brien is looking to swap some stations.

in Atlanta. To say that the station, which recently moved into a new state-of-the-art studio and unveiled a new on-air look, trails the competition is an understatement. Its 6 p.m. newscast averaged a 1.1 rating/2 share last November, against Cox's WSB, which averaged a 13.5/23, according to Nielsen Media Research data. At 11 p.m., WGCL averaged a 3.1/6 against WSB's 9.7/18. The station generated a paltry \$36 million in revenue in 2000, compared to WSB's \$120 million and Fox O&O WAGA's \$101 million, BIA Financial Network reported.

Though he'll have his hands full improving stations, O'Brien said he also wants to diversify Meredith's portfolio. "I'm looking to swap some stations, with an orientation to clustering," O'Brien said. "I want to broaden the number and diversity of our affiliates, add more NBC, WB and UPN stations." (Meredith's current lineup has six Fox stations and five CBS outlets.) While he did not mention any particular markets, consensus in the industry is that Meredith will likely look to swap stations in Portland, Ore., (where it owns Fox affiliate KPDX) and Orlando, Fla. (Fox affiliate WOFL) with News Corp. Acquisitions aren't out of the question, either. "I want to make sure we're spread out in all parts of the country to take advantage of swings in area vitalities," he said.

O'Brien said he knew what he was getting into when he agreed to take over the group last fall. He'd started studying the quarterly reports five months before taking the job, "They weren't very vibrant. I knew I had a lot of work to do."

Mfume Show Folds

Almost a year after a threatened boycott of the major TV networks prompted Kwesi Mfume to shelve his plans to launch a syndicated TV show, the NAACP president's program on Baltimore NBC affiliate WBAL-TV ended its nine-year run last Saturday (Feb 9). *The Bottom Line*, a weekly public affairs show hosted by Mfume, aired Saturday nights at 7 p.m. on the Hearst-Argyle station and provided a venue for minority voices in the diverse Baltimore market. Topics included everything from local and national politics to racial profiling, gun control, the country's drug epidemic and terrorism in America. Mfume will continue to contribute to the station's *Remarkable Journey* specials, which profile African Americans. —JM



Market Profile

BY EILEEN DAVIS HUDSON



Tigers' den: The 2-year-old Paul Brown Stadium is the home of the NFL's Bengals.

DAVID K. JAR PHOTO

Cincinnati

KNOWN AS THE QUEEN CITY OF THE WEST, CINCINNATI IS NOT JUST A SPORTS METROPOLIS, though it is home to baseball's Reds and the NFL's Bengals. It's also a Fortune 500 mecca, earning it another nickname, Blue Chip City. Procter & Gamble is based here, as are The Kroger Co., a large

supermarket chain, and Chiquita Brands International. Northern Kentucky, located across the Ohio River from Cincinnati, has closer ties to Cincinnati than to its Kentucky brethren. It's also now probably the hottest area of growth in the market. The Greater Cincinnati International Airport, in northern Kentucky, is key to this growth, since Delta Air Lines' hub is second only to Atlanta's airport in size.

Local and state officials are also working on two stadium deals as part of a massive riverfront development project. The Reds and Bengals had shared a stadium, Cinergy Field (formerly Riverfront Stadium), which is being demolished. The new football arena for the Bengals (Paul Brown Stadium) has been in use since August 2000; the \$330 million baseball stadium, Great American Ball Park, is expected to be completed in 2003. The site of the former stadium will be cleared for

Triple A baseball, along with anticipated retail, restaurants and housing to be built as part of the riverfront program.

Clear Channel Television's WKRC-TV has held the top slot in the 32nd-largest TV market for the past 2½ years. Christopher Sehring, vp/general manager of the CBS affiliate, says his station and its sibling Clear Channel radio stations in the market have forged a close partnership that has created some effi-

ciencies. For example, Sehring estimates that WKRC exchanges \$1 million a year in on-air promotional time with the eight radio stations.

WKRC has a strong morning-news program, which it has showcased since last August by building a glass studio and set, à la NBC's *Today* show, in Fountain Square, the heart of Cincinnati. The station has had a few behind-the-scenes changes as well. Steve Minium, former news director at WKRC for eight years, was named corporate news director for all Clear Channel TV outlets. Elbert Tucker, who has been at WKRC for eight years, was promoted from assistant news director to news director about nine months ago.

ABC affiliate WCPO-TV, owned by Scripps Howard Broadcasting, is generally the second-ranked news station in the market, which counts 836,190 TV homes. However, at 11 p.m., the station finished third in households, behind NBC affil WLWT-TV, owned by Hearst-Argyle Television, and WKRC.

WCPO has made several on-air changes recently. The station hired David Rose about a month ago from KCOP in Los Angeles to anchor its 5:30 newscast and serve as lead reporter at 11 p.m. The station lost its news director, Scott Diener, who left to direct news at KNTV, the new San Jose, Calif., NBC outlet. WCPO hired Bob Morford last April from KNXV in Phoenix "to improve our news product and make us more competitive," says William Fee, WCPO vp/gm. WCPO on Jan. 21 launched a new station brand, "On Your Side," replacing its "the hometown station" tag, in use since 1998. The news product has been changed to reflect the new brand, says Fee. He adds that while the station has not gotten new graphics or a new set, those plans are in the works.

WLWT has acquired King World's syndicated *Dr. Phil* for this fall, replacing the departing *Rosie O'Donnell* show at 3 p.m. The station also has hired a new news director, Scott Hol-

lowell, who came from Fox affiliate WBRC in Birmingham, Ala. Hearst-Argyle purchased the station in 1997 and implemented a number of changes. Rabun Matthews, president and general manager of WLWT, says the station's entire anchor staff has changed over the past two years.

Raycom Media's Fox affiliate WXIX-TV produces the

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	Jan.-Dec. 1999	Jan.-Dec. 2000
Spot TV	\$190,247,539	\$197,708,228
Local Newspaper	\$167,513,540	\$162,868,390
Spot Radio	\$79,057,120	\$73,372,450
FSI Coupon*	\$9,620,010	\$8,892,430
Local Magazine	\$5,776,850	\$5,347,760
Total	\$452,215,059	\$448,189,258

*Packaged goods only Source: Nielsen Monitor-Plus

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Market Profile

only 10 p.m. news in the market. Station vp/gm Jon Lawhead says he's pleased with his station's performance in the November book. Sinclair Broadcast Group's WB affiliateWSTR does not produce local news. Station execs could not be reached for comment.

WBQC, locally owned by Block Broadcasting, is the market's UPN affiliate and Pax secondary affiliate. While WBQC does not produce any local news, since 1993 it has rebroadcast an hour of WCPO's morning newscast at 9 a.m. It also rebroadcasts WCPO's 6 p.m. early news at 7 p.m. WBQC, home of the Kentucky state lottery, also airs an ESPN-produced package with about 15 Big 10 basketball games featuring teams from Indiana University, Ohio State University and the University of Michigan. WBQC also carries a few University of Kentucky games (Southeastern Conference), and Fox Sports Net carries some of these games on cable.

Elliot Block, owner of Block Broadcasting and WBQC gm, says his station plans to double the power on its transmitter from 5 kilowatts to 10, which he says should help boost the station's reach. Currently, the station cannot be seen outside the immediate Cincinnati metro. Block says he is still battling Time Warner Cable, the market's largest MSO, to put his station on its systems. And though Time Warner has accommodated him somewhat by running the station's UPN prime-time lineup, he's still not satisfied. "We program 24 hours a day and, hopefully, if I'm doing a good job, we have programming on that people want to watch 24 hours a day, not just five hours a day," says Block.

Time Warner dominates the market with about 310,000 subscribers in southwest Ohio. Time Warner Ad Sales, its ad sales arm, inserts on 31 cable networks and has added several networks in the past six months. MSNBC was just added in mid-January in anticipation of the Olympics, says David Schackmann, local sales manager for Time Warner Cable.

Schackmann asserts that Time Warner agreed to add WBQC from 6-11 p.m. last fall because viewers are most interested in watching UPN prime. "We don't have the channel capacity [to add the station 24 hours a day], unless they want to go down to a digital tier, which they don't want to do." He also notes that some of WBQC's own programming is already available on the WGN superstation, which Time Warner carries in the market.

Insight Communications covers northern Kentucky with approximately 100,000 sub-

SCARBOROUGH PROFILE

Comparison of Cincinnati

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Cincinnati Composition %	Cincinnati Index
DEMOGRAPHICS			
Age 18-34	31	31	99
Age 35-54	41	40	99
Age 55+	28	29	102
HHI \$75,000+	27	22	80
College Graduate	12	11	90
Any Postgraduate Work	10	8	80
Professional/Managerial	23	23	103
African American	13	10	78
Hispanic	12	#	#
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	54	47	87
Read Any Sunday Newspaper	64	59	92
Total Radio Morning Drive M-F	22	20	94
Total Radio Evening Drive M-F	18	18	102
Total TV Early Evening M-F	30	29	96
Total TV Prime Time M-Sun	39	39	100
Total Cable Prime Time M-Sun	13	12	93
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	73	66	91
Read Any Sunday Newspaper	77	72	94
Total Radio Morning Drive M-F	75	74	98
Total Radio Evening Drive M-F	73	75	102
Total TV Early Evening M-F	71	70	98
Total TV Prime Time M-Sun	91	92	102
Total Cable Prime Time M-Sun	58	54	95
MEDIA USAGE - OTHER			
Access Internet/WWW	61	57	94
HOME TECHNOLOGY			
Own a Personal Computer	67	63	94
Shop/Using Online Services/Internet	35	31	88
Connected to Cable	71	68	97
Connected to Satellite/Microwave Dish	15	13	91

#Respondent count too small for reporting purposes*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable.

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

Source: 2001 Scarborough Research Top 50 Market Report (February 2000-March 2001)

scribers; Adelphia Cable has another 50,000 subs or so in the greater Cincinnati area. About 68 percent of the market subscribes to cable, according to Scarborough Research, just below the national average (see chart above).

Cincinnati has dueling metropolitan dailies. The *Cincinnati Enquirer* and *The Cincinnati Post* fight it out for stories every day, despite having been partners in a joint operating agreement since 1979. The JOA (through which the two papers share business functions including advertising and circulation) expires at the end of 2007 and will automatically renew in 10-

year increments after that unless one partner opts out. Gannett Co.'s *Enquirer*, the dominant party in the JOA, had a daily circ of 188,173 for the six months ended Sept. 30, 2001, reflecting a 3.7 percent decrease from the same period a year earlier, according to the Audit Bureau of Circulations. The paper's Sunday circ fell 1.1 percent to 307,990.

Cincinnati-based E.W. Scripps Co. owns *The Cincinnati Post*, an afternoon daily, which has not fared so well. For the six months ended Sept. 30, 2001, the p.m. paper had a daily circulation of 49,779, a 10.8 percent decline

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1) EquiTrend Fall 2001 Study

Market Profile

from the same period a year ago; its Sunday circ for the period was 68,910, a 13.8 percent slide from last year. Like other media outlets across the country, both papers have felt the effects of the economic slowdown and national advertising slump. The loss of ad revenue, coupled with shrinking readership, has necessitated some belt-tightening.

At the *Post*, for example, Scripps mandated an 18 percent staff reduction last spring. At the time, the paper lost two top editors: Paul Knue, who had served as editor for nearly 20 years, left to serve a brief stint as a consultant for Scripps before taking early retirement; and Robert Kraft, managing editor at the paper, resigned. Mike Philipps, assistant managing

editor/Cincinnati, was then promoted to editor of the paper in May. Philipps says the *Post*, like other secondary partners in a JOA, is "continuing to provide a separate editorial voice."

Since taking over as editor, Philipps says he has implemented a plan to grow the paper's readership by focusing on one of its areas of strength—fast-growing northern Kentucky. The *Post* has published a Kentucky edition for approximately 100 years, since it was launched by E.W. Scripps himself. Years ago, northern Kentucky lacked an identity; it wasn't seen as part of Ohio, nor was it considered part of Kentucky, says Philipps. That has all changed over the last decade or so. Aggressive, business-friendly incentives by local leaders helped lure some major corporations. Toyota Motor Manufacturing built a state-of-the-art plant in Georgetown, Ky., in 1988 that created nearly 8,000 jobs, pumping the local economy.

"We're not abandoning Cincinnati, certainly," says Philipps, who adds he will reallocate existing staff to help beef up the roughly 20 employees who put out the Kentucky edition, which features its own editorial page, local stories, sports page and separate A1 front. The *Cincinnati Enquirer* also puts out a Kentucky edition. Although the *Enquirer* rebrands it as the *Kentucky Enquirer* and changes some stories on A1, it is otherwise the same paper.

Jerry Silvers, vp of market development for the *Post* and *Enquirer*, says the *Enquirer* hasn't undergone any major new initiatives since it converted to the narrower, 50-inch web width in April 2000. At that time, the paper undertook a modest redesign. Silvers says while the *Enquirer's* circulation has declined sharply in Cincinnati's Hamilton County, it has gained in suburban counties that are seeing population growth, including Warren, Boone, Kenton and Clermont counties. He attributes part of the circ drop in Hamilton County to the declining city population and to the race riots that erupted there last April following the fatal shooting of an unarmed young African American man by a police officer. The officer was acquitted last September. Silvers says the *Enquirer* has initiated some of the neighborhood discussions that followed to try to get at the underlying problems that led to the riots. "There's a lot of soul-searching," says Silvers.

In the 26th-largest radio market, Clear Channel is without question the dominant broadcaster in the market, claiming more than half the ad revenue at an estimated \$67.3 million, or 51.7 percent, according to BIA Financial Research. Of the company's eight stations in the market, only one FM fails to draw

RADIO LISTENERSHIP

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WLW-AM	News/Talk/Sports	13.2	8.9
WEBN-FM	Album-Oriented Rock	8.2	7.4
WOFX-FM	Classic Rock	7.0	4.1
WRRM-FM	Adult Contemporary	6.1	6.2
WGRR-FM	Oldies	5.9	7.2
WUBE-FM	Country	5.1	5.3
WKFS-FM	Contemporary Hit Radio	4.4	6.7
WIZF-FM	Urban	4.2	5.0
WMOJ-FM	Jammin' Oldies	3.9	3.7
WYGY-FM	Country	3.7	3.8

Source: Arbitron, Fall 2001 Radio Market Report

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Hamilton County (Ohio): 336,399 Households				
<i>Cincinnati Enquirer</i>	117,353	173,218	34.9%	51.5%
<i>Cincinnati Post</i>	23,056		5.9%	
Butler County (Ohio): 122,075 Households				
<i>Cincinnati Enquirer</i>	20,987	33,321	17.2%	27.3%
(Hamilton) <i>Journal-News</i>	23,492	24,682	19.2%	20.2%
<i>The Middletown Journal</i>	16,214	17,231	13.3%	14.1%
Clermont County (Ohio): 56,100 Households				
<i>Cincinnati Enquirer</i>	15,146	27,393	22.9%	41.4%
<i>Cincinnati Post</i>	2,351		3.6%	
Warren County (Ohio): 58,966 Households				
<i>Cincinnati Enquirer</i>	8,938	14,483	15.2%	24.6%
<i>Cincinnati Post</i>	583		1.0%	
<i>Dayton Daily News</i>	6,152	9,288	10.4%	15.8%
<i>The Middletown Journal</i>	4,287	4,703	7.3%	8.0%
Boone County (Ky.): 31,292 Households				
<i>Lexington Herald-Leader</i>	348	360	1.1%	1.2%
<i>Cincinnati Enquirer</i>	5,965	13,036	19.1%	41.7%
<i>Cincinnati Post</i>	5,557		17.8%	
Campbell County (Ky.): 34,078 Households				
<i>Cincinnati Enquirer</i>	5,396	12,195	15.8%	35.8%
<i>Cincinnati Post</i>	8,734		25.6%	
Kenton County (Ky.): 56,142 Households				
<i>Cincinnati Enquirer</i>	10,277	20,371	18.3%	36.3%
<i>Cincinnati Post</i>	13,502		24.0%	
Dearborn County (Ind.): Households				
<i>Indianapolis Star</i>	202	302	1.2%	1.8%
<i>Cincinnati Enquirer</i>	2,953	5,514	17.8%	33.3%
<i>Cincinnati Post</i>	477		2.9%	

Source: Audit Bureau of Circulations

Market Profile

enough listeners to register in Arbitron's books. In the Fall 2001 book, seven of CC's eight outlets pulled a combined 40.5 share among listeners 12-plus.

The next closest competitor in terms of market share is Infinity Broadcasting, whose four FM outlets drew a combined 12-plus share of 17.5 in the Fall book and took in an estimated \$36.7 million in billings in 2000. That gives Infinity a 28 percent share of the market, according to BIA. Although it has just two stations in Cincinnati, York, Pa.-based Susquehanna Radio ranks third in the market. Its two FM outlets had a combined 10.1 share and generated an estimated \$14.1 million in ad revenue, giving Susquehanna a 10.8 percent share of the market. Radio One entered the market last August when it purchased Urban outlet WIZF-FM from Blue Chip Broadcasting. Radio One claims a 4.6 percent market share, given the strength of WIZF, the only Urban station in Cincinnati.

Cincinnati's top station, Clear Channel's News/Talk/Sports powerhouse WLW-AM, garnered an 11.0 share in the Fall book and was the market's top biller, taking in an estimated \$23.8 million in 2000, reports BIA. Three books ago, in the Winter 2001 Arbitrons, WLW had an 8.7 share. While WLW's ratings grew over the past several books, it has hurt sister News/Talk station WKRC-AM. WKRC saw its 12-plus share dip from a 4.5 in the Summer book to a 3.7 in the Fall. Another CC property that has a strong following in the market is WEBN-FM, an Album-Oriented Rock station. WEBN is the only AOR outlet in the market, and CC also has the market's only Classic Rocker in WOFX-FM; the sister outlets compete for listeners.

One factor that impacted the market was Clear Channel's forced divestiture of stations after it merged with AMFM Inc., causing CC to lose its former Country duopoly. Salem Communications picked up one of the Country spinoffs, WYGY-FM, while Infinity purchased the other, WUBE-FM. While WUBE was at one time the far-and-away market leader in the genre and a leading station in the market, it is now in a much closer fight with WYGY. WUBE drew an 8.0 share among 12-plus listeners in the Spring 2000 book but fell to 4.9 in the Fall 2001 book. WYGY has ridden somewhat of a rollercoaster: In the Summer 2001 book, it hit a 5.1 share, then fell to a 3.9 share in the Fall. WYGY runs far fewer commercials during the day than most other stations in the market.

Susquehanna claims the market-leading

NIELSEN RATINGS / CINCINNATI EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	CBS	WKRC	5.9	16
5-5:30 p.m.	CBS	WKRC	9.0	20
	ABC	WCPO	6.8	15
5:30-6 p.m.	NBC	WLWT	5.6	12
	WB	WSTR*	2.1	5
	Fox	WXIX*	1.3	3
	CBS	WKRC	10.4	20
	ABC	WCPO	7.5	15
6-6:30 p.m.	NBC	WLWT	5.5	11
	WB	WSTR*	2.0	4
	Fox	WXIX*	2.0	4
	CBS	WKRC	10.4	20
	ABC	WCPO	8.5	15
6-6:30 p.m.	NBC	WLWT	6.1	11
	Fox	WXIX*	3.7	7
	WB	WSTR*	2.2	4

Late News

10-11:00 p.m.	Fox	WXIX	7.6	12
11-11:30 p.m.	CBS	WKRC	11.9	23
	NBC	WLWT	8.2	16
	ABC	WCPO	7.5	14
	Fox	WXIX*	3.4	6
	WB	WSTR*	2.4	5

*Non-news programming Source: Nielsen Media Research, November 2001

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Comm.	3 AM, 4 FM	40.5	\$67.3	51.7%
Infinity Broadcasting	4 FM	17.5	\$36.7	28.2%
Susquehanna Radio	2 FM	10.1	\$14.1	10.8%
Radio One	1 FM	5.1	\$6.0	4.6%
Salem Communications	1 FM	3.9	\$3.0	2.3%
J4 Broadcasting	1 AM	0.6	\$1.5	1.2%

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

position among the key demographics of women 25-54 and 18-49 with its WRRM-FM, an Adult Contemporary station. Its other station, Jammin' Oldies WMOJ-FM, also does well among women, as does Infinity's WGRR-FM, an Oldies outlet, and CC's WEBN.

Lamar Advertising is the largest outdoor provider in the marketplace, covering the 11-county greater metropolitan Cincinnati tri-state region. Lamar offers about 250 permanent and rotary 14-ft.-by-48-ft. bulletins located along the interstates and major arteries, about 850 30-sheet poster panels, and about 220 junior bulletins (12-ft. by 24-ft.). Some of the key interstates in the DMA are

I-75, I-71, I-74, I-471 and I-275. In January, Lamar acquired Minneapolis-based Delite Outdoor Advertising's inventory in parts of Ohio, Indiana and Kentucky. In the Cincinnati DMA, Lamar picked up about 220 junior bulletins through the deal, which increased its presence in Cincinnati's suburbs, says Tom Fahey, vp/gm of Lamar's operations there.

Other outdoor players in the market include locally based Norton Outdoor Advertising, which offers about 150 bulletin faces, along with eight-sheet and 30-sheet posters. And Obie Media has a contract to handle ads on the local buses and bus shelters. ■

Advertisers Size Up Media Sellers

In an exclusive survey conducted by Mediaweek and Spencer Stuart, marketing and media buying executives identify how media companies have adapted to selling in a harsher economic climate BY JOHN CONSOLI

No one needs to be told that it's harder than ever for media companies to sell effectively in a tough economic climate. Advertisers often demand flexibility on pricing, while sales teams struggle to maintain their goals to increase revenue in a buyer's market. Cost usually becomes a major factor in determining whether an ad deal moves forward or not.

Surprisingly, cost is not *the* biggest factor, according to the results of an exclusive survey of advertising and media-buying executives conducted by executive search firm Spencer Stuart Media Practice, in association with *Mediaweek*. Cost has been supplanted in importance by the ability to better target audience segments, to offer a quality editorial environment and to "partner" with a given media company.

The survey polled 250 executives at packaged-goods, retail, automotive, travel and technology companies, as well as two of the largest media buying agencies in the U.S. In aggregate, the respondents—made up of CEOs, CMOs and marketing executives—represent more than \$20 billion of media spending per year.

Despite the sluggish economy, the survey suggests media companies may well want to revise their revenue goals upward. Why? Nearly half of the marketers polled (46 percent, to be exact) say they will spend more on advertising in 2002, added on to 36 percent who plan to spend the same amount. Only 18 percent say they will spend less this year.

The survey shows that media company executives have changed how they do business, by becoming more accessible, more open-minded, more consultative, more creative, more proactive and more responsive to advertisers' needs than they were a year ago. "Surprisingly, cost, although important, is not the primary driver in media companies' ability to seize an advantage," the survey concludes. "Rather, it seems to be a genuine interest in creating strategic alignments with marketers that counts for more."

Hand in hand with the trend toward a closer relationship between advertiser and media outlet is the growing importance of targetability. Among the respondents, 38 percent rated targetability as the primary factor in selecting a media outlet on which to advertise. Another 29 percent rated cost efficiency as the primary factor, followed by 14 percent who cited the ability to offer a cross-platforming mix, and only 5 percent who labeled mass reach as the primary factor.

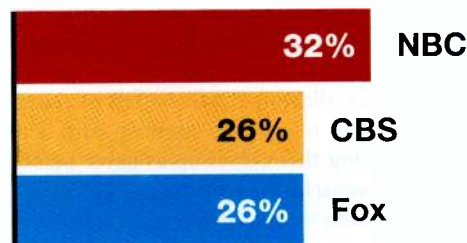
Another subtle shift in thinking among marketing executives was revealed when respondents were asked to list the most important factor in selecting a media partner. More than half (55 percent) pointed to quality of offerings by the media outlet, far outdistancing the 9 percent who pointed to market reach. That's certainly good news for every small media outlet that hasn't reached its critical mass.

Media companies have had to adapt their pitches in order to motivate advertisers to buy more ad time or space in their properties, and survey respondents indicated the changes they have noticed. Fully 54 percent of media buying executives and advertisers said coming up with value-added components was a major factor in drawing their business. Cross-platforming was mentioned by 44 percent of respondents, followed by 25 percent who mentioned straight cost reductions, 22 percent who indicated discounts that resulted from the additional spending for cross-platforming, and 22 percent who mentioned access to new, previously unavailable inventory.

Lisa McCarthy, senior vp of Viacom Plus, which sells ad packages across all the Viacom media units, agrees that cost savings is becoming less important to advertisers than value-added and targetability. "Of

Which Companies Are Leaders in Their Field?

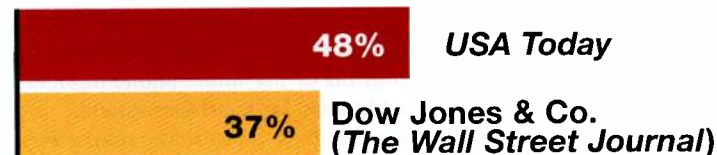
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NEWSPAPERS



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the 27 cross-platform deals we've done, only one of them was driven by price," she said. McCarthy said that in the past year she has noticed a significant trend toward media buying agencies and ad clients wanting to do cross-platforming rather than traditional one-media deals.

The fact that targetability has grown in importance comes as no surprise to Jed Petrick, president/COO of the WB network, who has been selling the network's 12-34 female audience since it went on air in 1995. "The WB has been in a unique position to watch this transition happen and to participate in it. Advertisers today are making multiple commercials that target different demos," he said. "This makes it not only an efficient buy, but an effective buy."

Petrick added that more advertisers and marketers, rather than asking for "tonnage discounts," are allowing media outlets to come in and look at their internal sales plans in order to come up with better media solutions. "They are opening themselves up as never before," he explained. "We are signing nondisclosure agreements and working with them to help them better reach their targeted audiences."

Another indication that it's a buyer's market: Respondents said media company executives have made themselves more accessible and are more open-minded toward and creative about accommodating advertiser needs. Seventy percent of those polled said media company contacts have been more accessible, while 78 percent said they have been more open-minded, and 67 percent said they have been more creative.

Just how much have media companies changed their business manner? According to the advertiser survey, 67 percent believe media outlets are more consultative, and 82 percent say they are more solution oriented. And 50 percent say they are more committed to partnership, 67 percent say they are more proactive, and 78 percent say they are more responsive. Among the suggestions in the survey of how a media company can differentiate itself was the idea that the president of a company give out his or her home phone number to the advertiser client in case of the need for rapid turnaround.

Petrick said one reason for the gung-ho attitude among media

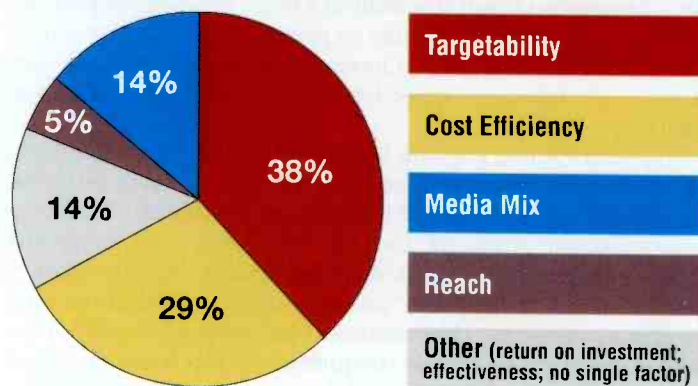
"We are signing nondisclosure agreements [with advertisers] and working with them to help them better reach their target audiences." —JED PETRICK



sales teams is the consolidation of media buying companies into five or six mega-companies. "There is a lot more at stake with a lot fewer players, but it's also easier to deal with them because there are a lot fewer people to talk to," Petrick said.

However, another media sales executive from a Big Four broadcast network, who did not want to speak for attribution, said a media company's willingness to be accommodating depends on the economic condition of the marketplace. If the marketplace's pendulum swings back to the seller's side, he predicts, media companies may not be as accommodating. But he did agree that targeted reach is impor-

Primary Factors Driving Media Decisions



tant. "That's why MTV is able to charge advertisers a premium for its audience," he noted.

Not all is good news in the behavioral changes marketers have seen from media sales outlets. Survey respondents indicated such pot-holes as superficial sales efforts, an inability to eliminate internal barriers or red tape, "business as usual" attitudes, and an air of superiority that stems from a sales team's belief that it is the only company that can produce results for the client.

One section of the survey asked respondents to identify the media companies they perceived to be the leaders in their respective media categories. The companies that were *not* cited presented more of a surprise than those who did get the nod as one of the best. Among the broadcast networks, NBC was cited by 32 percent as a leader, while CBS and Fox each were identified by 26 percent. ABC was not considered a leader.

Among the cable networks, there was no clear leader, but those mentioned most were ESPN, MTV, Discovery and A&E. Missing: the Turner cable nets, which together pull in the single-largest chunk of ad revenue of any multinet network cable sales operation.

Among magazine companies, 57 percent of the respondents mentioned Time Inc., and 24 percent mentioned Hearst. Notably absent from the list was Condé Nast. Among the national newspapers, 48 percent selected *USA Today* and 37 percent selected *The Wall Street Journal*. And among Internet companies, 68 percent chose AOL Time Warner, 25 percent chose Yahoo and 18 percent tagged MSN.

The two top radio companies among respondents were Premiere Radio, selected by 43 percent, and Clear Channel, selected by 29 percent. Of interesting note: Premiere Radio is owned by Clear Channel. Infinity/Viacom was mentioned as the clear media leader among the outdoor companies.

Commenting on the results of the survey, John Rash, chief broadcast negotiator for Campbell Mithun, said, "Sales executives are well aware of the new reality—that the proliferation of cable networks is drawing away audience and making the battle for viewers more competitive. Both broadcast and cable networks have to continue to be more innovative and flexible. Advertisers have also become considerably more sophisticated in micro-targeting audiences to deal with the channel proliferation and audience fragmentation. This is a way to turn a negative into a positive."



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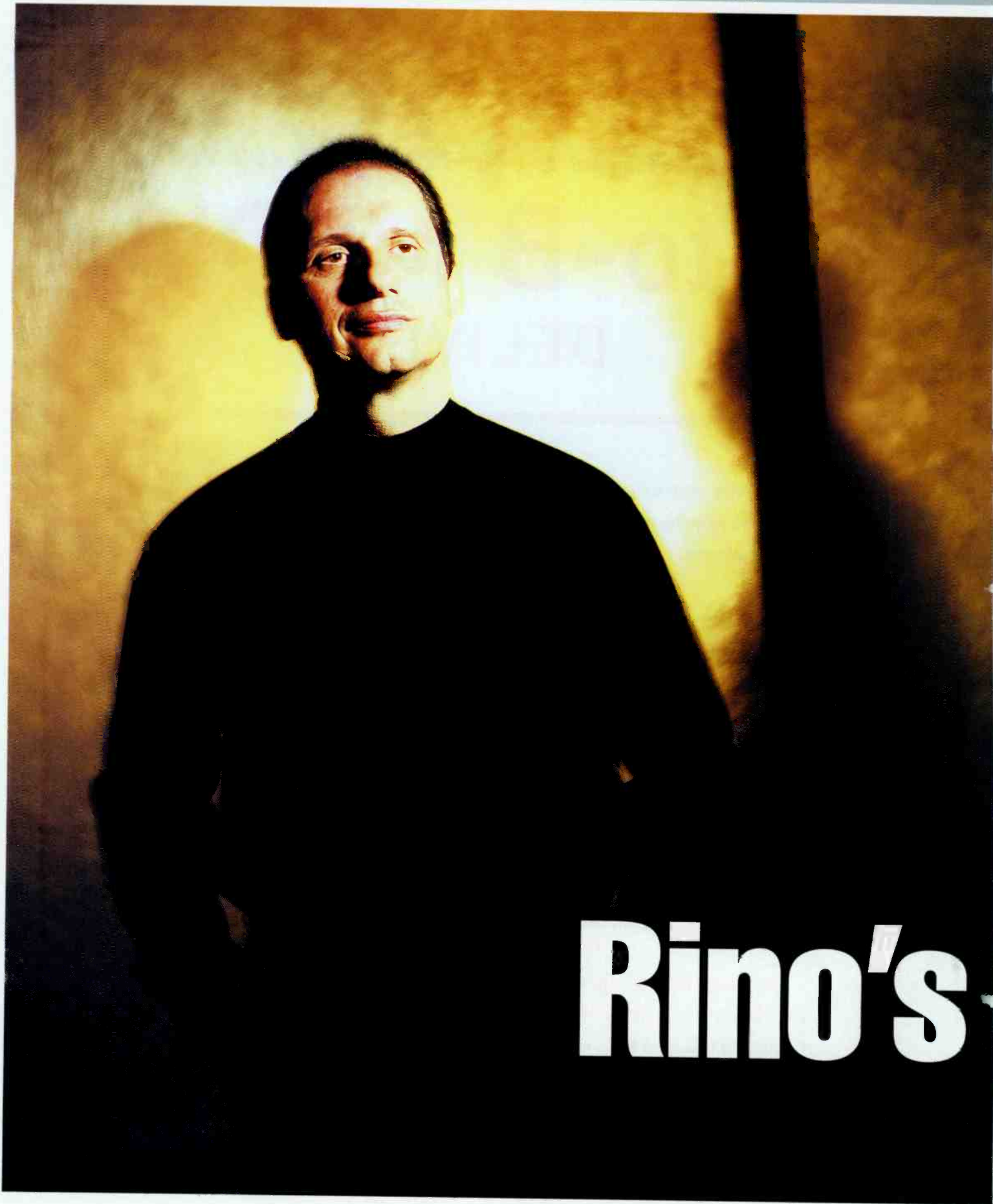
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Rino's

"Hey Rino! It's been a long time!" booms the owner of Da Tommaso, a midtown Manhattan restaurant popular with Bcom3's MediaVest staffers. It *has* been a long time—Rino Scanzoni left his position as executive vp and managing director of MediaVest in late 2000 and returned to the media business only last month. Vigorously courted throughout his year-long hiatus—imposed by a non-compete clause in his MediaVest contract—Scanzoni is now president of the broadcast division at WPP Group's Mediaedge: CIA.

During his 25 years in the media world, Scanzoni has honed a reputation as a creative deal-maker and an aggressive, analytical negotiator. He started out as network TV supervisor at BBDO, followed by a stint as a senior media planner at Ted Bates. In the early '80s, he landed at Televest, which evolved into MediaVest.

The veteran buyer talked to *Adweek's* David Kaplan about the thrill of getting back to work, the challenges of doing media in a new century and what lies ahead for the media agency business.

ADWEEK: You were courted by a number of different agencies. Why did you choose Mediaedge: CIA?

SCANZONI: [The former] Media Edge had a real history in the media agency marketplace. It was the first agency to have the philosophy that a media company had to provide a full array of services in order to grow. [At WPP], the focus, especially from the top, has been to form a media expertise that is second to none. The investment dollars and support to achieve and maintain that goal are there. This business is going to come down to a handful of players [because of consolidation].

ADWEEK: Who's next?

SCANZONI: I'm wondering what will happen to [Grey Global Group's] MediaCom. And there are still a couple of independent players that will either disappear or align themselves with one of the major players. There might even be opportunities for some of the major players to consolidate further.

WPP is a large communications holding company where the focus,

especially from the top, has been to form a media expertise that's second to none. The investment dollars and support to achieve and maintain that goal are there.

ADWEEK: You're known for your comprehensive analysis of the marketplace and your willingness to negotiate well into the night. How do you characterize your negotiating strategy?

SCANZONI: Both sides need to feel that there has been a success, not on every point, but in general, at the very least. This is a business where you are dealing with the same people over and over again. It is very important that you make it clear where you're coming from, what your point of view is; and if they disagree, they can then lay out their scenario and decide where to go from there.

ADWEEK: Most analysts expect the general economy to improve by the second quarter and the advertising economy to rebound by the third quarter. Do you agree with that?

SCANZONI: I don't see a scenario right now that suggests a further contraction in the marketplace, but I don't see any evidence of a significant expansion, either. I don't have a good sense on spending yet, but my feeling is that it will continue to be moderate.

ADWEEK: What about the shape of specific ad categories?

SCANZONI: I've looked at a lot of categories through the fourth quarter, and there aren't any positive categories. That said, the negativity varies. Generally, any category that tends to be a little recession-proof might fare better. The one category likely to be hurt less than the rest is packaged goods. But I don't see that area as healthy—it's just going to be less negative.

ADWEEK: What are you hearing from your clients in terms of advertising budgets?

SCANZONI: As it relates to media, the economy is very much on their minds, and they're all looking to get more for less. And I don't mean just going out and looking to buy more GRPs for fewer dollars. They

Return

MEDIA BUYING VETERAN RINO SCANZONI SHARES HIS THOUGHTS ABOUT JOINING MEDIAEDGE: CIA, THE ECONOMY, CROSS-PLATFORM SELLING, THE UPFRONT AND NEW TECHNOLOGY

PHOTOGRAPHY BY PETER MURPHY

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are clearly looking for ways they can partner with media companies and bring their advertising into content, where they can get a stronger connection with a product and get more exposure for their message. The clutter issue is a problem, and the solution is not just, "Let's increase our budgets so we can buy more ratings points." Everyone is trying to find ways to integrate their advertising so they can stand out.

ADWEEK: Are you mainly talking about cross-platform selling? Is that a real option or still hype?

SCANZONI: A lot of the cross-platform selling that has happened in the past six months were media deals put together as part of one package across multiple venues, instead of an agency or advertiser buying time sequentially. They decided it would be to their advantage, and the vendors encouraged them. A lot of it was driven by share of business. That will continue. The big challenge is, How do we go beyond just the media deal and integrate a client into the media? That is, a marketing campaign that is specifically designed to address a particular client's needs. And that's a much more difficult thing to do than just a typical cross-media-platform deal.

ADWEEK: So what is a truly integrated deal as opposed to just an aggregation of media vehicles?

SCANZONI: For one thing, it's very difficult to get consensus and compromise [among buyers and sellers] when business is strong. When business weakens and everyone has a common goal—namely, to secure a higher share of existing advertising dollars from a shrinking pool—cooperation among the existing entities in a media corporation happens more easily. What is more complicated is how you come up with an overall campaign that goes beyond just buying advertising time. It might involve special sponsorships, programming, integrating your product into the content, promotional associations that tie into an overall campaign. Those areas are very labor-intensive and require a great deal of creativity.

ADWEEK: Last year, many buyers cited TiVO and the world of personal video recorders as a potential problem. Do you view it that way?

SCANZONI: Right now, I think the penetration of those electronic items in the marketplace is still relatively limited. Still, the ability of those items to preclude the message is a major, major concern.

ADWEEK: What are the potential solutions?

SCANZONI: There's going to be a lot more pressure on the creative community at agencies to come up with messages that are a lot more compelling and can hold the viewer. On the other hand, I think the people that distribute and produce programming have a key interest in making sure that commercials are continually being exposed and not deleted or fast-forwarded through, because ultimately, that's their bread and butter. I think there's going to be pressure to come up with ways to ensure that that's minimized. It will require some creativity, in terms of how you format commercials within a program. These things will exist, and to a degree, younger viewers will be encouraged to use that technology in a new way.

We need to start thinking about that to be sure that we're ahead of the curve. Though there's no immediate problem, these technologies are all in development. This is a point in time where you can influence how these devices work, how they're marketed, and how best the advertiser can control its destiny. If we don't as an industry get involved to solve this issue, technology can move very quickly and

it becomes harder to change the elements in these devices.

Audiences still want to take in entertainment passively. But the early adopters of a technology tend to use it differently than the masses and help determine how it will eventually be used.

ADWEEK: It's a little early, but what are your predictions for the broadcast upfront market?

SCANZONI: I hate to be, especially at this stage of the game, a prognosticator of what the upfront is going to be. Anybody that tells you a number at this point doesn't know what they're talking about—especially given the kind of marketplace we're in right now. In terms of where things stand, economically, we've fallen off the cliff, and I'm trying to find out whether we're still falling or if we have hit the bottom. I'm not so sure yet, either way. So for me to estimate on the upfront, well, that's kind of foolish. I'll leave that stuff to Mr. [Bob] Coen [senior vp and senior director of forecasting for Universal McCann].

What's critical this year is not only the severe contraction on the total market. And that's where the problem is: It's not a matter of money just shifting from a longer-term earlier commitment to a short-term ongoing commitment, but that there was less money overall. It happened very quickly, and it was difficult for people to make the necessary adjustment.

Even with a faster recovery, the total market will still be depressed for some time as it gets sorted out. I think we're going to see a moderate recovery in the economy, not talking about the marketplace. My sense is that it will take until sometime in 2003 when we will start to see a more healthy growth rate.

ADWEEK: You've been off for a year. Has the media business changed in the past 12 months? Is it difficult to come back after so much time away?

SCANZONI: This is a highly charged, fast-paced business. Sometimes, if you have an opportunity to take a step back and view what's going on and think through what you see, you come back with a vitality and freshness that can make you more competitive in the long run.

The business hasn't really changed that much. But over the course of my career, the differences are enormous. The real fundamental changes have taken place in the last dozen years, as media companies began evolving and eventually started being unbundled. Add to that the technological changes, such as the modeling tools and optimization software that started coming out, especially in the past nine years.

ADWEEK: How has the business changed in the past 25 years?

SCANZONI: When I first started, there were three networks that delivered 95 percent of the audience. And it was consistent. So it was really just a matter of, "Well, how do I split this pie up?" Now you have 75-odd choices, and the pie isn't even consistent, because that can vary depending upon what's being offered. If there's more interesting programming from a viewer perspective, then the amount of viewing goes up. If the reverse is true, viewing goes down. So how do we portion this out and determine what is best for the client?

It's not a decision that's just based on trying to maximize audience delivery. What we're trying to do is affect sales and business performance. And there are different approaches on how to measure that, but at the end of the day, our objective is to create business for our clients. ■

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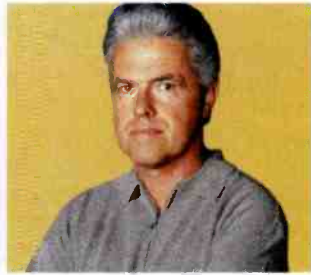
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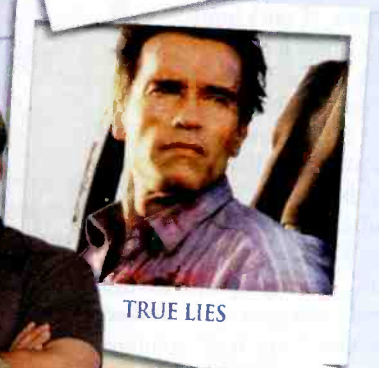
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Media Elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

HIP-HOP CULTURE GUIDE *The Source* "heralded" its 150th issue last week with an electric event at Macy's Herald Square in Manhattan. Fanatic teens clambered over retail racks to catch the featured acts, DJ Kool Herc and newcomer Fabolous. But the performers weren't the only ones who got the star treatment.

Source editor in chief

Carlito Rodriguez found himself surrounded by adoring readers asking for his autograph. Said a flattered Rodriguez, "I can't front: Having a bunch of teenaged girls ask me for my autograph was a definite ego boost. I mean, I may not have a platinum album flying off the shelves, but if they recognized my name from reading *The Source* every

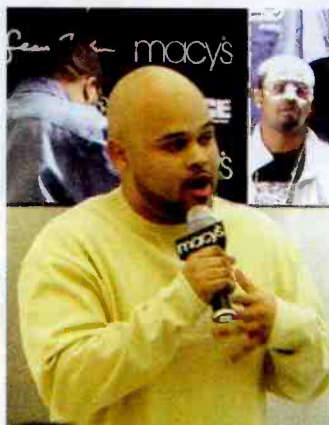
month..., that, by itself, is a blessing."...The high-tech beat goes on for **Robert Moritz**. The former "Guy Tech" columnist for Condé



Gadget guru Moritz

Nast's *GQ* is taking his cool-tool talk to *Parade* magazine in weekly installments of "The Gadget Guide." Among the picks in his *Parade* premiere yesterday: the Weemote 2, a device that lets kids channel-surf from *SpongeBob Square Pants* to *Scooby-Doo* without seeing a rerun of *Death Wish*." As for Moritz's own must-haves: TiVo and audibL advisor, an MP3 player that lets him listen to books on tape on his Handspring Vizio... **Tom Brokaw**, anchor and managing editor of the *NBC Nightly News*, will kick off the Television Bureau of Advertising's annual marketing conference, set for March 26 at the Jacob Javits Convention Center in New York. "It is hard to imagine a more perfect keynoter for these times," said TVB president Chris Rohrs in a statement, adding a plug for Brokaw's 1998 best-selling book. "The stories in... *The Greatest Generation* are constantly held up as the template against which the challenges

faced by today's generation of Americans are compared."... Agency people, radio group owners and syndicators had a brush with brash at Interep's recent "Power of Urban Radio" event at the New York Hyatt Grand



Teen idol: *Source* editor Rodriguez got mobbed at Macy's.

Hotel. The Reverend **Al Sharpton** made a surprise appearance, stirring the crowd with his special brand of rhetoric. For this occasion, the civil rights leader railed about the Bush administration disregarding former President Clinton's mandate that the government spend a proportionate amount of its media budget in minority media. The crowd responded with a standing ovation...

Sports fans just ain't what they used to be. So said **leisure-research guru Rich Luker** at the recent

International Sports Summit in New York, where he unveiled data indicating a significant "paradigm shift" in spectator/fan behavior. Luker's New York-based Leisure Intelligence Group surveyed some 26,000 respondents from across the sports world, including media, leagues, sponsors, retailers and manufacturers, and found that the emphasis of their attention is on what they personally do and less on big events and star power. The implications for marketing? "Efforts have to be connected to what people themselves are participating in," Luker says, citing Sports Authority and Nike as companies that have already caught the drift. ■



Jones Radio Networks' Rob Drucker (l.) with surprise "Power" guest Rev. Al Sharpton

Movers

AGENCIES

Annette Cerbone has joined Universal McCann as senior vp, director of national broadcast, managing a staff of 100 who are responsible for \$2.6 billion in national TV broadcast billings. Cerbone was most recently vp of business development and national sales at Discovery Networks. She succeeds Donna Wolfe, now director of broadcast for UM North America.

MAGAZINES

John Sheehy has joined Weider Publications as COO, overseeing consumer marketing, production, manufacturing and new business development. Sheehy was formerly the principal of a publishing consulting firm. Also at Weider, **David Foster**, president of media consulting company ESI, has been named vp of consumer marketing. Foster has held executive posts at Hearst Corp., CBS Consumer Publishing and Times Mirror Magazines.

CABLE TV

At Game Show Network, vp of on-air promotion **Ken Warun** has added short-form programming to his duties. He has been handling promotion of series and specials, including the *Let's Make a Deal-a-thon*...TLC vp and general manager **Jana Bennett** will leave her post in April to return to BBC Television, where she had been director of production. During her two-and-a-half years at TLC, she adapted the BBC's *Changing Rooms* into the popular *Trading Spaces* and launched *Junkyard Wars*. Back at the BBC, Bennett will oversee BBC One, BBC Two and digital channels BBC Four and BBC Choice.

RADIO

Chuck Finney was named director of programming for KLTU-FM, Salem Communications' Contemporary Christian outlet in Dallas. He had been operations manager with Infinity Broadcasting in Cincinnati... **Amy Santoro**, vp of Millennium Radio Group and operations and sales manager for the company's New Jersey station cluster, adds general manager duties for WBUD-AM and WKXW-FM, serving central Jersey... **Sam Rogers**, gm of Infinity Broadcasting's WPGC-AM/FM in Washington, has added gm duties for WHFS-FM there and was promoted to market manager for the company's D.C. station cluster.

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Firefighter Joseph Higgins of the NYC airfield north of Kabul yesterday. ©

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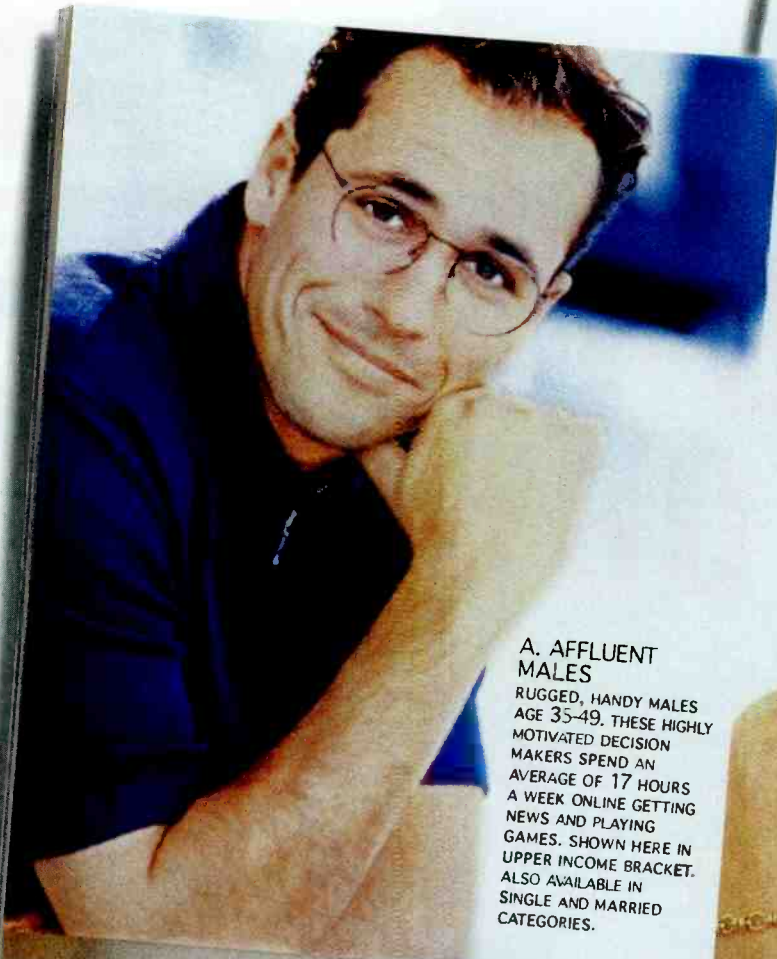
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SOURCES: Audit Bureau of Circulations, subject to audit; six months ending September 30th, 2001; 2001 Scarborough Report.

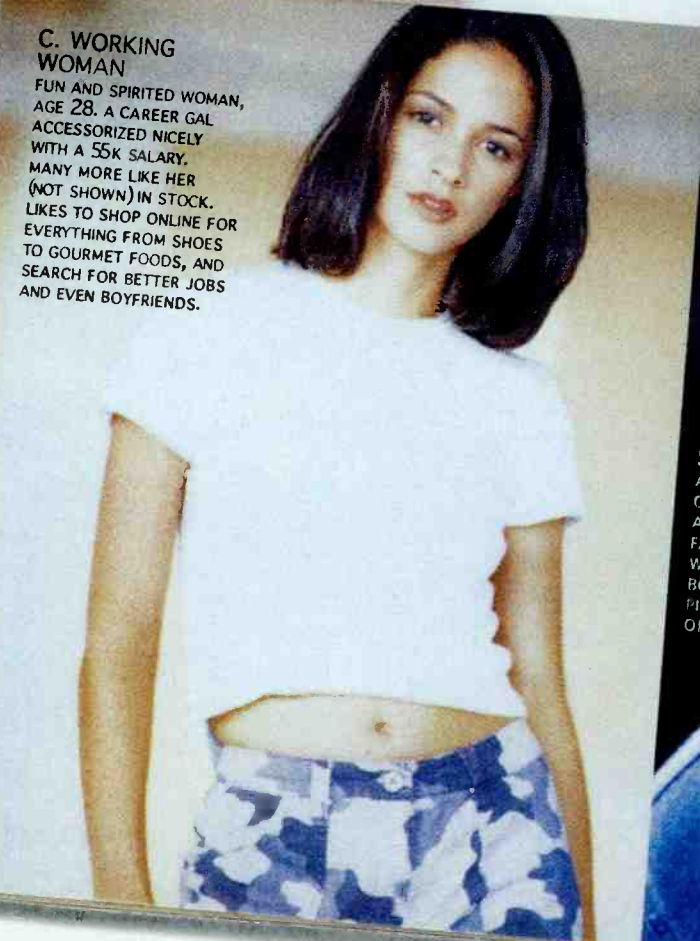


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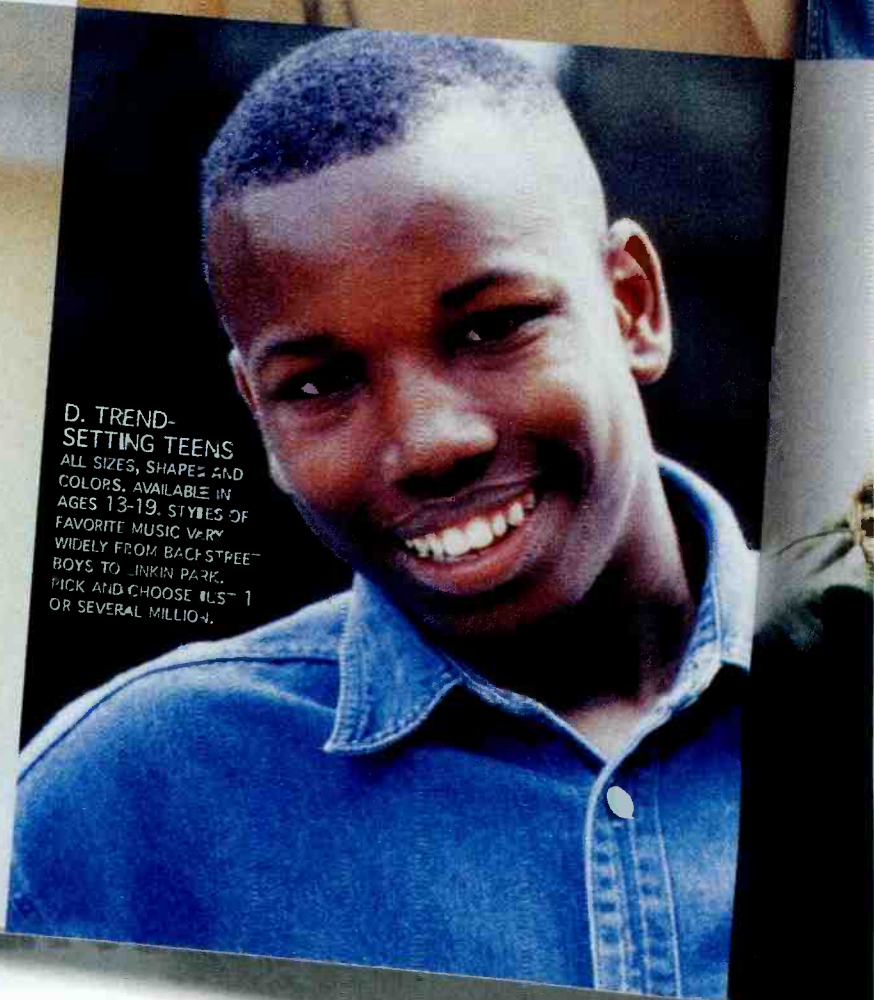


B. SUCCESSFUL WOMEN
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Source: Media Metrix August 2001

Inside Media

NEWS OF THE MARKET

CNNfn Launches Market Wrap-Up Series

CNNfn today is launching a one-hour stock-market wrap-up series, *Money & Markets*. The series, co-anchored by Kathleen Hays and Bruce Francis, will air Monday to Friday 5-6 p.m. Combining the economic IQ of Hays and the technology expertise of Francis, the new series will analyze the closing numbers of various companies and how events affect the everyday lives of consumers. Hays joined CNN from CNBC, where she held several posts including economics editor. Francis is a correspondent for CNN's *Lou Dobbs' Moneyline*.

Time Inc. to Launch Bilingual Makeover

People en Español will publish its first issue written in both Spanish and English, titled *Makeover: Body and Soul*. Publisher Time Inc. is printing 400,000 copies for newsstand sales and subscribers and sending out an additional 100,000 to Hispanic women selected from the company's database. *Makeover*, scheduled for mid-July publication, will cover Latin beauty, style, fitness, fashion and health through Hispanic celebrities.

Radio Nets Airing Black History Specials

For Black History month in February, most radio networks are airing special series and programs. *Portraits in Pride*, a series of 20 one-minute profiles of prominent African Americans, including Colin Powell and Quincy Jones, returns on ABC Radio Networks, anchored by ABC News correspondent Carole Simpson. United Stations is offering both long- and short-form programming, including *Visions of Black America*, a series of one-hour programs to air over four consecutive weeks; *Black History Minute*, a one-minute feature marketing important historical, cultural, political and social milestones of African Americans; and *We Remember*, a one-minute daily salute to classic Soul and Rhythm & Blues artists. Bloomberg Radio, which syndicates *Bloomberg Urban Business Report* on about 50 radio stations, has produced *Bloomberg History Makers 2002*, a five-part series on African American business and community leaders.

Hockey Season Starts on Westwood One

Westwood One kicked off its National Hockey League regular-season coverage last Monday as the Detroit Red Wings hosted the Colorado Avalanche. Sam Rosen is back to call play-by-play, accompanied by Gary

Green providing commentary. More than 75 radio stations will broadcast Westwood's NHL Game of the Week.

Salem Renews Programming

Salem Communications, the largest radio group offering religious and family-issues programming, reports it has renewed more than 90 percent of its block programming at a 5 percent CPM increase over 2001. About 40 percent of Salem's revenue is attributed to paid programming on the group's 81 radio stations.

Lifetime, Discovery Score in January

Lifetime took the ratings crown again in prime time for the month of January with a 2.3 household rating (1.9 million households), but a few programming events stand out on other networks. Produced with the BBC, Discovery Channel's ocean documentary *Blue Planet: Seas of Life* on Jan. 27 generated an average 3.5 rating/5.2 share for the first installment from 9 to 11 p.m. An estimated 9 million viewers tuned in over the two-hour period. Ratings dipped slightly on Jan. 28 to an average 2.2 household rating (1.6 in 25-54) for the 9-10 p.m. airing of parts 3 and 4, but *Blue Planet* remained one of the top shows on basic cable. Four more installments will air in May. Meanwhile, Hallmark Channel's airing of the miniseries *Roots* nightly from 9 to 10 p.m. Jan. 20-25 generated record ratings for the network at 1.7 household and placed it fourth after Lifetime, TBS and USA among basic cable networks for the week for the first time.

Former AD Publisher Losee Dead at 62

Thomas P. Losee Jr., retired publisher of Condé Nast's *Architectural Digest*, passed away Feb. 2 at the age of 62. Losee was publisher of *AD* from 1984 to 1997. Prior to his tenure at Condé Nast, Losee spent 13 years with the Hearst Corp., serving as publisher of *Science Digest*, *House Beautiful* and *Harper's Bazaar*.

Hearst Co-opts Chic Simple Content

Book publisher Chic Simple is partnering with Hearst Magazines to produce a magazine outsert entitled *Chic Simple*, with content covering apparel, home, lifestyle and travel. The first two "out-stallments" will go to select subscribers of Hearst titles *House Beautiful*, *Marie Claire*, *O, The Oprah Magazine* and *Redbook*—100,000 per title. They will be polybagged with the October and December issues.

Calendar

The American Association of Advertising Agencies will present the **AAAA Media Conference and Trade Show**, this year themed "Media: Going Forward," Feb. 13-15 at Disney's Contemporary Resort in Orlando, Fla. The event includes discussion groups with media directors from 4A's agencies; general session with journalists from ABC News; breakout sessions on account planning, out-of-home and interactive media. Contact: 212-850-0850.

International Radio & Television Society Foundation will host the **IRTS Foundation Gold Medal Dinner** March 5 at the New York Marriott Marquis. This year's event honors Robert W. Pittman, co-chief operating officer, AOL Time Warner. Contact: Maggie Pritikin at 212-867-6650, ext. 302.

Cabletelevision Association of Marketers will present the **CTAM Digital Conference** entitled "Behind the Screen: Insider Essentials for Selling SVOD, VOD, PPV, and iTV," March 6-8 at the Century Plaza Hotel in Los Angeles. Contact: 703-549-4200 or visit www.ctam.com.

The John Bayliss Broadcast Foundation will host the **16th Annual Bayliss Radio Roast** March 14 at the Pierre Hotel in New York. This year's "dis-honoree" will be Katz Media Group CEO Stu Olds, with a lineup of roasters including Don Bouloukos, Infinity Broadcasting; Carl Butrum, Katz Media Group; and David Crowl, Clear Channel Communications. Proceeds will benefit the Bayliss Radio Scholarship fund. Contact: Kit Hunter Franke at 831-655-5229.

The **Television Bureau of Advertising** will hold its **annual marketing conference** March 26 at the Jacob Javits Convention Center in New York, in tandem with the New York Auto Show. Keynoter will be Tom Brokaw, anchor of *NBC Nightly News*. Contact: Janice Garjian at 212-486-1111.

American Women in Radio and Television will host the New York market winners of the **2002 Gracie Allen Awards**, honoring outstanding women in broadcasting behind the scenes and on the air, at a luncheon on April 16 at Tavern on the Green in New York. Contact: 703-506-3290 or visit www.awrt.org.



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Culture Trends

CollegeTV Network Video Playlist

Submitted by College Television Network for week ending February 3, 2002

Artist	Title
Abandoned Pools	The Remedy
Blink-182	First Date
Michelle Branch	All You Wanted
Vanessa Carlton	A Thousand Miles
Cee-Lo	Closet Freak
Chemical Brothers	Star Guitar
Tanya Donnelly	I'm Keeping You
Missy Elliot	Take Away
Garbage	Breaking Up the Girl
Natalie Imbruglia	Wrong Impression
Injected	Faithless
Jimmy Eat World	In the Middle
Alanis Morissette	Hands Clean
Rob Zombie	Never Gonna Stop

MTV Top 20 U.S. Countdown

Week of 2/4/02

1. The Offspring "Defy You"
2. Ludacris "Rollout"
3. Creed "My Sacrifice"
4. Ja Rule "Always on Time"
5. R. Kelly "The World's Greatest"
6. Foo Fighters "The One"
7. Mystikal "Bouncin' Back"
8. The Calling "Whatever"
9. Jimmy Eat World "The Middle"
10. Puddle of Mudd "Stinky"
11. Sum 41 "Motivation"
12. Alien Ant Farm "Movies"
13. Default "Wasting My Time"
14. Garbage "Breaking Up the Girl"
15. Britney Spears "Girl Woman"
16. No Doubt "7 Days"
17. The Calling "A Woman's Worth"
18. Brandy "What About Us?"
19. Dave Matthews "Everyday"
20. Fabolous "Young'n"

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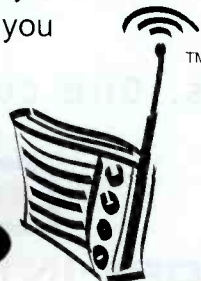
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 Or FAX: 203-563-0370

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MORE: (Specify) _____

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AD COPY (Attached additional sheet if needed) _____

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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 2/4/02

Artist/Group: Jimmy Eat World

Song/Video: "The Middle"

Album: *Bleed American*

The fourth release from Mesa, Arizona band Jimmy Eat World. This is already the most successful record-to-date for these emo-rockers (when did emo arrive and how did I miss it?). So I guess they're a kinder, gentler Fugazi...

Artist/Group: Glenn Lewis

Song/Video: "Don't You Forget It"

Album: *World Outside My Window*

You know you're in good shape when Alicia Keys hand picks you to open for her first tour. And that's exactly what has happened to Toronto native Glenn Lewis, who's debut album isn't due 'til March. Likened to Stevie Wonder, so he's got his work cut out for him...

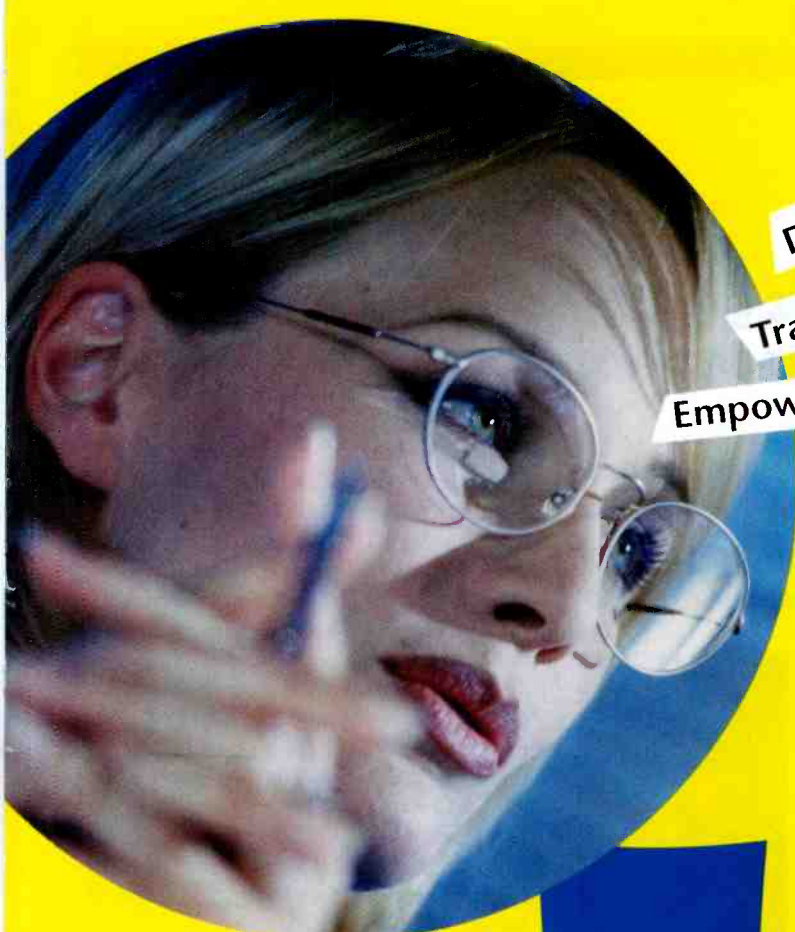
©2001 MTV

The Hollywood Reporter's Box Office

For weekend ending February 3, 2002

This Week	Last Week	Picture	3-Day Weekend Gross	Days in Release	Total Gross Sales
1	1	Black Hawk Down	11,112,555	38	75,063,935
2	2	Snow Dogs	10,199,650	17	51,127,496
3	3	A Walk to Remember	8,836,201	10	23,325,402
4	5	The Count of Monte Cristo	8,772,280	10	23,371,251
5	4	A Beautiful Mind	8,403,690	45	104,502,101
6	6	The Mothman Prophecies	7,364,011	10	21,221,640
7	7	I Am Sam	6,303,148	38	17,293,331
8	8	The Lord of the Rings	5,704,259	47	266,274,199
9	9	Kung Pow	3,851,312	10	12,099,500
10	10	Orange County	2,873,842	24	37,793,336
11	New	Slackers	2,785,283	3	2,785,283
12	New	Birthday Girl	2,370,809	3	2,370,809
13	13	Gosford Park	2,362,403	39	19,288,263
14	12	The Royal Tenenbaums	2,300,761	52	44,763,356
15	11	Ocean's Eleven	2,056,615	59	178,908,056
16	17	Brotherhood of the Wolf	1,904,085	24	6,780,053
17	14	In the Bedroom	1,827,414	73	16,985,037
18	15	Jimmy Neutron	1,206,339	45	77,730,692
19	18	Beauty and the Beast (re-issue)	1,161,856	34	14,137,018
20	20	Harry Potter	1,010,416	80	312,936,385
21	16	Vanilla Sky	943,555	52	97,545,036
22	19	Kate & Leopold	826,691	41	46,296,502
23	21	Amelie	780,317	94	23,524,870
24	22	The Shipping News	609,810	41	10,221,896
25	23	Monsters, Inc.	442,164	94	251,264,540
26	25	Lantana	352,752	52	1,604,942
27	30	Monster's Ball	314,439	39	1,467,079
28	24	How High	311,985	45	30,684,875
29	27	Behind Enemy Lines	252,458	66	57,802,467
30	29	Shallow Hal	151,702	87	70,149,656

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Stepping Out

With Rosie O'Donnell set to reveal she is gay, buyers say it should have little affect on her magazine

SINCE THE LAUNCH OF *ROSIE* LAST SPRING, ITS NAMESAKE, ROSIE O'DONNELL, HAS USED the magazine as a personal platform to address everything from her battle with depression to her bout with staph. With the April publication of her autobiography, *Find Me*, O'Donnell plans to take her self-examina-

tion a step further—by coming out of the closet.

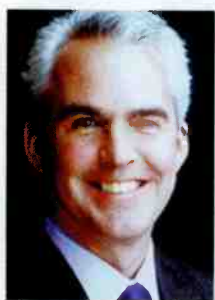
Though not central to the book, O'Donnell's sexual orientation will be discussed, Warner Books has confirmed in published reports. "It's a little heavier than people would expect, I think..." O'Donnell said in a recent interview with *Mediaweek*, shortly before the news about her book's contents broke. (O'Donnell declined a follow-up interview.)

Rosie, jointly published by O'Donnell and G+J USA, will publish an excerpt (which does not deal with O'Donnell's sexuality) from *Find Me* in its May issue, due on newsstands April 16.

Dan Brewster, G+J USA president/CEO, who was informed several weeks ago by *Rosie* publisher Joan Sheridan LaBarge and editor in chief Catherine Cavender about O'Donnell's book, shrugs off any concerns about advertiser reaction. "I don't believe there are advertisers in this day and age who are so homophobic to care one way or another," Brewster says. "Let's face it—this is not the first magazine that has had a gay editor."

Media buyers say they will be carefully watching both the reaction of *Rosie*'s 3.5 million readers and the direction the title takes following the book's revelations. "It could be a non-event, or it could be a huge thing," says Cyndi April, BBDO senior vp/group media director. "The big questions about us advertising in the magazine are the fundamentals of the magazine—how could [O'Donnell's being gay] impact the circulation?"

Rosie already has gone through some radical



O'Donnell shares the March cover with *Will & Grace* stars; Brewster stands by *Rosie*.

changes. The women's monthly, which will celebrate its first anniversary in April, was born out of G+J USA's *McCall's*, a traditional service monthly. In an effort to weed out *McCall's*'s older readers, G+J USA slashed the book's 4.2-million circulation rate base and energized it with O'Donnell's frankness.

"I love that it deals with real people and real issues and doesn't gloss everything over," O'Donnell says. "We're more the gritty underbelly than the shiny veneer of a magazine."

Brewster reports that 70 percent of *Rosie*'s circ are readers who have either purchased the magazine on newsstands or bought a subscription since its launch. Publishing estimates for the last six months of 2001 reported to the Audit Bureau of Circulations show *Rosie*'s average paid circ totaled 3.6 million and an average 555,000 copies sold on newsstand.

"I suspect there will be a faction of *McCall's* readers that will be turned off, but for the most part, the news is relatively benign," says Alan Jurmain, Lowe & Partners' executive director

of U.S. media services. "It would be one thing if Hugh Hefner came out of the closet. That might be a problem because [*Playboy*] is all about his machismo. But that's not [O'Donnell's] angle. Her angle is being honest and open. It's that refreshing quality that's made her such a hit."

Adds BBDO's April, whose client Mars is a *Rosie* advertiser: "If [O'Donnell's coming out] is handled in a tasteful way, I can't imagine it will freak people out—my clients or others."

Some buyers said that much has changed in America since Ellen DeGeneres made big waves in April 1997 by announcing that she is gay. A few major advertisers, including Chrysler, pulled out of the episode of ABC's *Ellen* in which DeGeneres' character revealed her orientation.

O'Donnell, the mother of three adopted children, tested the waters by playing a lesbian mother in the Jan. 30 episode of NBC's gay-themed *Will & Grace*. The installment earned a solid 10 rating and 22 share among viewers 18-49, according to Nielsen Media Research.

"I think it's OK if Mom is gay," says Jurmain. "There's been social progress [in advertising.]" —LG

Galotti: Mr. *GQ*

Talk president returns to CN

Ron Galotti, former president of the now-defunct *Talk*, is back at Condé Nast Publications and ready to rumble. While overseeing *GQ* will not be quite the uphill battle that *Talk* proved to be, the take-no-prisoners publisher will still have his hands full when he joins as vp/publisher next week.

Galotti has held a string of top magazine jobs, including publisher of CN's *Vogue* and *Vanity Fair*, and he was briefly publishing director in 1993 at Hearst Magazines' *Esquire*.

Dennis Publishing's *Maxim*, Emap USA's *FHM*, a rejuvenated *Esquire* and Fairchild Publications' *Details* are all gaining in both market share and buzz on men's category leader *GQ*. "Ron is taking over a strong book," says Rick Jones, managing partner of the Douglas/Jones Group, a marketing services firm. "But *GQ*'s challenge to cement its leadership is enhanced because of the stronger competition."

The 807,000-circulation *GQ* has faltered with ad pages. Last year, the magazine's

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-The New York Times, 1/30/02

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-The Atlanta Journal-Constitution, 1/30/02

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Source: Nielsen Media Research, January (12/31/01-1/27/02), Mon-Sun 6am-6am, HH % Covg. Rating and HH, Persons 2+ and Adults 25-54 AA(000), FNC vs. CNN, MSNBC, CNBC and HLN. Qualifications available upon request.

Magazines



Galotti: What's buzz got to do with it?

pages fell 13.2 percent, and through February this year, they are down 37.2 percent, to 94 pages, reports the *Mediaweek* Magazine Monitor. Meanwhile, the younger-skewing, 2.5 million-circ *Maxim* is down only 7.2 percent this year, to 120 pages.

Not that Galotti seems to care. "I don't see [*Maxim*] in the same zone, in any way, shape or form," he says. "*GQ* is a men's general-interest magazine, with a very specific focus. It's an intelligent magazine. Just read a copy, and then read a copy of *Maxim*—it's like *Beavis and Butt-Head*."

And as for *Maxim's* ability to generate more buzz these days? "What does buzz do for you?" Galotti cracks. "I'm living proof that buzz doesn't always work."

Clearly, an edit shake-up was needed at *GQ*. Editor in chief Art Cooper recently tapped *Rolling Stone* veteran Fred Woodward as the title's new design director. The redesigned March issue (due on stands Feb. 23), will have more energy, a *GQ* representative says.

Separately, Peter King Hunsinger, who turned down the *GQ* job after *Vogue* vp/publisher Richard Beckman replaced him as executive vp/chief marketing officer of CN, will head up the newly created bridal division as president. Hunsinger, a former vp/publisher of *Vanity Fair* and *Architectural Digest*, will oversee the bimonthlies *Bride's* and *Modern Bride*, as well as *Modern Bride Connections* regional magazines, once CN's \$52 million deal with *Modern Bride* owner Primedia is completed. —LG

Light Goes Out

Spin editor exits to start mag

After three years at the helm, Alan Light will walk away from *Spin* in March to develop a new music magazine with fellow *Vibe/Spin* Ventures alum John Rollins.

"It's been an idea we've been kicking around for years," says Light, 35, who declined to provide details of the project. Once Rollins, former *Vibe* president, left the magazine last November, "I started to realize if he makes a run at it and it works, I'll hate myself for not being there," Light says.

One publishing executive with knowledge

Mediaweek Magazine Monitor

BIWEEKLIES February 11, 2002

	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	18-Feb	41.99	19-Feb	37.74	11.26%	161.05	170.34	-5.45%
Forbes ^{®/A}	18-Feb	63.10	19-Feb	126.50	-50.12%	255.20	482.44	-47.10%
Fortune [®]	18-Feb	91.84	19-Feb	161.75	-43.22%	278.77	541.54	-48.52%
National Review	25-Feb	13.58	19-Feb	16.00	-15.11%	43.74	50.32	-13.07%
Rolling Stone	28-Feb	52.25	1-Mar	28.75	81.74%	163.99	159.23	2.99%
Category Total		262.76		370.74	-29.13%	902.75	1,403.87	-35.70%

e=Publisher's estimates; A=extra issue 2/19/2001

WEEKLIES February 11, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek ^X	11-Feb	45.55	12-Feb	61.30	-25.69%	209.83	402.33	-47.85%
The Economist	2-Feb	52.00	3-Feb	50.00	4.00%	202.00	264.00	-23.48%
Newsweek ^{E/X}	11-Feb	29.86	12-Feb	20.72	44.12%	152.01	154.20	-1.42%
The New Republic ¹	11-Feb	9.17	12-Feb	11.43	-19.77%	33.15	38.67	-14.27%
Time ^{E/X}	11-Feb	20.80	12-Feb	48.51	-57.12%	164.14	250.17	-34.39%
US News & World Report	11-Feb	25.51	12-Feb	17.17	48.57%	93.78	122.02	-23.14%
The Weekly Standard	18-Feb	8.50	19-Feb	10.00	-15.00%	54.35	55.05	-1.27%
Category Total		191.39		219.13	-12.66%	909.26	1,286.44	-29.32%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	11-Feb	21.00	12-Feb	28.27	-25.72%	110.37	155.89	-29.20%
Entertainment Weekly	8-Feb	23.32	9-Feb	33.46	-30.30%	146.78	153.64	-4.46%
Golf World	8-Feb	17.92	9-Feb	25.91	-30.84%	114.48	116.19	-1.47%
New York ^{X/4}	11-Feb	46.50	12-Feb	45.40	2.42%	224.50	248.30	-9.59%
People ^X	11-Feb	62.72	12-Feb	64.56	-2.85%	330.92	376.07	-12.01%
The Sporting News	11-Feb	21.83	12-Feb	17.78	22.78%	86.19	66.07	30.45%
Sports Illustrated	11-Feb	36.01	12-Feb	41.80	-13.85%	227.73	231.58	-1.66%
The New Yorker	11-Feb	24.08	12-Feb	30.34	-20.63%	131.28	162.37	-19.15%
Time Out New York	6-Feb	57.00	7-Feb	70.56	-19.22%	322.75	363.44	-11.20%
TV Guide	9-Feb	66.13	10-Feb	78.05	-15.27%	292.33	376.70	-22.40%
US Weekly ⁶		NO ISSUE	12-Feb	13.83	N.A.	89.17	83.49	6.80%
Category Total		376.51		449.96	-16.32%	2,076.50	2,333.74	-11.02%
SUNDAY MAGAZINES								
Parade	10-Feb	14.45	11-Feb	13.86	4.26%	75.94	73.35	3.53%
USA Weekend	10-Feb	13.39	11-Feb	8.54	56.79%	79.03	71.39	10.70%
Category Total		27.84		22.40	24.29%	154.97	144.74	7.07%
TOTALS		595.74		691.49	-13.85%	3,140.73	3,764.92	-16.58%

E=estimated page counts; X=2001 YTD includes an out-of-cycle issue; 1=one more issue in 2001; 4=four fewer issues in 2002; 6=six more issues in 2001

of the project describes it as a music magazine for "grown-ups."

"Alan is a real music fan. He's following his soul," says the source. "*Spin* is for readers in their upper teens, lower 20s. Eventually, there's a disconnect between the music you like and the music you are covering."

Light and Rollins spent several years together working on both *Vibe* and *Spin*. Light was a founding editor of *Vibe* in 1993, and a year later became editor in chief. Rollins was *Vibe's* founding publisher. Earlier in their careers, the two also worked together at Wenner Media's *Rolling Stone*.

Despite their deep-rooted knowledge of the music business, launching any magazine in these tough economic times is a huge risk. "It's a horrible time to be launching something," admits Light. But if the idea is good, "investors will invest," he adds.

The music category seems to have renewed

interest among publishers. After a string of failed attempts, including Imagine Media's *Revolution* and *Vibe/Spin's Blaze*, Dennis Publishing is building momentum with *Blender*. Launched last May as a 250,000-circ quarterly, *Blender* doubled its frequency this year and now has a rate base of 350,000. Hearst Magazines and MTV are mulling a music magazine for a dual 18-35 audience.

The going has been tough lately for some established music/pop culture mags. The 550,000-circ *Spin* is down 1.7 percent in ad pages so far this year, to 108, and hip-hop bible *The Source* (circ 465,000) is off 29.4 percent, to 137 pages, reports the *Mediaweek* Monitor. On a brighter note, pages for the 1.3 million-circ biweekly *Rolling Stone* grew 3 percent, to 164.

Following Light's departure from *Spin*, executive editor Sia Michel will act as interim editor in chief. —LG

The death of free content?

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Media Person

BY LEWIS GROSSBERGER



We Need Ethic Cleansing

SADLY, IT HAS COME TO MEDIA PERSON'S ATTENTION THAT

some pundits and journalists are failing to uphold the lofty standards that Media Person, the conscience of the profession, demands. Media Person is very disappointed. Who are these scum, and what

are they doing wrong? Don't worry. Media Person is going to tell you, though first he must build up some suspense in this paragraph to whet your appetite. Sure, this kind of writing is a little gimmicky but, as Spinoza once said, "Everyone does it, so it must be OK."

Major ethical problem: Journalists are taking money. Yes, it's true. A major controversy has arisen over journalistic money-taking. Andrew Sullivan, who is incapable of writing a single sentence that doesn't launch a whole new controversy—and how Media Person envies him!—has been attacking people like William Kristol and Paul Krugman for taking money from, heaven help them, Enron.

It seems that Enron had set up an advisory panel, and paid journalists and economists to sit on it—but not in a literal sense. Their duties consisted of doing absolutely nothing, though in fairness, this is not as easy as it may sound. (Try it for a few hours, if you disagree.) But right away, you have there what many of us ethicists call, in the highly technical jargon employed by moral-values specialists, "a shady-looking deal."

Paul Krugman received \$50,000 from Enron, which he says is all right because he was an economist at the time, not a journalist, and economists have much lower morals. It wasn't until later that he became a columnist for *The New York Times*, and then he wrote about the payment in his column and called Enron many ugly names, as well, so no big deal. William Kristol's behavior was far worse. First of all, he received \$100,000 from Enron, so he is twice as evil as Krugman, and secondly, he's the editor of *The Weekly Standard*, a right-wing magazine owned by Rupert Murdoch, whom Media

Person doesn't like.

Why is it bad for journalists to take money from Enron? As an article for TomPaine.com by Richard Blow (not a made-up name) last week stated: "If journalists want to maintain more credibility than politicians, they shouldn't accept money from outside sources. Period."

Leaving aside the question of why it was necessary to spell out "period" when the punctuation mark would have sufficed, as well as the question of who would trust journalists if they were only as credible as politicians, Media Person must say that he is in total agreement. Indeed, he's not even sure that journalists should take money from their employers. So many of those employers are large corporations that could erupt in scandal headlines at any moment, a journalist could be putting his credibility in deep jeopardy by risking any connection with them.

MAJOR ETHICAL PROBLEM: JOURNALISTS ARE TAKING MONEY. YES, IT'S TRUE. A MAJOR CONTROVERSY HAS ARISEN OVER JOURNALISTIC MONEY-TAKING.

Media Person himself always insists on being paid the absolute minimum amount by any employer so as to maintain his impeccable reputation. Anyone foolish enough to criticize Media Person's ethics should first consider the indisputable fact (and never mind what Andrew Sullivan says) that MP has never taken one cent from Enron. Of course it's true that Enron never offered MP a cent, but ask yourself why. Because Lay, Skilling, Berardino & Co. knew that Media Person would've brought down their slimy little Ponzi scheme the minute they let him

in the building! That's why. He would've accosted Kenneth Lay in the money-laundering room and shouted, "Maybe you can put one over on Kristol, Krugman, your wife and every stock analyst in America, Kenny Boy, but if you think you can hoodwink Media Person, you're nuts!"

Then, with a lightning-swift move copied from WWF wrestling star Stone Cold Steve Austin, MP would've pinned Lay's left arm behind him and manipulated a secret pressure point in a manner causing Lay to whimper, "Ow! OK, Media Person, you win. I agree to make restitution by distributing my immense personal fortune among the ultrascrewed employees of Enron, many of whom have lost their entire 401(k) nest eggs because of the unconscionable fiscal shenanigans perpetrated by Enron management under my administration. Now, please don't break my arm."

What can we learn from this heroic example that Media Person would have set for the nation had he only been given the chance? Two things: 1. The best way to be an ethical person is to always behave exactly like Media Person. 2. Greta Van Susteren was wrong to

get plastic surgery done on her eyes.

Greta was a perfectly respectable-looking human being with nothing to be ashamed of and no links to Enron that anyone was aware of. Then she switches networks, and the next thing you know, all the newspapers have stories about Greta's new eyes. The photos they run look nothing at all like her, and now Media Person is afraid to tune in the new Greta for fear he won't recognize the woman. This is not right, people. We need familiar outposts to cling to in a rapidly changing world. We cannot have our anchors losing face. ■

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