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THE NEWS MAGAZINE OF THE MEDIA

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Oh Baby!

Glamour's **Cindi Leive** delivers
a National Magazine Award,
and a healthy boy

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PETER MURPHY



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P0001

Spike reaches more men than ESPN.

Ouch.

Spike
TV

At Deadline

■ NIELSEN EXITS HOUSTON PPM DEMO

At Arbitron's request, Nielsen Media Research will not participate in the demonstration of the portable people meter in Houston, Arbitron said on April 15. While it won't help Arbitron recruit or manage the Houston panel, NMR, which has an option to form a joint venture with Arbitron to commercialize the PPM, will provide Arbitron with access to its meter/diary TV ratings in

Houston so that the industry can compare Nielsen ratings to PPM ratings. It's the same role Nielsen played when Arbitron tested the PPM in Philadelphia in 2002. Nielsen had delayed its decision about participating in the Houston PPM trial until midyear. Arbitron plans to produce its first TV and radio ratings for July. Instead of participating in PPM operations, Nielsen, owned by *Mediaweek* parent VNU, will focus on studying its major concern with the PPM technology: the device's audio detection capabilities.

■ ATLANTIC'S MURPHY RESIGNS

Boston-based *The Atlantic Monthly* announced that managing editor Cullen Murphy will step down following the magazine's move to Washington, D.C., later this year. It will move its editorial staff, comprised of 37 people, to its Washington offices in order to help cut costs and centralize its operations. Murphy opted to resign. Murphy "is personally unable to relocate," an internal company memo stated.

■ SCI FI EXPANDS ORIGINAL SLATE

Sci Fi Channel last week announced an ambitious roster of scripted dramas, miniseries and alternative series for 2006-07. New scripted series include an untitled Michael Douglas project; *Heroes Anonymous*, based on the comic book; *Those Who Walk in Darkness*, based on the novel of the same name; *Urban Arcana*; *Tomorrow's Child*; *Time Tunnel*, based on the original '60s series; and *3:52* from writer/producer John Tinker. Projects in the alternative/reality category include *Barbarian Chronicles*, *Seriously Baffling Mysteries* and *Dallas in Wonderland*, hosted by U.K. TV star Dallas Campbell. Sci Fi's Saturday movie will feature 28 new planned titles, up from 23 in 2005.

■ SI TV ROLLS OUT NINE NEW ORIGINAL SHOWS

Year-old network Sí TV rolled out an ambitious programming slate of nine new original shows at its upfront pre-

sentation last week in New York. New series targeting the network's audience of young English-speaking Latinos include a sketch comedy series, *LOL, Laugh Out Loud*; *Friend or Fan?*, which pits a celebrity's friend and fan in a contest to see who knows the star better; *Party With Miss Bacardi*, a series about Los Angeles nightlife hosted by rum heiress Carolina Bacardi; and *Slam*, a competition for rap, street art and dancing. The network is in almost 10 million homes.

■ REMY EXITS EDITOR IN CHIEF POST AT GIANT

Mark Remy, editor in chief of men's entertainment title *Giant*, has resigned after just over a year at the helm. In

a memo to his staff, Remy said that after serving as an "editorial booster rocket," he will now become an editor at large for the magazine. His replacement has not yet been named. Remy's exit comes on the heels of executive editor Scott Lyor Cohen's departure in March. Although the title plans to increase its rate base to 300,000 from 250,000 in 2006, *Giant's* newsstand sales have been weak. As reported by *Mediaweek* (March 21), the title's newsstand draw shrank from 280,000 with its October/November premier issue, to 200,000 for its February/March issue.

■ **ADDENDA:** After the deadline for *Mediaweek's* National Magazine Awards coverage, *Glamour* editor in chief Cindi Leive, who took home a General Excellence prize Wednesday last week, gave birth to a baby boy on Friday...Litton Entertainment has been named the distributor of *The Tom Joyner Show*, a new weekly syndicated talk show from Reach Media that premieres this fall...**Beasley Broadcast Group** will broadcast the first public demonstration of an HD radio multicast this week in Las Vegas during the National Association of Broadcasters convention. KSTJ-FM, Beasley's Las Vegas Adult

Contemporary station, will broadcast a made-for-NAB channel alongside its existing programming...**Spike TV** struck its first programming deal with Major League Baseball Productions for a half-hour series titled *Maximum MLB*. The series kicked off on April 16 and will air every Saturday at 10 a.m...The **NFL Network** signed a deal with Cox Communications last week. The MSO will carry the digital net, its on-demand platform and a 24-hour HD simulcast. The rollout will begin before the NFL preseason in August...Longtime *New York Daily News* TV critic **Kay Gardella** died last week. She was 82.



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MEDIaweek**

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PETER MURPHY

Market Indicators

NATIONAL TV: MIXED
Advertisers who market products for the summer, particularly soft drinks and auto, are adding some scatter time to their mix. Meanwhile makegoods at several networks are depleting inventory.

NET CABLE: MOVING
The prognosis for the upfront is looking good due to the scatter activity, but there is still uncertainty about some categories, including domestic auto and wireless.

SPOT TV: SLUGGISH
Market conditions remain rocky. Auto is soft in many markets with no sign that it will improve much in second quarter. Movies and telecom are soft; national weak. New York is expected to tighten due to upcoming political ads. Plenty of inventory and plenty of deal making.

RADIO: STRONG
Market is improving as May approaches. Auto, entertainment are strong. Rates are up in the mid-single digits in many markets, among certain demographics, and for 60-second spots. Network and national lag local.

MAGAZINES: SOLID
Packaged food products are still hot across all magazine categories. Health and wellness magazines are seeing a spike in travel ads. Financial services advertisers are gaining momentum.

Lifetime, BET to Run More Original Shows in 2005-06

Of the five cable network upfront presentations last week, Lifetime and Black Entertainment Television made the biggest pledge to do more in terms of programming for their audiences.

Fueled by a recent jump in ratings, Lifetime announced it will ramp up original programming by one-third during the 2005-06 season. Lifetime kicks off its new slate this summer with its first limited series, *Beach Girls*, followed by the network's first miniseries, *Human Trafficking*, on Oct. 4 and 5. New made-for-TV movies include *The Marilyn Gambrell Story*, *Ambulance Girl* and *For One Night*, the story of one black teen's efforts to hold the first interracial prom at her high school. Lifetime has several returning series but also has one of the biggest development slates in its history with 11 scripted shows and two reality series.

For its part, BET will diversify its schedule of music programming with a raft of reality series, including the previously announced *Blowin' Up: Fatty Koo* and *Remixed*. BET's answer to NBC's *The Apprentice* is *The Ultimate Hustler*, which has contestants toiling away in the music industry alongside hip-hop entrepreneur Damon Dash. The network also plans to weave news briefs throughout its schedule from 10 a.m. to 11 p.m. Public-affairs programming will feature quarterly specials *The Cousin Jeff Chronicles* and a town hall-type program called *BET Open Mic*.

Although Turner Entertainment Networks threw a big upfront party last week, the only programming news was TBS' participation in the Comedy Festival, produced in conjunction with corporate sibling net HBO. The festival will end with a live, two-hour show called *Earth to America* on Nov. 20. —Megan Larson

AOL, XM Satellite Partner On Internet Radio Service

XM Satellite Radio and America Online announced last week they would partner to create a new online radio goliath. The new co-branded service, which will combine programming from XM and AOLRadio, is expected (continued on page 6)

Kids Market Is Slow to Develop

Food issues and lack of movie ads could drop total take to \$800 million

THE MARKETPLACE By John Consoli and Megan Larson

The kids advertising upfront is expected to move within the next few weeks, but media buyers are predicting that it will be softer—and move a bit slower—than last year, when close to \$900 million was spent at a relatively brisk pace.

It's a far cry from a few years back when buyers rushed to get their ad dollars down with the networks right after the early February Toy Fair, and the upfront usually wrapped in a day or two. Today, kids' advertisers are choosing to be more strategic in how and when they reach their target audience.

"The kids marketplace has been evolving over the past few years, with so much more emphasis on licensing, packaging and programming deals, as opposed to traditional 30[-second spot]s, and these discussions are taking place 52 weeks a year," said Donna Speciale, president of broadcast and programming at MediaVest. Speciale explained that when licensing deals are cut, on-air spots are built into those deals, which are then already in place by the time the kids networks open their doors for upfront business.

"Of course, you still have the advertisers like the toy and movie companies that need to be on the air during the 'hard eight' weeks [before Christmas and Easter], but there will be no massive rush by most advertisers to get their money down," Speciale said.

Elizabeth Herbst-Brady, director of broadcast investment for Starcom, agreed. "Agencies

and their clients are not just looking for :30s. We have to consider all touch points," she said. "Kids has a lot of complexities. And every advertiser is facing the same situation. The process of upfront buying for kids continues, but we all have to do it more smartly. There will be no big rush, but it will get done."

Even kids network sales executives concede that upfront negotiations will probably move at a slower pace. "We are engaged in conversations with a few people," said Kim McQuilken, executive vp of ad sales at Cartoon Network. "We could have a few pieces of business done this week. The market won't break in one big clump, [but] probably in pockets."

There are two factors expected to drag down the pace and total of this year's market: uncertainty about ad spending by food companies (because of government concerns over health/obesity issues) and fewer premieres of big kids movies this fall and into the holiday season. If companies like Kraft, which traditionally spend big on kids shows, hold back significant dollars, and movie companies spend less, the total could drop by as much as \$100 million. But that total could be offset a bit by an influx of new DVD advertising and more automotive dollars, a kids category that has been increasingly growing as automakers try to reach moms watching with their kids.

Speciale, who buys for Kraft, would not comment on the food maker's spending plans for kids TV. But Kraft has said in official statements it plans to focus ad spending on

Harry Potter and the Goblet of Fire is one of only three kids/teen movies that is sure to spend in the "hard eight."

WARNER BROS./ZUMA PRESS



products that have nutritional benefits to kids, and that in the coming year, all on-air promotion of food that does not meet the nutritional requirements—i.e. Chips Ahoy! Cookies, Oreos and Kool-Aid—will be pulled off all children's television.

While sales executives at the kids networks continue to hope Kraft will come up with ways to re-express that money, Kraft may not do so in the upfront, choosing to buy scatter once the season starts. Shelly Hirsch, chairman of Summit Media Group, the media buying division of 4Kids Entertainment, said, "If the food category is soft, there is nothing to pick up the slack."

Jim Perry, Nickelodeon's senior vp of ad sales, concedes that Kraft brings some uncertainty to the upfront, but believes other food companies will pick up the slack. "Clearly there is more uncertainty because of the obesity issue and potential FCC regulations that could come down in 2006," said Perry, adding that the pace of the market might be a little slower because "people just want to be certain about what they are getting into."

But Perry said he is confident that not many other food companies are as uncertain as Kraft. "We don't know what is going on with Kraft, so that is a bit of a wild card," Perry said. "But we are very comfortable with where the rest of the food category is going to be."

As far as the movie category goes, that is clearly another potential problem for the kids networks. During last year's hard eight, close to a dozen movie premieres were heavily promoted to kids and tweens. Right now, only one movie is targeting younger kids—*The Lion, the Witch & the Wardrobe*—while only two others—*Harry Potter and the Goblet of Fire* and *Zathura*, a *Jumanji* sequel—are targeting older kids. In terms of ad spending, five of the top 10 movies in 2004 were children's films that premiered in the fourth quarter, including *The Polar Express* at No. 1, *Lemony Snicket: A Series of Unfortunate Events* at No. 3, *Shark Tale* at No. 4, *The Incredibles* at No. 6 and *SpongeBob SquarePants* at No. 8. All told, movie studios spent almost \$214 million to promote them last year, according to Nielsen Monitor-Plus, and a good chunk of those dollars were placed on kids networks.

Still, with all the uncertainty, kids cable network executives believe the upfront market could be up by 10 percent, and they continue to believe that the 30-second spot will play the most prominent role in the media buys. "Toy companies know that a certain amount of GRPs are needed to move the sales needle," McQuilken said. Added Perry: "Thirty-second commercials will continue to be the backbone of the kids buy." ■

Pol: Tech Voids '96 Telecom

Possible revisions in law prompt lobbying among cable, broadcast, telecom

WASHINGTON By Todd Shields

A key legislator's call to revise communications law sets the stage for intense wrangling before Congress as cable, telephone and broadcast companies struggle for advantage in the emerging digital age.

U.S. Rep. Joe Barton (R-Texas) on April 12 called for the first broad rewrite of the nation's 1996 Telecommunications Act. As chair of the Commerce Committee, Barton controls House consideration of most communications legislation. He said traditional thinking is being upended by high-speed Internet technology that promises multiple ways for companies to deliver radio and video programming as well as telephone service.

"We're in an era where you have to rethink the old rules," Barton told a gathering of communications lawyers in Washington. "I believe the best thing to do is just start from scratch." Laying out what he called "a huge agenda," Barton said he hoped to move legislation through the House by August and send it on for Senate approval.

Few others in official Washington believe Barton can assemble such complex legislation so quickly (although a Commerce Committee panel plans to get a leg up soon with a hearing on video service offerings by traditional phone companies). Even as they wait for concrete proposals, companies and interest groups are assembling their lists of what they want in a telecom bill, as well as what they fear.

One certain battle will feature cable companies and the traditional telephone carriers, which are now moving quickly toward high-speed Internet-based offerings of video programming. Verizon and SBC, daunted by the prospect of negotiating hundreds of local franchise agreements, may argue for a national franchising standard or for Congress to decide they should be free of regulation like other Internet users. The prospect scares cable operators, whose regulatory burden includes 10- and 20-year franchise agreements that dictate terms of service and substantial fees. Cable's mantra is likely to be: Extend franchise requirements to phone companies or exempt us too. "If it doesn't

make sense for them, it doesn't make sense for us," said one cable lobbyist.

Franchising only begins cable's issues. "I think everything's up for grabs," said Jeff Chester, executive director of the Center for Digital Democracy. Chester promised "fierce and public fights" over issues such as opening access to cable companies' high-speed Internet lines, increasing the public-interest obligations of broadcasters and limiting how much programming cable companies may own.

There likely will be bids to write media-ownership limits into the bill. Proponents may ask Congress to restore a cap on cable ownership (the old cap of 30 percent of pay-TV homes was voided by a court, and not replaced). Some in Congress want to retain limits on common ownership of TV and radio stations and newspapers in localities.

Such efforts are likely to go furthest in the Senate, which repeatedly has voted to impose stricter limits than the Federal Communications Commission chose in its landmark deregulation of 2003. Leaders will try just as hard to keep the bill free of ownership limits that would risk a confrontation with anti-regulatory GOP leaders. "I think adding ownership would significantly complicate passage," said Paul Gallant, an analyst with the Stanford Washington Research Group.

Broadcasters will try to force cable to carry broadcasters' digital programs. Success would reverse their signal defeat in February, when the FCC capped years of debate by denying pleas for mandatory cable carriage of broadcasters' multiple digital channels.

Barton used last week's speech to push another priority, the transition to digital TV. He said his committee would ask the FCC to accelerate requirements for building digital tuners into new TVs. FCC rules don't require digital tuners in any TVs under 25 inches until July 1, 2007—six months after Barton's preferred date for the switch away from traditional analog service. ■



MANUE BALCE/GETTY IMAGES PHOTO

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to provide more exposure for XM's subscription service and more content for AOL's Radio@AOL product. XM will also integrate some of AOLRadio's programming into its channel lineup.

AOL and XM plan to offer free and premium tiers of service, available to AOL members at no charge and to consumers for a low monthly fee.

Both companies plan to benefit from the new arrangement. Although XM is the satellite radio leader with nearly 3.8 million subscribers, it is still in its infancy. AOL's Radio@AOL platform is the second-largest Internet radio service, but only counts 2 million weekly listeners, according to Arbitron/comScore, and needs content to differentiate it from many similar Internet radio services.

"For radio, it's the programming that matters," said Ted Schadler, vp, principal analyst, Forrester Research. "That's one of the things listeners really like about satellite."—*Katy Bachman, Mike Shields*

Tribune Granted Temporary Cross-ownership Waiver

Federal officials signaled tougher standards last week as they denied Tribune Co. a permanent waiver for its ownership of a TV station and a daily newspaper in Connecticut. However, the Federal Communications Commission granted Tribune a temporary waiver for its ownership of WTXN and *The Hartford Courant*.

Companies normally are banned from owning a daily newspaper and a nearby broadcast station. Tribune got a six-month waiver in 2002, but there had been no FCC action until now. Last week, the FCC cited Tribune's "improved service to viewers" of WTXN, a WB affiliate it bought in 1999. But the agency said Tribune should keep trying to sell WTXN before April 2007. The company said it was "pleased" with the move.

The FCC also said it would not continue to allow "waivers to remain in force through inaction." Companies with waivers include News Corp., which owns WWOR and the *New York Post* in the New York market. Big media firms have assembled such holdings in the expectation of success—so far elusive—in ongoing efforts to relax or abolish the cross-ownership ban. —*Todd Shields*

Surf's Up on the Web

Primedia sports titles to offer free, live video feeds of major surfing areas

INTERACTIVE By Michael Shields

Soon, surfers on each coast will be able to see firsthand whether the day's waves are looking tasty or totally lame, free of charge and without leaving home.

Three titles from Primedia's Action Sports Group, *Surf*, *Surfer* and *SG*, are uniting to launch WaveWatch.com, a site that will provide live video feeds of prominent surf locales like Huntington Beach and Pipeline.

Primedia says that WaveWatch's 15 cameras will cover 75 percent of U.S. surf traffic. While similar services exist, they charge subscription fees in the neighborhood of \$70 per year. But WaveWatch, which goes live on April 26, will be ad-supported and free to surf enthusiasts.

Its sophisticated camera technology, previously employed by the U.S. Department of Defense, is thought to be revolutionary; users can even interact with cameras and adjust the view they receive. In addition to wave and weather forecasts, WaveWatch will also feature content from each of Primedia's surfing titles.



Liquid asset: Primedia is riding its surfing titles onto the Web.

While beach-placed Web cams may not seem like a natural business extension for a publishing company, Don Meek, president of the Action Sports Group, said that such innovations are essential.

"If all we are doing is bringing these guys an ad schedule, we are not long for this world," said Meek. "The market is demanding so much more."

So far, advertisers appear to be stoked. "[We] challenge them to come up with new ideas," said Dino Andino, sports marketing manager at Oakley and a former pro surfer. "This site is really going to excite surfers. It really fits what we do at Oakley."

Besides Oakley, Primedia has signed up Rip Curl for the second of four endemic anchor ad packages. For WaveWatch's one nonendemic slot, talks are ongoing with a major auto manufacturer.

Besides banners and sponsorships, Meek said that eventually WaveWatch should feature video ads. ■

Comedy Seeks Salvation

Even critically acclaimed and edgy sitcoms continue to miss young viewers

NETWORK TV By A.J. Frutkin

With more than 70 comedies in development for the fall, broadcasters still hope to revive the genre. And they continue to rely on the industry's cyclical nature, predicting comedy's rebirth is just around the corner. But if the current season is any indication, turning that corner may be miles away.

Take, for example, Fox's *Arrested Development*. Despite a coveted Emmy Award, the sophomore series has failed to find a large audience of desirable viewers, averaging 6 million viewers and a 2.8/7 among adults 18-49. ABC's *Jake in Progress* and NBC's *The Office*, arguably the season's two most ambitious new comedies, also are averaging about 6 million viewers. *Jake* is scoring a 1.7/5 among adults 18-49, while *The Office* is aver-

aging a 2.8/7 in the demographic.

All three series are single-camera comedies, a format the networks once hoped would breathe new life into the sitcom. The three sitcoms also might be described as somewhat "edgy," a buzzword broadcasters have tossed around for years in their search for the next great comedy.

But media buyers are beginning to believe viewers may not want edgy comedies from the networks after all. On the contrary, with solid sampling over the last two weeks for the debuts of Fox's *Stacked* and the WB's *Living With Fran*, some advertisers suggested audiences might be drawn toward more traditional, if not more predictable, comedies.

"Viewers want comfort food," said Steve

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SOURCE: 1. Nielsen Media Research (Nielsen), A18-49, M-Su 8p-11p Oct 04 week 13, min x min, prog minutes vs non-prog minutes. Compared to ad-supported cable networks (50+MM subs). 2. Nielsen Media Research (Nielsen), A18-49, M-Su 8p-11p, October 2004. *Tied with TNT. Compared to ad-supported cable networks (50+MM subs). 3. 2004 MRI Doublebase, A18-49 indexed to Total US, based on paid full attention to any program. Compared to ad-supported cable networks (50+MM subs). Qualifications available upon request.

Sternberg, executive vp/director of audience analysis at Magna Global. "They like characters they can relate to, strong ensemble casts that gel and slight variations of the same situations week-to-week."

Twenty years ago, *The Cosby Show* helped revive network comedy. Perhaps ironically, some executives said the results of that success may be what's stalling a revival this time around. Following comedy's mid-1980s rebirth came an increasing demand for comedy writers, many of whom were plucked straight out of college. Now in their mid-30s, those writers, it seems, have nothing to say.

"Comedy is about point of view," said one TV agent who spoke on the condition of anonymity. Without life experiences beyond college or the TV business, added the agent, "how can you have a point of view?"



NBC's *The Office*, with Rainn Wilson, has struggled to find viewers.

JUSTIN LUBRIN/NBC UNIVERSAL PHOTO

The longer broadcasters take to revive the genre, the more the audience for network comedy seems to erode—or at least, dissipate across the TV landscape. Viewers have found plenty of laughs in network dramas and reality shows ranging from *Desperate Housewives* to *The Apprentice*. Meanwhile, those comedy fans searching for edgier fare can find it more easily on cable, where niche audiences can turn programs like Comedy Central's *The Daily Show* into hits.

Advertisers continue to hold out hope that comedy can, and will, be revived on network TV. But with each passing year that yields no major hit, it gets tougher to do so. "At some point, you just start scratching your head," said Brad Adgate, senior vp/director of research at Horizon. "It's like waiting for Godot." ■

Selling in the Synergy

NBC Universal's cross-promotion strategy yields successful TV, film premieres

NETWORK TV By John Consoli

As it approaches its one-year anniversary next month, the NBC Universal Marketing Council, an internal team of marketing department heads of every business in the company, is being touted by corporate execs as a model of how intercompany ties can boost TV shows, movies and products.

The unit's co-chairs are John Miller, NBC Universal Television Group's chief marketing officer and co-president of the NBC Agency, and Marc Shmuger, vice chairman of Universal Pictures. The council meets twice a month in Los Angeles and selects a weekly "marketing priority," a project that all units of the company will throw promotional support toward. "The council is the strategic rationale behind the merger," said Shmuger. "The merger of movie and TV units is only as powerful as our ability to enhance each other's businesses and help them succeed."

For example, cross-promos for the premiere of USA Network's limited series *The 4400* produced the highest-rated basic cable series premiere in history (5.7 household rating). Other shows that got the treatment also fared well.

Stargate Atlantis was the highest-rated series premiere in Sci Fi's history (3.2), while *Battlestar Galactica* ranked second (2.6). And the premiere of *Kojak* on USA last month also produced solid ratings (3.9).

While Universal Studios did not have successful movie launches with *Van Helsing* and *The Chronicles of Riddick*, the movies that the Marketing Council put its clout behind—*The Bourne Supremacy*, *Along Came Polly* and *Meet the Fockers*—did extremely well. For *Bourne*, all dayparts on NBC, Bravo, USA and the other company-owned cable units ran promo spots leading up to the premiere, which resulted in a \$52 million opening. And for *Fockers*, the NBC-owned stations held contests in their local markets, where viewers with the last name Focker were invited to a "Focker Family Reunion" at the Universal Orlando theme park. NBCU's *Access Hollywood* ran a show on the reunion promo, and, along with the NBC O&Os, premiered the movie's trailer.

Miller said about 100 to 120 gross rating points per week of TV spots are devoted to promoting any given council project. ■

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Design Director: Paul Virga
 Senior Photo Editor: Kim Sullivan

Information Marketing: Director Mary Barnes;
 Assoc. Dir: Michael Nass; Mgr: Frances Davis
 List Rental Info: JJ Single (845) 731-2731
 Subscriber Services: 1-800-562-2706
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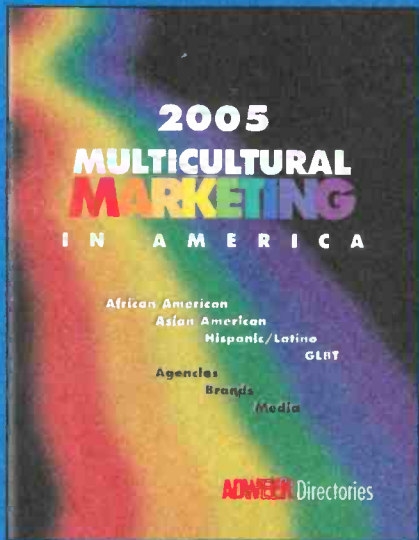
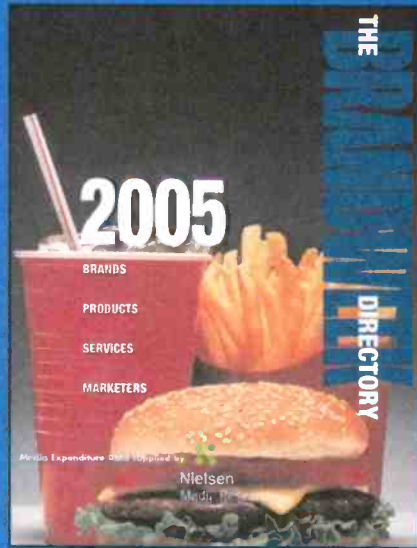
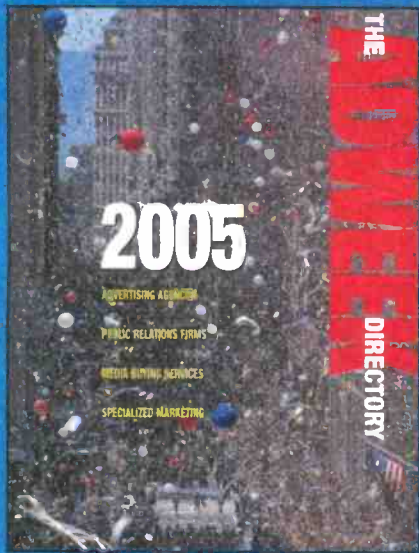
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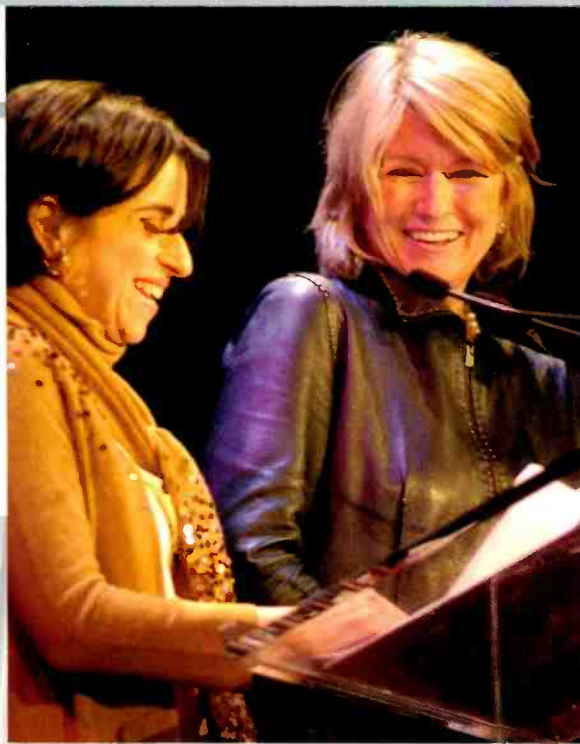
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National Magazine Awards



Clockwise: *Martha Stewart Weddings'* Darcy Miller with Stewart; *Dwell's* Allison Arieff; *BabyTalk's* Susan Kane getting her prayers answered with an Ellie for Personal Service; ASME's Marlene Kahan; *Esquire's* David Granger (left) bussing Feature winner Chris Jones; *Popular Science's* Mark Jannot calling his wife with some good news.

Elephant Walk



WHAT A DIFFERENCE A YEAR MAKES.

Last year, Martha Stewart, founding editorial director of Martha Stewart Living Omnimedia, was mired in legal troubles and shut out of the National Magazine Awards.

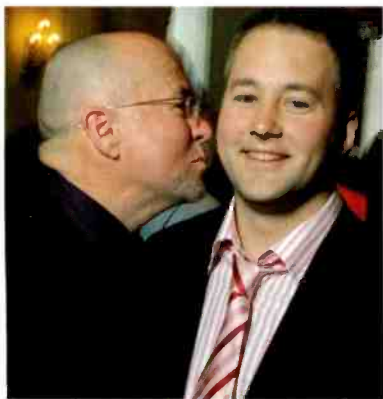
But on April 13, a beaming Stewart ascended the Waldorf-Astoria stage to accept a General Excellence award for *Martha Stewart Weddings* in the 250,000 to 500,000-circulation category and cheered on the editors of *Kids: Fun Stuff to Do Together* (formerly *Martha Stewart Kids*), whose magazine won for Design.

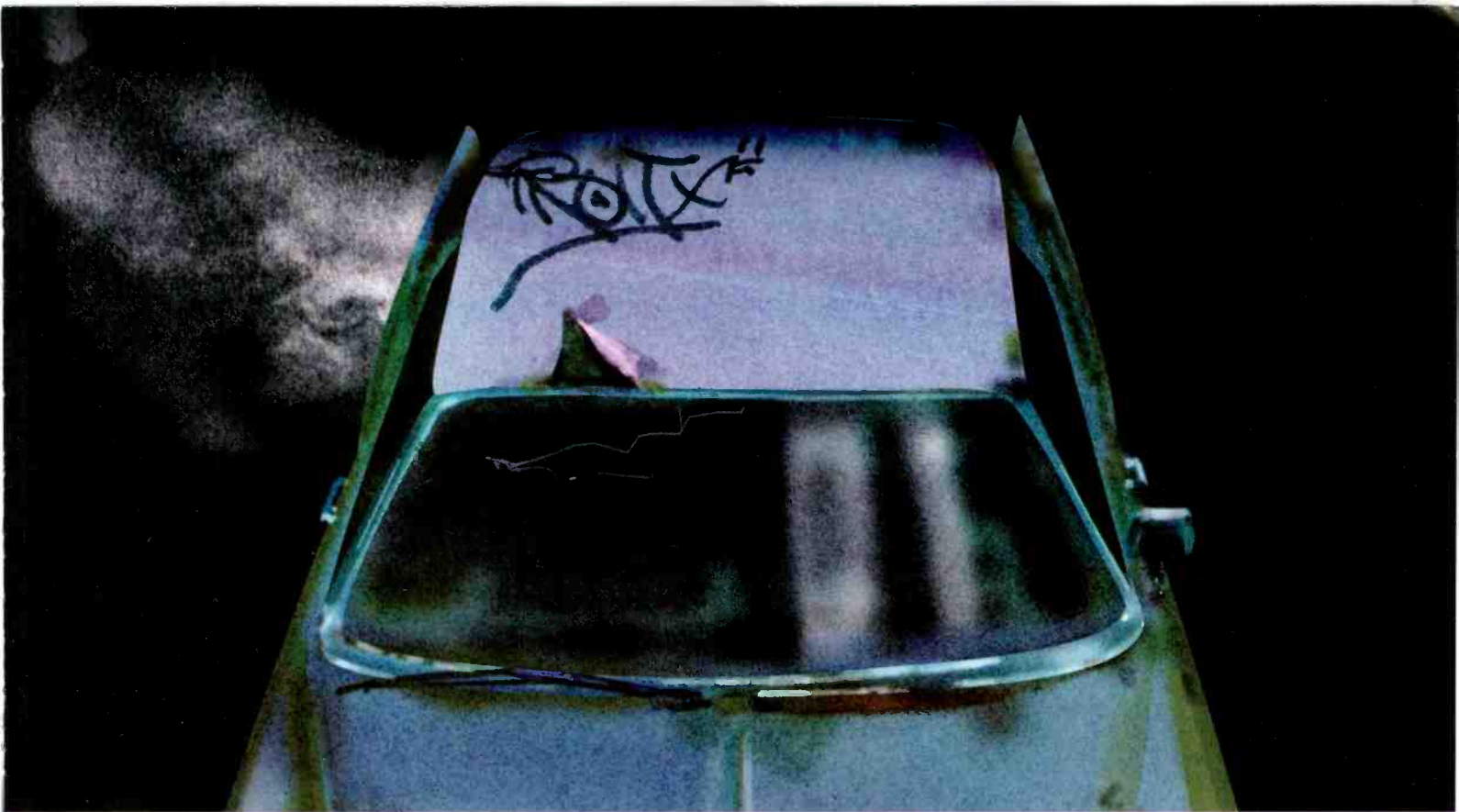
Meanwhile, *Glamour* editor Cindi Leive, who is nine months pregnant, delivered an "Ellie" (shorthand for the clunky Alexander Calder Elephant stabile) for General Excellence in the 2 million-plus circ category—the fashion monthly's first since 1991. *Wired* editor Chris Anderson proved a third Gen Ex nomination was indeed a charm, winning General Excellence in the 500,000 to 1 million-circ category. And not to be outdone, *The New Yorker* editor David "you've heard enough from me today" Rennick won General Excellence in the 1 million to 2 million-circ category, plus awards for Profile Writing, Reporting, Public Interest and Reviews and Criticism.

In all, Condé Nast collected nine Ellies, and Time Inc. was second with three: *Sports Illustrated* for Leisure Interests, *BabyTalk* for Personal Service and *Popular Science* for a new category called Magazine Section.

Wired's flight back to San Francisco was likely a raucous one: Bay Area-based *Dwell* also scored a General Excellence award, in the 100,000 to 250,000 category.

Finally, table No. 84, comprised of *Prevention* staffers, took the whole "Ellies are the Oscars of publishing" thing to its logical conclusion, striking up their second annual high-stakes Ellie pool. Rosemary Ellis, *Prevention* editorial director, and art director Laura Baer split a \$200 pot for correctly guessing 10 winners each. —Lisa Granatstein





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National Magazine Awards

Leive was mentored by legendary *Glamour* editor Ruth Whitney who had been the title's last editor to win an Ellie.

GENERAL EXCELLENCE

Great Expectations

***Glamour's* focus on reader advocacy shines through to nab first ASME win since '97** BY STEPHANIE D. SMITH

Shuttling from New York's Waldorf-Astoria Hotel to Condé Nast's headquarters across midtown, *Glamour* editor in chief Cindi Leive looks disappointed. *Glamour* had just won its first General Excellence National Magazine Award in 14 years, and her colleagues were already celebrating the win. So why the frown? "I'm thinking about how bummed I am that I can't go out for margaritas with them," says Leive, who's nine months pregnant.

But Leive was all smiles as she strode into the office holding aloft the bronzed Ellie statue, and her mostly female staff greeted her with high-pitched cheers. Under the elegant silver *Glamour* marquee at the office entrance hung a big "We did it!" sign, spelled out in pink-and-white handmade letters. Set up in the middle of the newsroom were the celebratory munchies: chips and salsa, a plateful of Oreo cookies, a hodgepodge of beers and the aforementioned margaritas (since everyone was worried Leive might go into labor at the midday ceremony, fancier hors d'oeuvres hadn't been ordered).

When *Glamour* last won a General Excel-

lence award in 1991, its editor was the legendary Ruth Whitney, Leive's mentor. Last week, Leive and co. beat out the competition in the category of magazines with circulation over 2 million, besting longtime journalistic heavyweights *Good Housekeeping*, *National Geographic*, *Newsweek* and *Sports Illustrated*.

"I think I screamed profanities when we won," recalls Leive, "which wasn't good because I was sitting next to my boss [editorial director Tom Wallace]!" But Wallace doesn't seem to have noticed, or at least he's focusing on the positive. "*Glamour's* award is an extraordinary win," says Wallace. "It is blessed with a superb editorial staff, and Cindi is an exceptional editor in chief."

Leive is ecstatic to have earned her own Ellie this year. "The last time we won [General Excellence] I was so low on the totem pole that I didn't know the awards were going on," she says, recalling how in 1991 she was a staff writer. Having joined *Glamour* in 1988 as an editorial assistant, she toiled for 11 years to eventually rise to deputy editor. In 1998, Condé Nast brought in Bonnie Fuller to head *Glam-*

our, and a short time later Leive was tapped to become editor in chief of Condé Nast's sister publication *Self*. After a two-year stint, Leive returned to *Glamour* in 2001, where she has since helped grow the magazine's circulation to 2.3 million, its highest ever.

Leive feels she's making good on being a Whitney protégé. "[Winning the award] makes me feel proud," she confides. "It makes me feel like I'm doing right with the magazine that she built and that we're still building." When she returns to her corner office later that day, Leive places this year's award on a shelf opposite the one *Glamour* earned in 1997 for Personal Service under her mentor.

In a time where women's magazines consider photos of celebrities without makeup breaking news, *Glamour* balances serious women's issues with its more beauty-centric topics. "They've been working hard to put out a magazine that has real substance and a real message that it's okay to be who you are," explains *Glamour* vp, publisher Bill Wackermann. "Winning this award validates that message."

The magazine's breadth of investigative journalism ranges from unearthing the best hair dryer to exposing real women's hardships while battling cancer, with a tone that is informative yet conversational. The National Magazine Awards event program described *Glamour* as "an outspoken, spirited, and slightly kooky but wise best friend," and Leive likes that characterization. "To me that's the ultimate compliment," she says, adding, "That's what I'd like on my grave."

Glamour's October, November and December issues were submitted for consideration because, says Leive, they showcased a great mix of strong visuals and unique pieces of reporting. October was *Glamour's* first-ever style issue, focused heavily on fashion and beauty, but also featuring a piece about American women coping with losing their jobs to outsourcing. "It really showed how *Glamour* can take the seemingly dry stories and find the vivid young women's angle on it," says executive editor Jill Herzig.

November's health issue featured a story on young women living without health insurance and a health handbook comprised of 50

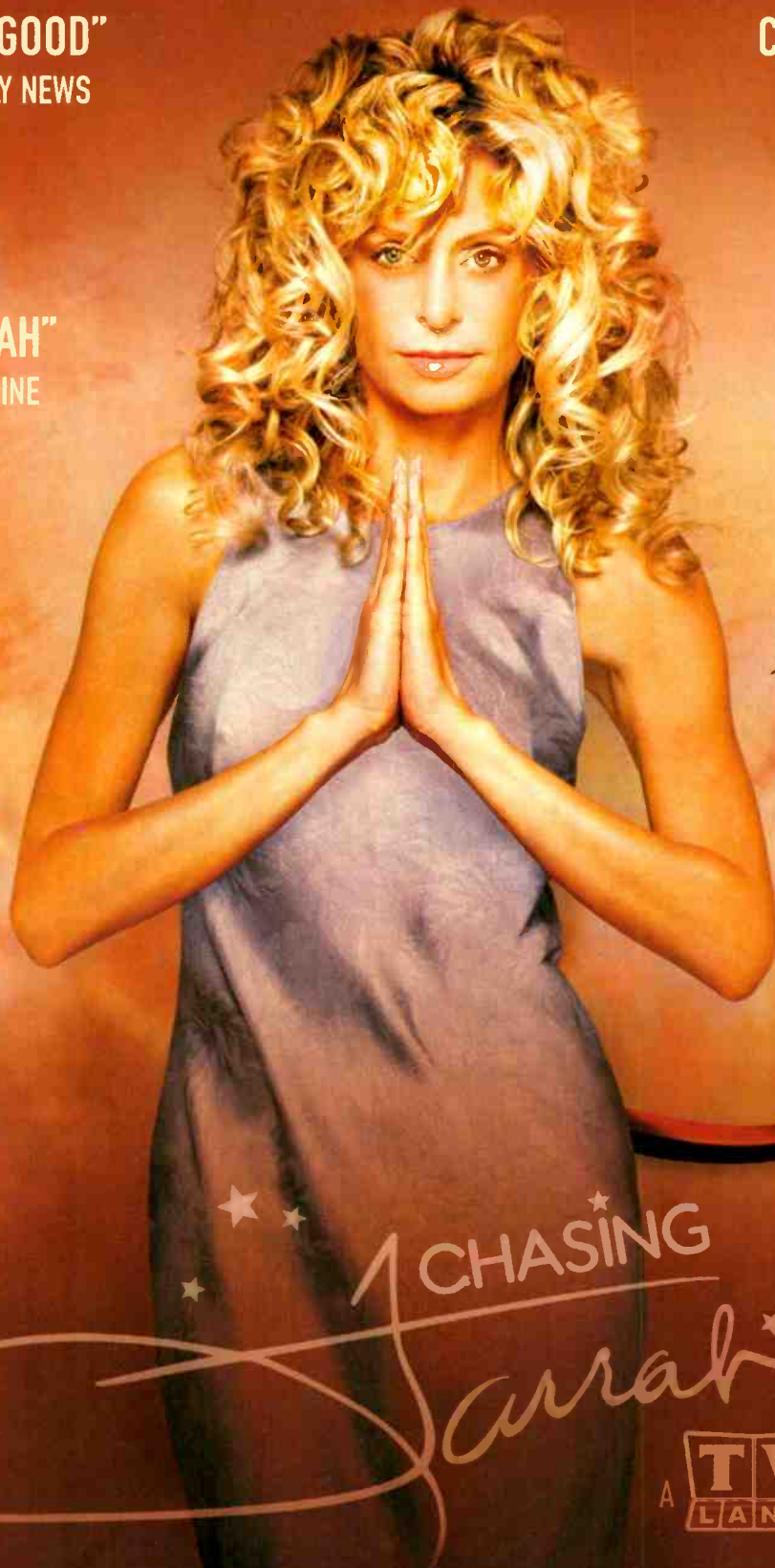
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National Magazine Awards

insider tips—like how to verify if your doctor is legit—from top female doctors. The issue also had two female soldiers returning from Iraq—one pro-war, one anti-war—debate America's involvement in the Middle East.

Finally, December was the magazine's Women of the Year issue, in which *Glamour* honored eleven women for their extraordinary accomplishments, from newshound Helen Thomas to author Judy Blume. In Leive's eyes, all three issues embody the magazine's overall mission of empowerment: "They reinforced the fundamental belief that we want to make women feel better about their lives and feel they can do anything they want to do."

Leive admits the magazine is more than a bit different since it last earned a General Excellence award. "I think the mag feels a little lighter," she explains. "It's more visual, a faster, more colorful read than the last time we won." In her mind, *Glamour* hasn't gotten soft over the years. It's just keeping up with the busier lives of its readers. "We aim to stay true to journalism and advocacy for women while still making it energetic."

Herzig, who has worked with Leive for almost 10 years, believes her boss was born to do this. "She's a wonderfully instinctual magazine editor," Herzig says. "You don't get the sense that she is editing based on focus groups or numbers."

Leive does focus almost obsessively on her readers. According to almost every *Glamour* staffer, Leive gets an adrenaline rush from reading correspondence from the magazine's audience. "I'll find her at her desk laughing out loud at something she's read or pounding out an e-mail responding to criticism from a reader," notes Herzig. "She can never get enough of reading the mail."

Today, Leive refrains from digging through the mailbag—she's still soaking in the win. And as the day turns to night, the mother-to-be leaves behind the scattered paper cups and nearly empty chips bowls, and lassoes everyone to Heartland Brewery for a few beers...pregnant style. "They're going to have beers," she sighs, "and I'm going to have water." ■



Olympic Glory: McDonnell and his team took *SI*'s preview franchise to new heights.

LEISURE INTERESTS

My Big Fat Greek Ellie

Sports Illustrated's Athens Olympics extravaganza scores the weekly its ninth award BY TONY CASE

After some five months of preparation, *Sports Illustrated* was ready to roll with the big, ambitious, 90-page preview of the Athens Summer Olympics that dominated its Aug. 2, 2004, issue. An iconic, mood-setting shot of superstar swimmer Michael Phelps, by staff photographer Simon Bruty, was splashed across the cover. Inside, *SI* had the games covered cold, sporting a variety of incredible photos past and present—pictorials featured the likes of the U.S. women's softball team, the Russian gymnast Svetlana Khorkina and the Iraqi men's soccer team—and the colorful, informed writing that is the magazine's hallmark.

Then, something remarkable happened. As the issue went to press, American cyclist Lance Armstrong won his record sixth Tour de France. So, *SI* managing editor Terry McDonnell did something he'd never done in his nearly three years at the helm of the Time Inc. weekly. In order to accommodate both big stories, he put out a split cover, with newsstand

copies prominently featuring Armstrong but including a smaller teaser for the Olympics coverage above the *SI* logo. (Subscriber copies did just the opposite, emphasizing the games while reporting Armstrong's triumph above the title.) It may seem like a small thing, but the tale of the split cover perfectly illustrates McDonnell and *SI*'s commitment to both the in-depth reporting of the sporting events and personalities that have such an enormous impact on our culture and the weekly's heralded devotion to breaking news—even trashing a design-heavy, months-in-the-works cover when necessary.

The Olympics preview edition last week scored the half-century-old *SI* its ninth National Magazine Award, winning it honors in the Leisure Interests category, which recognizes "service journalism about leisure-time pursuits." *SI* beat out two other sports titles—Condé Nast's *Golf Digest* and Rodale's *Runner's World*—as well as Hearst Magazines/Harpo's



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O, *The Oprah Magazine* and *National Geographic Adventure*. *SI* was nominated in three categories this year, including General Excellence and Profile Writing.

"We tried to do something we had not done before. We basically redesigned the magazine within the framework of *Sports Illustrated* to give it a look that was different than both the magazine and the previous [Olympics] issues," relates McDonell, post-awards, back at his near-empty newsroom in Manhattan's Time & Life Building. Last week's issue of *SI* was put to bed the night before the Wednesday afternoon awards, and most staffers had the day of the ceremony off. Typically, *SI*'s winners high-tail it back to their offices for raucous champagne celebrations. *SI*'s publishing cycle prolonged its cork-popping festivities. Still, McDonell, a man of few words but enormous stature in the magazine industry, beamed as he showed off the award-winning issue, briskly flipping through the pages like a proud papa, pointing out his favorite photos, including a striking, sepia-tone shot of Greek weightlifter Pyrrhos Dimas by Gerard Rancinan.

This *SI*'s business is old hat for McDonell, who scooped up awards while at Hearst's *Esquire* in the early '90s and later at Wenner Media's *Men's Journal*. Time Inc.'s editorial director John Huey, who thinks the Olympics preview "really stood out," says McDonell "understands not only sports but service." Huey says he's a big fan of all of *SI*'s preview issues, noting that he keeps his copy of the magazine's NFL preview by his television set all season long.

The award-winning Olympics report—which was directed by assistant managing editor Craig Neff, director of photography Steve Fine and designer Michael Lawton, now creative director of the recently retooled *Popular Mechanics*—kicked things off with a story that had little to do with sports. Senior writer S.L.

Price catalogued the famously troubled preparations by the city of Athens ("It turned out that reports of the death of Athens were greatly exaggerated," quips McDonell). Then senior writer E.M. Smith looked back at the first modern games in the city in 1896. The lion's share of pages, however, were devoted to Team USA and

the stories of the 531 "artists, doctors, soldiers, physicists, high school students and even a 52-year-old retiree" who made up this country's roster of champions. Alongside informational snapshots of the U.S. track and field, volleyball, fencing, swim and basketball teams were impossible-to-resist, bet-you-didn't-know-that trivia bites about American Olympians (for example, youngest: Katie Hoff, 15, swimming; shortest: Courtney McCool, gymnastics, 4'9").

The preview, meanwhile, also delivered full-blown features on big stars like Phelps, brother gymnasts Paul and Morgan Hamm, runner Maurice Greene, and the men's basketball team. Still, McDonell seems especially proud of some of the report's off-the-beaten-path stories, including an eight-page examination of international athletes—from Mexican runner Ana Gabriela Guevara to Angola's men's basketball team—who might not be as recognizable as Phelps or the Hamms but

whose hardscrabble stories are the stuff of Olympic lore. "Athletes from some of the smaller countries had never been looked at before, and these were really exceptional athletes," says McDonell. The editor is also clearly proud of a follow-up on the Iraqi men's soccer team, whose members were once tortured by Saddam Hussein's son, Uday—a story *SI* was one of the first media outlets to advance. Finally, the preview offered editors' picks for gold, silver and bronze medals spanning the 301 Olympic events. "We did quite well," boasts Neff, who oversaw the 20 or so staffers who pulled together on the preview.

Neff has self-described "deep roots" in the Olympics, having covered the events for *SI* since the 1980 Moscow games, which the U.S. boycotted. The editor says that when it comes to the quadrennial global contest, "most readers, the typical sports fan, don't know that many of the athletes competing, so it's a challenge to both provide sophisticated coverage and enough of the basics that you can draw the reader in and spell out who [these people] are. It's not like the Yankees lineup returning for another season. There are 10,000 athletes, and by reporting on the unknown bicycle racer, you can find a lot of entry points for readers."

There were some nail-biting moments putting the issue together, Neff relates. Olympic trials that ran close to deadline and the unfortunate steroid scandal in the run-up to the games threatened to derail *SI*'s extravaganza. "We weren't sure if people were going to get kicked off the team or test positive in track and field. We sweated it out," Neff recalls. A few tweaks had to be made, but every athlete *SI* profiled went on to compete in Athens, he is proud to report. "We were lucky there," the editor jokes, "or brilliant, depending on how you look at it." ■



The Winners



- **Glamour** for General Excellence (over 2 million circulation)
- **The New Yorker** for General Excellence (1 million to 2 million circulation) ■ **Wired** for General Excellence (500,000 to 1 million circulation) ■ **Martha Stewart Weddings** for General Excellence (250,000 to 500,000 circulation) ■ **Dwell** for General Excellence (250,000 to 100,000 circulation) ■ **Print** (under 100,000 circulation)
- **BabyTalk** for Personal Service ■ **Sports Illustrated** for Leisure Interests ■ **The New Yorker** for Reporting ■ **The New Yorker** for Public Interest ■ **Esquire** for Feature Writing
- **The New Yorker** for Profile Writing ■ **National Geographic** for Essays ■ **National Journal** Columns and Commentary
- **The New Yorker** for Reviews and Criticism ■ **Popular Science** for Magazine Section ■ **Newsweek** for Single-Topic Issue ■ **Kids: Fun Stuff to Do Together** for Design
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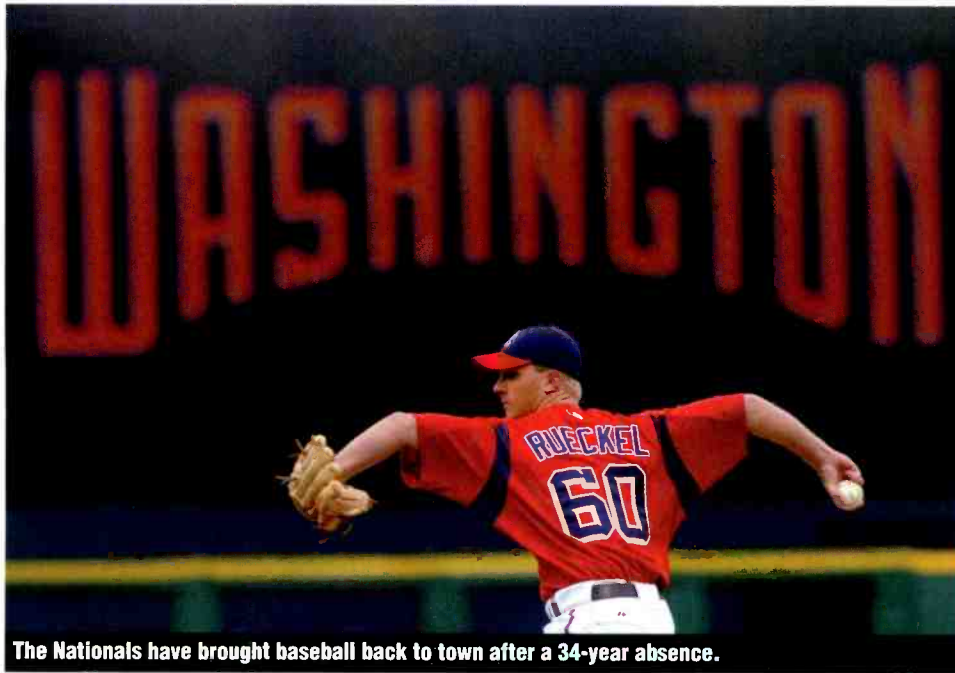
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BY EILEEN DAVIS HUDSON



The Nationals have brought baseball back to town after a 34-year absence.

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BASEBALL IS BACK IN THE NATION'S CAPITAL IN A BIG WAY. MAJOR LEAGUE BASEBALL'S Washington Nationals, formerly the Montreal Expos, relocated to D.C. this year, enticed by the city's proposal to build a brand new stadium for the team, funded entirely with public money. Current

estimates for the total cost of the 41,000-capacity stadium stand at \$440 million. It is targeted to open in April 2008.

The rebirth of baseball in the nation's seat of government after 34 years (former hometown team the Washington Senators left for Texas after the 1971 season) has brought with it some drama off the field over television carriage. Fox Television Stations nabbed the broadcast rights to a substantial number of Nationals games, which will air mainly on its UPN affiliate WDCA. WDCA carried the team's April 4 season opener, a loss to the Philadelphia Phillies. However, in part because negotiations to establish a television carriage deal had not been finalized, the Nationals' victories over the Phillies on April 6 and 7 were not telecast locally.

Although it came too late for

those missed games, a stopgap deal was recently worked out to allow WDCA to carry the next nine games, including the Nationals' home opener on April 14 against the Arizona Diamondbacks.

During the first week of April, MLB and Baltimore Orioles owner Peter Angelos created the Mid-Atlantic Sports Network, a regional sports network to broadcast Orioles and

Nationals games. (The Orioles are the principle owners of MASN.) This tentative deal calls for WDCA to broadcast 76 Nationals games this season, with some of those games airing on WTTG, Fox's owned-and-operated station.

The remaining games could appear on cable and satellite, but so far none of the area cable companies have agreed to add the network to their lineups.

Though the Nationals have generated quite a buzz, game ratings so far have been modest.

African Americans, who comprise roughly a quarter of the population in the Washington market, carry significant sway in the local media. For instance, a number of the top television anchors and management are African American. Programming is also key. *Judge Judy* on WTTG is a ratings juggernaut in the market. In households, the court show, popular among African Americans, earned a 6.8 rating/16 share in February at 4 p.m. and a 7.7 rating/17 share at 4:30 p.m. Only *The Oprah Winfrey Show*, on Allbritton Communications' ABC affiliate WJLA, did better, with a 7.9/18 in the time period.

WTTG has had some personnel changes in the past year, including former morning co-anchor Shawn Yancy moving to lead female co-anchor at 5 p.m. and 10 p.m. In late 2004, WTTG tapped Gurvir Dhindsa, who left Gannett Co.'s D.C. CBS affiliate WUSA-TV last July, to co-anchor WTTG's early-morning newscast and its hour-long Sunday news, which launched Aug. 22.

WTTG is already the market's second-highest biller, taking in an estimated \$106.5 million in 2003, the latest figures available from BIA Financial Network.

NBC O&O WRC-TV is the longtime No. 1 news station overall in the eighth-ranked Washington, D.C. (Hagerstown, Md.) market (2.24 million TV homes), winning in virtually every news daypart. It also generates more revenue than any other station in the market, pulling in an estimated \$122 million in 2003. WJLA-TV finished third with \$102.9 million.

Last September, WRC hired Shannon Bream as its new weekend morning-news anchor. Bream had been a main anchor at WBTV, the CBS affiliate in Charlotte, N.C. WRC executives could not

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Spot Radio	\$177,572,830	\$162,723,530
Local Magazine	\$15,640,570	\$18,161,380
Local Sunday Supplement	\$6,608,020	\$8,077,500
Total	\$1,222,989,030	\$1,205,391,190

Source: Nielsen Monitor-Plus

be reached for comment.

Over the past year, WUSA, the Gannett flagship station, has lost some of its most prominent talent but has been retooled with new faces. WUSA hired Tracey Neale and Todd McDermott to be its top anchors, displacing legendary TV broadcaster Gordon Peterson. Peterson, nicknamed the Dean of Anchors, left WUSA after 35 years, when a new contract agreement could not be reached, to go to rival WJLA.

Last August, WUSA signed McDermott to be its evening-news co-anchor at 5 p.m. and 11 p.m. He was most recently a reporter/anchor at CBS O&O WCBS-TV in New York. Previously an anchor at WTTG for nine years, Neale, who had been off the D.C. airwaves for about nine months, made her debut on WUSA on Sept. 20 at 11 p.m. with McDermott.

Brett Haber, most recently morning host at Bonneville International's Hot Adult Contemporary WWZZ-FM, joined WUSA as its main sports anchor. Haber succeeds Frank Herzog, whose contract expired in November. A 35-year veteran of WUSA, Herzog was the longtime voice of the National Football League's Washington Redskins.

WUSA also officially named Randal Stanley its new news director in January. A former news director at Gannett TV stations in Buffalo, N.Y., and Cleveland, Stanley had served as WUSA executive producer since April 2004. He will have the task of improving WUSA's position in morning and late news, where the station has made inroads.

Darryll Green, WUSA president and general manager, says now that his news team is in place, the station will be focusing its attention on high-definition television. "This spring, we will be the first station in the market to launch a live, local newscast in HD," says Green. A total overhaul is under way, to include all new equipment, set, graphics and music—the price tag for which Green declined to share. The project has been in the planning stages for about 10 months, he says. "We're basically rebuilding the station."

Meanwhile, WJLA, once an also-ran in the market, has been gaining momentum with its local news. Fred Ryan, Allbritton president and COO who took on the additional role of WJLA gm in 2004, says the station has experienced household-ratings growth in nearly every news time period. For instance, the station's evening news at 5 p.m. is up 49 percent, late news at 11 p.m. is up 37

SCARBOROUGH PROFILE

Comparison of Washington

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Washington Composition %	Washington Index
DEMOGRAPHICS			
Age 18-34	31	30	98
Age 35-54	40	43	107
Age 55+	30	27	92
HHI \$75,000+	32	51	158
College Graduate	14	17	118
Any Postgraduate Work	12	21	179
Professional/Managerial	26	38	143
African American	13	23	180
Hispanic	14	8	57
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	52	58	112
Read Any Sunday Newspaper	60	64	106
Total Radio Morning Drive M-F	21	21	100
Total Radio Afternoon Drive M-F	18	18	100
Total TV Early News M-F	29	25	85
Total TV Prime Time M-Sun	39	37	97
Total Cable Prime Time M-Sun	15	16	105
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	61	70	115
HOME TECHNOLOGY			
Owns a Personal Computer	68	74	109
Purchase Using Internet Past 12 Months	43	52	122
HH Connected to Cable	65	68	106
HH Connected to Satellite/Microwave Dish	21	22	107
HH Uses Broadband Internet Connection	26	28	107

*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. Source: 2004 Scarborough Research Top 50 Market Report (August 2003-September 2004)

percent and morning news from 6-7 a.m. is up 44 percent in February 2005 compared to February 2004.

"In every book since last May, we have had substantial [ratings] increases," says Ryan. "Our goal at WJLA is to be No. 1 in the market."

Since last year, WJLA has installed a new morning team, hired a new investigative team and launched both consumer-affairs and community-affairs efforts. With the hiring of Peterson and others, WJLA launched an aggressive promotional campaign under the new slogan: "All Your Favorite People, Now All in One Place." In programming developments, last fall WJLA launched the weekly talk show *Capital Sunday*, hosted by anchors Leon Harris and Kathleen Matthews, and the station recently secured long-term renewals

of its popular syndicated shows, *The Oprah Winfrey Show*, *Jeopardy!* and *Wheel of Fortune*. Allbritton plans to syndicate *Inside Washington*, the Sunday-morning talk show Peterson has moderated since 1988, Ryan says.

In February, WJLA introduced the market's only live, local weather channel, *Doug Hill's Weather Now*, named after its chief meteorologist. The cable channel is on Comcast Cable's digital tier. Allbritton also owns local cable news channel News Channel 8, which is co-located with WJLA. The two have separate anchors but share an assignment desk, reporters and photographers, says Ryan.

Across town at local WB affiliate WBDC, Eric Meyrowitz was named vp/gm last September, promoted from the general sales manager post he'd held for the past two and a



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very funny.

market profile

NIelsen RATINGS / WASHINGTON

EVENING- AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
4-5 p.m.	NBC	WRC	5.9	13
5-5:30 p.m.	NBC	WRC	7.6	15
	ABC	WJLA	6.4	13
	Fox	WTTG	5.1	10
	WB	WBDC*	4.4	9
	CBS	WUSA*	2.6	5
	UPN	WDCA*	0.6	1
	Univision	WMDO*	0.4	1
5:30-6 p.m.	NBC	WRC	7.6	15
	ABC	WJLA	6.4	13
	Fox	WTTG	5.1	10
	WB	WBDC*	4.4	9
	CBS	WUSA*	2.6	5
	UPN	WDCA*	0.8	1
	Univision	WMDO*	0.4	1
6-6:30 p.m.	NBC	WRC	8.9	15
	ABC	WJLA	6.8	12
	Fox	WTTG*	5.9	10
	CBS	WUSA	3.8	7
	WB	WBDC*	3.6	6
	UPN	WDCA*	0.9	1
	Univision	WMDO	0.7	1
6:30-7 p.m.	NBC	WRC	8.9	15
7-7:30 p.m.	CBS	WUSA	2.7	4

Late News

Time	Network	Station	Rating	Share
10-11 p.m.	Fox	WTTG	7.9	12
11-11:30 p.m.	NBC	WRC	8.4	16
	CBS	WUSA	6.6	12
	ABC	WJLA	5.8	11
	Fox	WTTG*	3.7	7
	UPN	WDCA*	1.7	3
	WB	WBDC*	1.5	3
	Univision	WMDO	0.5	1

*Non-news programming Source: Nielsen Media Research, February 2005

ARBITRON

RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	2 AM, 6 FM	21.3	\$96.3	23.9%
Infinity Broadcasting	2 AM, 4 FM	13.6	\$90.2	22.4%
Bonneville International	1 AM, 4 FM	12.2	\$60.2	15.0%
ABC Radio	1 AM, 2 FM	11.8	\$58.1	14.4%
Radio One	1 AM, 2 FM	10.4	\$50.9	12.7%
Howard University	1 FM	4.1	\$23.0	5.7%
Mega Communications	1 AM, 2 FM	4.4	\$14.8	3.7%
Salem Communications	1 FM	0.8	\$8.4	2.1%

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

half years at the Tribune Broadcasting-owned outlet. Meyrowitz started making his own personnel changes early this year, upping local sales manager Chip Shenkan to gsm in January and promoting national sales manager

Mike Ward to local sales manager in March.

Although WBDC does not produce local news, in January the station launched a local community-affairs program called *WB Now*, which airs Sundays at 10:30 a.m. The half-hour

show is produced in conjunction with the journalism departments at local George Washington University and Montgomery College. Students participate on all levels in the development and production of the show, which has featured such guests as the governor of Maryland and the gm of the National Basketball Association's Washington Wizards, says Meyrowitz. The students earn college credit for the program, which has been incorporated into the curriculum at the two schools.

In terms of syndicated programming, WBDC has lined up *Bernie Mac*, *My Wife & Kids*, *Sex and the City* and *South Park* for this fall and the second cycle of *Friends* for fall 2006. WBDC also carries about 10 Wizards games per season.

The local Pax TV affiliate, WPXW, stands out in the field as the new home of the Baltimore Orioles in D.C., having recently secured the broadcast rights from previous rights-holder WDCB. The Paxon Communications-owned station will air 63 Orioles games this year. The Orioles are also heard on Clear Channel Communications' AM Sports and Talk stations WTEM, WTNT and WWRC. (There are no Washington Nationals TV or radio affiliates in the Baltimore market.)

With Hispanics comprising about 8 percent of the city's total population, Washington is the nation's 17th-largest Hispanic market. But that demo is more significant than the rank suggests, says Rudy Guernica, gm of Univision's TeleFutura station WFDC and Entravision Communications' Univision affiliate WMDO-TV, the leading Spanish-language TV station. He contends that although the District doesn't have the largest Hispanic population, its Hispanic residents have tremendous buying power. "We have the most affluent Latinos in the country," Guernica says.

WMDO shifted to a double-anchor format in March, promoting senior reporter Norma Montenegro to co-anchor of its local news at 6 and 11 p.m. Another Spanish-language station, ZGS Broadcasting's Telemundo affiliate WZDC, airs a 6 p.m. weekday newscast.

In local cable, Comcast is the area's dominant cable service provider. Its regional sports network, Comcast SportsNet, has the rights to the Orioles through 2007. CSN also has the rights to the Wizards and the National Hockey League's Washington Capitals. Comcast Spotlight, its ad sales arm, serves as the local interconnect, serving more than 1.4 million cable homes. Other area cable companies include Time Warner, Charter Communications, Adelphia and Cox.

As for local papers, the arrival in February of *The Washington Examiner*, published by Denver billionaire Philip Anschutz, has given longtime market-dominators *The Washington Post* and *The Washington Times* some fresh competition. The free tabloid is the first of what could be a chain of spinoffs of Anschutz's *San Francisco Examiner*.

The Washington Examiner launched with a 260,000-copy print run five days a week plus Sundays, targeting upscale readers in the District and in Maryland and Northern Virginia suburbs. The paper replaces the Journal News-papers chain, which Anschutz purchased last September.

The *Examiner* is already making friends in the area, having struck a news/marketing partnership with Bonneville International's All News WTOP-AM, which will provide traffic information for free to the newspaper.

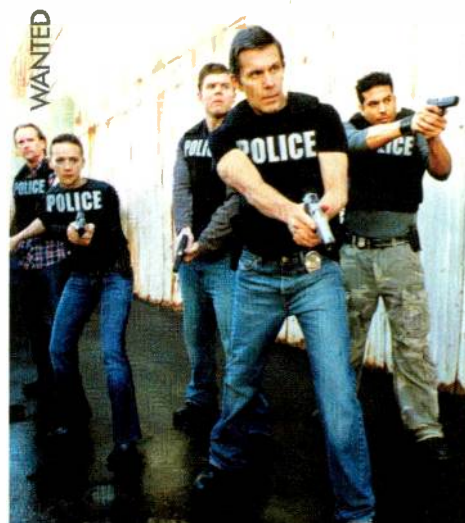
The stalwart and storied *Post*, owned by the Washington Post Co., had an average weekday circulation of 707,690 as of Sept. 30, 2004, a decline of 3 percent from the same period ended Sept. 30, 2003, according to the Audit Bureau of Circulations. The paper's Sunday circulation decreased 1.8 percent to 1,007,487.

The *Post* has had some management changes in the past year. One change in particular caused a stir even among its own staffers. In November, the *Post* tapped Philip Bennett, assistant managing editor for foreign news, as its new m.e. In a somewhat unusual move for newspapers, staff grumbling over the selection led to the *Post* writing a story about Bennett's promotion and the ensuing controversy. The paper had earlier turned a critical eye on itself, when a story in August critiqued its coverage of the Iraq war and the events that preceded it.

In January, the *Post* made several changes to its comics and columns. It dropped "Shoe," "Rex Morgan, M.D.," "One Big Happy" and "Bo Nanas." It added newer syndicated comics "Candorville," "Frazz" and "Prickly City." Among the column changes, "Ask Amy" replaced "Dear Abby" (though "Dear Abby" will still appear on Mondays and Wednesdays in the paper's Style section).

The Washington Times, owned by News World Communications, the publishing arm of the Rev. Sun Myung Moon's Unification Church, had a weekday circulation of 100,603, and a Sunday circ of 43,660 last September, reflecting a 1 percent and 3.4 percent slide, respectively.

Washington's radio market ranks eighth in the country. In December, Bonneville's All News WTOP-AM launched sister station



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market profile

NEWSPAPERS: THE ABCs

	Daily Penetration	Sunday Circulation	Daily Market Circulation	Sunday Market Penetration
Fairfax County (Va.): 367,091 Households				
<i>The Washington Post</i>	120,561	158,835	32.8%	43.3%
<i>The Washington Times</i>	12,081	6,296	3.3%	1.7%
Montgomery County (Md.): 341,263 Households				
<i>The Washington Post</i>	141,869	184,432	41.6%	54.0%
<i>The Washington Times</i>	12,294	6,676	3.6%	2.0%
<i>The Baltimore Sun</i>	1,596	8,242	0.5%	2.4%
Prince George's County (Md.): 298,033 Households				
<i>The Washington Post</i>	88,317	144,525	29.6%	48.5%
<i>The Washington Times</i>	11,589	4,169	3.9%	1.4%
District of Columbia: 251,172 Households				
<i>The Washington Post</i>	128,735	117,946	51.3%	47.0%
<i>The Washington Times</i>	24,564	7,912	9.8%	3.2%
Prince William County (Va.): 104,702 Households				
<i>The Washington Post</i>	25,527	46,077	24.4%	44.0%
<i>The Washington Times</i>	2,322	1,087	2.2%	1.0%
<i>Potomac News/Manassas Journal Messenger*</i>	14,964	14,363	14.3%	13.7%
Arlington County (Va.): 88,808 Households				
<i>The Washington Post</i>	37,532	43,701	42.3%	49.2%
<i>The Washington Times</i>	4,372	2,495	4.9%	2.8%
Loudoun County (Va.): 73,017 Households				
<i>The Washington Post</i>	25,596	39,905	35.1%	54.7%
<i>The Washington Times</i>	2,295	1,157	3.1%	1.6%
Alexandria City (Va.): 65,195 Households				
<i>The Washington Post</i>	22,408	28,155	34.4%	43.2%
<i>The Washington Times</i>	5,902	2,797	9.1%	4.3%

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

ARBITRON RADIO LISTENERSHIP / WASHINGTON

STATION	Morning FORMAT	Avg. Qtr.-Hour Share	
		Drive, 12+	Evening Drive, 12+
WTOP-AM*	News	8.2	6.1
WPGC-FM	Hip-Hop	6.3	7.0
WMMJ-FM	Urban Contemporary	6.0	5.4
WKYS-FM	Hip-Hop	4.4	4.3
WMAL-AM	News/Talk*	4.3	5.6
WGMS-FM	Classical	4.1	4.4
WRQX-FM	Hot Adult Contemporary	3.9	2.9
WWDC-FM	Rock	3.9	2.8
WASH-FM	Adult Contemporary	3.5	4.7
WWDC-FM	Alternative Rock	3.5	3.7

* WTOP-AM is simulcast on WTOP-FM. Source: Arbitron Fall 2004 Radio Market Report

WFED-AM at 1050 on the dial, its broadcast feed of Federal News Radio. The Silver Spring, Md., station had been a Business News and Regional Mexican station under Metro Radio with the calls WPLC. Previously, FNR had been available only on the Internet.

In February, Bonneville's WWZZ and WWVZ simulcast was selected to carry the Nationals' evening and night games. The company's WFED will broadcast all Nationals games, including day games. The Nationals deal is a one-year contract.

In January, Clear Channel's Sports/Talk WWRC-AM became an Air America affiliate, the new left-leaning Talk network. The station's lineup includes a simulcast of the Don Imus morning show that airs on sister station WTNT-AM and Al Franken at middays.

Radio One, now based in Lanham, Md., in Prince George's County, is looking to relocate its headquarters to the District, where it was founded nearly a quarter-century ago. The Urban radio specialist hopes to erect a 76,000-square-foot office building that would serve as the headquarters of the 69-station radio group and house its four D.C. stations. The new building would be part of an \$83 million office, residential and retail complex near Howard University.

Another recent change was the shuttering of heritage Alternative Rock WHFS-FM, which had served both the D.C. and Baltimore markets since the 1960s. Owner Infinity Broadcasting in January flipped it to Spanish El Zol under the new calls WLZL, playing a mix of Caribbean and Central American dance music.

Mega Communications, based in Silver Spring, Md., owns three D.C. Spanish-language stations. Last September, Alfredo Alonso, president of the company, left to join Clear Channel to oversee the radio behemoth's aggressive expansion into Spanish-language stations across the country. Alonso was named to the new position of senior vp of Hispanic Radio for Clear Channel. Mega chairman Adam Lindemann now oversees the company's operations and recently became its principle owner.

As for Washington's outdoor advertising business, billboards and other traditional products are prohibited under longstanding local zoning regulations intended to protect the national monuments and historical buildings in the Capital. However, other out-of-home options, such as the sides of city buses, are available. Clear Channel is the dominant outdoor player in the market. ■



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Interactive
Quarterly

Interactive Agency Report Cards

Remember that B+ you got in geometry in 10th grade? When you argued with your teacher over why you thought it should be an A? Was it then that you learned that your teacher had higher expectations of you? That's kind of how it is for us at Adweek Magazines this year as we determined grades for interactive agencies. All 10 of the agencies here are making gains in revenue. Creative is the best we've ever seen. Technology is making great strides. So, what did you do to impress us? Here's how we determine the grades: **Numbers:** We gathered information on revenue and staff from a number of sources: industry experts, syndicated data, published reports and other sources. We evaluate the agencies on revenue-to-staff ratio and revenue gains as compared with interactive-industry averages (this year's aggregate average was about 20 percent) before determining a composite rank in both categories. Then, with the help of *Adweek* financial columnist Alan Gottesman, grades were determined for all 10 agencies. **Creative:** Grades are based on design, ease of navigation, user experience and the overall power of the marketing idea. They take into account more than the work described in each shop's creative section; space limitations prevent us from going into greater detail. **Technology:** Creating proprietary technologies garners high grades, though shops that find innovative ways to use existing technologies get credit, too. The bar has been raised exponentially over the past few years on this expertise; so have our expectations. **Management:** How execs run their businesses, taking into account revenue growth versus competitors, management moves to and from the company, and other initiatives. **The final grade:** We use a formula to average the other four marks.

—The Editors

AGENCY.COM

C+

NUMBERS

C

Revenue up 19% to \$103 million. Won 22 accounts; expanded Discovery work to 14 brands; 75% win-loss pitch rate. New assignments from existing clients Motorola, The American Medical Association and SunTrust. Collaborated with other Omnicom agencies to net Kay Jewelers and Tandberg. Grew accounts with existing clients Miller Brewing, Visa and Hewlett-Packard. No losses.

CREATIVE

B-

Discovery Networks' "Croc Week" campaign ad units combined Flash, user-initiated video and animation to give comic-book feel; HP site let consumers upload photos to "tattoo" their iPods.

TECHNOLOGY

B-

Improved Web site analytics capabilities with Exile on Seventh acquisition; search practice now managing 700,000 keywords; bolstered e-mail practice with 15-year CRM vet Dave Baker.

MANAGEMENT

C+

President Don Scales took the CEO reins in July 2004 from founder and chairman Chan Suh. Bolstered management with former Exile on Seventh president and Euro RSCG Australia CEO Alan Burgis; Modem Media alum Tom Ajello added creative firepower. Caught up with industrywide growth rate after so-so 2003 performance.

COMMENTS

Now 10 years old, Agency.com integrated the iTraffic brand and expanded full-service offerings. Online advertising more than 40% of business, putting it on track to capitalize on sector's growth trajectory. Omnicom sibling relationships yielding accounts.

EURO RSCG 4D

C

NUMBERS

D

Interactive revenue up 3% to \$275 million. 2003 numbers restated due to reorganization of Euro RSCG Interaction into Euro RSCG 4D. Wins include Adobe, Charles Schwab, Intense Orange. Expanded business with Diageo, BMI, Lexmark.

CREATIVE

B-

Competent, but not eye-opening. Peugeot black-and-white illos for compact 1007 engaging. Nifty budgeting tools effectively brand college-focused Citibank Cash Card. Intel Centrino "Drag" effort fun, but message confusing. Guinness vote for Minister of Good Times strong idea.

TECHNOLOGY

B-

Part of the reason for creating 4D was to broaden access agency wide to its database capabilities, a smart direction as clients demand more accountability. On a site-by-site basis work doesn't shout innovation, but Calida site stands out for its integration with the Calida store's back-end.

MANAGEMENT

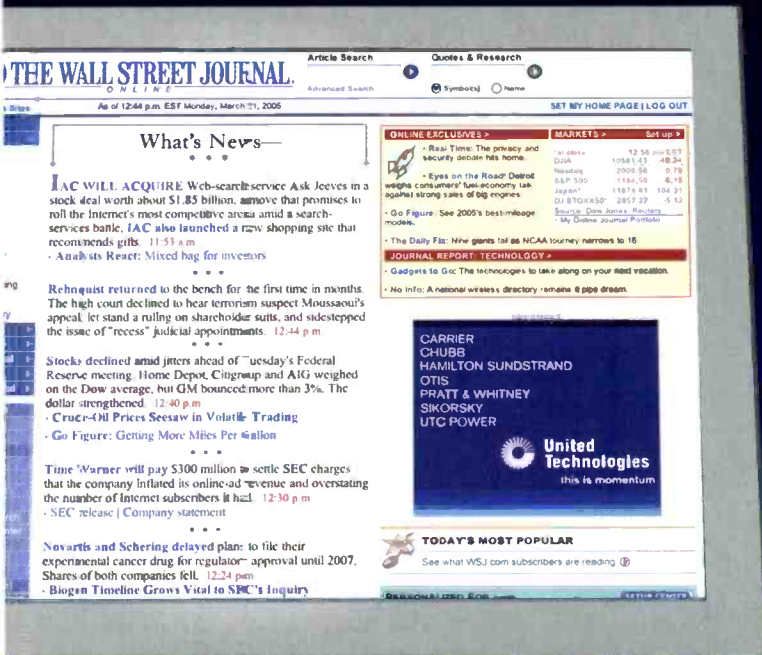
C

In April, Euro RSCG Interaction became Euro RSCG 4D, a marketing and digital services unit incorporating Havas companies including Brann Worldwide. Further integration didn't help shop hold onto Intel.

COMMENTS

Loss of Intel in January 2005 after drawn-out review process cast a pall over 2004, but Euro can be commended for coming out of that major distraction with a slight revenue bump. Question now is whether 4D CEO George Gallate, who led Intel for the whole agency, can translate it into another marquee tech account.

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For more information, contact: Randy Kilgore, Senior Vice President, Advertising | 212.597.5941 | advertising@dowjones.com





AVENUE A/RAZORFISH

C+

NUMBERS

C

Revenue up 14% to \$140 million. SBI.Razorfish aquisition greatly expanded business (albeit temporarily hurting profits). Able to cross-sell 15 pre-merger clients new services. Sacrificed some revenue by shedding unprofitable Razorfish accounts.

CREATIVE

C+

Avenue A bolstered ho-hum creative cred with Razorfish. Adidas basketball site to connect urban youth target market to NBA stars wearing Adidas. Carnival Cruise Lines redesign tied in backend system to personalize site based on visitor's place in buying cycle.

TECHNOLOGY

B+

Integrated search practices into Avenue A/Razorfish Search, backed up by Go Toast bid-management technology, as largest in-house SEM. Tapped proprietary tools ChannelScope to measure offline impact of online ads, and BrandOptics analytics for brand impact.

MANAGEMENT

C

CEO Brian McAndrews moved quickly to reorient Razorfish after the i-shop was found to be geared toward generating sales, not profits. Sought out clients where Web was key to business. Shedding many small project-work Razorfish clients was addition by subtraction.

COMMENTS

After rocky start, Razorfish acquisition should pay dividends in 2005 as more clients integrate media, creative and site design. Metrics-driven approach and search expertise positions agency well in accountability-obsessed ad environment. International expansion high on the agenda.

DIGITAS LLC

B+

NUMBERS

B-

Interactive revenue up 24% to \$98 million. Wins included Lloyds TSB, MetLife. New assignments from current clients included sites for General Motors' GM.com and GM BuyPower. AT&T decision to stop consumer marketing had adverse revenue impact; shop now works only on other AT&T units. Fee revenue increased by 33 percent to \$71 million. No losses.

CREATIVE

B+

American Express site for MyWishList deftly combines commerce with easy-to-navigate design. Work for OnStar successful at using broadband to communicate both convenience and security. Gillette sponsorship on MSN Sports shows shop's potential in working with CPG clients.

TECHNOLOGY

A-

Shop—well-known for its back-end capabilities—has formed a hybrid group, the Creative Technology Powerhouse, to further integrate creative and technology skills. One of few shops to have advisory or ambassador role with Google, Yahoo!'s Overture and MSN.

MANAGEMENT

B+

The Digitas agency moved ahead in 2004, with \$160 million October acquisition of Modem Media, resulting in the shift of CEO David Kenney to CEO of newly formed Digitas, Inc. holding company. Promotion of Mark Beeching to global ecd keeps creative on forward trajectory.

COMMENTS

In an action-packed year with restructuring to absorb Modem and some major client cutbacks, Digitas kept its momentum. Focus on core clients pays off with additional assignments.

GREY DIGITAL MARKETING

C+

NUMBERS

C+

Revenue up 19% to \$220 million. Grey Digital unit Grey Interactive won Web design and online ad work for main agency client Kmart promotions and online advertising for Progressive teen campaign. Sister shop Beyond Interactive won buying, planning and creative duties for Grey client Nokia's line of fashion phones, and buying and planning for Subway and NetBank. GI and Beyond lost Wyeth.

CREATIVE

C+

GI, Beyond delivered solid, if unspectacular, creative. GI CoverGirl site added online beauty consultation to collect data for personalization and marketing; Progressive Web ads launched "lame date escape" game from banners to appeal to teen target audience. Beyond used rich media to build awareness for 3M's Post-It easels and highlighters.

TECHNOLOGY

B-

GI and Beyond made pushes into mobile marketing with campaigns for Reebok and CoverGirl. Beyond built interactive video applications that let users click within streaming video to display information.

MANAGEMENT

C+

Management teams at GI, Grey Direct E-Marketing Group and Beyond remained intact through 2004, although longtime GI managing director Orin Wechsberg left the agency in January '05. Revenue growth greatly accelerated for second straight year.

COMMENTS

Solid growth in line with industry average. Continued to generate most business organically. Clients MasterFoods and Volkswagen ideal for growing online video ad market.

ISOBAR

B

NUMBERS

B+

Revenue up 83% to \$100 million. The Aegis digital network, founded in July 2004, added iProspect to Freestyle Interactive and Carat Interactive in the U.S. New clients included Gateway and Motorola. Lost: Vonage. Low revenue-per-employee ratio drags down grade.

CREATIVE

C

Freestyle pushed design envelope with work for Electronic Arts. "GoldenEye" microsite video game preview. Carat's "Impossible is Nothing" Flash and video ad campaign capitalized on popular Laila and Muhammad Ali TV spots created by 180 and TBWA\Chiat\Day.

TECHNOLOGY

B

December 2004 \$50 million acquisition of search engine marketer iProspect seen as turning point for Isobar, adding a specialist search shop to complement Carat and Freestyle. Built Citadel database to target campaigns and establish customer lifetime value.

MANAGEMENT

B

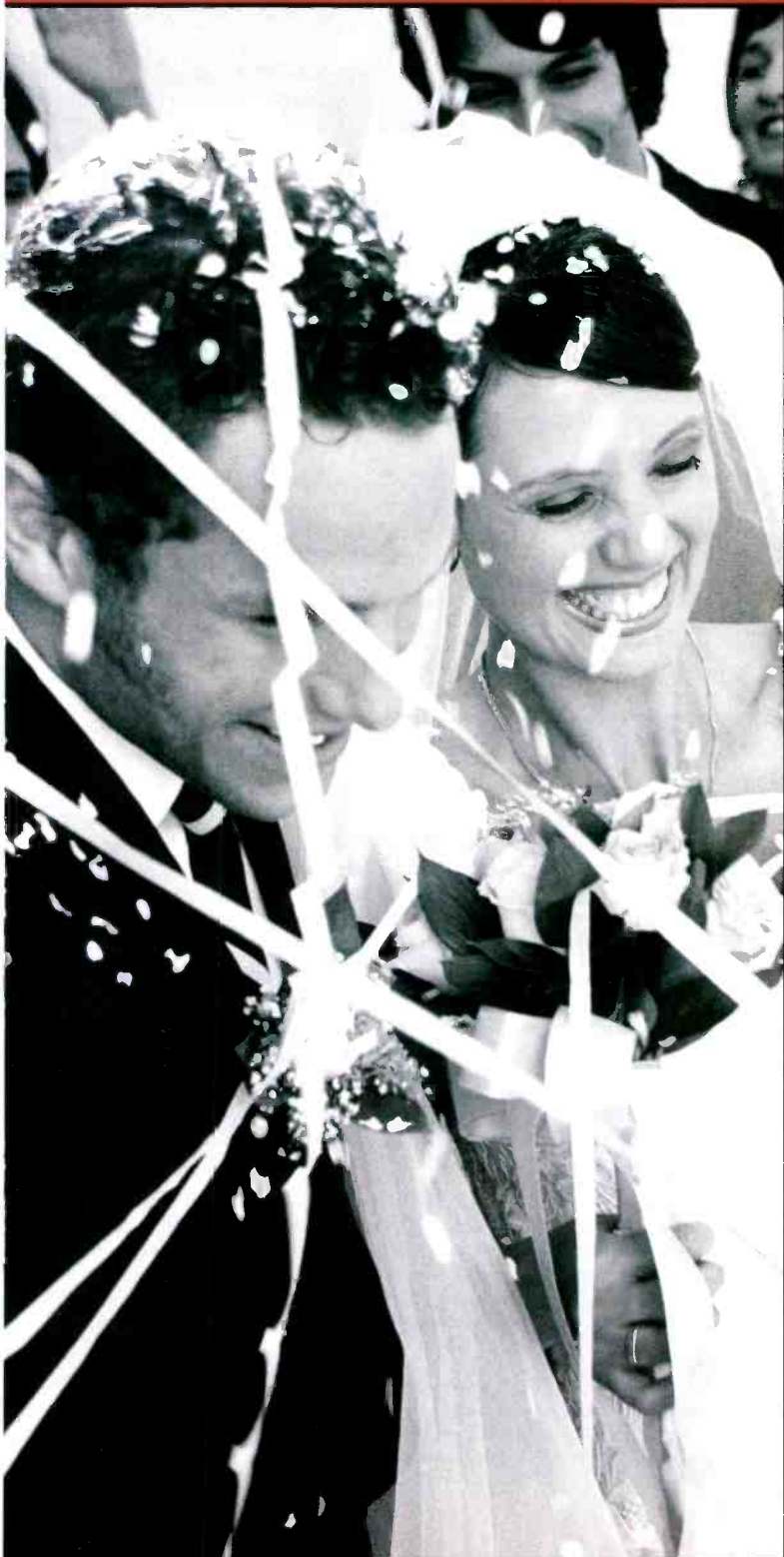
Isobar worldwide CEO Nigel Morris tapped Carat chief Sarah Fay to head U.S. operations; Toby Gabriner took reins at Carat; and Freestyle founder Karim Sanjabi was named president of that agency. Fredrick Marckini, iProspect's founder and CEO, stayed on after purchase. Used international network to obtain global accounts like Kodak.

COMMENTS

Isobar network has an impressive collection of assets. Now, it's up to Fay and her team to make them work together effectively. Pfizer and Adidas accounts should see big budget increases as interactive channel grows in importance to their businesses.

WE UNDERSTAND THE POWER OF A GOOD UNION AND THE BENEFITS OF A NAME CHANGE

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WILL BE WITHIN 10 MILES OF THE
THEATRES ON OUR NETWORK

•
NATIONAL COVERAGE



OGILVYINTERACTIVE

B+

NUMBERS

B

Revenue up 23% to \$216 million. Wins: Yahoo!, Allstate, American Golden Bison. New assignments from current clients include work for Kodak, Ameritrade, Motorola, IBM (demand generation and small business custom online publishing app). No losses.

CREATIVE

B+

Ogilvy is strong in servicing the creative needs of technology clients. In 2004, its work for CPG clients improved. Sprite campaign with faux-rapper MilesThirst showed how broadband can trump TV in communicating; the online and offline Dove "Campaign for Real Beauty" had interactive as core element of campaign idea.

TECHNOLOGY

B+

Dove's "Real Beauty" campaign had people vote via mobile phones using SMS, then view updated results on electronic billboards. For IBM's U.S. Open sponsorship, the shop transmitted scores in real-time to several digital media.

MANAGEMENT

A-

Departure of OgilvyInteractive CEO Mike Windsor in September only major management news. Shop continued to be led by OgilvyOne North America president Carla Hendra and co-executive creative director Jan Leth. Close working relationship with main agency pays off.

COMMENTS

Growth shows power of agency business model, marrying traditional, direct, interactive. All creatives in the flagship NY office moving together; will it result in more than window dressing? Formation of Digital Innovations Group in February shows Ogilvy won't rest on its laurels.

R/GA

B+

NUMBERS

B

Revenue up 28% to \$87 million. Won Web duties for Lowe's, Target and Subaru. Expanded assignments with Nike, Avaya and Circuit City. Verizon business grew 20%. No losses. High revenue per employee ratio helps grade.

CREATIVE

A-

Creative remained top-notch. Trailblazing Nike iD combined R/GA's creative and technical acumen in branding/e-commerce site. Created online campaigns for Verizon using rich media, in-banner advergaming.

TECHNOLOGY

A

Yahoo! Autos digital 23-story sign in Times Square married interactive and mobile on a grand scale; Nike iD mass-customization site tied into shoemaker's supply chain. E-commerce practice grew with Circuit City, Target site overhauls.

MANAGEMENT

B

Chairman and CEO Bob Greenberg is now focused on reorganizing agency into integrated group structure. Agency built out media-planning prowess under former Wunderman exec Anne Benvenuto. Executive CD Rei Inamoto, who headed Nike account, decamped to AKQA. R/GA promoted creative directors Kris Kiger and Ken Hamm to ECDs.

COMMENTS

2004 growth set the stage for R/GA expansion, including a new London outpost, the agency's first foray abroad since closing its Stockholm office in 2001. Though best known for breakthrough creative, R/GA has branched into CRM and direct response, in addition to media planning. Seen as star interactive agency of IPG family.

TRIBAL DDB

B+

NUMBERS

A-

Revenue up 47% to \$100 million. Wins included America Online, OfficeMax, Air France. New assignments include Philips (corporate branding); McDonald's, Pepsi, Volkswagen (regional and divisional wins), Paramount.

CREATIVE

B

Given its heavy packaged-goods product base, the work tends to be about fun rather than utility. For McDonald's, the "I Talk Smack" promo, which allows people to create and send audio put-downs to friends, has obvious viral possibilities, but "Defend Your Chicken" game nothing more than an old-style twitch game.

TECHNOLOGY

B

Shop's strongest suit is using technology to entertain. For Bouygues Telecom, the shop promoted the new iMode service by developing an app that allows people to create and send movies via MMS. IM version of Ronald McDonald for the Netherlands full of viral spunk.

MANAGEMENT

B+

Naming of North America CEO Matt Freeman to new post of CEO in June was biggest headline in i-shop's move to become a true global player. To support growth, agency also hired eight execs to head a total of nine new offices and also brought in Krish Menon, who joined from Digitas West as chief strategic officer of North America.

COMMENTS

Shop exploited a booming interactive market to dramatically increase its size. Focus on building out the network globally is a necessity given the expansion of its rivals.

ZENTROPY PARTNERS

B-

NUMBERS

B-

Revenue up 23% to \$94 million. New clients include: Avery Dennison, Best Buy. New assignments from current clients include General Motors, MasterCard, Microsoft (shared with WPP's Young & Rubicam Group), Wendy's. Lost: GM BuyPower.

CREATIVE

B-

Online advertising work better than site development. 2004 banners for Black & Decker Laser Level build on strong campaign for 2003 showing the leveler straightening out off-kilter type on a page. Wendy's efforts touting new sandwiches quick, interesting and to the point.

TECHNOLOGY

B

Working for Microsoft—and as of March this year, Intel—shows the i-shop can handle major tech clients. The tools it built for Microsoft include one that delivers highly customized online marketing.

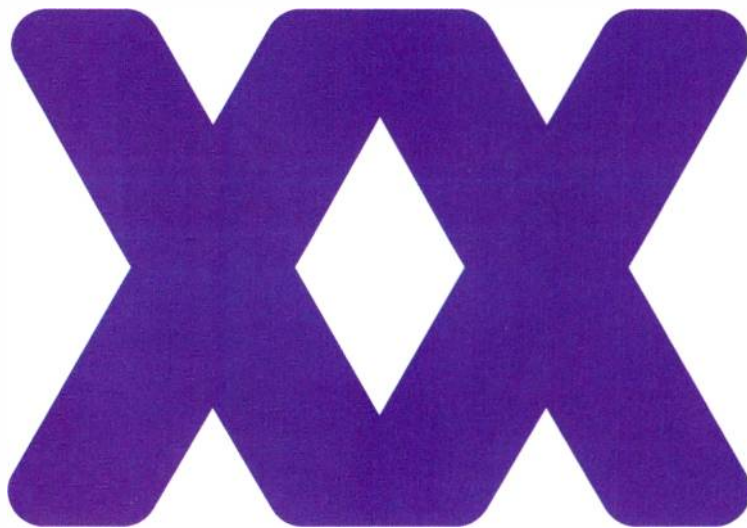
MANAGEMENT

C+

Naming of Digitas' Reuben Hendell to CEO of MRM Partners in August, and departure of Zentropy worldwide managing director Steve Woolford in December, signal shop's intentions of being perceived as having the interactive heft of some other major agency i-shops. Executive shuffle comes with new positioning—all relationship marketing capabilities coming together under McCann-Erickson WorldGroup.

COMMENTS

In early 2005, Zentropy name disappeared into McCann's MRM Partners. Chairman Pam Larrick moved to IPG sister shop FCBi and Greg Johnson, ex-Digitas, joined as global director of digital innovation in January. With Intel, can shop enter the interactive big leagues?



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In Buying Mode

Mary Junk has learned a whole lot about acquisitions in six years at Lee Enterprises, turning the newspaper company into a major player along the way **BY MARK FITZGERALD**



BY THE TIME MARY E. JUNCK arrived at Lee Enterprises in the summer of 1999 at the age of 50, she was no stranger to running newspapers. She'd been fast-tracked through Knight Ridder, served as publisher of *The Sun* in Baltimore, and had wound up her seven-year tenure at the old Times Mirror Co., running all of its East Coast papers.

Lee's chairman at the time, Richard D. "Dick" Gottlieb, felt so good about his new COO recruit that he elevated her to president in six months, and CEO a year after that. "After working with her for a couple of years," he says from his home in Arizona, "it became incredibly apparent that I could retire very easily, giving our folks, our community, and our shareholders just a wonderful leader. We didn't need two of us running the place."

Gottlieb stepped down, and in 2002, Junck became not just the first woman to head up Lee, but also the first chairman in the 119-year-old company who was not related by blood or marriage to the founding Lee and Adler families. So what could Junck—schooled at two of the biggest and most sophisticated chains in the business—learn at the top of Lee, a collection of mostly smaller papers that sold off all its television holdings just as she arrived?

On a chilly late-winter afternoon with the sun bouncing off the Mississippi River and into her corner office in Lee's new digs in downtown Davenport, Iowa, Mary E. Junck, 57, has a quick answer: "Acquisitions."

There are several reasons that Junck, chairman, president/CEO of Lee Enterprises Inc., is worthy of profiling, but one achievement looms so large it threatens to obscure all the others: The unexpected \$1.4 billion cash deal to acquire Pulitzer Inc.

In one fell swoop, the acquisition propels Lee to the rank of fourth largest U.S. publisher in terms of dailies owned (58 in 23 states), and seventh largest in terms of circulation (1.7 million weekdays and 2 million on Sundays). When the deal closes, probably in May, Lee will be a billion-dollar baby as Pulitzer adds \$440 million to combined revenue that will total \$1.14 billion.

Pulitzer represents the second big growth spurt under Junck's leadership. In 2002, the chain swallowed up the 16 dailies of Howard Publications in a \$694 million deal that increased its revenue by 50 percent and its circulation by 75 percent. Last year, Lee swapped two former Howard dailies, *The Leader* in Corning, N.Y., and *The Journal Standard* in Freeport, Ill., for a pair of dailies and five weeklies owned by Liberty Group Publishing.

"At the *Baltimore Sun*," Junck says, "we did a couple of smaller acquisitions. They were important for the *Sun*, but combined they totaled maybe \$25 million to \$30 million. With [Pulitzer] and Howard, it's over \$2 billion. So I've learned a lot about acquisitions."

But while the Pulitzer deal took many analysts by surprise—their favorite in the bidding war was Gannett Co.—it was just what Junck had been working for virtually since her arrival at Lee.

"She put together an acquisitions team that met literally every Friday," says Greg Veon, vp of publishing. Lee executives looked at papers that came on the market, and knocked on the doors of those that weren't for sale. Veon says they had a consistent message to Wall Street: "What we said was, we're in the market for papers of 30,000-plus circulation in good to better markets—and by golly, we were going to look for them."

"At the *Baltimore Sun*, we did a couple of smaller acquisitions. With [Pulitzer] and Howard, it's over \$2 billion. So I've learned a lot about acquisitions." JUNCK

Wall Street and the newspaper industry has learned to take what Junck says very, very seriously. The CEO has reinforced a corporate culture that makes no empty promises, says Greg Schermer, vp for interactive media, whose great-grandfather was Lee co-founder E.P. Adler. "When someone says they're going to do something around here, they're expected to do it," Schermer says.

There was a time when The Street was impatient with Junck. "They said, 'You've got a wonderful little pot at the end of the end of the rainbow'" from selling all the TV stations, Gottlieb recalls. "But she knew that we just don't go spending money. She waited very patiently and dealt with the Howard people fairly, and integrated them beautifully."

In both the Pulitzer and Howard deals, Lee sped to the front before virtually anyone else knew there was a race. Both companies invited Lee to bid, and the family-owned Howard appears barely to have shopped its papers anywhere else. Junck met with Pulitzer family members who control the largest voting stake in the publicly traded company, and clearly impressed them. "She is the leader of the 'A' team, and is often, though not always, the one who has taken the lead in making that kind of top-to-top contact," says Lee CFO Carl Schmidt.

Wall Street likes Mary Junck now. In most big mergers and acquisitions, the buyer's stock price takes a hit right after the deal is announced. Lee's stock went up the day the Pulitzer acquisition became public.

Lee is the sort of newspaper company Wall Street cheers on. Its operating margin of 21.4 percent is among the highest in the newspaper industry. In its fiscal year 2004, earnings per share climbed a healthy 9.7 percent, and the stock price increased 20 percent. In an era when some of the best regarded newspaper companies turn up on the industry's police blotter, Lee is apparently squeaky clean—a pioneer in transparent corporate governance with internal controls and small route sizes that make circulation scandals unlikely.

And while Lee is borrowing \$1.55 billion to pull off the all-cash Pulitzer deal, its debt level of about 5.5 times operating cash flow at closing will fall rapidly because of Pulitzer's added cash flow, the company argues. "It's more leverage than there's been historically, but it's not over-leveraged by any stretch of the imagination," says Schmidt.

The blockbuster deals overshadow the growth Junck and individual Lee publishers—who are given considerable autonomy by corporate—have engineered through lower-profile acquisitions and the creation of a broad range of niche publications.

For instance, few in the newspaper industry paid much attention last year when Lee bought the agriculture publication *Iowa Farmer Today*. But with that acquisition, Lee now has eight "ag" papers with

"If something works, we don't sort of hide it away—we want to get it across the system to see if it'll work in other markets." JUNCK

a controlled circulation of 500,000—and an extensive database it can slice any number of ways for advertisers, or to spin off new products.

Most Lee product extensions are local initiatives. The 41,182-circulation *Sioux City* (Iowa) *Journal* alone publishes at least nine free-standing publications ranging from *The Siouxland Weekly Shopper* to the slick-paper *Siouxland Home and Living*.

The Wisconsin State Journal last year launched *coreweekly*, a free-distribution alternative weekly aimed at Madison's big college-aged population. *The Lincoln* (Neb.) *Journal Star* has taken the chain into Spanish-language publishing with its purchase of the weekly *Hispanos Unidos*. Some Lee papers are also introducing a bit of Park Avenue into their Green Acres markets with slick magazine-style pubs targeting upscale readers. In Nebraska, for instance, the *Journal Star* has launched *L* in its hometown of Lincoln and *One*, for Omaha, Neb.

Lee's culture encourages publishers to share ideas. "If something works," Junck says, "we don't sort of hide it away—we want to get it across the system to see if it'll work in other markets."

While Lee publishers wield considerable decision-making authority, they are all, literally, on the same page—the business card-sized listing of five corporate goals and related action plans that's formally called the Priority Card, but is more widely known around the company as "Mary's prayer card."

Every year, key executives gather to review Lee's priorities, and sometimes they'll even tweak the wording of the goals. The top priority, however, hasn't changed a letter in the five years since Junck introduced it: Grow revenue creatively and rapidly. "We don't do strategies du jour at Lee," says Michael Phelps, publisher of Lee's flagship *Quad-City Times* in Davenport, Iowa.

Since the Pulitzer acquisition, Junck has been telling anyone who'll listen that Lee emphasizes growing top-line revenue over cost-cutting. Around the chain they believe it. That philosophy is a big reason publisher Dick High stayed on when the *North County Times* in Escondido, Calif., changed from a Howard to a Lee paper. "It has a clear growth strategy," he says. "They believe in the future of newspapers, and that's critical, because a lot of companies, I think, don't—and they act like it. If I have a choice, give me a company, and a CEO in this case, that believes in newspapers."

Roseanne Cheeseman was at the paper at the same time. "I can tell you, as a sales manager, when Mary Junck came in and said, 'We focus on top-line revenue growth,' that really resonated with me," she says. Now Cheeseman is Lee's vp of sales and marketing, in charge of the chain's famous "sales blitzes" that pair sales experts armed with research with salespeople at a local paper to attack specific problems, such as selling against Yellow Pages or reviving dead accounts.

Junck is critical to the success of the growth philosophy, which is not exactly unique to Lee, says Julie Bechtel, publisher of *The*

Bismarck (N.D.) *Tribune*. "It seems very basic and common sense, but there's some magic to it," she says. "Somehow this magical little card has made it clear what our goals are, that we care about our financial goals and we care about the quality of our journalism."

Those who've worked with Junck say part of the magic is her own integrity. Walker Lundy was hired by Junck to be publisher of the *St. Paul* (Minn.) *Pioneer Press*, and retired in 2003 as editor of *The Philadelphia Inquirer*. He says as an editor he never felt much more than tolerated by any publisher—except Junck. "She was one of the very few people in this business that it was really fun to work for," he says from his home in North Carolina. "She is truly a decent human being, not necessarily a common trait for publishers. She didn't drive you... You just wanted to do well for Mary."

Lundy notes that in coming to the then-much-smaller Lee from Times Mirror, Junck veered from the conventional career track. "There weren't many people who would go from the job she had to any job in Iowa, but she has a complete life, not just a work life," he says.

Moving to Iowa, Junck was going home again. She grew up on a farm in Ogden, just a few miles from the geographic center of the state. "To people who aren't Midwesterners, it might have seemed untraditional or, I don't know, strange," she says. "I think the fact that I grew up out here made it easier for me to figure out I could live in Iowa."

She quickly adopted an Iowa lifestyle, teaching Sunday School at her church and leading a Girl Scout troop when her daughter was young. Recently she was another nervous mom looking on as her daughter, now in high school, performed her first tuba solo in a judged recital. Her philosophy on balancing work and personal life, Junck says, is basically just do it: "Your family needs to be at the top or your list, and so you juggle things and if you have to make adjustments, you make adjustments."

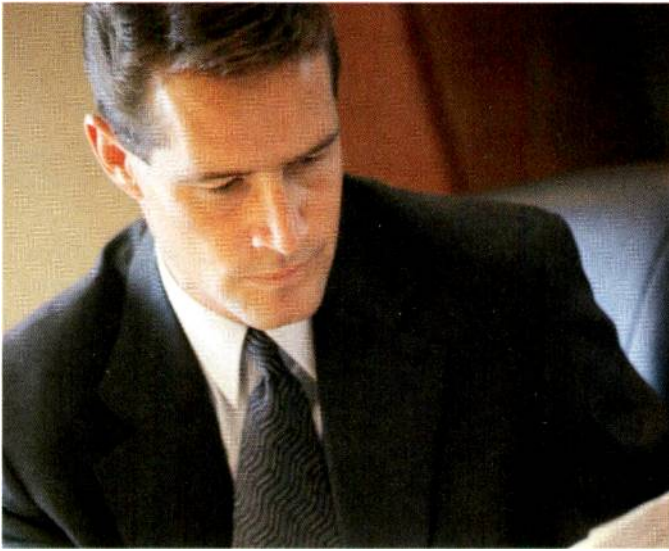
In college and graduate school, Junck studied to be a reporter but her first job was market-research manager at *The Charlotte* (N.C.) *Observer*—and a business-side newspaper executive was born. She moved to *The Miami Herald* and then the *Pioneer Press*, where she was promoted to publisher in 1990. Two years later she was named publisher of the *Baltimore Sun* and began her ascent at Times Mirror.

When Lee's chairman, Dick Gottlieb, was looking for someone to be his eventual successor, Junck was at the top of his private list of candidates. As it turned out, Junck had just decided to leave Times Mirror. "Talk about wonderful, fabulous dumb luck," Gottlieb says. "I knew her reputation as a leader in the industry. Her value system is impeccable—and her ego is way under control."

Junck recalls, "I liked Dick Gottlieb a lot, and it seemed like a terrific opportunity."

Neither Junck nor Lee is moving from Iowa, even after the deal closes on St. Louis-based Pulitzer. The flagship *St. Louis Post-Dispatch* is three times the size of Lee's biggest, the 93,051-circulation *North County Times*. "We like it here," Junck says, as she and a visitor look out toward the railroad trestle across the Mississippi where eagles frequently gather in winter. "I think this is a good place for us to be." ■

Mark Fitzgerald is editor at large for Editor & Publisher.



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INVESTOR'S BUSINESS DAILY®

Movers

MAGAZINES

Ann Hibbert has been appointed advertising director for Dennis Publishing's *Blender*. She was most recently East Coast advertising director for *Vibe*...**Susan Hartman** was promoted to associate publisher, marketing at Rodale's *Runner's World*. She had been marketing director. Also at *RW*, Angus Macaulay was promoted to associate publisher/advertising, from advertising director...**Denise Anderman** was named publisher of American Media Inc.'s *MPH*. She had been publishing director of Time4 Media's *Popular Science*.

CABLE TV

John Griffin has joined Spike TV as vp of programming, replacing Jeff Goldberg, who left the company. Griffin had been director of scheduling, acquisitions and program information at A&E. Spike also hired **Nancy Leidersdorff**, previously director of on-air planning for Food Network, as director of media planning. And **Erin McQuade** was promoted to senior director of programming, from director of programming.

RADIO

Among appointments at Clear Channel: **Susan Karis** was promoted to senior vp for the Southwest region, which includes stations in Arizona, Nevada and Texas, from regional vp for Arizona. **Mac Daniels** was named regional vp of programming for south/central Texas stations. He was program director for KASE-FM and KVET-AM and operations manager for the company's stations in Austin. And **Kim Bryant** was promoted to regional vp for the San Francisco Bay Area, including San Jose and Salinas/Monterey. She had been market manager for the Salinas/Monterey stations.

RESEARCH

Jim Kite has joined MediaVest USA as executive vp, director of insights, research and accountability. He had been executive vp, director of global research/North American research director at Universal McCann...**Jenny de Castro** was promoted to Northeast regional manager for Arbitron, from radio station services account manager.

media elite

EDITED BY ANNE TORPEY-KEMPH



Quicktakes

Tag team: (L. to r.) Brenner, Filicia and Needleman at the Domino launch party

ABOUT 900 GUESTS GOT "THE DOMINO effect" at the home shopping mag's launch party at New York's Skylight Studios, where everything from the margarita mix to the toilet-paper holders sported a tag with info on maker, cost and where-to-buy. Publisher **Beth Fuchs Brenner** and editor **Deborah Needleman** circulated among merchandise-packed living-room vignettes greeting guests, including Marcia Gay Harden, Frederic Fekkai, *Queer Eye* guy Thom Filicia and author Malcolm Gladwell, many of whom balanced cocktails with notebooks so they could jot down where to get the goods...When **Stephanie Young** landed the job of health director at

More magazine last June, she was willing to go the distance—she just didn't know it would be 13 miles. Editor Peggy Northrop had suggested Young run in the next *More* Marathon (for women over 40), and there she was in Central Park last week, running her first race ever (she opted for the half-marathon) and looking impressively strong at the finish. Maybe it was her companionship along the way: She partnered with women's marathon champ Colleen

DeReuck...Former veep **Al Gore** and business partner **Joel Hyatt** popped the cork on their new cable network, Current, at a party during the recent National Cable Television Associa-

tion conference at company HQ in San Francisco, mingling with Federal Communications Commission chair Kevin Martin, Comcast honcho Brian Roberts, and A-listers Leonardo DiCaprio and Sean Penn. The party spilled out onto the sidewalk, where rapper Mos Def performed and led a rally of 6,000 in support of the network's goal of an independent voice in TV...G+'s *Parents* got caught up in the Britney-baby media bonanza last week when it was spotted among the pop star's beach-reading material

[*New York Post*, April 13]. The folks at *Parents* were thrilled to get the ink and "happy Britney [and hubby Kevin Federline] are taking her pregnancy seriously and turning to the experts for help," said one staffer. Apparently the mag's readers think they'll need all they can get. In a celebrity-focused survey in its May issue, which went to press long before the baby-on-the-way rumors started swirling, 53 percent of respondents said they thought the

tabloid twosome should put parenting plans on hold...At last week's "Women Who Change the World"-themed Matrix Awards, held at the Waldorf, presented by New York Women in Communications, and sponsored by *The New York Times*, some of the most memorable comments came from honoree **Christiane Amanpour**. The CNN correspondent, wearing a suit jacket over a T-shirt that read "sexy since 1789" (first nationwide U.S. election?), spoke in defense of freedom of the press and about report-



Hitting her stride: *More's* Young

ing on politics, drawing huge applause. "Patriotism should not be questioned when offering different points of view," she said. "We as a profession shouldn't accept that." ■

Culture Trends

NIELSEN MEDIA RESEARCH

TOP WEB MEDIA ADVERTISERS

U.S., Home and Work

Week ending April 3, 2005

Company	Impressions (000)
1. Monster Worldwide, Inc.	308,279
2. InterActiveCorp	299,765
3. NexTag.com	239,924
4. Jamster.com	183,738
5. Lavalife Inc.	150,385
TOTAL	1,182,091

SOURCE: Nielsen //NielsenRatings

THE HOLLYWOOD REPORTER'S BOX OFFICE

THIS WEEK	LAST WEEK	PICTURE	WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS
1	NEW	SAHARA	18,068,372	3	18,068,372
2	1	SIN CITY	14,154,696	10	50,762,939
3	NEW	FEVER PITCH	12,400,125	3	12,400,125
4	3	GUESS WHO	7,018,395	17	51,021,623
5	2	BEAUTY SHOP	6,808,532	12	26,124,657

For week ending April 10, 2005

Source: The Hollywood Reporter

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Source: Nielsen Media Research, Nielsen Net Ratings, Average Monthly Measured TV and Web Reach 96,000,000, Jan-Dec, 2004. For 360° Connection, Goldhaber Research Associates, Dimensions of News Connection Study, December, 2004. CNN/Monroe Mendelsohn C-Suite Media Study, 11/23/04-2/25/05. Subject to qualifications upon request. ©2005 Cable News Network, Inc. A Time Warner Company. All Rights Reserved.

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ALTOIDS SOUR MINTS

A sister of the original "curiously strong" mints, Altoids Sour Mints offer an equally powerful experience and quench the need for variety and serious flavor. Tangy flavors include Sour Apple, Raspberry Sour and Citrus.

THE SIMS 2 UNIVERSITY

This newest edition to the Sims family of games speaks directly to Trendspotters, as many are college-bound. In the video game, teens can join sororities, pull crazy pranks and explore campus hot spots, not to mention control an entire community.

LACE-UP SANDALS, GREEK STYLE

Taking a cue from the Roman Empire, these sandals are the shoe for spring. But they aren't full-on gladiator-think of them as a cross between a sandal and a ballet slipper, worn with flirty floral skirts or smart shorts.

PORTABLE USB MEMORY STICKS

For techy teens on the go, portable USB memory sticks are the perfect accessory. They can hold everything from an English paper to party photos on something the size of a few sticks of gum.

MAC PIGMENTS

This year's spring make-up includes MAC Pigment loose powders, with shades available in matte and frosted finishes that promise not to streak or cake. These tubs of color last long and blend easily with other pigments.

SOURCE: Teen People, Time Inc.

ALBUMS: THE BILLBOARD 200

COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE SALES.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	1	5	THE MASSACRE	50 CENT
2	-	1	GUERO	BECK
3	-	1	THE B. COMING	BEANIE SIGEL
4	-	1	PLEASURE & PAIN	112
5	2	3	NOW 18	VARIOUS ARTISTS
6	-	1	LOST AND FOUND	WILL SMITH
7	-	1	THE RIGHT TO BARE ARMS	LARRY THE CABLE GUY
8	6	5	IN BETWEEN DREAMS	JACK JOHNSON
9	3	2	THE ONE	FRANKIE J
10	4	28	AMERICAN IDIOT	GREEN DAY

SOURCE: BILLBOARD, NIELSEN SOUNDSCAN

SINGLES & TRACKS: THE BILLBOARD HOT 100

COMPILED FROM A NATIONAL SAMPLE OF AIRPLAY SUPPLIED BY BROADCAST DATA SYSTEMS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	1	11	CANDY SHOP	50 CENT FEAT. OLIVIA
2	3	10	HATE IT OR LOVE IT	THE GAME FEAT. 50 CENT
3	2	18	SINCE U BEEN GONE	KELLY CLARKSON
4	4	12	OBSESSION (NO ES AMOR)	FRANKIE J FEAT. BABY BASH
5	12	8	LONELY	AKON
6	5	21	BOULEVARD OF BROKEN DREAMS	GREEN DAY
7	6	19	DISCO INFERNO	50 CENT
8	7	26	LET ME LOVE YOU	MARIO
9	10	17	RICH GIRL	GWEN STEFANI FEAT. EVE
10	8	19	CAUGHT UP	USHER

SOURCE: BILLBOARD, NIELSEN SOUNDSCAN

HITWISE DATA

TOP STOCKS & SHARES WEB SITES

U.S., HOME AND WORK
Week Ending April 2, 2005

Web Site	Market Share
1. Yahoo! Finance	23.63%
2. MSN MoneyCentral	6.73%
3. Scottrade-Online Trading	4.70%
4. Ameritrade.com	4.52%
5. TheStreet.com	4.14%
Total	43.72%

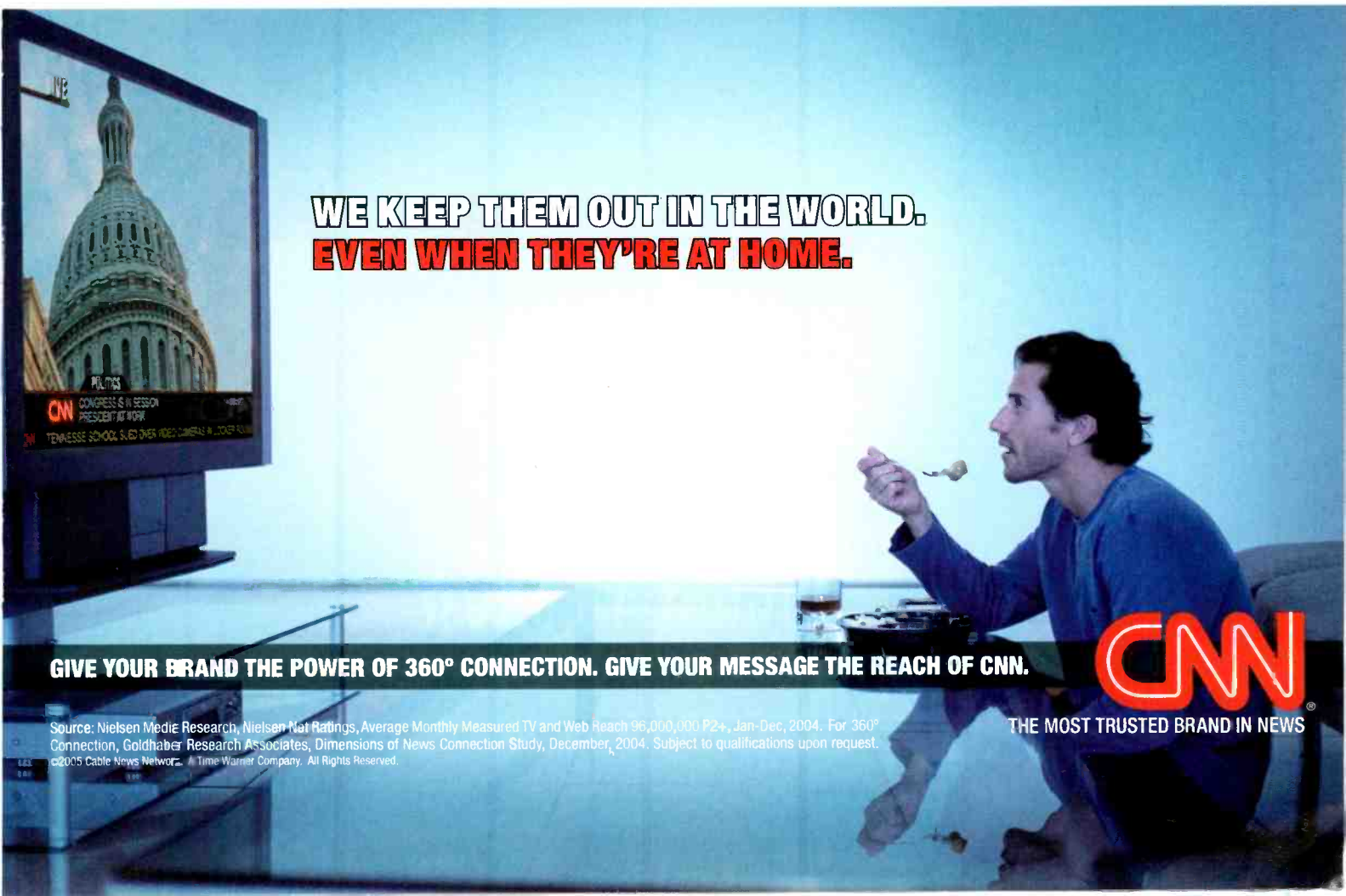
SOURCE: Hitwise Inc.

SINGLES & TRACKS: MAINSTREAM ROCK

COMPILED FROM A NATIONAL SAMPLE OF AIRPLAY SUPPLIED BY BROADCAST DATA SYSTEMS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	1	4	BE YOURSELF	AUDIOSLAVE
2	3	14	SOONER OR LATER	BREAKING BENJAMIN
3	2	22	BOULEVARD OF BROKEN DREAMS	GREEN DAY
4	4	9	HAPPY?	MUDVAYNE
5	5	13	THE CLINCHER	CHEVELLE
6	6	26	HOME	THREE DAYS GRACE
7	7	25	BURNING BRIGHT	SHINEDOWN
8	8	3	THE HAND THAT FEEDS	NINE INCH NAILS
9	12	10	NO SURPRISE	THEORY OF A DEADMAN
10	18	3	HOLIDAY	GREEN DAY

SOURCE: BILLBOARD, NIELSEN SOUNDSCAN



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Source: Nielsen Media Research, Nielsen Net Ratings, Average Monthly Measured TV and Web Reach 96,000,000 P2+, Jan-Dec, 2004. For 360° Connection, Goldhaber Research Associates, Dimensions of News Connection Study, December, 2004. Subject to qualifications upon request. ©2005 Cable News Network. A Time Warner Company. All Rights Reserved.

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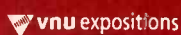
the Incentive show

May 24 - 25, 2005

Jacob Javits Convention Center, New York, NY

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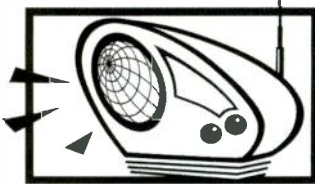
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Only those candidates selected for interviews will be contacted. No phone calls, no agencies please. VNU Business Media offers a competitive salary with excellent benefits. VNU is an equal opportunity employer.

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Calendar

■ The Ninth Annual **New York Magazine Day** will be held April 19 at the Marriott Marquis. Presented by **The Advertising Club** and **Magazine Publishers of America**, this year's theme is Breaking With Conventional Media Wisdom. The 25 Kelly Awards finalists will be presented during the luncheon. Register at theadvertisingclub.org or call 212-533-8080.

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

■ This year's **AD:TECH San Francisco** will take place at the Marriott April 25-27. The interactive marketing **conference and expo** will address engaging consumers through the latest trends and technology in online advertising and promotion. Visit ad-tech.com.

■ **Interop** will hold its seventh annual **Power of Urban Radio symposium** April 27 at New York's Grand Hyatt. More than 300 of the nation's marketers, ad agency reps and broadcast executives will meet to discuss the future of Urban radio. Visit www.interop.com or call Loretta Smith: 212-916-0748.

■ **VNU Business Media's Marketing y Medios, Billboard** and **The Hollywood Reporter** magazines will host the first **Voz Latina: Marketing to Hispanics**.

The conference will be at the InterContinental Miami hotel April 27-28, in conjunction with the Billboard Latin Music Awards April 28. Register at marketingtohispanics.com.

■ The **Syndicate Conference** will address content syndication trends, new technologies (blogs, podcasting) and affected advertising and marketing trends. **IDG World Expo** will present the event at New York's Marriott Marquis May 17-18. See syndicateconference.com or call 508-879-6700.

inside media

EDITED BY AIMEE DEEKEN

March Magazine Spending Rose 10.5%

Though magazine ad pages grew only 1.2 percent last month over March 2004, revenue jumped 10.5 percent to \$1.98 billion, according to Publishers Information Bureau. In March, three of the 12 ad categories tracked by PIB saw double-digit gains in both ad pages and revenue: Media and Advertising (up 24.3 percent to \$115.2 million); Public Transportation, Hotels and Resorts (up 24 percent to \$118.1 million);

and Food & Food Products (up 14.4 percent to \$158.3 million). Meanwhile, Automotive declined 15.8 percent to \$154.7 million, and Technology fell 13.5 percent to \$75 million. Year-to-date ad revenue increased 9.4 percent to \$4.7 billion over the same period in 2004, while ad pages grew 1.2 percent.

Air America, XM Satellite Sign Exclusive
XM Satellite Radio last week signed an exclusive multiyear content agreement with Air

MEDIAWEEK MAGAZINE MONITOR

WEEKLIES APRIL 18, 2005

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	18-Apr	48.32	19-Apr	67.48	-28.39%	704.24	813.40	-13.42%
The Economist	9-Apr	27.00	10-Apr	35.00	-22.86%	600.00	629.00	-4.61%
Newsweek ^E	18-Apr	26.66	19-Apr	37.53	-28.96%	455.99	627.45	-27.33%
The New Republic ^D	18-Apr	11.61	12-Apr	12.89	-9.93%	69.02	69.07	-0.07%
Time ^E	18-Apr	62.26	19-Apr	60.26	3.32%	597.08	680.09	-12.21%
U.S. News & World Report	18-Apr	32.58	19-Apr	48.69	-33.09%	439.46	462.31	-4.94%
Category Total		208.43		261.85	-20.40%	2,865.79	3,281.32	-12.66%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	18-Apr	21.04	19-Apr	25.92	-18.83%	314.98	335.95	-6.24%
Entertainment Weekly	15-Apr	34.00	16-Apr	30.48	11.55%	438.09	453.09	-3.31%
Golf World	15-Apr	58.17	16-Apr	45.33	28.33%	407.29	374.69	8.70%
New York	18-Apr	48.60	19-Apr	46.50	4.52%	773.40	751.50	2.91%
People	18-Apr	72.08	19-Apr	63.79	13.00%	1,093.11	999.23	9.40%
Sporting News	22-Apr	25.75	19-Apr	17.08	50.76%	236.85	248.67	-4.75%
Sports Illustrated	18-Apr	32.13	19-Apr	44.00	-26.98%	593.88	703.49	-15.58%
Star	18-Apr	12.16	19-Apr	9.93	22.46%	245.85	231.48	6.21%
The New Yorker ^S	18-Apr	111.91	19-Apr	120.87	-7.41%	615.87	625.69	-1.57%
Time Out New York	13-Apr	58.31	14-Apr	58.69	-0.64%	872.36	875.14	-0.32%
TV Guide	17-Apr	28.02	17-Apr	48.21	-41.88%	588.24	753.63	-21.95%
Us Weekly ⁺	18-Apr	34.00	19-Apr	23.17	46.74%	539.50	419.33	28.66%
Category Total		536.17		533.97	0.41%	6,719.42	6,771.89	-0.77%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SUNDAY MAGAZINES								
American Profile	17-Apr	9.20	18-Apr	8.80	4.55%	157.89	150.70	4.77%
Parade	17-Apr	10.52	18-Apr	14.93	-29.54%	201.64	206.35	-2.28%
USA Weekend	17-Apr	11.52	18-Apr	16.28	-29.24%	201.63	191.74	5.16%
Category Total		31.24		40.01	-21.92%	561.16	548.79	2.25%
TOTALS		775.84		835.83	-7.18%	10,146.37	10,602.00	-4.30%

E=estimated page counts; D=2004 double issue; S=2005 Journeys special issue, 2004 Humor special issue; +=one more issue in 2005 than in 2004

BIWEEKLIES APRIL 18, 2005

	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	11-Apr	66.86	12-Apr	56.78	17.75%	410.19	377.43	8.68%
Forbes	18-Apr	152.93	19-Apr	65.18	134.63%	863.89	866.85	-0.34%
Fortune ^F	18-Apr	258.68	19-Apr	83.60	209.43%	907.73	955.14	-4.96%
National Review			DID NOT REPORT			133.72	127.07	5.23%
Rolling Stone	21-Apr	71.55	15-Apr	90.23	-20.70%	378.91	340.71	11.21%
CATEGORY TOTAL		550.02		295.79	85.95%	2,694.44	2,667.20	1.02%

F=2005 Fortune 500 issue

MONTHLIES MAY 2005

	RATE BASE (2ND HALF '04)	CIRC. (2ND HALF '04)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECHNOLOGY								
Business 2.0 ¹¹	550,000	564,330	72.70	70.86	2.60%	249.83	255.71	-2.30%
Entrepreneur	550,000	570,869	93.50	104.83	-10.81%	512.33	533.34	-3.94%
Fast Company	725,000	737,186	47.86	51.78	-7.57%	190.83	222.46	-14.22%
Fortune Small Business ¹⁰	1,000,000	1,002,309 ^B	61.27	52.60	16.48%	190.47	168.70	12.90%
Inc ^F	665,000	669,163	87.54	73.91	18.44%	313.61	339.05	-7.50%
Technology Review ¹⁰	315,000	323,264	21.92	29.21	-24.96%	82.71	136.49	-39.40%
Wired	550,000	585,721	95.02	120.23	-20.97%	339.22	406.29	-16.51%
Category Total			479.81	503.42	-4.69%	1,879.00	2,062.04	-8.88%
ENTERTAINMENT								
Blender ¹⁰	525,000	534,800	64.22	77.44	-17.07%	235.42	256.25	-8.13%
People en Español ¹¹	425,000	454,265	68.49	61.79	10.84%	250.94	227.89	10.11%
Premiere ¹⁰	500,000	505,461	50.33	47.00	7.09%	204.14	175.46	16.35%
The Source	500,000	501,743 ^X	76.00	77.46	-1.88%	320.49	382.22	-16.15%
Spin	550,000	571,398	47.87	46.19	3.64%	203.64	210.06	-3.06%
Vibe ¹⁰	850,000	860,418	92.33	92.56	-0.25%	462.81	430.20	7.58%
Category Total			399.24	402.44	-0.80%	1,677.44	1,682.08	-0.28%
ENTHUSIAST								
Automobile	550,000	567,663	62.99	70.83	-11.07%	292.29	326.03	-10.35%
Backpacker ⁹	300,000	302,112	54.68	62.01	-11.82%	208.08	221.57	-6.09%
Bicycling ¹¹	400,000	411,634			DID NOT REPORT	131.57	130.08	1.15%
Boating	None	201,076	139.08	120.19	15.72%	634.78	569.58	11.45%
Car and Driver	1,350,000	1,363,311	103.16	101.87	1.27%	462.29	459.97	0.50%
Cruising World	155,000	158,301	95.05	89.24	6.51%	487.28	467.40	4.25%
Cycle World	325,000	334,473	108.11	96.33	12.23%	411.32	373.24	10.20%
Flying	None	275,310	74.83	70.83	5.65%	322.68	287.33	12.30%
Golf Digest	1,550,000	1,577,757	179.62	162.66	10.43%	682.52	661.92	3.11%
Golf Magazine	1,400,000	1,417,683	113.63	147.69	-23.06%	560.45	592.78	-5.45%
Motor Boating	None	153,701	75.48	98.10	-23.06%	434.24	493.42	-11.99%
Motor Trend	1,100,000	1,122,931	112.04	97.63	14.76%	453.75	431.31	5.20%
Popular Mechanics	1,200,000	1,232,224	83.81	87.84	-4.59%	354.65	378.29	-6.25%
Pop. Photography & Imaging	450,000	458,025	108.67	127.13	-14.52%	555.67	654.32	-15.08%
Popular Science	1,450,000	1,469,181	68.20	82.10	-16.93%	281.18	325.90	-13.72%
Power & Motoryacht	None	158,963 ^B	199.52	210.99	-5.44%	1,069.89	1,032.89	3.58%
Road & Track	750,000	768,127	107.31	107.59	-0.26%	464.12	469.73	-1.19%
Sailing World ¹⁰	50,000	51,075	51.30	62.38	-17.76%	219.97	208.97	5.26%
Sound & Vision ¹⁰	400,000	401,274	45.83	44.83	2.23%	228.02	213.83	6.64%
Tennis Magazine ¹⁰	700,000	706,952	62.02	47.76	29.86%	196.18	134.26	46.12%
Yachting	None	132,626	164.08	178.06	-7.85%	936.74	976.11	-4.03%
Category Total			2,009.41	2,068.06	-2.74%	9,387.67	9,408.93	-0.23%
FASHION/BEAUTY								
Allure	950,000	1,016,324	140.67	146.95	-4.27%	528.06	474.05	11.39%
Cosmopolitan	2,866,667	2,982,508	162.68	178.51	-8.87%	680.44	693.18	-1.84%
Elle	1,000,000	1,078,520	143.85	132.73	8.38%	736.15	656.53	12.13%
Essence	1,050,000	1,063,645	200.22	153.27	30.63%	570.56	564.42	1.09%
Glamour	2,200,000	2,397,508	157.39	152.43	3.25%	637.28	551.78	15.50%
Harper's Bazaar	700,000	715,032	97.09	82.74	17.34%	607.49	563.36	7.83%
In Style ^{H/W/V/Y}	1,700,000	1,728,522	310.65	271.33	14.49%	996.78	999.99	-0.32%
Jane ¹⁰	700,000	740,043	92.61	85.12	8.80%	301.41	303.34	-0.64%
Latina ¹¹	350,000	358,033 ^X	100.66	89.90	11.97%	323.01	292.26	10.52%
Lucky	950,000	1,036,495	165.39	173.22	-4.52%	635.87	584.19	8.85%
Marie Claire	925,000	941,148	111.50	122.84	-9.23%	465.07	508.10	-8.47%
Shop, Etc.	400,000	N.A. ^C	76.26	N.A.	N.A.	236.02	N.A.	N.A.
Vogue	1,150,000	1,261,886	153.25	189.08	-18.95%	1,061.70	1,079.36	-1.64%
W	450,000	461,987	109.72	134.41	-18.37%	722.37	727.62	-0.72%
Category Total			2,021.94	1,912.53	5.72%	8,502.21	7,998.18	6.30%
FOOD/EPICUREAN								
Bon Appetit	1,300,000	1,344,109	96.38	94.85	1.61%	380.18	413.47	-8.05%
Cooking Light ¹¹	1,650,000	1,680,573	161.38	150.90	6.94%	549.38	545.58	0.70%
Everyday Food ¹⁰	750,000	764,428	43.26	28.89	49.74%	153.93	129.05	19.28%
Food & Wine	900,000	931,234	116.92	143.65	-18.61%	454.89	510.37	-10.87%
Gourmet	950,000	968,135	144.80	140.01	3.42%	455.15	473.29	-3.83%
Category Total			562.74	558.30	0.80%	1,993.53	2,071.76	-3.78%
GENERAL INTEREST								
Guideposts	2,600,000	2,659,733	33.50	29.92	11.97%	134.30	166.46	-19.32%
Harper's Magazine	205,000	229,204	19.83	23.16	-14.37%	102.14	105.89	-3.54%
National Geographic	5,250,000	5,475,135	33.23	41.29	-19.52%	161.33	202.91	-20.49%
Reader's Digest	10,000,000	10,081,577	96.05	91.18	5.34%	411.25	419.09	-1.87%
Smithsonian	2,000,000	2,044,856	54.28	47.79	13.58%	240.84	223.73	7.65%
The Atlantic Monthly ¹¹	340,000	424,797	64.19	70.27	-8.65%	257.52	275.15	-6.41%
Vanity Fair	1,050,000	1,118,847	165.42	168.30	-1.71%	809.69	818.98	-1.13%
Category Total			466.50	471.91	-1.15%	2,117.07	2,212.21	-4.30%
HEALTH/FITNESS (MEN)								
Flex	None	123,554	174.19	200.94	-13.31%	810.67	824.39	-1.66%
Muscle & Fitness	450,000	431,658	141.16	132.12	6.84%	598.58	607.97	-1.54%
Runner's World	575,000	586,822	63.14	52.95	19.24%	261.15	222.78	17.22%
Category Total			378.49	386.01	-1.95%	1,670.40	1,655.14	0.92%
HEALTH/FITNESS (WOMEN)								
Fitness	1,500,000	1,556,469	86.77	98.94	-12.30%	344.27	362.96	-5.15%
Health ¹⁰	1,350,000	1,421,855	121.92	110.75	10.09%	442.12	404.58	9.28%
Prevention	3,300,000	3,309,110	111.47	113.46	-1.76%	467.90	504.15	-7.19%
Self	1,300,000	1,359,811	146.26	99.94	46.35%	499.00	393.44	26.83%
Shape	1,600,000	1,618,516	148.48	163.46	-9.16%	530.06	509.39	4.06%
Category Total			614.90	586.55	4.83%	2,283.35	2,174.52	5.00%
KIDS								
Boys' Life	1,300,000	1,130,493	19.85	12.63	57.17%	51.21	67.25	-23.85%
Disney Adventures ^{10/N}	1,200,000	1,233,727 ^B	20.23	25.90	-21.89%	85.88	79.26	8.35%
Nickelodeon Magazine ¹⁰	1,050,000	1,076,728 ^B	36.49	30.84	18.32%	117.17	134.60	-12.95%
Sports Illustrated for Kids	1,000,000	1,010,231 ^B	18.06	20.36	-11.30%	78.16	87.18	-10.35%
Category Total			94.63	89.73	5.46%	332.42	368.29	-9.74%

America Radio, making XM the official satellite radio company for the left-leaning radio network. Financial terms were not disclosed. Beginning in May, AAR will no longer air on Sirius Satellite Radio, which has 1.2 million subscribers to XM's nearly 3.8 million. As part of the agreement, XM's America Left channel will be renamed Air America Radio and feature AAR's programming lineup of personalities such as Jerry Springer, Al Franken, Randi Rhodes, Rachel Maddow and Janeane Garofalo. The channel also will include programming that currently airs on America Left, such as *The Ed Schultz Show* (syndicated by Democracy Radio and Jones Radio Networks) and *The Alan Colmes Show* (syndicated by Fox News Radio).

UPN Renews *Veronica Mars*

UPN's freshman drama *Veronica Mars* will broadcast a second season. The show does well among young women, but averages a 1.7 household rating overall and a 1.0 rating among adults 18-49. UPN has not yet made a decision on its other freshman drama, *Kevin Hill*, which garners better ratings than *Veronica Mars*: a 2.0 in households and a 1.3 rating in the 18-49 age group.

TV One Renews for Scarborough Data

TV One, the new cable network targeting adult African Americans, has renewed its agreement with Scarborough Research for qualitative information on consumers' shopping, media and lifestyle behaviors. Under the agreement, TV One will have access to Scarborough's national study and studies covering 75 local markets. Launched last year by Radio One and Comcast, TV One currently reaches 20 million cable subscribers. The cable network plans to use the data to help increase its distribution and its revenue.

Firefox Web Browser Gains Popularity

Use of the Firefox Web browser has caught fire, its audience exploding by 237 percent in the last year, according to Nielsen//NetRatings. Though that growth comes from a small June 2004 base of just 795,000 users, Firefox is experiencing rapid adoption as an alternative to Microsoft's ubiquitous Internet Explorer. The browser, produced by a group of former Netscape programmers called the Mozilla Foundation, has the ability to block all pop-up ads and to protect against spyware. Also, Firefox users tend to avoid accepting cookies, which help track the results of third-party ad campaigns and determine Web site

traffic. According to Nielsen/NetRatings, more than 2.6 million people visited the Fire-Fox site in March 2005 to download the browser and obtain more information. Microsoft is expected to adopt many of Fire-Fox's features with the release of its Internet Explorer version 7.0 this summer.

IGN Pursues In-game Ad Arena

IGN Entertainment, one of the largest content, software and e-commerce players in the videogame space, is exploring partnerships with various game publishers to provide them both software and services for managing in-game advertising campaigns. Using IGBN's technology, publishers will be able to sell in-game advertising themselves or leverage IGN's existing advertising infrastructure, which includes programs on its various gamer Web sites, such as IGN.com and GameSpy.com. The company's network of media properties reaches an audience of more than 22 million unique users worldwide each month, according to comScore Media Metrix.

AMC Adds *Celebrity Charades Original*

Much like its cable network brethren, AMC is also embracing Hollywood parlor games with its newest series, *Celebrity Charades*. The show represents AMC's attempt to augment its movie schedule with more original programming. The six-part game show will premiere June 20 with 10 guests, who divide into two teams and play for charity. *Celebrity Charades* is executive produced by actor/director Bob Balaban, Academy Award-winning actress Hilary Swank and her husband, actor Chad Lowe.

Two Leave Bauer; Rosenbaum to *Blender*

Two top executives at Bauer Publishing resigned last week: Lee Rosenbaum, publisher of *Life & Style*, and Pete Michalsky, the company's executive vp, general manager. Replacing Rosenbaum at *Life & Style* will be associate publisher Rosanna Giacalone. Michalsky is said to be heading to a similar position at another celebrity magazine. Rosenbaum, who spent less than a year at *Life & Style*, was then named publisher of Dennis Publishing's *Blender*, replacing Malcolm Campbell, who has left the company. Campbell had been publisher of *Blender* since the magazine's launch in late spring 2001. In other Dennis news, John Lumpkin was promoted to associate publisher of *Stuff*. He was previously advertising director for the magazine.

	RATE BASE (2ND HALF '04)	CIRC. (2ND HALF '04)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
MEN'S LIFESTYLE								
Cargo ^f	350,000	N.A. ^c	60.94	81.36	-25.10%	201.39	178.71	12.69%
Details ¹⁰	400,000	408,844	73.85	68.63	7.61%	423.44	397.19	6.61%
Esquire	700,000	712,683	83.87	64.81	29.41%	354.26	356.44	-0.61%
FHM	1,200,000	1,235,894	80.33	65.86	21.97%	348.09	327.80	6.19%
Gentlemen's Quarterly	775,000 ^q	815,877	127.55	115.75	10.19%	561.75	475.76	18.07%
Maxim	2,500,000	2,517,126	87.19	82.40	5.81%	356.29	364.77	-2.32%
Men's Fitness ^{2a}	600,000	616,830	80.06	93.00	-13.91%	264.17	330.44	-20.06%
Men's Health ¹⁰	1,650,000	1,666,245	103.19	115.85	-10.93%	382.23	399.70	-4.37%
Men's Journal	650,000	664,359	146.46	65.79	122.62%	382.04	293.49	30.17%
Penthouse ⁺	None	382,019	34.90	31.32	11.43%	150.02	122.70	22.27%
Playboy	3,150,000	3,051,344	41.17	44.77	-8.04%	226.62	280.63	-19.25%
Stuff	1,300,000	1,312,588	51.60	55.09	-6.34%	242.72	266.74	-9.01%
Category Total			971.11	884.63	9.78%	3,893.02	3,794.37	2.60%
OUTDOORS								
Field & Stream ¹¹	1,500,000	1,524,897	94.78	85.07	11.41%	256.06	255.87	0.07%
Nat'l. Geo. Adventure ¹⁰	425,000	427,594	49.33	41.93	17.65%	184.99	156.49	18.21%
Outdoor Life ^{10/+}	925,000	937,895	42.39	52.26	-18.89%	175.17	162.16	8.02%
Outside	650,000	659,346	133.70	112.88	18.44%	396.82	339.99	16.72%
Category Total			320.20	292.14	9.60%	1,013.04	914.51	10.77%
PARENTING/FAMILY								
American Baby	2,000,000	2,002,259 ⁸	66.59	69.80	-4.60%	280.90	294.84	-4.73%
BabyTalk ¹⁰	2,000,000	2,002,169 ⁸	49.33	53.00	-6.92%	219.52	186.27	17.85%
Child ¹⁰	1,020,000	1,029,507	128.96	102.58	25.72%	407.38	370.54	9.94%
FamilyFun ¹⁰	1,850,000	1,874,353	69.09	58.66	17.78%	247.49	232.64	6.38%
Parenting ¹⁰	2,150,000	2,182,197	130.59	119.55	9.23%	502.27	480.41	4.55%
Parents	2,200,000	2,216,716	149.31	162.54	-8.14%	563.75	595.63	-5.35%
Category Total			593.87	566.13	4.90%	2,221.31	2,160.33	2.82%
PERSONAL FINANCE								
Kiplinger's Personal Finance	800,000	972,270	48.20	49.71	-3.04%	257.60	229.06	12.46%
Money	1,900,000	1,924,414	85.19	86.26	-1.24%	380.70	381.66	-0.25%
SmartMoney	800,000	815,360	65.35	55.82	17.07%	295.14	311.97	-5.39%
Category Total			198.74	191.79	3.62%	933.44	922.69	1.17%
SCIENCE								
Discover	850,000	873,457	21.84	20.47	6.69%	108.52	109.28	-0.70%
Natural History ¹⁰	250,000	250,032 ^k	31.35	25.65	22.22%	119.78	110.49	8.41%
Scientific American	555,000	589,232	77.34	38.41	101.35%	222.86	184.89	20.54%
Spectrum, IEEE	120,000	342,291	26.25	30.64	-14.33%	153.51	172.16	-10.83%
Category Total			156.78	115.17	36.13%	604.67	576.82	4.83%
SHELTER								
Architectural Digest	800,000	816,844	225.83	223.47	1.06%	717.36	731.48	-1.93%
Coastal Living ⁹	600,000	663,767	104.77	139.97	-25.15%	408.92	414.56	-1.36%
Country Home ¹⁰	1,250,000	1,270,819	116.98	111.73	4.70%	366.91	388.55	-5.57%
Country Living	1,700,000	1,728,962	131.19	104.86	25.11%	459.88	453.40	1.43%
Elle Décor ^{10/+}	500,000	500,780	117.54	140.59	-16.40%	397.05	381.47	4.08%
The Family Handyman ¹⁰	1,100,000	1,146,549	73.62	71.79	2.55%	247.30	251.43	-1.64%
Home ¹⁰	1,000,000	1,002,402	90.63	78.75	15.09%	306.42	307.16	-0.24%
House Beautiful	850,000	869,824	85.08	74.47	14.25%	293.58	340.44	-13.76%
House & Garden	900,000	918,570	82.65	81.65	1.22%	286.56	296.35	-3.30%
Metropolitan Home ^{10/T}	600,000	600,622	142.47	159.70	-10.79%	414.75	363.22	14.19%
Southern Living ^{13/A}	2,650,000	2,730,437	219.61	200.98	9.27%	631.45	598.53	5.50%
Sunset	1,450,000	1,457,429	120.07	114.15	5.19%	420.76	399.89	5.22%
This Old House ¹⁰	950,000	963,101	106.50	90.24	18.02%	315.52	326.07	-3.24%
Category Total			1,616.94	1,592.35	1.54%	5,266.46	5,252.55	0.26%
TEEN								
CosmoGirl! ¹¹⁰	1,350,000	1,380,320	64.79	76.33	-15.12%	256.56	263.56	-2.66%
Elle Girl! ^{10/+}	600,000 ^q	509,758	58.33	56.80	2.69%	280.34	181.80	43.20%
Seventeen	2,100,000	2,108,292	79.19	83.98	-5.70%	384.36	380.74	0.95%
Teen People ¹⁰	1,450,000	1,560,480	77.38	73.48	5.31%	263.81	285.14	-7.48%
Teen Vogue	550,000	598,706	77.37	66.09	17.07%	354.02	269.68	31.27%
Category Total			357.06	356.68	0.11%	1,519.09	1,380.92	10.01%
TRAVEL								
A. F.'s Budget Travel ¹⁰	525,000 ^q	561,463	96.43	79.29	21.62%	330.57	283.83	16.47%
Condé Nast Traveler	750,000	777,231	234.91	212.84	10.37%	619.58	659.42	-6.04%
Travel + Leisure	950,000	968,115	140.58	165.68	-15.15%	623.46	693.28	-10.07%
Category Total			471.92	457.81	3.08%	1,573.61	1,636.53	-3.84%
WEALTH								
Robb Report	None	108,010	148.50	86.67	71.34%	489.51	421.00	16.27%
Town & Country	450,000	464,415	180.15	120.76	49.18%	655.16	632.78	3.54%
Category Total			328.65	207.43	58.44%	1,144.67	1,053.78	8.63%
WOMEN'S LIFESTYLE								
Martha Stewart Living ^M	1,800,000	1,894,134	60.67	58.54	3.64%	469.97	528.56	-11.08%
More ¹⁰	1,000,000 ^q	1,024,166	109.48	105.83	3.45%	393.89	341.74	15.26%
O. The Oprah Magazine	2,150,000	2,650,464	229.29	165.10	38.88%	697.07	590.58	18.03%
Organic Style ¹⁰	750,000	729,742	57.37	58.88	-2.56%	194.89	182.80	6.61%
Real Simple ^{10/S}	1,550,000	1,809,792	167.20	161.30	3.66%	573.60	494.80	15.93%
Category Total			624.01	549.65	13.53%	2,329.42	2,138.48	8.93%
WOMEN'S SERVICE								
Better Homes and Gardens	7,600,000	7,626,088	204.25	189.07	8.03%	826.72	839.88	-1.57%
Family Circle ¹⁵	4,200,000	4,267,535	141.33	107.21	31.83%	614.42	573.35	7.16%
Good Housekeeping	4,600,000	4,639,941	171.74	154.53	11.14%	720.16	690.23	4.34%
Ladies' Home Journal	4,100,000	4,120,087	146.17	124.64	17.27%	606.72	598.21	1.42%
Redbook	2,350,000	2,407,985	165.11	120.89	36.58%	578.09	486.00	18.95%
Woman's Day ¹⁷	4,100,000	4,209,130	120.33	186.21	-35.38%	658.82	703.31	-6.33%
Category Total			948.93	882.55	7.52%	4,004.93	3,890.98	2.93%
MEDIAWEEK MONITOR TOTALS			13,615.87	13,073.28	4.15%	54,346.75	53,355.11	1.86%

Rate base and circulation figures according to the Audit Bureau of Circulations for the second half of 2004 except: B=audited by BPA Worldwide, C=not audited, Q=raised rate base during period and X=did not file audit by deadline; A=combined figures of mid-April and May; separate issues; E=publisher's estimate; F=frequency changed from bimonthly in 2004 to monthly in 2005; H=May figures include Home special issue; 22.65 pages in 2005; 21.21 pages in 2004; M=YTDs include Weddings special; 198.03 pages in 2005; 221.23 pages in 2004; N=YTD 2005 includes spring newsstand only special; 2.37 pages; S=YTD 2005 includes Quality Matters special; 8.6 pages; T=publishes three more issues in 2005 than in 2004; W=2005 YTD includes three specials, with Weddings; 81.7 ad pages; YY=YTD 2004 includes two specials; 9=publishes 9 times; 10=publishes 10 times; 11=publishes 11 times; 13=publishes 13 times; 15=publishes 15 times; 17=publishes 17 times; +=one more issue in 2005 than in 2004; ++=two more issues in 2005; @=one less issue in 2005

mr. television

BY MARC BERMAN



Save Our Shows

AS WE INCH CLOSER TO UPFRONT SEASON AND THE FALL 2005 PRIME-TIME SCHEDULE announcements, busy network executives may want to change their e-mail addresses as worried fans campaign to save their favorite “on the fence” series. Just last week, Mr. TV was flooded with e-mails from con-

cerned viewers, which included comments such as: “Will NBC renew my favorite show, *American Dreams*, for a fourth season?” “Is there hope for *Joan of Arcadia*?” “Do you think HBO will pick up *Arrested Development* if Fox cancels it?” “Can we start a campaign to save *8 Simple Rules*?” “Why did Fox bury *Bernie Mac* on Friday, and now remove it from the schedule?” “Please tell me *Veronica Mars* is coming back. It’s the best show on television...even better than *Buff*!”

“Is there anything you can do to help, Mr. TV?” pleaded one concerned reader. “You should really start putting your influence to better use,” suggested another.

While I certainly don’t have the power to renew, or cancel, any series (one angry network executive did actually accuse me once of trying to kill one of his shows), the one thing I can do is offer some advice should one of your favorite small-screen pastimes face the chopping block. Considering that shows like *Baywatch*, *Fame*, *The Days and Nights of Molly Dodd*, *It’s a Living*, *Too Close for Comfort*, *Punky Brewster* and *The Paper Chase* proved there is first-run life after network cancellation, it can’t hurt to think about alternatives.

Here is one suggestion, from freelance *New York Post* and *Advocate* columnist Michael Giltz, on how to save NBC’s *American Dreams*:

“Wouldn’t it be great if *American Dreams* was picked up by cable network BET and the

BET would also be a good home for *Bernie Mac*, which in four seasons on Fox has aired on four nights (and a staggering 16 different time periods)—if it had the programming funds needed to keep it alive. The same could be said for UPN’s *Kevin Hill* with Taye Diggs. That’s a big if, unfortunately.

Another feel-good drama that is getting bad numbers is CBS’ *Joan of Arcadia*, which even God alone may not be able to save at this point. Since the audience is mainly female, Lifetime seems like the ideal fit. If not Lifetime, then the older-skewing Hallmark Channel should consider stepping up to the plate.

Although the concept of first-run weeklies is becoming extinct, a core favorite like the WB’s *Summerland* could be just the show syndication needs to rejuvenate the once-prosperous genre. Remember how well the similar *Baywatch* did after NBC canceled it after one season in 1989-90? Not only did it survive, it lasted for another decade.

Sadly for some, more than two dozen off-network comedies grasping for an audience in syndication means that keeping modest-performing comedies like *8 Simple Rules* and *Less Than Perfect* alive in first-run syndication is unlikely. There is simply no room. But to the readers worried about *Veronica Mars*, you can relax. UPN has renewed the critically acclaimed but low-rated freshman drama for the 2005-06 season.

As for Fox’s universally acclaimed—but minimally sampled—*Arrested Development*, assuming HBO will stick with its own original concepts, Comedy Central is the next best thing. In the world of network series, it isn’t necessarily over after the first ax swings. ■

ON THE FENCE

Shows in danger of being canceled; average number of viewers this season vs. last

LISTEN UP (CBS)	9.6 MILLION (NA)
JOAN OF ARCADIA (CBS)	8.0 MILLION (-25%)
AMERICAN DREAMS (NBC)	7.2 MILLION (-16%)
8 SIMPLE RULES (ABC)	6.9 MILLION (-37%)
LESS THAN PERFECT (ABC)	6.2 MILLION (-30%)
ARRESTED DEVELOPMENT (FOX)	5.9 MILLION (-5%)
BERNIE MAC (FOX)	4.7 MILLION (-40%)
KEVIN HILL (UPN)	2.8 MILLION (NA)

emphasis of the show shifted? One of the great strengths of *American Dreams* is the Walker family, arguably one of the most complex, rich and well-acted depictions of an African American family ever seen on television. I don’t have to point out how rare black roles are in prime time outside of neutered authority figures. For the first time in history, we could see a drama from the other side, with the secondary characters suddenly taking center stage and the main characters, the Pryors, continuing on with their lives in supporting roles.”

Although my first thought for the female-skewing *American Dreams* was either Lifetime, The Hallmark Channel or, perhaps, Oxygen or WE, BET could certainly make noise with this little show that never could on NBC.

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

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