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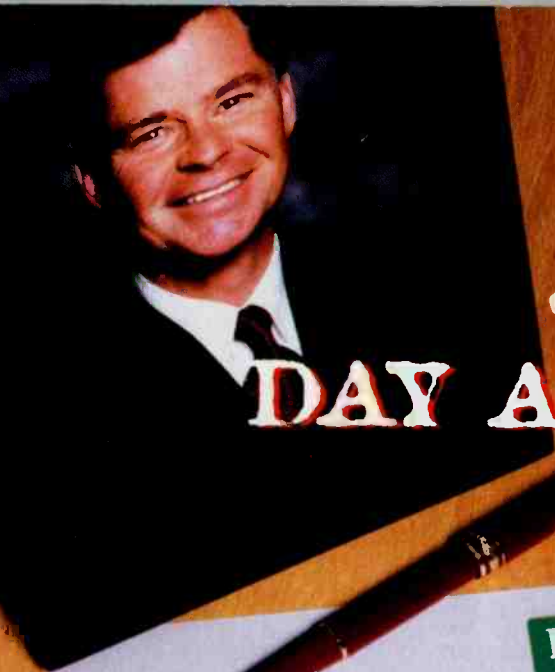
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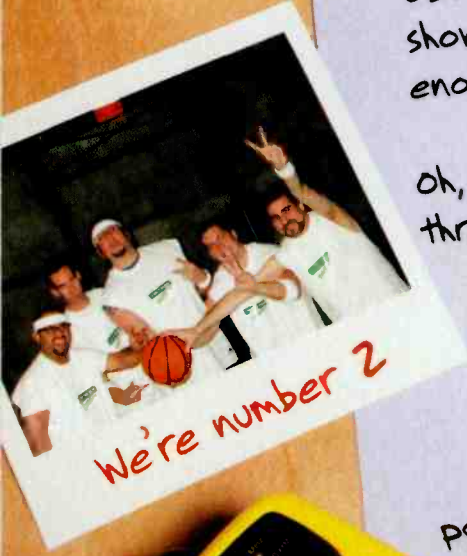
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At Deadline

Laura K. Jones AUG 28 2001

Muller Departs MediaCom After a Year

Valerie Muller, senior vp/director of print services at MediaCom for the past 14 months, will leave the agency this week. "It's a parting of the ways," said Muller. "We had different management philosophies." Jon Mandel, co-managing director of MediaCom, was unavailable for comment. Muller, who joined MediaCom last June from Pedone & Partners, oversaw print buying on accounts including luxury-goods company LVMH, Seagram, Evian and Reebok. Muller has not yet decided her next career move.

TBS to Carry College Block From Burly Bear

Turner Broadcasting System last week entered into a programming agreement with college cable channel Burly Bear Network to create a late-night program block catering to 18-24-year olds. Beginning Sept. 5, TBS will launch one hour of Burly Bear programming on Wednesdays (11 p.m. Pacific Time/2 a.m. Eastern) and on Thursdays (10 p.m. PT/1 a.m. ET). BBN shows include *Half-Baked*, a rock infused talk/cooking show featuring guests like singer Lisa Loeb and basketball star Shaquille O'Neal; and *Celebrity Highway*, an animated celebrity death match in cars.

Arbitron Starts Infinity Talks

Arbitron, having recently completed months of grueling negotiations with Clear Channel Communications, has entered preliminary contract talks with its second-largest client, Infinity Broadcasting. Infinity's 183 radio stations, in mostly top markets, represent about 10 percent of Arbitron's annual revenue. Infinity's contract with the radio ratings service ends at the end of the year.

UPN Upfront Hits \$161 Million

UPN officials last week said the network received advertiser commitments totaling \$161 million in this year's upfront marketplace, a 7 percent increase over last year. UPN reportedly is also in the process of negotiating a \$30 million deal with OMD that involves several of the agency's clients.

Mfume Tables Syndicated Talk Show

Kweisi Mfume, president of the National Association for the Advancement of Colored People, has asked Hearst-Argyle Television not to proceed with plans to develop a new syndicated talk show featuring him. Mfume has been involved with a number of Hearst-Argyle programs in recent years, but the company recently merged its syndicated production unit into NBC Enterprises Domestic Syndication. A statement from the NAACP indicated

that Mfume, an outspoken critic of TV network employment diversity, including at NBC, is concerned about possible conflicts of interest. Hearst-Argyle officials had no comment.

Emmis Revives Spinoff Talk

Emmis Communications is again talking about separating its radio and television station businesses by the end of its fiscal year in February. In a conference call with analysts last week, Emmis said it would pursue a taxable spinoff instead of a tracking stock for its TV holdings. Emmis also lowered estimates for its second-quarter results (ending Aug. 31), projecting that radio revenue will be down 4 to 6 percent and TV down 6 to 8 percent.



Inside

G+J's Dan Brewster believes today's CEOs need broader leadership skills Page 26

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Addenda: Having only just returned to the microphone (see *earlier item on page 23*), ABC Radio Networks' **Paul Harvey** will be off the air until Sept. 10 to undergo a second medical procedure on his vocal cords...TNT last week renewed *Witchblade* for a second season...**Maximum Golf's** August issue, now on stands, will be its last. Parent News Corp. suspended publication earlier this month, said *MG* staffers. So far, attempts to find a buyer have been unsuccessful. A News Corp. spokesman declined to comment...**Stacy Morrison**, most recently editor in chief of the defunct design magazine *One*, has joined Hearst Magazines' *Marie Claire* as executive editor...**Bill Tucker**, a former deputy managing editor of CNN Business News, will co-anchor and serve as managing editor of *Business Week's* new weekly television program, launching this fall...Condé Nast's *House & Garden* will raise its circulation rate base to 775,000 from 750,000 in February...Terry Jackson, former auto columnist for *The Miami Herald*, has joined AMI's *Auto World Magazine* as editor in chief, replacing founding editor William Jeanes, who resigned earlier this summer. Also, Sheri Warnke, vp/group publisher of AMI's Country Music Media Group, will add the new post of *Auto World* publication director...ABC News' *PrimeTime Thursday* drew 23.7 million viewers Aug. 23 for its interview with Rep. Gary Condit (D-Calif.).

Corrections: An Aug. 13 Addenda item should have said that *People's* extra "Behind the Scenes of *People*" issue will be mailed to the 750,000 readers who have had subscriptions to the weekly for at least three years. *People* had a total of 1.4 million subscribers in the first half of this year, according to the Audit Bureau of Circulations. Also, the Ad Spending by Media chart in the Richmond, Va., Market Profile was incorrectly labeled. The data reflected Richmond ad spending.

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Number of TV Households Is Up 3.2%, Nielsen Says

New household estimates issued last week by Nielsen Media Research show that the total number of U.S. television households has increased by 3.2 percent over last year, to 105.5 million. The new universe figures, which take effect today, will be used for the 2001-2002 television season. One household rating point will now equal 1.06 million homes.

Because the new Nielsen estimates incorporate data from the 2000 U.S. Census, the universe estimates show healthy increases for all demographic breaks; last year, the estimates increased by only fractions of a percent over 1999. In the new estimates, teens in TV households showed the biggest gain, up 3.8 percent to 23.5 million; women 18 years-plus are up 3.2 percent, to 107 million; men over 18 increased 3.2 percent, to 98.5 million; and children 2-11 grew by 2.2 percent, to 40.7 million. The universe estimate for all persons 2 years-plus is up 3 percent, to 269.8 million. —Katy Bachman

Troubled Excite@Home Says It Planned Auditor Switch

The controversy surrounding Excite@Home's dismissal of auditor Ernst & Young just days after it had released a grim report on the financial health of the high-speed Internet-access provider subsided after Excite said it had planned to switch to PricewaterhouseCoopers before the report came out last week.

The auditing-firm switch took place in part because AT&T, which owns 23 percent of Excite@Home, wanted Excite to go with PricewaterhouseCoopers, the phone giant's longtime auditor.

The Ernst & Young report said that Excite@Home would have serious trouble continuing as a company. Excite@Home's stock price tumbled to a low of 46 cents following the report. In its heyday at the end of the '90s, the company's shares traded north of \$90.

Excite@Home's woes are largely attributable to its poorly performing Excite Web portal. The company said last month that it will need more financing to stay alive for the (continued on page 8)

Payday Delayed For Networks

Late-moving upfronts stall advertiser approvals of time buys

THE MARKETPLACE By John Consoli

The aftereffects of the late-starting upfront ad-buying period for the 2001-2002 season are beginning to cause some concern for the TV networks. With the start of the new broadcast season just three weeks away, advertisers have placed orders for only about a third of the fourth-quarter commercial time they put holds on in late June's upfront. In past seasons, by the end of August advertisers have typically placed formal orders for at least 80 percent of their commercial-time holds in fourth-quarter prime time.

Several veteran media buyers and network sales executives said that this fall will be the closest squeeze ever for the networks to convert all of their holds into actual orders before the new season begins and episodes actually hit the air.

The month-long delay in the start of this year's upfront, because of widespread advertiser concerns about the economic slowdown, is not the only factor in the broadcast networks' current scramble to get signed contracts for time commitments. Upfront ad buying in cable and syndication has been drawn out all summer, with many media buyers still doing deals. That activity has prevented many agencies from finalizing their broadcast-network ad plans with clients.

"When we make our client presentations

on what we put on hold for them, we combine broadcast, cable and syndication into one national TV presentation," said one media buyer, echoing the process followed by most agencies. "We can't make these presentations and get approvals until we're completely done."

There is, however, some good news for the broadcast networks in this stressful scenario. While about 17 percent less dollars

'THE STORY THIS YEAR IS THE SLOWNESS OF CONVERSION. BUT WE HAVE HAD NO BAD EXPERIENCES TO DATE. THERE'S BEEN NO ATTRITION FROM THE MONEY PUT ON HOLD.' —NESVIG



JEFF NESVIG/FOX

were committed to fourth-quarter prime time in this year's upfront than last year's—\$1.95 billion vs. \$2.3 billion—hardly any of the ad money committed this year has been pulled back so far. That is in sharp contrast to last year's situation, where panicky advertisers cancelled some \$200 million worth of their fourth-quarter prime-time holds. Subtracting the dollars that were pulled back by advertisers, actual fourth-quarter ad dollars spent from last year's upfront were \$2.1 billion, compared to a projected \$1.9 billion this year.

According to several network sales execs and media buyers, so far only AOL Time Warner's America Online unit has significantly cut back on fourth-quarter ad commitments made in the upfront.

Even with the agonizingly slow pace of orders

ADVERTISERS' PRIME-TIME COMMITMENTS vs. ORDERS FOR LAST TWO BROADCAST-NETWORK SEASONS

	Total-Season Upfront Dollars Committed	Fourth-Quarter Dollars Committed	Fourth-Quarter Dollars Spent	Change
2000	\$8.1 billion	\$2.3 billion*	\$2.1 billion*	-\$200 million
2001	\$6.9 billion	\$1.95 billion	\$1.9 billion (projected)	-\$50 million (projected)

*Does not include prime-time Olympics buys on NBC. Based on data compiled by media-buying agencies.

coming in this year, buyers and sellers project that at the most \$50 million will be lost by the networks in the conversion from fourth-quarter holds to orders this year.

"The story this year is the slowness of conversion," admitted Jon Nesvig, president of sales for Fox Broadcasting. "But we have had no bad experiences to date. There's been no attrition from the money put on hold. Nothing out of the ordinary has happened."

While the late-starting, drawn-out upfront process this year has been a hassle for the networks, causing many of the sales executives who typically take vacations in August to be in their offices, the slowed pace may indeed be better for business.

"When you have a three-day upfront in May, like you had for two years before this year, the media buyers are forced to guess on their clients' budgets," said Mike Mandelker, UPN executive vp of network sales. "They tend to hold more [inventory] to protect their clients. This year, the holds were more realistic because [buyers] waited two more months and had more realistic information from clients."

Tim Spengler, executive vp of national broadcast for Initiative Media, said his agency is just wrapping up its cable buying and is only now putting its client presentations together to get approval to place orders. "It's going to be tight, but I don't expect a lot of cuts from what we committed to in the upfront," Spengler said. "We committed pretty conservatively for all our clients."

Jed Petrick, president of the WB, concurred with Mandelker that while this year's upfront was an arduous process for the networks, the drawn-out pace had a positive side. "Some advertisers who sat out the upfront this year are still coming to us with fourth-quarter budgets," Petrick said. "And in the kids market, buyers took so long to buy that there really wasn't an upfront. Instead of buying blind in February, they bought slower and closer to the start of the new season. That has led to much better pickups [of ad dollars committed]."

UPN's Mandelker added: "If somebody shows up on Oct. 1 and wants to do a three-quarter deal, technically the upfront is over. But nobody is going to turn an advertiser down. Dough is dough."

With \$350 million fewer upfront dollars allocated for fourth-quarter prime time than last year, the networks will once again be forced to scramble to sell an abundant amount of scatter time. "It's not going to be a disaster, but we're all going to be crawling to the finish line in December," one network sales executive said last week. ■

Clear Channel Beefs Up

Group hiring 500 for local sales force to drum up revenue in down market

BROADCASTING By Katy Bachman

Despite daily reports of cost cuts and layoffs in an increasingly depressed advertising economy, a handful of media companies are bulking up their sales departments. Last week, days after he was promoted to COO of Clear Channel Radio, John Hogan put out the word that the largest U.S. radio group plans to hire 500 sales people by Oct. 1, a 6 percent increase. "The radio business is as good as we make it," said Hogan, previously a regional senior vp. "Nearly every one of the company's markets will add sellers, with the express goal of increasing revenue." CC has nearly 1,200 radio stations in 200-plus markets, along with TV and outdoor operations.

While hiring additional sales executives in a soft market may seem contradictory, some media companies believe the move is easily justified to shareholders. "By adding aggressive newcomers and seasoned sales veterans, we know we can generate new sources of local revenue and get more out of our existing relationships," said Jeff Smulyan, CEO of Emmis Communications. Since the Indianapolis-based company announced last month it would mount a new "sales assault plan," Emmis has added 28 of a planned 50 new sales execs in its radio division and 30 of 70 new salespeople in TV.

Other radio companies have been building their sales teams all along. Bob Neil, CEO of Cox Radio, said the company has increased its sales force 50 percent over the last three years.

Mel Karmazin, COO of Viacom, must be flattered. "Karmazin should get credit for this concept from day one," said Gary Fries, president of the Radio Advertising Bureau. Karmazin, who has always said that sales people pay for themselves, has employed large sales forces since he ran the Infinity Broadcasting radio group, now part of Viacom.

"The first thing [Karmazin] did with the [CBS] TV division was add sales people. In some cases, sales forces were doubled at TV stations," noted Gil Schwartz, an executive vp of CBS Television, a Viacom unit. "We have substantial sales forces [in both radio and TV], and we're constantly adding people." ■



Hogan: Almost all CC markets will add sales execs.

Analysts seem reassured. "Companies aren't backing away from investing in their stations. The last thing we want is for companies to cut themselves to the bone," said James Marsh, a managing director at Robertson Stephens.

Yet even with sales execs knocking on more doors, they'll be working harder for the money. While analysts largely believe the radio market has bottomed out—Merrill Lynch predicts third-quarter revenue will be off just 1 to 4 percent from last year—there is no sign a recovery will be rapid. "It would have to be a really strong fourth quarter to get to flat growth," noted Lee Westfield, a UBS Warburg analyst, who expects radio to end 2001 down 1 to 2 percent.

"Billings have not picked up into the back half of this year as we hoped," said Kim Vasey, Media Edge senior vp/director.

"The icons such as Coca-Cola, Procter & Gamble and Sears aren't delivering," said Howard Nass, executive vp/director of broadcast for TN Media. "When they don't deliver, everyone gets scared. Even the movie studios are watching the dollars."

TV stations, forecasted to end the year down at least 3 to 5 percent in revenue, find themselves in an even tougher position because a larger portion of their revenue has been dependent on national ad sales. It's a ratio many TV station groups are trying to adjust. As in radio, TV broadcasters are betting that their sales execs can attract new local advertising dollars to offset national spot, which has been off more than 15 percent this year. Hearst-Argyle, for example, hired more than 40 new sales reps last year and continues to pump more resources into its local sales operations.

"Local is performing much better than national spot, and we continue to have a better ability to get value for the quality of our product in the local markets," said Dave Barrett, CEO of Hearst-Argyle.

Sinclair Broadcast Group, also looking to build its local sales, spared all of the 63 new account execs the company hired in 1999 from a 4 percent staff reduction it made earlier this year. —with Jeremy Murphy ■

remainder of the year. Along with AT&T, Comcast, Cox and Cablevision are also owners of Excite@Home. —Jim Cooper

Cartoon Promotes Samples; CMT Taps Radio's Philips

Jim Samples, most recently general manager of Cartoon Network Online, was promoted last week to executive vp/general manager of Cartoon Network. Samples replaces 10-year veteran Betty Cohen, who built Cartoon into a top-rated network before leaving in June to focus on youth programming at parent AOL Time Warner.

"It's exciting and humbling to take over," said Samples, who will continue to oversee Cartoon's online division, as well as the cable channel's international outlets. "The challenge will be to harness the momentum and keep it going. There is still a lot of uncharted territory."

Separately, radio programmer Brian Philips was appointed senior vp/general manager of Viacom's CMT cable network last week, replacing Paul Hastaba, who resigned. Though Philips lacks TV experience, he makes up for it with an extensive career in country music, which is the core of the network's programming.

Most recently, Philips was director of FM programming for Susquehanna Broadcasting's radio stations in Dallas and Atlanta. He transformed Dallas' KPLX-FM into a funky, Texas-centric station that was the top country outlet in the U.S. last year. —Megan Larson

NAB to FCC: Keep Satellite Radio Out of Local Markets

The National Association of Broadcasters suspects the country's two satellite radio companies could turn their national radio services into local ones and directly interfere with local signals. The satellite firms have asked the Federal Communications Commission for permission to deploy a network of terrestrial repeaters designed to extend their satellite signals. XM Satellite Radio, which will begin rolling out its 100-channel subscription radio service Sept. 12 in Dallas and San Diego, requires about 1,000 repeaters, (continued on page 10)

Variety Gets a 2nd Chance

ABC orders 7 more *Wayne Brady* episodes; buyers eye genre's potential

TV PROGRAMMING By John Consoli

ABC announced late last Friday that it has picked up six more episodes of its summer half-hour variety series *The Wayne Brady Show* for midseason and will also air a one-hour Christmas special headlined by the 29-year old entertainer, who also stars in ABC's *Whose Line Is It Anyway?*

ABC, which two summers ago proved with *Who Wants to Be a Millionaire* that game shows can work in prime time, is out to show this summer that variety shows may also be ready for a comeback. Though *The Wayne Brady Show* is not generating *Millionaire*-size ratings, it has shown enough promise to earn another run.

The show first aired with a back-to-back run on Aug. 8 at 8:30 p.m., recording a credible summer rating of 6.3/13 in households and a 4.9/16 among adults 18-49, according to Nielsen Media Research. That translated

to the 11th-highest-rated show for the week in households and a tie for first with NBC's *Friends* among 18-49 viewers. It has since slipped somewhat in successive weeks, ranking 12th in adults 18-49 with a 3.7/13 in week two and then 17th place with a 3.0/10 in week three on Aug. 22.

With two episodes still to run this summer, despite the declining numbers, ABC executives believe the show has done well enough to bring it back for a midseason run. "Wayne Brady is a tremendously likeable, enormously talented and appealing entertainer," said Kevin Brockman, ABC senior vp for entertainment communications.

Before *Brady*, the last variety series to air in prime time was *Carol & Company*, a half-hour NBC skit-comedy show starring Carol Burnett, which premiered midseason in 1990. It eventually changed format and was expanded to an hour before being cancelled that fall. The only other half-hour variety show to air in prime time was *Shields and Yarnell*, which premiered in the summer of 1977 on CBS and had a short run in early 1978.

Media buyers said they will reserve judgment on *Brady* until it airs in the higher HUT-level environment of winter. But one buyer added that he likes the half-hour variety concept, saying it can work as well as a sitcom. "If a variety show is entertaining and funny, it can easily work in prime time," said John Rash, chief broadcast negotiator for Campbell Mithun. "The half-hour format may be the key to its success, by capturing the short attention span of today's viewers." ■



The spice of life: *Whose Line* star Brady's new side project gets a vote of confidence from ABC.

Pondering the Unknown

Studios will launch a flurry of psychic shows if *Crossing Over* succeeds

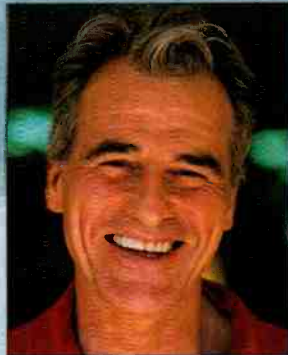
SYNDICATION By Daniel Frankel

Premiering today, the early performance of Studios USA's highly anticipated new psychic-themed strip, *Crossing Over With John Edward*, will be watched closely by rival syndicators deciding whether to greenlight psychic-themed shows of their own.

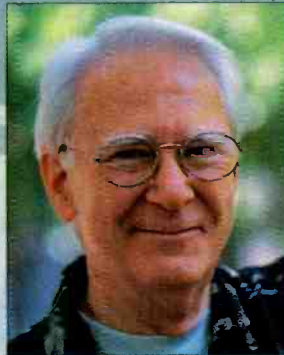
"We're very aware of *Crossing Over's* influence in the market—you'd be silly to ignore it," said Dick Askin, president of Tribune Enter-

tainment, which is developing the psychic-hosted *Beyond With James Van Praagh* for fall 2002. *Beyond* is one of a number of paranormal-based projects that went into development after *Crossing Over* spun off cable's Sci-Fi Channel and earned solid clearances in syndication, including a plum late-afternoon slot on New York's WCBS-TV. NBC Enterprises Domestic Syndication is developing a strip around

Drives three cars
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How much do a 50-year-old baby boomer and a 70-year-old really have in common? Clearly, when it comes to targeting the 50+ market, you need more than one voice. AARP gives you three: *My Generation*, for boomers 50 to 55, and two editions of *Modern Maturity*, for ages 56 to 65 and ages 66+. So finally there's a way to target your advertising to reach precisely the segment you need, affordably. Call Jim Fishman at 212-850-8416. When you want to speak to the 50+ market, speak to the 50+ experts.



Media Wire

and Sirius Satellite, which plans to launch in December, requires about 100. The FCC could make a decision on the repeaters as early as September.

Meanwhile, the NAB is up in arms. "The time for subterfuge is over," said Eddie Fritts, president of the NAB, which last week filed its objections with the FCC. "If XM and Sirius want to provide traditional over-the-air radio service, they should apply for over-the-air licenses like everyone else."

The large numbers and high power levels of the repeaters are designed to blanket cities, rather than simply fill in the gaps, the NAB said in its filing. To cover Boston, XM has proposed 66 high-powered repeaters.

Chance Patterson, an XM representative, said the company's national charter hasn't changed since 1997, when the FCC awarded satellite licenses. "All our programming and advertising will be national," Patterson said. —KB

CableLink Consolidates Sales in Cleveland, Albany

CableLink Interconnects, a division of the spot cable advertising firm National Cable Communications, last week consolidated its ad-sales operations across Cleveland's 33 cable systems and Albany, N.Y.'s 12 systems. CableLink now reaches 4 million homes in seven major markets. The interconnect makes it easier for media buyers to purchase spot cable inventory and to target regionalized audiences across several different cable systems.

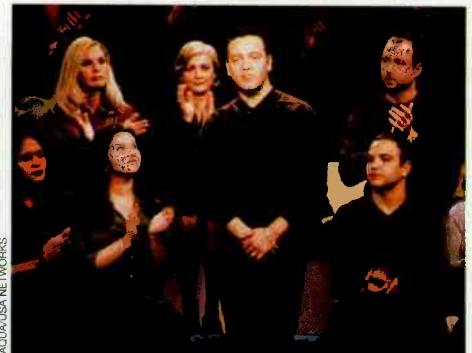
Prior to the recent growth of interconnects, local cable was considered a major headache because buyers had to purchase several systems in order to cover one market with their client's message. However, with the aid of interconnects, cable operators have experienced an uptick in local ad revenue, according to research by Kagan Worldwide and Veronis Suhler & Associates. "In the old days, there were so many operators, it was a tough buy," said Jim Rutherford, Veronis Suhler executive vp. "But with consolidation and swapping and addition of interconnects, the [spot cable] buy is a lot more efficient." —ML

psychic Char Margolis; Twentieth Television is working on a show called *State of Mind*, featuring astrologers and numerologists; and Litton Syndications has a strip hosted by psychic Doreen Virtue on the back burner. Fremantle Media (formerly Pearson Television) is also working on projects in the genre.

Should *Crossing Over* find an audience, viewers should prepare for an invasion of psychics in 2002. But should it fail, few if any syndicators will have the courage to, er, venture into the unknown. "If this works, it could create a new genre in syndication," said Steve Sternberg, senior vp/director of audience analysis for Magna Global USA. "It's an important show because syndication badly needs a hit, and it's a break from the standard talk and court formats."

Buyers, who have largely ignored other new daytime strips this year, said they like *Crossing Over* largely because it's different from anything they've seen in daytime. "When clients ask us what [new shows] float our boat, this is the show we talk about," said Kris Magel, vp, national broadcast, Optimedia.

They are also unconcerned with widespread skepticism over Edward's psychic skills. "Most



LORENZO BEVILACQUA/USA NETWORKS

While some question Edward's (standing) psychic powers, buyers say the show may succeed.

marketers who are involved with the show doubt Mr. Edward's supposed powers anyway," said John Rash, senior vp/director of broadcast negotiations, Campbell Mithun. "If enough viewers are willing to suspend their disbelief, advertisers will be willing to talk to them."

Studios USA president Steve Rosenberg is also pragmatic: "This show will work because of [Edward's] personality and the visceral connection viewers will have when they watch the show. You don't have to believe in it." ■

Sun-Times Tests Video Ad

New streaming technology does not require a multimedia player or plug-in

THE INTERNET By Carl Sullivan, Editor & Publisher

Web surfers might ignore banner ads, but it will be hard for them to disregard this: a 15-second TV commercial that automatically loads on Web pages. Last Friday, the *Chicago Sun-Times*' Web site ran a streaming-video ad using Java-based technology that does not require readers to download any plug-ins or multimedia players.

The playerless video ad was developed by New York-based Klipmart Corp., a provider of audio and video technology for Web sites. "Our technology automatically detects what type of browser and connection the end user has," said Klipmart CEO Chris Young.

Young said that any computer with a 56K modem-or-faster connection is able to view the commercial, which is running on a small portion of the *Sun-Times*' Web page, not in a pop-up window. The format may not work on some Mac platforms.

The inaugural campaign is for the new movie *O*, from Lions Gate Entertainment. The movie's trailer ran all day on Aug. 24 at the Roger Ebert page on the *Sun-Times* site, and it will reappear this Friday. The ad plays auto-

matically when a visitor comes to Ebert's page.

Jack Metzger, sales manager for Chicago Sun-Times Online Publications, said that while the video format is a natural for a movie trailer, other advertisers are considering the format on the Web site's business, automotive and other sections. "Advertisers are looking for new ways to get the attention of consumers," said Metzger, who hopes to sign more advertisers soon.

The *Sun-Times* would not divulge its ad rates for the new format. "This is a premium advertising product and carries a premium price," Metzger said. "We can deliver a highly targeted audience and, unlike television, track viewership by our attentive and engaged viewers."

Metzger said his paper was attracted by Klipmart's playerless technology. "Users could get frustrated and not want to follow through," he said, with ads that require the use of a particular multimedia player, such as RealPlayer or Windows Media Player.

The *Sun-Times* is the first newspaper with a Web site using the new advertising format. Klipmart's Young said he's in talks with other papers interested in the advertising feature. ■

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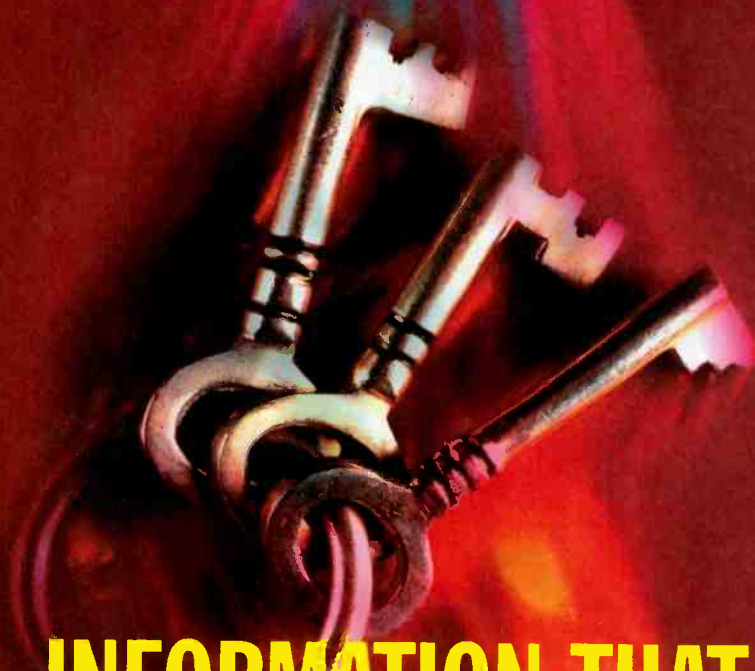
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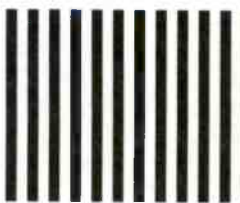
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Ready for Prime Time?

CBS counting on big ratings from first nighttime women's final at U.S. Open

TV SPORTS By John Consoli

CBS executives are expecting the network's first prime-time telecast of the U.S. Open tennis women's final on Saturday, Sept. 8 to be the highest-rated program on television that night. And if the match does as well as expected, the women's final could become an annual prime-time event.

"On a Saturday night in early September, when the only competition on the other networks is reruns, we believe it will do a significant number," said Sean McManus, CBS Sports president. "It's original, live programming; the demo is attractive to advertisers; and there's strong interest in the women's game."

Advertisers have shown their interest in being part of not only the prime-time telecast but also CBS' other 37 hours of live weekend coverage of the Open, which begins its two-week run today. Joe Abruzzese, CBS sales president, said last week that advertisers had purchased about 95 percent of the available time, most of which was sold as part of packages that, in some instances, also include on-site advertising, tickets and other perks. "We work very closely with the U.S. Tennis Association [the Open's organizer] on that," Abruzzese said.

The CBS sales chief said that most of the Open's longtime advertisers are back this year, including Lincoln, IBM, American Express, Pepsi, Prudential and Heineken. Hewlett-Packard, a first-time advertiser, will have some of its spots in the women's prime-time telecast.

While Abruzzese would not break out specific ad rates and said most of the spots were purchased as packages, media buyers said CBS was getting about \$150,000 per 30-second spot for the women's final.

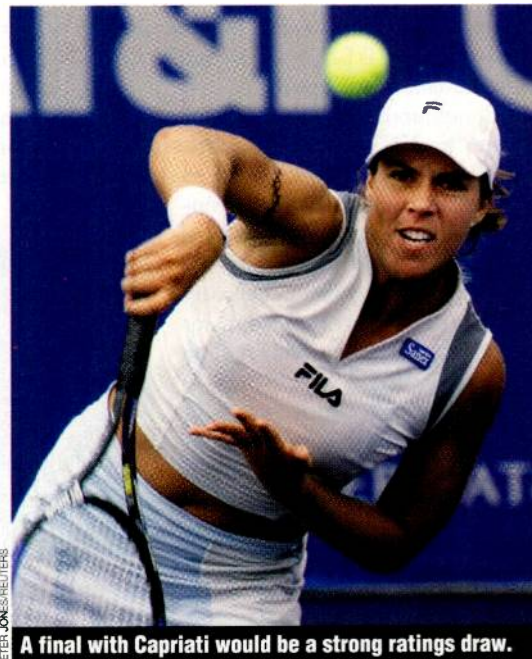
Despite the soft ad market, Abruzzese said CBS expects to meet its ad-sales projections, which he would not disclose, on this year's Open telecasts. The network pays \$33 million per year for the Open's TV rights, with additional costs for production. With about 1,200 30-second spots to sell over its 39 hours of live Open coverage, CBS would need to average \$28,000 per spot to cover its rights fees alone.

The women's final earned a 6.3 rating/16 share in households for CBS in 1999, when the match aired from 4:30 to 7 p.m. Viewership fell to a 5.8/13 last year when, due to a two-hour rain delay, the women's final aired from 7 to

8:30 p.m. CBS execs believe a portion of the audience tuned out during the rain delay and never returned. They also note that the 5.8/13 still beat the telecast of last year's men's final, which recorded a 4.2/9 on a Sunday afternoon.

Of course, a lot depends on what matchup CBS gets for the women's final. The network will be pulling for the rejuvenated Jennifer Capriati and either Serena or Venus Williams, the sisters who have won the Open the past two years, to get through to the last round.

Arlen Kantarian, USTA chief executive, suggested that CBS air the women's final in prime time; the USTA would also like to see



A final with Capriati would be a strong ratings draw.

the men's final air in prime time on Sunday night. But McManus said CBS has reservations about preempting its Sunday-night schedule, even if it is in repeats, because "we are so dominant on the night." McManus also believes that the men's final, set for Sept. 9 at 4:30 p.m., will benefit from leading out of season-opening National Football League game telecasts.

For the third year, CBS will air the semis and finals in high definition. Those telecasts will have a separate broadcast team of Tim Brando and Tony Trabert. CBS' top team will be Dick Enberg, John McEnroe and Mary Carillo.

USA Network will air 92 hours of daytime and prime-time coverage and will introduce a Skycam providing overhead shots. ■

SAN FRANCISCO TV STATIONS

Stock Woes Threaten Granite's Bay Play

BY JEREMY MURPHY

There are barely 100 days to go before Granite Broadcasting's San Jose, Calif., outlet, KNTV-TV, is due to sign on as NBC's new affiliate for the San Francisco-Oakland-San Jose market, but the already rocky transition is facing a fresh hurdle: Granite's free-falling stock price.

Compounding fears of weak signal penetration for KNTV in the Bay Area (the station's signal will still not be able to reach the entire DMA without cable) are continuing concerns that Granite simply may not be able to afford the deal it signed with NBC in February 2000 for the Bay Area affiliation, for which it agreed to pay \$363 million over 10 years.

The company, which owns eight other stations (including WB affiliates WDWB in Detroit and KBWB in San Francisco), faces serious financial challenges, analysts warn. The company recently posted a 19

percent drop in second-quarter earnings (it also warned of a possibly bigger drop for the third quarter), and its stock price—which traded as high as \$13 in 2000—dipped below the \$2 mark earlier this month.

"They're in a precarious position," said Lee Westerfield, a UBS Warburg analyst, "and much of their future is determined by the timing of an advertising recovery, if that occurs."

That's not likely, considering the absence of political and dot-com dollars this year and the continuing pullback of the Big Three automakers, which have slashed spot TV spending by as much as 25 percent. However, Granite will benefit from NBC's coverage of the 2002 Winter Olympics, which will air on KNTV.

"We are, like everyone else, poking along in a very tough economy," said Don Cornwell, Granite CEO. "The economy is clearly a negative for TV stations in general. Almost

every company—whether you're Young Broadcasting, Sinclair, Acme or Granite—have all had to go back to their bankers to amend loan agreements."

But the advertising slowdown isn't the only sore spot for Granite. The company, like many smaller station groups, is continually hampered by spiraling programming costs. "Syndicators really stick it to groups like Granite that don't come to the table with leverage," said a top executive of a large station group, who spoke



'WE'RE DOING FINE, AS FINE AS YOU WOULD EXPECT. WE HAVE A MAJOR EVENT [COMING] THAT WILL DRAMATICALLY CHANGE ONE OF OUR ASSETS.' —CORNWELL

on the condition of anonymity.

Granite is also saddled with a significant debt burden; in April, the company received a \$205 million line of credit from Goldman Sachs, which allowed it to pay off \$114 million of existing bank debt. And the reverse-compensation deal with NBC, a first of its kind for an affiliate in a major market, still has many broadcasting executives scratching their heads.

"Unless the ad market improves dramatically, Granite is going to have serious problems," said another media analyst, who follows the company's stock. The analyst suggested that Granite might want to sell its WB affiliates to Tribune or another station group to help pay down its debt load.

"Its assets are valuable, as are most TV licenses in a potentially relaxed deregulatory environment, and the operations can be improved," agreed Westerfield, suggesting the

company's stations could attract a bevy of potential buyers should Granite look to sell.

Granite's Cornwell dismisses talk of liquidation, insisting the group is on the right track and touting the upcoming relaunch of KNTV as San Francisco's official NBC affiliate.

"We're doing fine, as fine as you would expect," Cornwell said, predicting a dramatic turnaround in 2002, thanks to the Bay Area NBC affiliation. "We have a major event that's going to happen in less than 130 days that will dramatically change one of our assets." Cornwell said that KNTV is already starting to write business for the Winter Olympics. He expressed confidence that the station will have no problems meeting its annual payment to NBC (roughly \$36 million a year), given the size and economic vitality of the San Francisco market. "We feel that we will have a very strong 2002, regardless of the timing and extent of an advertising recovery," the CEO said.

Cornwell's optimism aside, what impact will Granite's troubles have on NBC, which is counting on the company to deliver a sizeable audience in San Francisco, the fifth-largest TV market? NBC executives could not be reached for comment, but insiders say they are watching the situation very closely and have several options, including offering to buy KNTV outright or getting back into bed with Young Broadcasting's KRON-TV, which lost the affiliation when it refused the network's demand for reverse compensation.

LOS ANGELES RADIO STATIONS

Vistocky Joins SBS as Spanish Battle Builds

BY KATY BACHMAN

In taking the vp and general manager spot for KXOL-FM and KLAX-FM, Spanish Broadcasting System's two premier radio stations in Los Angeles, radio veteran Bob Vistocky last week jumped into one of the most competitive radio battles ever between Spanish Broadcasting System and the leading Spanish broadcaster, Hispanic Broadcasting.

Vistocky faces a high stakes game with an expensive price tag. For years, HBC has dominated the ratings with top-ranked KSCA-FM and KLVE-FM. The two FMs alone generate about \$70 million in annual revenue, about 30 percent of HBC's total billings, according to

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SBS, looking to grow in the nation's largest Hispanic market, spared no expense to horn in on HBC's ratings and revenue. It paid a whopping \$250 million for KXOL, which launched April 30 with a summer-long commercial-free promotional campaign. The station, which has been shelling out promotional prizes all summer, leading up to the grand \$50,000 prize Aug. 27, will start taking advertising Aug. 28.

The battle escalated last week with the release of Arbitron's monthly ratings trends. KXOL and KLAX continued to gain share at the expense of HBC's former ratings leaders, KSCA and KLVE, which slid to fourth and fifth place respectively.

Visotcky, a veteran L.A. broadcaster with a talent for format turnarounds and startups, is ready to rumble. "When I walked into 'Mega' [KCMG-FM, the Los Angeles Jammin' Oldies station that recently flipped to Hot Adult Contemporary] in 1997, it was worth \$125 million. When I walked out, it was \$350 million," said the former Los Angeles regional vp for AMFM, who personally oversaw \$250 million in revenue for an AMFM cluster of six stations. "Our revenue then would have made us the fifth-largest broadcaster today," he said.

Now that SBS' programming is moving ratings in the right direction, it's Visotcky's mission to translate it into revenue. "We'll try to sell the stations in combination as often as we can," said Visotcky. "The stations complement each other. It's a strong one-two punch," he said.

KXOL's Spanish Adult Contemporary targets a more adult, female audience compared to KLAX's Regional Mexican format, which targets a younger, more male audience.

While Visotcky said the company won't force advertisers to buy the combo, the two will be offered at a better rate.

WASHINGTON, D.C. RADIO STATIONS

Liddy Lands on WTNT

BY KATY BACHMAN

Syndicated Talk host G. Gordon Liddy, who broadcasts middays from Infinity Broadcasting's WJFK-FM in Washington, D.C., for nine years, has found a new, older-skewing home.

Liddy last week made his debut for Washington's newest Talk station, WTNT-AM 570, in the noon-to-3 p.m. slot. Liddy joins an all-syndicated lineup at the Clear Channel-owned station, which includes Westwood One's *Imus in the Morning* and *Troubleshooter Tom Martino* (3-5 p.m.), as well as Premiere Radio Networks' *Phil Hendrie* (5-8 p.m.) and *Art Bell* in overnights.

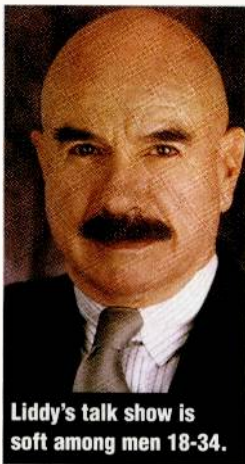
Although Liddy's ratings at WJFK were up overall (from 3.1 in Winter to 3.9 in Spring) and up among adults 25-54 (from 3.8 to 5.1), he wasn't scoring the young-male demographic like the rest of the WJFK lineup. Compared to *The Howard Stern Show*, which rang up an 11.6 share among Men 18-34 in mornings, and *Don & Mike's* 16.4 in afternoon drive, Liddy's show scored a comparatively low 6.5.

In June, when Infinity agreed to syndicate *Opie & Anthony*, the No. 1 drive-time show among Men 18-34 on WNEW-FM in New York, Liddy was officially squeezed out of his midday time slot on WJFK. Part of Infinity's agreement with *Opie & Anthony* was that the duo would be cleared on Infinity's major-market stations, including WJFK. So *Don & Mike* moved to middays, and *Opie & Anthony* took afternoon drive.

In addition to fulfilling its contract obligations with *Opie & Anthony*, the programming changes at WJFK also bring the station more in line with Infinity's strategy to roll out younger-skewing FM Talk stations across the country, such as WNEW-FM in New York; KXOA-FM in Sacramento, Calif.; WYSP-FM in Philadelphia; WCKG-FM in Chicago; and KYNG-FM in Cleveland.

As a result of all the shuffling, Infinity-managed Westwood One, which also syndicates *Don & Mike* and *Opie & Anthony* among non-Infinity-owned stations, is in the process of trying to renegotiate Liddy's contract. A former Watergate burglar, Liddy currently airs on 170 radio stations in mostly small to midsized markets.

For WTNT, which launched in late April, Liddy is a better fit because he's a known quantity in the market. "The rest of our talent is unknown to DC listeners. With *Imus* and Liddy as the cornerstones of our lineup, we're betting there's a large audience out there that will get to know the rest," said Tod Castleberry, operations manager of WTNT.



Liddy's talk show is soft among men 18-34.

PHILADELPHIA TV STATIONS

KYW Anchors Shuffled

BY JEREMY MURPHY

Having more news anchor teams than the station knows what to do with, CBS' owned-and-operated KYW-TV in Philadelphia is doing some late-summer staff streamlining.

Starting Sept. 11, the ratings-challenged O&O will introduce a new anchor lineup, which will include additional duties for 30-year veteran Larry Kane, long considered the dean of TV news in Philadelphia. Kane, who is the solo anchor for KYW's 11 p.m. news, will not only get a new partner for the broadcast (weekend anchor Denise Saunders), but he'll also start anchoring the station's 6 p.m. newscast alongside Siani Lee. Kane replaces Dave Frankel, who is negotiating a departure from the station.

"We had too many anchor teams," said Joanne Calabria, a KYW representative. "We had a different anchor team for every newscast. With this lineup, we have one less."

Kane's new 11 p.m. co-anchor Saunders replaces Dawn Stensland, who was once considered a rising star at CBS (she served as a substitute anchor for CBS weekend news). Marcellus Alexander, vp/gm of KYW, indicated audience research played a part in Saunders promotion and the decision to pull Stensland from the newscast. KYW also announced that morning anchor Pat Ciarrocchi will now do the station's noon and 5 p.m. newscasts alongside Ukee Washington.

YOUNGSTOWN, OHIO TV STATIONS

Gocom Slices Staffers

A small-market duopoly in Youngstown, Ohio, has eliminated seven jobs as part of a company-wide cost-cutting initiative. GOCOM Holdings, which owns CBS affiliate WKBN-TV and Fox affiliate WYFX-TV in the 99th-ranked market, got rid of 6 percent of its work force last week.

The layoffs included station manager Mike Seachman, who also oversaw the stations' Internet operations and was instrumental in launching WYFX in 1997. Staffers from the stations' production and promotional departments were also let go.

Roland Adeszko, area vp for the North Carolina-based GOCOM, will continue to oversee both stations. Adeszko declined to comment on the changes. —JM



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Market Profile

BY EILEEN DAVIS HUDSON



Home on the range: The 32-mile-long Trinity River Trails wind their way around Fort Worth.

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Dallas-Fort Worth

DESPITE A SHARP DOWNTURN THIS YEAR IN THE HIGH-TECHNOLOGY SECTOR, ONE OF ITS primary industries, the Dallas-Fort Worth area remains on a steady growth track. Even with widespread layoffs at companies along the Telecom Corridor in the region's northwest suburbs and rising office vacan-

cy rates, unemployment remains relatively low and the housing market is solid. Residential projects planned or under development in the Dallas-Fort Worth metro area include Vaquero, a 525-acre golf community with 335 homes priced at \$800,000 and up.

The 7th-ranked Dallas-Fort Worth broadcast television market (with more than 2 million viewers) is one of the most competitive in the country, with more than a dozen commercial outlets battling for viewers and ad dollars. ABC affiliate WFAA-TV, Dallas-based Belo Corp.'s longtime local news leader, is also the market's top biller with an estimated \$136 million in revenue last year, according to BIA Financial Network. BIA reports that NBC's owned-and-operated KXAS is the second-highest biller at \$105.8 million, followed by Fox Television

O&O KDFW at an estimated \$87.1 million.

While CBS O&O KTVT ranks a distant fourth in both revenue and local news ratings, the station has made some gains, with year-to-year news ratings increases in last May's sweeps. Viacom's acquisition of CBS last year gave the company additional leverage in the market, since the company also owns UPN outlet KTXA-TV. CBS had purchased KTVT

in 1999 from Gaylord Broadcasting.

Viacom's duopoly is overseen by Brian Jones, vp and general manager of KTVT and KTXA, who splits his time between the two properties. KTVT is located in Fort Worth, while its sister outlet is in Dallas.

KTXA has suffered some ratings slippage this year in fringe time periods such as 5 to 7 p.m. and 10 p.m. to midnight. For example, in the May sweeps, the station earned a 1.6 rating and 3 share in households at 5 p.m. with syndicated reruns of *Moesha*, compared to a 3.0/6 with *Fresh Prince* in May 2000, according to Nielsen Media Research.

Last September, KTVT reallocated its news resources when it cancelled its 6:30 p.m. newscast and replaced it with the syndicated *Hollywood Squares*, which had formerly aired on WFAA. KTVT then launched an hour-long newscast at 4 p.m., anchored by former WFAA lead anchor Tracy Rowlett, who also anchors the 6 and 10 p.m. newscasts.

KTVT's nascent 4 p.m. news remains second behind KXAS, the only other station that programs news in the time period. KXAS launched its 4 p.m. newscast in January 2000. "We've made a lot of progress over the last year in terms of ratings growth [and] news expansion," says Tom O'Brien, who joined KXAS in June as president/gm from NBC's WVIT in Hartford-New Haven, Conn. O'Brien succeeded Steve Doerr, who was promoted to senior vp of news, programming and creative development for NBC's stations.

While WFAA for years has been the market's overall local news leader, the station lost its grip on the top spot in morning news in last November and last February's sweeps. "We put a lot of effort into relaunching 5 to 7 [a.m.], we transitioned our 9 to 10, and we regained the No. 1 position in the May book," notes Kathy Clements-Hill, WFAA president/gm.

In March, WFAA introduced its revamped 5-7 a.m. news block and made changes to its locally produced 9-10 a.m. *Good Morning, Texas*, a 6-year-old, feature-oriented offering. The hour, now more news-driven, is called *News 8 at 9, Good Morning, Texas*. The program now has three anchors, a traffic center and updates the weather every eight minutes. The old *Good Morning, Texas* had lost one of its co-anchors last year, and the remaining anchor opted not to

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Local Newspaper	\$475,664,190	\$488,193,780
Spot TV	\$445,114,670	\$497,859,503
Spot Radio	\$244,665,820	\$258,122,440
Local Magazine	\$49,278,820	\$47,340,000
FSI Coupon**	\$16,789,620	\$19,035,720
Total*	\$1,231,513,120	\$1,310,551,443

*Total represents media measured by Nielsen Monitor-Plus in this market.

**FSI Coupon applies to packaged goods only.

Source: Nielsen Monitor-Plus

renew his contract in March. So WFAA expanded the roles of its 5-7 a.m. anchors, who now also host the new 9 a.m. hour.

Last October, WFAA launched another locally produced show, *High Tech Texas*, focusing on the expanding North Dallas suburb of Richardson, where many high-tech companies including Nortel Networks, Nokia and Texas Instruments are based or have regional offices.

WFAA is a partner with cable operator AT&T Broadband in Texas Cable News, a 24-hour regional news channel that launched two years ago. Belo's Texas cluster of TV stations (including WFAA and outlets in San Antonio, Houston and Austin) contribute programming to TXCN, which is available in the Dallas-Fort Worth area on cable systems owned by AT&T and Charter Communications.

In January, Tribune Broadcasting's WB outlet, KDAF-TV, expanded its 2-year-old, half-hour late newscast to an hour. The program averaged a 3.0/5 in households in the May sweeps, well behind the competing 9 p.m. news on Fox O&O KDFW (5.8/9).

KDAF's 9 p.m. news is a full hour on weekdays and a half hour on Saturdays and Sundays. "We're making more of a commitment to local news," says Joe Young, KDAF vp/gm. The first half hour of the news is co-anchored by Patrick Greenlaw and Crystal Thornton; at 9:30, Thornton is replaced by Terri Chappell. "We think [the co-anchor change] keeps the show very fresh and fast-paced," Young says.

In addition to ramping up its local news efforts, KDAF continues to boast a strong lineup of off-network syndicated fare. KDAF is No. 1 in adults 18-49 from 6 to 7 p.m. with *Friends* and *The Simpsons*, and the outlet is tops in the same demo with *Friends* and *Frasier* from 10 to 11 p.m. "We're very fortunate to [have] the franchise sitcoms," Young says. KDAF will premiere *Everybody Loves Raymond* this fall in syndication and *Will & Grace* in fall 2002.

In addition to KDFW, Fox has a duopoly in the market via its ownership of Independent KDFI-TV, acquired last March (Fox previously had operated KDFI via a local marketing agreement). KDFI's programming includes 65 Texas Rangers baseball games this season; the outlet also carries some Dallas Stars NHL hockey. KDFW is carrying 10 Rangers broadcasts this season; most of the team's other games are carried on Fox's regional cable sports network. KDFW execs did not return calls.

The growing Hispanic population of Dallas-Fort Worth (currently about 14 percent of

the total, according to Scarborough Research), is enjoying additional viewing options. In June, Univision TV Group finalized its purchase of local Home Shopping Network outlet KSTR-TV from Studios USA. The station will switch to Spanish-language programming in January. The purchase gives Univision, which also owns KUVN-TV, a duopoly in the market. Because KSTR is switching to Spanish-language, the deal the station had to air NBA Dal-

las Mavericks games has been picked up by Viacom's KTXA.

Meanwhile, Univision rival Telemundo Group has agreed to acquire independent station KXTX-TV. Telemundo's contract with current affiliate KFWD-TV in Dallas-Fort Worth expires on Jan. 28, after which the network expects to switch its signal to KXTX.

HIC Broadcasting's KFWD has been a Telemundo affiliate since the station signed on

SCARBOROUGH PROFILE

Comparison of Dallas-Fort Worth

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Dallas-Ft. W. Composition %	Dallas-Ft. W. Index
DEMOGRAPHICS			
Age 18-34	31	35	111
Age 35-54	41	42	104
Age 55+	28	23	81
HHI \$75,000+	25	28	110
College Graduate	12	15	119
Any Postgraduate Work	10	9	92
Professional/Managerial	23	25	110
African American	13	13	101
Hispanic	12	14	110
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	53	43	81
Read Any Sunday Newspaper	64	61	96
Total Radio Morning Drive M-F	22	23	104
Total Radio Evening Drive M-F	18	19	105
Total TV Early Evening M-F	30	28	94
Total TV Prime Time M-Sun	39	39	100
Total Cable Prime Time M-Sun	13	10	77
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	72	63	88
Read Any Sunday Newspaper	77	77	99
Total Radio Morning Drive M-F	75	77	102
Total Radio Evening Drive M-F	73	75	102
Total TV Early Evening M-F	71	67	95
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	58	45	78
MEDIA USAGE - OTHER			
Access Internet/WWW	58	37	64
HOME TECHNOLOGY			
Own a Personal Computer	64	65	102
Shop Using Online Services/Internet	27	26	97
Connected to Cable	73	55	75
Connected to Satellite/Microwave Dish	14	22	156

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

Source: 2000 Scarborough Research Top 50 Market Report (August 1999-September 2000)

Market Profile

RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	1 AM, 5 FM	19.5	\$118.0	28.4%
Clear Channel Communications	5 FM	19.5	\$90.0	21.6%
ABC Radio	1 AM, 2 FM	10.7	\$52.5	12.6%
Susquehanna Radio	2 AM, 2 FM	11.0	\$49.5	11.9%
Service Broadcasting Group	1 AM, 2 FM	8.5	\$28.1	6.8%
Radio One	2 FM	4.0	\$14.2	3.4%
Salem Communications	2 FM	3.5	\$13.7	3.3%
Hispanic Broadcasting	1 AM, 2 FM	4.6	\$12.4	3.0%

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

in 1988, two years after Univision launched KUVN. KFWD vp/gm Wayne Casa says his station will become an English-language independent after its Telemundo tie expires.

The station currently produces a half hour of local news at 5 and 10 p.m. on weekdays. Casa says it's too early to say how the switch to English-language fare might affect KFWD's news operations. "We're looking at everything," he says. "There's a lot of programming out there, so we feel there are pretty good opportunities on the general-market side."

In local cable, AT&T dominates the market, although Charter Communications and Paragon Cable also have some subscribers. AT&T has about 645,000 subs in the market and reaches about 760,000 cable households through the interconnect that includes Charter and Paragon customers. Only 55 percent of the market's residents are connected to cable, well below the average of 73 percent for the top 50 markets, according to Scarborough. Satellite TV is strong in the market, with 22 percent of residents connected, compared to the 14 percent average in the top 50 markets.

The primary daily newspapers in the market are Belo's *The Dallas Morning News* and Knight Ridder's *Fort Worth Star-Telegram*. The *Morning News*' daily circulation for the six months ended in March was 500,357 (Monday through Thursday), up fractionally from the same period a year earlier, and 782,748 Sunday, flat compared to the prior year. The *Star-Telegram*'s daily (Monday through Thursday) circ for the six months ended in March was 230,918, up 1.2 percent. The paper's Sunday circ of 334,104 was flat.

This past April, the *Star-Telegram* switched to a narrower 50-inch web width, following an industry trend to save on newsprint costs. In its Aug. 12 editions, the paper introduced a redesign that includes a new text typeface and

revamped section fronts. The redesign was the paper's second significant makeover in the past three years.

Jim Witt, *Star-Telegram* vp and editor, says the paper initially planned to have the redesign coincide with the switch to the narrower

width. When the new press equipment became available sooner than expected, the *Star-Telegram* opted to move ahead with the resizing. Witt says the decision to switch to the narrower width ahead of schedule saved the paper an additional 7 percent on its newsprint costs this year. He also says the paper is restoring some editorial space that was cut back when the paper downsized. For example, the *S-T* has added pages to its tabloid sections; the paper publishes four or five tab pullouts per week, including a Monday business tab and a Friday entertainment section.

Also as part of the redesign, the *S-T* converted three neighborhood news sections from tabloid to broadsheet.

On the advertising front, Witt says that while local retail business has been strong, classified help-wanted advertising continues to trend down.

The *S-T* also publishes a separate, seven-

NIELSEN RATINGS CHART

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
4-5 p.m.	NBC	KXAS	3.4	8
	CBS	KTVT	2.1	5
5-5:30 p.m.	ABC	WFAA	8.1	18
	NBC	KXAS	5.8	13
	Fox	KDFW	4.5	9
	WB	KDAF*	3.3	7
	CBS	KTVT	2.3	5
	UPN	KTXA*	1.6	3
	Univision	KUVN	1.3	3
5:30-6 p.m.	Pax	KPXD*	0.5	1
	Fox	KDFW	4.5	9
6-6:30 p.m.	ABC	WFAA	9.1	17
	WB	KDAF*	7.8	15
	NBC	KXAS	6.6	12
	Fox	KDFW	3.7	7
	CBS	KTVT	2.6	5
	Univision	KUVN*	2.5	5
	UPN	KTXA*	1.4	3
	Pax	KPXD*	1.0	2

Late News

9-10 p.m.	Fox	KDFW	5.8	9
	WB	KDAF*	3.0	5
10-10:30 p.m.	ABC	WFAA	11.7	19
	NBC	KXAS	10.4	17
	WB	KDAF*	6.6	11
	CBS	KTVT	5.3	9
	Fox	KDFW	5.2	8
	UPN	KTXA*	2.3	4
	Univision	KUVN	1.6	3
Pax	KPXD*	1.0	2	

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

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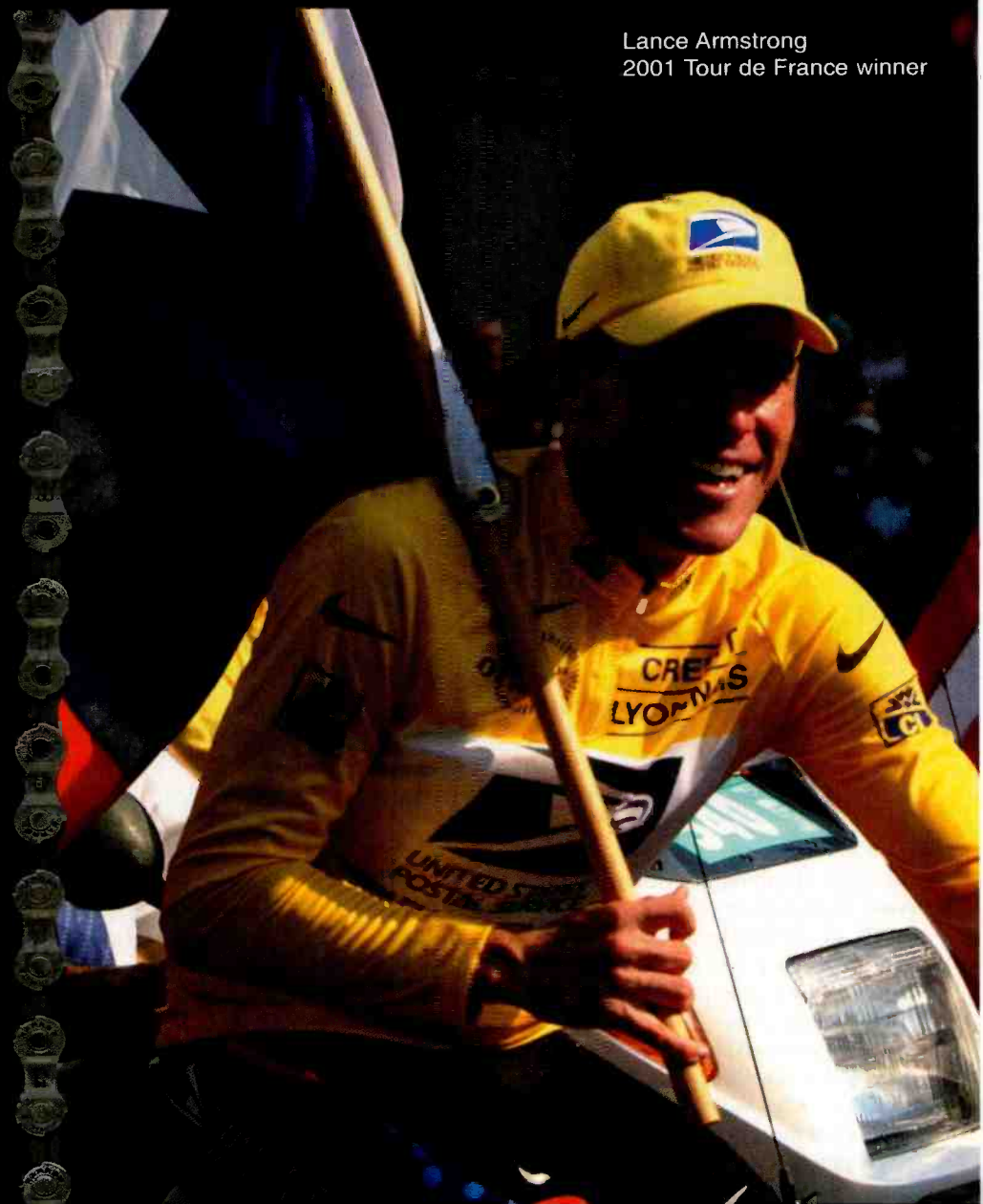
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Market Profile

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Dallas County: 791,502 Households				
<i>The Dallas Morning News</i>	258,489	403,113	32.7%	50.9%
<i>Fort Worth Star-Telegram</i>	4,355	6,171	0.6%	0.8%
Tarrant County: 538,617 Households				
<i>The Dallas Morning News</i>	39,479	61,641	7.3%	11.4%
<i>Fort Worth Star-Telegram</i>	184,324	266,791	34.2%	49.5%
Parker County: 31,262 Households				
<i>The Dallas Morning News</i>	825	1,447	2.6%	4.5%
<i>Fort Worth Star-Telegram</i>	7,263	12,319	23.2%	39.4%
Collin County: 182,471 Households				
<i>The Dallas Morning News</i>	55,622	94,789	30.5%	51.9%
Johnson County: 42,660 Households				
<i>The Dallas Morning News</i>	944	1,783	2.2%	4.2%
<i>Fort Worth Star-Telegram</i>	9,971	18,385	23.4%	43.1%
Kaufman County: 23,981 Households				
<i>The Dallas Morning News</i>	5,395	10,688	22.5%	44.6%
Ellis County: 36,308 Households				
<i>The Dallas Morning News</i>	7,683	15,296	21.2%	42.1%
<i>Fort Worth Star-Telegram</i>	392	681	1.1%	1.9%
Hunt County: 26,837 Households				
<i>The Dallas Morning News</i>	3,546	6,618	13.2%	24.7%
<i>Greenville Herald-Banner</i>	8,081	9,150	30.1%	34.1%
Henderson County: 28,868 Households				
<i>The Dallas Morning News</i>	3,425	6,731	11.9%	23.3%
<i>Tyler Telegraph-Courier Times</i>	2,869	3,374	9.9%	11.7%
Hood County: 15,163 Households				
<i>The Dallas Morning News</i>	538	864	3.5%	5.7%
<i>Fort Worth Star-Telegram</i>	4,838	7,453	31.9%	49.2%

Source: Audit Bureau of Circulations

day regional edition, the *Arlington Star-Telegram*. "Arlington is a community of 300,000 people, so we felt it should have its own paper," says Witt. The paper, launched in 1992, was formerly the Arlington edition of the *Fort Worth Star-Telegram*.

The *Morning News*, Texas' second-largest daily, had also published a seven-day edition for fast-growing Arlington. However, in April Belo pulled the plug on the 5-year-old stand-alone edition, making it a three-times-weekly insert in the *Morning News*.

Two years ago, the *Morning News* moved to extend its market reach by purchasing the family-owned Denton Newspaper Co., publisher of the suburban daily *Denton Record Chronicle* as well as two biweekly suburban papers in Louisville and Grapevine.

Executives at the *Morning News* could not be reached for comment.

The Dallas-Fort Worth radio market, the

country's sixth-largest, has seen several changes following last year's acquisition of Dallas-based AMFM Inc. by Clear Channel Communications. Because Clear Channel was required to sell off some of its holdings in the market, Lanham, Md.-based Radio One made its entry into DFW by scooping up two FM outlets. One of the stations, R&B Oldies property KTXQ-FM, is now at 94.5 on the dial. The station had been at 102.1 when it was owned by AMFM. Following its buyout of AMFM, CC swapped the dial position of its KDGE-FM with KTXQ.

Radio One changed the format of its other station, KBFB-FM, from Adult Contemporary/Oldies to Urban. Following that format change last

August, the station initially rose steadily in the ratings, finishing the Winter 2001 Arbitron Radio Market Report tied for sixth overall among listeners 12 and older. However, in the Spring 2001 book, KBFB lost some steam, finishing in a four-way tie for 10th place.

Service Broadcasting Group's Urban outlet KKDA-FM is not only the dominant station in its format—it's also the top-rated station overall in the market. The station also ranks second in both morning and afternoon drive.

Infinity Broadcasting's Lite Rock station KVIL-FM, one of the outlets that tied for 10th in the Spring ratings book, has the highest ad billings in the market with \$38.7 million last year, according to BIA.

ABC Radio and Dallas-based Susquehanna Radio own several competing outlets in the market. Susquehanna has the market-leading Country station, KPLX-FM, which goes up against ABC Country property KSCS-FM. Susquehanna's Sports/Talk KTCK-AM is comfortably ahead of ABC's Sports stick KESN-FM, which does not attract significant listenership. However, ABC's News/Talk/Sports WBAP-AM dominates that format in Dallas-Fort Worth.

Hispanic Broadcasting's stations lead the market in targeting Hispanic listeners. The company's Mexican-formatted KLNO-FM, acquired for \$65 million in September 1999, has been steadily growing its share.

WRR-FM, a commercial station owned by the city of Dallas, is the market's sole Classical outlet. The station has a loyal following and ranks 16th overall among listeners 12 and older, eighth in morning drive.

Clear Channel Outdoor is the far-and-away leader in out-of-home advertising in this market. The next closest competitor is Viacom's Infinity Outdoor.

RADIO LISTENERSHIP

Station	Format	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KHKS-FM	Contemporary Hit Radio	7.5	4.5
KKDA-FM	Urban	6.7	5.4
WBAP-AM	News/Talk/Sports	5.8	4.2
KPLX-FM	Country	5.6	5.6
KLUV-FM	Oldies	5.1	4.7
KZPS-FM	Classic Rock	4.8	4.4
KSCS-FM	Country	4.8	3.7
KRLD-AM	News/Talk/Sports	4.3	2.8
KTCK-AM	Sports	4.1	4.5
KLNO-FM	Mexican	3.3	2.6

Source: Arbitron Spring 2001 Radio Market Report



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Media Elite

EDITED BY ANNE TORPEY-KEMPH

W Wraps Record-Breaker

WHEN ALYCE ALSTON got the advance copies of her magazine's phone book-sized, biggest-ever issue, she couldn't help showing off a little. To mark the milestone, the publisher and her promo crew at Fairchild's *W* had a few S-Type Jaguars plastered with the September-issue cover, and Alston drove one around Manhattan making special deliveries to key advertisers.

"Everybody was talking about it," says Alston, who coaxed luxury-goods execs out of their air-conditioned offices to check out her wheels and receive a copy of the 610-page fall fashion issue.

The Jag-wrapping, courtesy of the vinyl wizards at Mobile Ad Group, might have impressed participating advertisers and fans of cover girl Gwyneth Paltrow, but it wasn't exactly a traffic-stopper. Says Alston: "In New York, people expect to see anything." —Lori Lefevre



She's got it covered: Publisher Alston in a customized Jaguar

Spotlight On...



Susan Winston Executive producer, *The Other Half*

Sure, NBC Enterprises Domestic Syndication is putting a lot into its first program launch, but that's only half of the story. When *The Other Half* premieres into national syndication Sept. 10, it will culminate a two-year effort by creator Susan Winston and her longtime production partner, Dan

Funk, to get the show on the air.

"We were sitting around with our agents two years ago, talking about daytime television, and the discussion got around to programs centered around relationships and good-looking guys," explains Winston, a 49-year-old mother of three who plays classical piano into the wee hours, then wakes up at dawn to go running. "And here we are today with four guys who are eye candy, doing a [type of] show that's never been done before."

For Winston and Funk, who met in 1987 when both were segment producers on ABC's *Good Morning America*, and who have independently co-produced a vast array of network specials and cable series, it took a year and 1,000-plus auditions to assemble the "perfectly matched" talent quartet of Dick Clark, Danny Bonaduce, Mario Lopez and Jan Adams. And after financing the pilot largely out of their own pockets, the producers presented it to nearly every syndicator in town before finding someone who believed in a show featuring funny men talking about women's issues. That someone is NBC Enterprises president Ed Wilson, whose faith in the show undoubtedly derives primarily from the very hands-on Winston, who describes herself as "a student of the daytime television audience" with "the adrenaline of a 20-year-old."

"I'm eating, sleeping, breathing *The Other Half* right now," she says. "When I see it do good numbers, I'll relax." —Daniel Frankel

Movers

NETWORK TV

Ray Rodriguez, president of Hispanic TV network Univision, has been given additional titles and responsibilities as president and COO of Univision Networks. He will be responsible for overseeing not only the Univision TV network but also Telefuturo Network, the new Spanish-language network Univision Communications is launching in January; Galavision, the company's Spanish-language cable network; and Univision Sports. Rodriguez has been president of the Miami-based network since 1992.

RADIO

Jerry Ryan was promoted to general manager of WIND-AM, WOJO-FM and WLXX-AM, Hispanic Broadcasting's stations in Chicago. Ryan was previously general manager of Hispanic's KHOT-FM in Phoenix. Replacing Ryan in Phoenix is **Michelle Faló**, who was promoted from general sales manager of KSOL-FM and KZOL-FM in San Francisco...**Bob Walden** was named national sales manager of WKJS-FM, WJMO-FM, WCDX-FM and WRHH-FM, Radio One's stations in Richmond, Va. Walden comes to Radio One from Clear Channel Communications, where he served as national sales manager.

SYNDICATION

Brian Hendel has been promoted to senior producer of King World Productions' syndicated newsmagazine strip, *Inside Edition*. He was previously a segment producer for the program...**John Krobot** has been promoted to sales manager, Midwest region, for the advertising sales division of Tribune Entertainment. He most recently served as manager of the Western region.

MAGAZINES

Kym Blanchard, former marketing director for Time Inc.'s *Real Simple*, has joined *Essence* as associate publisher, marketing, a new post...**Gail Day**, former senior vp/publisher of *Playboy*, has been named publisher of *Forbes* supplement *Forbes FYI*...**Vivek Shah** has been upped from vp of new business ventures of the Fortune Group to general manager.

Culture Trends

The Hollywood Reporter's Box Office

For weekend ending August 19, 2001

This Week	Last Week	Picture	3-Day Weekend Gross	Days in Release	Total Gross Sales
1	1	American Pie 2	21,104,650	10	82,456,271
2	2	Rush Hour 2	19,024,208	17	164,656,828
3	New	Rat Race	11,662,094	3	11,662,094
4	4	The Others	10,906,170	10	32,168,706
5	3	The Princess Diaries	9,614,307	17	70,241,717
6	New	Captain Corelli's Mandolin	7,209,345	3	7,209,345
7	5	Planet of the Apes	7,142,635	24	161,238,071
8	New	American Outlaws	4,855,475	3	4,855,475
9	6	Jurassic Park III	4,440,740	33	168,327,710
10	9	Legally Blonde	2,575,400	38	83,345,846
11	7	Osmosis Jones	2,504,428	10	10,256,555
12	8	America's Sweethearts	2,308,875	31	87,761,031
13	11	The Score	1,820,842	38	65,516,828
14	10	Original Sin	1,112,692	17	15,113,699
15	15	Dr. Doolittle 2	766,903	59	109,910,106
16	12	Spy Kids	764,702	143	110,844,040
17	13	Cats & Dogs	692,861	47	90,920,285
18	14	The Fast and the Furious	681,065	59	140,434,410
19	33	The Deep End	641,051	12	984,958
20	16	Shrek	538,767	96	260,444,228
21	19	Apocalypse Now Redux	483,159	17	1,288,885
22	21	Ghost World	457,683	31	1,933,037
23	18	Made	380,164	38	3,673,981
24	17	The Closet	319,229	52	4,519,967
25	23	Hedwig and the Angry Inch	258,382	31	1,547,128
26	22	Moulin Rouge	202,765	94	55,500,137
27	62	Swordfish	185,435	73	69,172,342
28	26	Kiss of the Dragon	178,596	45	35,523,135
29	31	Bread & Tulips	162,828	24	500,587
30	28	Songcatcher	152,265	66	2,614,999

©2001 The Hollywood Reporter

MTV's BUZZWORTHY

Buzzworthy songs are usually up-and-coming artists who MTV believes have special potential.

Week of 8/20/01

Artist/Group: Alicia Keys

Song/Video: "Fallin'"

Album: *Songs in a Minor*

Though only 19, Keys wrote most of the material on her record as well as playing piano - something the Britneys and Christinas can't quite pull off. Owes more of a debt to Stevie Wonder and Aretha Franklin than Janet & Madonna...

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The Billboard 200

The top-selling albums compiled from a national sample of retail store sales.

This Week	Last Week	Weeks on Chart	Artist	Album
1	1	3	Various Artists	Now 7
2	6	8	Alicia Keys	Songs in a Minor
3	2	4	'N Sync	Celebrity
4	3	2	The Isley Brothers	Eternal
5	4	2	Usher	8701
6	5	2	Jadakiss	Kiss the Game Goodbye
7	26	3	Soundtrack	American Pie 2
8	8	13	Staind	Break the Cycle
9	9	43	Linkin Park	Hybrid Theory
10	11	30	Jennifer Lopez	J-Lo

©2001 Billboard/Soundscan, Inc.

The Billboard Hot 100

The most popular singles compiled from a national sample of radio play and retail store sales.

This Week	Last Week	Peak Pos.	Weeks on Chart	Title	Artist
1	1	1	12	Fallin'	Alicia Keys
2	2	2	9	I'm Real	Jennifer Lopez
3	12	3	11	Someone to Call My Lover	Janet Jackson
4	4	2	18	Hit 'em Up Style	Blu Cantrell
5	3	2	19	Let Me Blow Ya Mind	Eve w/Gwen Stefani
6	6	6	14	Where the Party At	Jagged Edge w/Nelly
7	5	1	12	U Remind Me	Usher
8	7	7	21	It's Been Awhile	Staind
9	9	5	25	Drops of Jupiter	Train
10	10	2	30	Hanging By a Moment	Lifeshouse

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EAST

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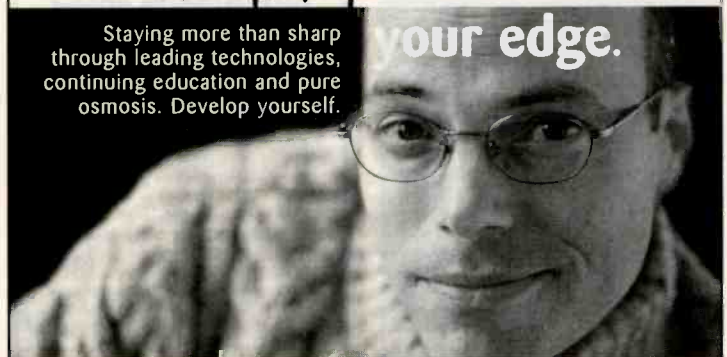
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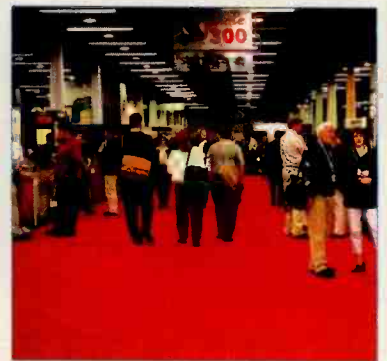
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Inside Media

NEWS OF THE MARKET

New Ad Group at AOL Time Warner

AOL Time Warner has formed a new group to facilitate ad buys across the company's media units, including broadcast, print and the Internet. Myer Berlow was named president and Julie Kantrowitz was named COO of the new AOL Time Warner Global Marketing Solutions group. The goal of the group is to help advertisers maximize their exposure by expanding ad spending across an assortment of media outlets. Berlow is AOL's former president of worldwide interactive marketing; Kantrowitz is former vp of media sales for Warner Bros. Domestic Television. Prior to joining AOL, Berlow spent 25 years at assorted ad agencies. AOL Time Warner said advertisers that have already made buys through the new group include eBay, Samsung, Royal Philips Electronics, Swatch Group, Bank of America, Wrangler, Kinko's and Oxygen Media.

Paul Harvey Back on the Air

Legendary radio broadcaster Paul Harvey returned to the mic last Monday after complications from laryngitis silenced him since May. Harvey even sang to his audience. However, he is on a limited schedule, doing only his five-minute morning broadcast, *Paul Harvey News and Comment* and his daily feature, *The Rest of the Story*. For Harvey's 15-minute midday broadcast, ABC will continue to bring in high-profile substitutes such as Sam Donaldson and Fox News Channel's Bill O'Reilly.

Shutters Close on Hearst's *Classic Home*

The November issue of *Classic American Home* will be the last for the Hearst shelter title. Citing low circulation, Hearst folded the 26-year-old bimonthly, just a few months after changing its name from *Colonial Homes*. Hearst has been focusing on larger-circulation magazines in recent years.

UltimateTV Upgrades Services

Microsoft last week announced that its UltimateTV interactive TV service is offering its first service software upgrade, giving users the ability to record for as long as they want and manually record TV programming from specific start and end times. Launched in March, UltimateTV is the only service that offers DirecTV programming, digital video recording, live TV controls, dual satellite tuners allowing subscribers to watch or

record two shows at once, Internet access and enhanced TV programming in one integrated package. The free software upgrade is being downloaded automatically to subscribers via DirecTV's digital satellite infrastructure.

DirecTV Deal to Boost Hallmark Dist'n

Having rebranded Odyssey Network as Hallmark Channel U.S., parent company Crown Media Holdings has partnered with DirecTV to expand the cable outlet's subscriber base. Under terms of the deal in which the satellite provider receives approximately 5.4 million shares of Crown Media Class A common stock, Hallmark will be offered on DirecTV's Total Choice Package, increasing its distribution to 40 million by the end of September. In addition, Crown Media and DirecTV will explore interactive TV applications for Hallmark Channel.

Paramount Taps Goodson for Strix Strips

Paramount Domestic Television has signed on Jonathan Goodson Productions to develop several reality formats from Scandinavia's Strix Television into syndicated series. Strix is best known for developing *Expedition: Robinson*, the format that was later extrapolated into the CBS series *Survivor*. Jonathan Goodson Productions has produced syndicated strips *Forgive or Forget* and *Housecalls*.

Radio *Soup's* Heating Up

Love Soup, a new radio show that dispenses advice on love, sex and relationships, will go national Sept. 4 through a multiyear syndication deal with Fisher Entertainment, a subsidiary of NBG Radio Network. Airing 8-11 p.m. PT, the caller-driven show is hosted by Dr. Lori Pollock, a licensed clinical psychologist. Since *Love Soup's* premiere last December on Midwest TV's KFMB-FM in San

Reach the nation's largest minority — 35.3 million Hispanics.

Strategy Research Corporation presents the "2002 U.S. Hispanic Market Report" and seminar series. Among the main topics addressed through the study and seminars are:

POPULATION AND DEMOGRAPHY

- Hispanics by Origin— e.g., 15% from Central and South America...
- Geographic Distribution— e.g., 33% located in Southern U.S. ...
- Age Distribution— e.g., 36% of population younger than 18...

ACCULTURATION

- Direction of Acculturation Process...
- Acculturation in the Main Markets...

TOP 50 U.S. HISPANIC MARKETS

- Los Angeles, New York, Miami, Chicago...

MARKET CHARACTERISTICS

- Household Size — e.g., 31% of households have 5 or more people...
- Buying Power and Household Income...
- Occupation Distribution — e.g., 14% are in managerial and professional occupations...
- Education — e.g., more than 11% have BAs or higher...

PATTERNS OF CONSUMPTION

- Internet Use...
- Media Habits...
- Advertising...

U.S. HISPANIC MARKET 2002

The Minority Majority
What the Future Holds

SEMINAR SERIES

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NEW YORK Sept. 19, 2001 New York Helmshley Hotel	DALLAS Sept. 25, 2001 Le Meridien, Dallas

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Diego, ratings have climbed 250 percent, especially among women, who make up 75 percent of the show's callers. More than 11 other stations have agreed to carry the show, including Emmis Communications' WENS-FM in Indianapolis and KKLT-FM in Phoenix and Simmons Media Group's KQMB-FM in Salt Lake City.

Hachette Readies *ELLEgirl*

Hachette Filipacchi Magazines will launch a second *Elle* spinoff this week for the teen market. *ELLEgirl*, which hits stands Tuesday, has a circulation rate base of 300,000. The title, which will publish one issue in 2001 and four in 2002, garnered 75 pages of advertising in its first issue from the likes of Chanel, Clairol and Lancome. Also, the Elle Group will publish a new supplement, *Elle/ElleDecor Weddings*, in February. It will go out to subscribers and select New York City newsstands.

MPA Launches Web Study

The Magazine Publishers of America launched a study last week surveying consumers' relationships with magazines' Web sites and other magazine brand extensions. To collect data for the "MagNet" study, MPA member publishers are putting a survey on their Web sites for the next two months for users to fill out. The MPA just completed another study, on magazine content online, which revealed that seven out of 10 site visitors will register and that visitors are most interested in discounts on products shown in the magazines and archives.

Radio Nets Ready for Kickoff

ABC's ESPN Radio will kick off its ninth year of NFL coverage Sept. 2, with a preview of the season that starts Sept. 9. For the new season, ESPN Radio NFL hosts Trey Wingo

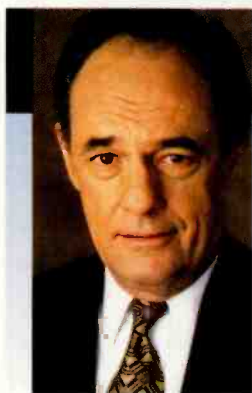
and Merrill Hoge will be joined by former Washington Redskins running back John Riggins, former St. Louis Rams defensive tackle D'Marco Farr, former Redskins offensive lineman Milt May and former NFL coach Kevin Gilbride. Preceding *The NFL on ESPN Radio* each Sunday will be *Countdown to Kickoff*, from 11 a.m. to 1 p.m. Separately, Sporting News Radio will begin its second season of *NFL Monster Mondays* on Sept. 10. Broadcast live from NFL Films' studios every Monday from 2 to 6 p.m., the show features expert analysis and interviews by Sporting News' senior football analyst Brian Baldinger and "Nasty" Nestor Aparicio.

Industry Standard Closes

Standard Media International has shuttered its weekly magazine, *The Industry Standard*, citing the decline in the ad market. Only a handful of staffers will remain on board to continue running its Web site. In the past few months, Standard Media had sought an investor or buyer for the magazine.

Cartoon Net Lures Buyers into the Pool

In an effort to attract adult-targeted advertisers to its new "Adult Swim" programming franchise, Cartoon Network is running a contest for media buyers and planners to win a trip to Las Vegas. Participants must watch a videotape highlighting the Adult Swim programs to find a "secret password." The grand prize includes a four-night stay for 10 people at the Bellagio Hotel, which is renowned for its pools. Adult Swim, set to kick off Sept. 2, is the net's first attempt to target 18-to-34 year-olds, with series including *Harvey Birdman*; *Attorney at Law*; and *Home Movies*, about an awkward 8-year-old who dissects his dysfunctional family. Adult Swim airs Thursday and Sunday nights from 10 p.m. to 1 a.m.



Morning man

Cafferty Gets New CNN Gig

CNNfn is shifting Jack Cafferty, anchor of the early-morning show *Before Hours*, to a new business and general-news program called *CNN Money Morning*, set to launch Sept. 10. Cafferty, a veteran of the New York financial news scene, will deliver the headlines and report on pre-stock market activity daily 6-7 a.m. on CNN and 6-8 a.m. on CNNfn. *Morning* will replace the cancelled *Ahead of the Curve*, hosted by Deborah Marchini, who will continue at the networks in another capacity. *Before Hours* will get a new anchor and be shortened by one hour, to air from 8 a.m. -9:29 a.m.

The **National Association of Broadcasters** will hold its annual **radio show** Sept. 5-7 at the Morial Convention Center in New Orleans. Featured speakers will include Joan Gerberding, president of Nassau Media Partners; Randy Mays, executive vp/CFO of Clear Channel Communications; and Walter Mossberg, technology columnist for *The Wall Street Journal*. Contact: 800-342-2460.

Strategy Research Corp. will present the findings of its **U.S. Hispanic market** study in a **seminar** entitled "The Minority Majority: What the Future Holds." The first two locations are Miami, at the Hilton Miami Airport, Sept. 13, and New York, at the New York Helmsley Hotel, Sept. 19. Contact: 305-649-5400.

The Radio Advertising Bureau will present a **radio creative workshop** Sept. 13 at the W Hotel in New York, led by creatives who have won the RAB's Mercury Award. Contact: 212-681-7207 or e-mail mercury@rab.com.

Adweek Conferences will present its annual **creative seminar**, entitled "Creativity Without the Bull," Sept. 20-21 at the Hyatt Regency Tamaya Resort & Spa in Albuquerque, N.M. Featured speakers will include Bill Kuperman, chairman of DDB New York. Contact: 888-536-8536.

The Magazine Publishers of America, in conjunction with American Business Media, will host the **HotMagazine-Jobs2001** job fair Sept. 20 at the Metropolitan Pavilion in New York. Participating publishers include Hearst Corp. and G+J USA Publishing. Contact the MPA at 212-872-3700.

"**The Buyer's Market**" will be the topic at the **International Radio & Television Society Foundation's Newsmaker Luncheon** Sept. 20 at the Waldorf-Astoria Hotel in New York. Contact: Marilyn Ellis at 212-867-6650, ext. 306. PriceWaterhouse Coopers will present its annual global entertainment, media and communications summit Nov. 15 at the Waldorf-Astoria Hotel in New York. Featured speakers will include Martha Stewart, chairman/CEO of Martha Stewart Living Omnimedia, and Tom Freston, chairman/CEO of MTV Networks. Contact: 646-394-2413.

Nominate **MEDIAWEEK'S** 2001



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The Editors of **MEDIAWEEK** are looking for a few good media professionals in our business. If you know someone who has what it takes to compete for our **2001 Media All-Stars Awards**, then we invite you to register your ballot online by logging on at www.mediaweek.com/allstars by Friday, September 28th.

In order to nominate, **YOU MUST** be a working media professional, media sales rep or research supplier doing business with agencies and buying services. Your nominee should work in an advertising agency media department or at a media agency. People who buy, plan or research media buys, as well as media agency executives are eligible.

If your nominee is ready to join last year's elite winners, simply log on to www.mediaweek.com/allstars. Indicate reasons why you think your nominee should be selected and tell us some of his or her specific accomplishments.

Last Year's Winners By Category

INTERACTIVE

Rishad Tobaccowala
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MAGAZINES

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Mediacom,
New York

MEDIA DIRECTOR

Donna Salvatore
MediaVest,
New York

NATIONAL TELEVISION/CABLE

Tim Spengler
Initiative Media,
Los Angeles

NEWSPAPERS

Maryann Kiley
Zenith Media,
New York

OUT-OF-HOME

John Miller
The Media Edge,
New York

PLANNING

Bruno Crea
BBDO,
New York

RADIO



Reyn Leutz
Mindshare,
New York

RESEARCH

Kate Lynch
Starcom,
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SPOT TELEVISION

Bonita Leflore
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Executive Decisions

Investors are seeking a new breed of CEO to lead their magazines through the tough times

IT'S BEEN A LONG, CRUEL SUMMER FOR CEOS IN PUBLISHING. AFTER MONTHS OF STEEP declines in ad revenue and with no bottom in sight, some skittish investors are looking for a quick fix by axing their chief executives and replacing them with more broadly experienced hands who may be better

equipped to ride out these tumultuous times. "Board directors and owners are saying [our CEOs] are not cutting it, and we're not going to stay the course," says William Simon, managing director of the global entertainment and media practice at the executive search firm Korn/Ferry International. "They're saying, 'We have to make a change. We need new leadership, we need new energy and we need new focus.' It has to do with a lack of patience and the severity of the downturn."

In recent weeks, three magazine company chief executives have stepped down. Earlier this month, Jim Dunning, Ziff Davis Media president/chairman/CEO for only 16 months, was abruptly fired by his longtime financial backers, Willis Stein & Partners. The invest-

ment firm had previously touted Dunning as a hero when it sold its prior acquisition, Petersen Cos., to Emap in 1999 for \$1.5 billion. Managing partner Avy Stein is now heading up Ziff Davis while search firm SpencerStuart trolls for a new CEO.

In the same week as Dunning's departure, Jay MacDonald, founding chairman and CEO of Working Woman Network for the past five years, was dismissed by the company's lenders, MCG Capital, as part of a major restructuring effort. Carol Evans, most recently COO of the Chief Executive Group and the first publisher of *Working Mother*, succeeded MacDonald.

And last month, Marc Teren, president and CEO of Cahners Publishing, publisher of *Variety* and *Publishers Weekly*, resigned after

only 18 months on the job; a search for his replacement is under way.

The rise and fall of these CEOs is primarily a reflection of the times. Had the economic downturn not been so extreme, some might still be in place. "It's a case of either too much blame or too much credit, more so than it's ever been," says Grant Draper, a director at the Jordan Edmiston Group, an investment banking firm. "People are not just looking for leadership—they're looking for miracles."

Financial backers and board directors are also looking for CEOs to execute the right strategies. "It's all about leadership," says Simon. "Leadership of people and execution on strategy."

Cahners' Teren bet heavily on the Internet and lost. Dunning and MacDonald, who were both running troubled companies, appeared to be out of their league in this treacherous economic climate.

"Dunning is more of a wheeler-dealer than an operating guy," says Martin Walker, chairman of consultancy Walker Communications. "MacDonald had a vision, but he didn't bring any top-level operating experience to the company." MacDonald's only prior publishing experience was as a former publisher of *Inc.*

So what's today's successful magazine CEO made of? "Investors are looking for a market-savvy CEO with strong operational expertise," says Stein. "They want a problem-solver who can run an organization efficiently while staying focused on the needs of advertisers and remaining committed to customers. Ziff Davis is looking for someone who is very hands-on and is also well versed in sales and marketing."

Clearly, bean-counting and cutting costs are the name of the game today, but those skills will only take a top publishing executive so far. "It's painful, but not difficult, to cut costs," says Dan Brewster, president/CEO of G+J USA, who recently tapped Ziff's Scott Crystal as president/CEO of G+J's Business Innovator Group, publisher of *Fast Company* and *Inc.* "It's much more difficult to chart courses out of troubled waters. That's the exciting part of the business—how do we make sure the core franchises of the businesses are healthy when we come out of this cycle."

Gone are the days when a publishing exec could rise to the top with experience only in ad sales or circulation and be supported by a strong chief financial officer. "Many who have come up to the top have had vertical expertise,"

Mediaweek Magazine Monitor

BIWEEKLIES August 27, 2001

Rolling Stone expects a boost this fall from automakers hoping to attract younger consumers, says publisher Rob Gregory. The biweekly has already broken business from Jaguar. Video games is another category heating up for the title, which is eyeing the fourth-quarter launch of Microsoft's Xbox. Still, the slide in tobacco and dot-coms has been tough; *RS* is down 18.54 percent through its Sept. 13 issue. —LL

	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	3-Sep	57.82	4-Sep	71.34	-18.95%	888.17	1,043.76	-14.91%
Forbes	3-Sep	72.50	4-Sep	89.09	-18.62%	2,491.14	3,572.82	-30.28%
Fortune	3-Sep	152.20	4-Sep	262.43	-42.00%	2,676.36	4,121.96	-35.07%
Inc. ^F			NO ISSUE			560.61	1,037.22	-45.96%
National Review	17-Sep	16.66	25-Sep	21.70	-23.21%	322.30	367.26	-12.24%
Red Herring ^B	1-Oct	48.00	1-Oct	254.00	-81.10%	1,139.00	2,619.00	-56.51%
Rolling Stone	13-Sep	72.48	14-Sep	138.94	-47.83%	1,022.07	1,254.67	-18.54%
CATEGORY TOTAL		419.66		837.50	-49.89%	9,099.65	14,016.69	-35.08%

F=18 issues per year; B=four extra issues in 2001

notes headhunter Jacques Nordeman, chairman of Nordeman Grimm. "Because of the complexity of the [publishing] business, you have to find people with broad experience."

That said, whoever lands an open chief executive slot is facing a considerable challenge. "There's no one who's going to be a hero this year as a publisher, and I doubt anyone is going to be a hero next year," says Walker. "All you can do is manage intelligently, stem the hemorrhaging and try to make money in difficult times." —Lisa Granatstein

All Toned Up

SI Women rolls out redesign

The September issue of *Sports Illustrated Women* goes down like a big gulp of Gatorade—it delivers a burst of energy in concentrated form. Susan Casey, *SI Women* managing editor since April, had pledged to



Before and after: Casey's bold redesign (right) delivers both meaty features and a ton of gear.

shake up the 400,000-circulation Time Inc. title, and the result, on newsstands next week, is an all-around edgier package.

The bold changes are reflected on the cover, where the old logo—*Sports Illustrated for Women*—has been shortened. "I thought the 'for' detracted from the boldness," explains Casey. "Also, this magazine is not *Sports Illustrated for Women*, it's a women's magazine about sports spun off from *SI*. And it's tailored for its audience—an audience of participants—rather than following the *SI* formula, which addresses the passionate sports spectator."

Another departure from the weekly *Sports Illustrated* is that *SI Women's* cover will not necessarily be the main feature. September's *SI Women* cover—an ironman athlete—features a "Backstory" column that shares space with the

WEEKLIES August 27, 2001

While most of *Business Week's* blue-chip advertisers—including Microsoft, Hewlett-Packard and Sun Microsystems—have remained steady, the falloff from last year's newcomers has erased any percentage gains for the year, says vp/ad director Joanne Bradford. The McGraw-Hill weekly is off 34.81 percent through its Aug. 27 issue. Bradford predicts *BW* in '02 will remain flat with this year. —LL

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek			NO ISSUE			2,463.94	3,779.54	-34.81%
The Economist	18-Aug	23.00	19-Aug	33.00	-30.30%	1,742.00	1,974.50	-11.78%
Newsweek ^E	27-Aug	23.19	28-Aug	25.54	-9.19%	1,060.03	1,428.85	-25.81%
The New Republic ^D	27-Aug	14.84	28-Aug	9.41	57.70%	289.31	282.89	2.27%
Time ^{E/θ}	27-Aug	37.05	28-Aug	27.10	36.71%	1,458.54	1,799.82	-18.96%
US News & World Report	NO ISSUE		28-Aug	18.84	-100.00%	855.79	1,097.72	-22.04%
The Weekly Standard ^D	3-Sep	8.00	28-Aug	10.00	-20.00%	310.00	305.30	1.54%
Category Total		106.08		123.89	-14.38%	8,179.61	10,668.62	-23.33%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	27-Aug	19.46	28-Aug	20.68	-5.90%	950.17	990.55	-4.08%
Entertainment Weekly	24-Aug	55.00	NO ISSUE			1,094.27	1,204.29	-9.14%
Golf World	24-Aug	28.83	25-Aug	37.03	-22.14%	866.68	1,090.56	-20.53%
New York ¹	27-Aug	102.40	28-Aug	93.30	9.75%	1,691.50	1,594.70	6.07%
People	27-Aug	60.15	28-Aug	82.49	-27.08%	2,281.14	2,540.09	-10.19%
The Sporting News	27-Aug	6.10	28-Aug	13.30	-54.14%	332.50	423.90	-21.56%
Sports Illustrated	27-Aug	47.37	28-Aug	101.28	-53.23%	1,488.50	1,751.18	-15.00%
The New Yorker			NO ISSUE			1,305.34	1,367.57	-4.55%
Time Out New York	22-Aug	50.31	23-Aug	56.19	-10.46%	2,190.22	2,374.25	-7.75%
TV Guide ^X	25-Aug	36.85	26-Aug	52.27	-29.50%	1,742.39	2,056.32	-15.27%
US Weekly ⁶	27-Aug	17.33	28-Aug	22.50	-22.98%	607.03	617.62	-1.71%
Category Total		363.65		396.55	-8.30%	14,438.24	15,867.68	-9.01%
SUNDAY MAGAZINES								
Parade ^X	26-Aug	8.30	27-Aug	9.43	-11.98%	380.05	387.20	-1.85%
USA Weekend ^X	26-Aug	12.82	27-Aug	10.11	26.81%	375.44	370.41	1.36%
Category Total		21.12		19.54	8.09%	755.49	757.61	-0.28%
TOTALS		490.85		539.98	-9.10%	23,373.34	27,293.91	-14.36%

E=estimated page counts; X=YTD included an extra issue in 2000; 1=one more issue in 2001; 6=six more issues in 2001; θ=one fewer issue in 2001 D=double issue; D=double issue last year

WEEKLIES August 20, 2001

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	20-Aug	104.03	21-Aug	161.36	-35.53%	2,463.94	3,779.54	-34.81%
The Economist	11-Aug	23.00	12-Aug	38.00	-39.47%	1,719.00	1,941.50	-11.46%
Newsweek ^E	20-Aug	18.26	21-Aug	37.54	-51.35%	1,036.84	1,403.31	-26.11%
The New Republic ^D	20-Aug	4.00	21-Aug	14.24	-71.91%	274.47	271.48	1.10%
Time ^{E/θ}	20-Aug	51.46	21-Aug	33.07	55.62%	1,421.49	1,772.72	-19.81%
US News & World Report ^D	20-Aug	35.20	21-Aug	29.16	20.71%	855.79	1,078.88	-20.68%
The Weekly Standard			NO ISSUE			302.00	295.30	2.27%
Category Total		235.96		313.37	-24.70%	8,073.53	10,542.73	-23.42%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	20-Aug	19.28	21-Aug	28.13	-31.46%	930.71	969.87	-4.04%
Entertainment Weekly ^{DD}	17-Aug	23.84	18-Aug	48.70	-51.05%	1,039.27	1,204.29	-13.70%
Golf World	17-Aug	20.33	18-Aug	9.00	125.89%	837.85	1,053.53	-20.47%
New York ¹	20-Aug	24.20	21-Aug	23.10	4.76%	1,589.10	1,501.40	5.84%
People	20-Aug	51.35	21-Aug	60.86	-15.63%	2,220.99	2,457.60	-9.63%
The Sporting News	20-Aug	11.70	21-Aug	16.20	-27.78%	326.50	410.60	-20.48%
Sports Illustrated	20-Aug	32.00	21-Aug	38.05	-15.90%	1,442.24	1,649.90	-12.59%
The New Yorker ^D	20-Aug	73.85	21-Aug	87.09	-15.20%	1,305.34	1,367.57	-4.55%
Time Out New York	15-Aug	52.88	16-Aug	66.06	-19.96%	2,139.91	2,318.06	-7.69%
TV Guide ^X	18-Aug	49.70	19-Aug	63.34	-21.53%	1,705.54	2,004.05	-14.90%
US Weekly ⁶	20-Aug	16.67	21-Aug	20.67	-19.35%	589.70	585.12	-0.91%
Category Total		375.80		461.20	-18.52%	14,127.15	15,531.99	-9.04%
SUNDAY MAGAZINES								
Parade ^X	19-Aug	6.91	20-Aug	6.69	3.29%	371.75	377.77	-1.59%
USA Weekend ^X	19-Aug	8.21	20-Aug	8.39	-2.15%	362.62	360.30	0.64%
Category Total		15.12		15.08	0.27%	734.37	738.07	-0.50%
TOTALS		626.87		789.65	-20.61%	22,935.05	26,812.79	-14.46%

D=double issue; DD=double issue last year; E=estimated page counts; X=YTD included an extra issue in 2000; 1=one more issue in 2001; 6=six more issues in 2001; θ=one fewer issue in 2001; P=8/21/00 was Democratic National Convention Issue

Monthlies September

Fashionistas may be tightening their Gucci belts this fall. Fashion magazines, which fell 2.04 percent overall in ad spending for September, took some hits as retail companies slashed ad budgets in the face of the economic slowdown. Only Condé Nast's *Vogue* and Fairchild's *W* escaped the downturn. *Harper's Bazaar*, down 24.50 percent, was challenged in part because of its change in editors, says Michael Clinton, Hearst Magazines exec vp, chief marketing officer and publishing director. "Fall [consumer] spending will be critical in determining the outcome for the rest of the year and first quarter," Clinton adds. Separately, *Rosie*, *Real Simple* and *Essence* are all new to the Mon for this month. —LL

editor's note. "It's connected to the triathlete story on the inside," says Casey. "I like weaving ideas throughout the entire book and not just plunking them down in one place—weaving gear and narrative together, weaving profiles and style together. I like to mix it up a bit. The cover treatment is part of that."

Casey will introduce a number of themed issues in coming months: October will focus on adventure; November will name the coolest girl in sports; and the December/January issue will select the Sportswomen of the Year.

In late fall, says Cleary Simpson, *SI* executive vp/group publisher, the company will decide whether to ramp the title up to 10 times yearly from its current 8-times frequency.

At least one media buyer says *SI Women* is in much better shape. "It's fresh, energetic, and there's a vibrancy about it," says Valerie Muller, MediaCom's senior vp/director of print services. "I love sports, but the guy stuff is sometimes too out there for me, it's a little too extreme. This feels embraceable." —LG

Bled Herring

RH may cut frequency in half

Amid a collapse in advertising and speculation of its coming demise, *Red Herring* may scale back its publishing schedule less than a year after going biweekly. Though a frequency change is likely, Hilary Schneider, *Red Herring* CEO, insists that rumors of a shutdown are "absolutely not true. We feel very comfortable where we are right now."

The company will decide by mid-September a frequency change, which could range between 12 and 18 issues a year. "We were very aggressive about raising our frequency last year," says Schneider. "But now we are in the process of evaluating what our commitment should be and what the market will support."

Once fat with ads, *Red Herring* ramped up to a biweekly last October—just as the tech boom began to wane. Through its Oct. 1 issue, ad pages have tumbled 56.5 percent this year, reports *MediaWeek* Magazine Monitor. To get *RH* out of its ad-page slump, new publisher Julian Lowin has reorganized his sales team, merging the print, online and events staff.

Red Herring's paid circ for the first half of this year grew a healthy 44.5 percent over the prior year, to 352,243, according to the Audit Bureau of Circulations. But newsstand sales stumbled, falling 51.2 percent. —Lori Lefevre

	RATE BASE (1ST HALF '01)	CIRC. (1ST HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECH/NEW ECONOMY								
Entrepreneur	540,000	555,831	99.50	134.30	-25.91%	1,023.22	1,325.47	-22.80%
Fast Company	680,000	683,499	95.81	223.72	-57.17%	737.69	1,523.61	-51.58%
Fortune Small Business	1,000,000	N.A.	66.11	69.61	-4.89%	345.76	379.86	-9.98%
Technology Review	250,000	261,150 ⁸	22.41	59.50	-62.34%	245.58	263.91	-5.81%
Upside ¹⁰	250,000	308,035 ⁸	35.00	134.00	-73.88%	393.00	1,222.00	-67.84%
Wired	500,000	506,395	88.00	212.15	-58.52%	923.67	1,641.12	-43.72%
Category Total			307.33	698.88	-56.03%	2,648.70	5,030.50	-47.35%
ENTERTAINMENT								
Movieline ¹¹	300,000	307,863	33.00	35.48	-6.99%	266.05	254.54	4.52%
On ⁵	1,300,000	N.A.	19.20	30.21	-36.44%	206.55	188.66	9.48%
Premiere	600,000	607,819	30.99	30.66	1.08%	315.61	416.39	-24.20%
The Source	460,000	465,225	194.41	197.70	-1.66%	1,140.81	1,189.30	-4.08%
Spin	525,000	548,846	95.19	118.22	-18.63%	699.63	829.16	-15.62%
Vibe ¹⁰	775,000	777,218	166.37	159.34	-2.49%	866.97	819.22	5.83%
Yahoo! Internet Life	1,100,000	1,102,801	59.66	71.67	-16.76%	536.18	812.43	-34.00%
Category Total			588.82	643.28	-8.47%	4,031.80	4,509.70	-10.60%
ENTHUSIAST								
Automobile	625,000	633,972	57.33	65.50	-12.47%	544.29	666.79	-18.37%
Backpacker ⁹	285,000	285,570	69.02	83.88	-17.52%	469.50	528.00	-11.08%
Bicycling ¹¹	278,000	286,861	37.84	47.14	-19.73%	369.30	457.08	-19.20%
Bike ¹⁰	165,000	174,064	31.26	47.24	-33.83%	326.95	429.46	-24.40%
Boating	None	200,152	95.59	106.39	-10.15%	1,140.51	1,254.53	-9.09%
Car and Driver	1,350,000	1,365,195	88.17	93.43	-5.63%	824.21	897.62	-8.18%
Car Craft	350,000	353,413	40.10	53.60	-25.19%	380.21	487.44	-22.00%
Chevy High Performance	200,000	228,232	73.52	80.73	-8.93%	656.86	706.41	-7.01%
Circle Track	120,000	126,503	65.47	67.95	-3.65%	611.85	707.36	-13.50%
Cruising World	155,000	159,224	120.39	109.55	9.89%	990.65	976.63	1.44%
Cycle World	310,000	319,489	77.00	82.25	-6.38%	874.21	810.35	7.88%
Dirt Rider	180,000	205,445	108.35	102.15	6.07%	1,050.73	901.46	16.56%
Flying	None	308,086	105.74	71.15	48.62%	689.54	712.59	-3.23%
Four Wheel & Off Road	425,000	444,087	80.87	99.51	-18.73%	759.35	818.23	-7.20%
Golf Digest	1,550,000	1,559,322	112.12	119.05	2.58%	997.99	1,140.57	-12.50%
Golf Magazine	1,400,000	1,400,140	112.52	99.11	13.53%	1,044.05	1,192.02	-12.41%
Hot Rod	725,000	733,485	60.22	67.92	-11.34%	616.08	634.86	-2.96%
Motor Boating	None	125,505	82.42	129.82	-36.52%	1,032.75	1,200.95	-14.09%
Motorcyclist	240,000	258,174	49.83	59.27	-15.93%	581.94	629.67	-8.55%
Motor Trend	1,250,000	1,253,214	74.57	78.72	-5.27%	626.91	676.89	-8.78%
Petersen's Photographic	200,000	203,257	86.00	106.03	-18.89%	774.75	837.64	-7.51%
Popular Mechanics	1,200,000	1,239,737	48.15	64.45	-25.29%	496.83	599.99	-17.19%
Popular Photography	450,000	453,944	164.08	183.59	-10.63%	1,542.67	1,671.28	-7.70%
Power & Motoryacht	None	157,039 ⁸	163.13	151.27	7.84%	1,914.66	1,708.91	12.04%
Road & Track	750,000	772,848	93.53	95.03	-1.58%	834.25	862.70	-3.30%
Rod & Custom	150,000	174,498	112.15	109.57	2.35%	844.65	823.61	2.55%
Sailing World ¹⁰	55,000	57,217	44.04	43.50	1.24%	309.63	311.61	-0.64%
Salt Water Sportsman	160,000	163,369	75.16	81.55	-7.84%	862.02	800.36	7.70%
Skin Diver	200,000	209,916	46.08	52.17	-11.67%	535.32	610.23	-12.28%
Sport Track	175,000	177,315	146.35	97.30	50.41%	908.24	729.49	24.50%
Stereo Review's Sound & Vision ¹⁰	450,000	454,615	66.16	96.30	-31.16%	501.11	546.99	-8.39%
Tennis ¹⁰	700,000	702,877	73.81	86.50	-15.06%	437.44	459.20	-4.74%
Yachting	132,000	135,406	229.00	233.67	-2.00%	1,557.61	1,540.47	1.11%
Category Total			2,999.96	3,066.18	-5.48%	26,107.07	27,073.30	-3.57%
FASHION/BEAUTY								
Allure	850,000	943,829	121.83	115.78	5.23%	823.30	813.21	1.24%
Cosmopolitan	2,600,000	2,642,886	220.55	223.77	-1.44%	1,459.98	1,550.52	-5.84%
Elle	950,000	962,230	318.00	330.53	-3.79%	1,404.67	1,507.59	-6.83%
Essence	1,050,000	1,050,652	129.75	134.09	-3.24%	843.61	818.87	3.02%
Glamour	2,100,000	2,139,672	185.51	211.33	-11.99%	1,150.46	1,328.85	-13.42%
Harper's Bazaar	700,000	723,302	266.27	352.69	-24.50%	1,210.62	1,251.90	-3.30%
In Style	1,400,000	1,634,320	395.34	430.00	-8.06%	1,995.34	2,106.00	-5.25%
Jane ¹⁰	600,000	630,455	126.85	113.45	11.81%	509.60	543.51	-12.16%
Lucky ⁹	500,000	N.A.	112.96	N.A.	N.A.	450.95	N.A.	N.A.
Mademoiselle	1,100,000	1,153,438	78.14	92.45	-15.48%	578.54	699.81	-17.33%
Marie Claire	775,000	775,000	910.62	206.94	-6.07%	1,106.09	1,118.64	-0.94%
Vogue	1,100,000	1,104,876	565.98	551.92	6.40%	2,214.03	2,230.39	-0.73%
W	425,000	442,358	386.80	318.40	21.48%	1,474.00	1,439.80	2.38%
Category Total			3,115.82	3,075.22	1.32%	15,923.19	15,409.09	-6.56%
FOOD/EPICUREAN								
Bon Appetit	1,200,000	1,283,375	105.61	132.82	-20.49%	833.05	926.58	-10.09%
Cooking Light ¹¹	1,450,000	1,502,670	94.62	93.77	0.91%	844.91	838.97	0.71%
Food & Wine	800,000	907,917	74.57	88.21	-15.46%	778.72	905.13	-3.28%
Gourmet	900,000	956,698	138.00	108.45	27.25%	850.96	827.82	2.80%
Category Total			412.80	423.25	-2.47%	3,307.64	3,398.50	-2.67%
GENERAL INTEREST								
Atlantic Monthly ¹¹	450,000	597,948	41.90	38.89	7.74%	311.21	390.22	-20.25%
Biography	625,000	690,846	33.41	37.97	-12.01%	314.57	299.15	5.15%
Harper's Magazine	208,000	213,550	26.41	24.17	9.28%	193.65	232.24	-18.62%
National Geographic	7,700,000	7,812,564	39.83	42.33	-6.91%	236.35	298.46	-21.91%
People en Español ¹⁰	325,000	340,215	89.53	77.08	16.15%	453.10	453.10	0.00%
Reader's Digest	12,500,000	12,551,090	82.48	100.87	-18.23%	830.28	893.33	-7.06%
Smithsonian	2,000,000	2,028,133	50.50	54.74	-7.75%	477.52	517.20	-7.67%
Talk	600,000	650,660	91.19	77.17	16.14%	461.27	440.83	4.64%
Vanity Fair	1,000,000	1,092,382	278.67	276.51	0.78%	1,265.99	1,341.03	-5.60%
Category Total			733.92	729.73	0.57%	4,613.94	4,865.63	-5.17%
HEALTH/FITNESS (MEN)								
Flex	150,000	154,290	177.87	188.12	-5.55%	1,533.63	1,470.85	4.27%
Muscle & Fitness	None	458,593	132.00	170.69	-22.67%	1,281.89	1,245.30	2.94%
Runner's World	505,000	520,334	44.01	49.87	-11.75%	301.86	360.32	-16.22%
Category Total			953.68	408.68	-13.46%	3,117.38	3,076.47	1.33%
HEALTH/FITNESS (WOMEN)								
Fitness ¹¹	1,050,000	1,183,095	72.71	78.22	-7.04%	508.93	512.96	-0.79%
Health ¹⁰	1,300,000	1,378,970	95.54	101.12	-5.42%	640.40	637.84	0.40%
Prevention	3,100,000	3,110,642	125.12	137.78	-9.19%	823.42	913.14	-9.83%
Self	1,200,000	1,553,911	145.00	158.47	-8.50%	846.43	928.78	-8.96%
Shape	1,500,000	1,686,229	74.91	77.69	-3.58%	655.97	672.99	-2.53%
Category Total			513.38	553.28	-7.21%	3,475.15	3,666.71	-5.22%

	RATE BASE (1ST HALF '01)	CIRC. (1ST HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
KIDS								
Boys' Life	1,300,000	1,335,811	17.51	17.12	2.28%	111.14	132.02	-15.82%
Disney Adventures ¹⁰	1,100,000	1,117,932 ^B	48.68	39.23	24.09%	186.90	220.43	-15.21%
Nickelodeon Magazine ¹⁰	900,000	941,862 ^B	48.32	54.16	-10.78%	245.32	274.00	-10.47%
Sports Illustrated for Kids	950,000	963,638 ^B	48.66	45.30	7.42%	259.18	232.10	11.67%
Category Total	163.17	163.17	155.81	155.81	4.72%	802.54	858.55	-6.52%
MEN'S LIFESTYLE								
Details ^{10AL}	400,000	402,449	163.00	N.A.	N.A.	567.94	N.A.	N.A.
Esquire	650,000	672,700	129.69	157.16	-17.48%	666.96	714.96	-6.71%
FHM ¹⁰	750,000	821,834	75.59	94.10	-19.67%	323.62	325.38	-0.54%
Gentlemen's Quarterly	750,000	806,911	239.34	294.55	-18.74%	1,144.21	1,276.46	-10.36%
Maxim	2,250,000	2,513,146	135.58	130.06	4.24%	842.80	802.95	4.96%
Men's Fitness	550,000	591,761	49.49	47.56	4.06%	548.02	417.78	31.17%
Men's Health ¹⁰	1,625,000	1,688,363	85.87	112.22	-23.48%	507.59	523.03	-2.95%
Men's Journal *	600,000	635,235	119.44	158.25	-24.52%	676.75	795.65	-14.94%
Outside	600,000	664,590	66.68	100.91	-33.92%	643.26	816.37	-21.20%
Penthouse	None	715,137	49.17	45.93	7.05%	396.96	382.19	3.86%
Playboy	3,150,000	3,151,580	55.55	42.94	29.37%	455.15	469.23	-3.00%
Stuff ⁵	850,000	976,384	82.31	59.15	39.15%	473.99	272.32	74.06%
Category Total	1,088.71	1,088.71	1,242.83	1,242.83	-12.40%	6,679.31	6,796.32	-1.72%
OUTDOORS								
Bowhunting ⁹	180,000	192,668	137.18	69.11	98.50%	352.46	265.14	32.93%
Field & Stream	1,750,000	1,756,148	103.54	52.43	97.48%	362.54	584.76	-38.00%
Guns & Ammo	575,000	582,208	33.53	36.78	-8.84%	250.55	335.42	-25.30%
Handguns	150,000	151,958	25.45	30.03	-15.25%	201.00	222.89	-9.82%
Hunting	350,000	364,513	58.00	55.90	3.76%	284.85	314.27	-9.36%
Outdoor Life ¹⁰	1,350,000	1,356,997	49.62	85.00	-41.62%	262.23	407.68	-35.68%
Sports Afield	450,000	453,022	30.89	29.33	5.32%	216.73	231.98	-6.57%
Category Total	438.21	438.21	358.58	358.58	22.21%	1,930.36	2,362.14	-18.28%
PARENTING/FAMILY								
American Baby	1,830,000	1,831,750 ^B	47.03	52.98	-11.23%	410.85	410.64	0.05%
Baby Talk ¹⁰	1,900,000	1,890,769 ^B	43.53	50.00	-12.94%	289.26	281.16	2.87%
Child ¹⁰	920,000	944,179	78.52	63.76	23.15%	443.41	468.32	-6.58%
FamilyFun ¹⁰	1,200,000	1,232,544 ^X	81.16	81.05	0.14%	427.26	518.00	-17.52%
Family Life ¹⁰	800,000 ^A	703,634	67.25	65.16	3.21%	323.91	301.23	7.53%
Parenting ¹⁰	1,565,000	1,604,403	134.06	130.46	2.78%	708.66	732.66	-9.45%
Parents	1,985,000	2,020,747	144.55	153.64	-5.92%	961.98	1,094.80	-12.13%
Category Total	596.10	596.10	597.05	597.05	-0.16%	3,565.33	3,796.83	-6.10%
PERSONAL FINANCE								
Kiplinger's Personal Finance	1,000,000	1,030,279	48.40	63.15	-23.36%	463.07	594.33	-20.75%
Money	1,900,000	1,907,159	90.57	92.35	-1.93%	778.52	951.17	-18.15%
Mutual Funds	800,000	818,231	39.48	46.78	-15.60%	406.98	506.01	-19.57%
SmartMoney	800,000	809,240	73.54	107.14	-31.36%	645.80	878.03	-26.45%
Worth ¹⁰	500,000	507,474	43.66	89.22	-51.06%	387.00	559.20	-30.79%
Category Total	295.65	295.65	398.64	398.64	-25.84%	2,681.37	3,478.74	-22.92%
SCIENCE/TECHNOLOGY								
Discover	1,000,000	1,005,981 ^X	22.07	38.70	-42.97%	237.38	347.55	-31.70%
Natural History ¹⁰	300,000	327,481	27.33	30.32	-9.56%	216.42	226.70	-4.53%
Popular Science ¹⁰	1,550,000	1,572,540	34.83	45.02	-22.63%	299.06	398.12	-24.38%
Scientific American	655,000	696,302	18.34	29.01	-36.78%	187.84	255.43	-26.46%
Spectrum, IEEE	None	304,430 ^X	42.21	58.17	-27.44%	440.04	449.51	-2.11%
Category Total	144.78	144.78	201.22	201.22	-28.05%	1,380.74	1,677.31	-17.68%
SHELTER								
Architectural Digest	800,000	826,728	198.66	228.81	-17.55%	1,201.60	1,267.42	-5.19%
Country Living	1,600,000	1,631,178	91.20	108.20	-14.12%	733.18	775.56	-5.46%
The Family Handyman ¹⁰	1,100,000	1,179,408	57.50	79.83	-27.97%	404.58	513.01	-21.14%
Home ¹⁰	1,000,000	1,006,893	77.33	117.20	-34.02%	596.85	685.15	-12.89%
HomeStyle ¹⁰	850,000	974,336	40.15	67.67	-40.67%	327.38	455.10	-28.06%
House Beautiful	850,000	866,243	99.27	120.92	-17.90%	706.55	781.29	-9.57%
House & Garden	750,000 ^A	753,186	145.59	209.96	-30.66%	736.79	792.20	-6.99%
Southern Living ^{13F}	2,500,000	2,546,005	133.75	129.40	3.36%	1,097.26	1,186.40	-5.93%
Sunset	1,425,000	1,448,041	112.27	124.14	-9.56%	869.95	1,040.56	-16.49%
This Did House ^{10H}	715,000	804,596	97.26	78.44	23.99%	633.18	619.06	2.28%
Category Total	1,042.98	1,042.98	1,262.57	1,262.57	-17.38%	7,306.32	8,095.75	-9.75%
TEEN								
CosmoGirl ^{10L}	750,000	790,124	89.79	65.27	37.57%	423.10	378.40	11.81%
Seventeen	2,350,000	2,370,013	204.09	189.51	7.70%	1,038.25	1,086.59	-4.45%
Teen	2,000,000	1,871,111	81.45	66.30	22.85%	391.74	423.76	-7.56%
Teen People ¹⁰	1,600,000	1,611,579	156.76	149.71	4.71%	790.07	760.03	3.95%
YM ¹⁰	2,200,000	2,276,939	131.04	84.22	55.59%	572.79	399.86	43.25%
Category Total	663.13	663.13	555.01	555.01	18.48%	3,215.95	3,048.64	5.49%
TRAVEL								
Condé Nast Traveler	750,000	801,795	162.95	178.13	-8.52%	1,033.82	1,103.45	-6.31%
Travel & Leisure	925,000	997,538	187.32	174.97	7.06%	1,223.70	1,236.92	-1.07%
Travel Holiday ¹⁰	650,000	657,891	56.74	49.21	15.30%	622.83	471.03	32.23%
Category Total	407.01	407.01	402.31	402.31	1.17%	2,880.35	2,811.40	2.45%
WEALTH								
Robb Report	None	100,163	106.50	145.00	-26.55%	1,078.50	1,134.30	-4.92%
Town & Country	425,000	438,132	155.57	170.25	-8.62%	1,021.96	1,011.07	1.08%
Category Total	282.07	282.07	315.25	315.25	-16.87%	2,100.46	2,145.37	-2.09%
WOMEN'S LIFESTYLE								
Martha Stewart Living ¹⁰	2,150,000	2,404,751	177.34	214.72	-17.41%	1,267.73	1,194.48	6.13%
More ¹⁰⁺⁺	600,000	600,086	70.00	N.A.	N.A.	459.21	222.50	106.39%
O, The Oprah Magazine ²	1,300,000	2,751,563	160.72	169.68	-5.28%	970.07	481.90	101.90%
Real Simple ^{4/10}	700,000	784,307	68.00	65.00	4.62%	336.00	367.00	-8.45%
Rose ¹⁰	3,500,000 ^Q	4,003,261	89.50	N.A.	N.A.	404.40	N.A.	N.A.
Victoria	950,000	990,313	45.88	43.81	4.27%	272.07	333.29	-18.37%
Category Total	611.24	611.24	493.21	493.21	23.93%	3,709.48	2,579.17	43.82%
WOMEN'S SERVICE								
Better Homes and Gardens	7,600,000	7,604,634	182.77	170.11	7.44%	1,318.52	1,395.60	-5.52%
Family Circle	5,000,000	5,002,906	154.80	146.69	5.53%	930.42	927.12	0.36%
Good Housekeeping	4,500,000	4,534,716	132.51	143.37	-7.57%	1,125.73	1,548.82	-27.32%
Ladies' Home Journal	4,100,000	4,100,431	118.71	120.50	-1.49%	889.01	951.99	-6.62%
Redbook	2,250,000	2,299,626	126.91	156.60	-18.96%	930.59	1,040.63	-10.57%
Woman's Day ¹⁷	4,050,000	4,055,014	184.84	210.50	-12.19%	1,167.67	1,317.03	-11.34%
Category Total	900.54	900.54	947.77	947.77	-4.98%	6,381.94	7,181.19	-11.41%
MEDIAWEEK MONITOR TOTALS								
	15,539.39	15,539.39	16,530.74	16,530.74	-6.00%	105,239.03	111,861.30	-5.92%

Footnotes: rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2001; B=audited by BPA International; C=non-audited title; X=did not file audit by deadline; A=launched in 4/00; E=estimated; M=launched in 5/01; O=launched in 5/00; P=launched in 11/00; Q=raised rate base during period; S=launched as a monthly on 8/00; LL=relaunched in 10/00; 9=published nine times per year; 10=published 10 times; 11=published 11 times; 13=published 13 times; 17=published 17 times; +=will publish one more issue in 2001; ++=will publish two more issues in 2001; @=will publish one fewer issue in 2001; H=Extra SIP in 2001.

60sec. With



Jackie Leo
VP/U.S. Editor in Chief,
Reader's Digest

Q. While you've edited a number of large-circulation magazines, most recently you spent two years at Meredith Interactive. How much has publishing changed?

A. In many ways the changes have been more on the circ and distribution side than on the editorial side. Also, I've been involved with the mass media—whether it's *Good Morning America*, *Family Circle* or *Consumer Reports*—for so long [that] what you might call radical change just doesn't happen in that sense. This is a very stable audience from what I understand about *Reader's Digest*, having just reacquainted myself with the magazine.

Q. Have you been a big *Reader's Digest* reader? **A.** No, not really, in all fairness... Like many other people, I've been swamped with my own work. **Q.** How will you get more readers and a more youthful audience to pick up *Reader's Digest*?

A. By finding our voices, which I feel strongly about. Within most publications that have a consistent audience, people look forward to reading consistent features, like the [RD departments] "Unforgettable Character" or "Humor in Uniform." I also want to find our Dave Barry, our Erma Bombeck—writers that our audience look forward to reading on a regular basis. Another goal is to sharpen the prose and storytelling, and to make sure we're consistently delivering entertaining, inspirational and relevant material, because that's what boomers want. **Q.** Might one of those new voices be your husband, 'U.S. News & World Report' columnist John Leo? **A.** Nope. As much as I think he could contribute, that would be a mistake. That's a conflict.

Q. So you'll keep your family life separate? **A.** Yes, something like that [laughs].

Media Person

BY LEWIS GROSSBERGER



Hit or Miss America?

THE MISS AMERICA PAGEANT HAS BEEN TOTALLY OVERHAULED

this year to “dedowdify” it and bring it more in line with the tastes of America’s youth, who want more “reality-TV style” features, such as suspense, candor, shock, humiliation, rat eating, amoebic dysentery, a

demonstrated inability to answer grade school-level current-events questions, and if not actual sex, at least a little making out, with or without kitchen knives.

This is a good thing, in Media Person’s opinion, because as long as you’re going to continue holding a completely meaningless event such as this, it may as well be as vulgar and stupid as possible. In this way, we can all start watching and making fun of it again, instead of completely forgetting it exists, as has been the case in recent decades.

In America, the worst thing is to be ignored. In fact, come to think of it, it may be the only bad thing.

Anyway, even as MP speaks, so to speak, the new crop of Miss America hopefuls is in intense preparation for its grueling test at a top-secret network survival-training camp somewhere in the Mojave Desert.

Under the watchful eye of tough former military drill instructors, behavioral psychologists and one top-notch gossip columnist, who got in by sleeping with an ABC executive, the contestants endure unbelievably intense exercises designed to quickly shape them up for the pageant, as well as satisfying the sadistic psychosexual fantasies of their warped trainers, which is perhaps even more important as it keeps those dedicated mentors far away from us civilians for another few weeks.

These extraordinary young women are a breed apart from their older sisters, who only had to play “Humoresque” on the marimba and reveal a deep desire to help dyslexic children to have a realistic shot at the glittering tiara. This year’s typical contestant is not only beautiful, ambitious, talented (albeit in the vaguest possible sense of the word) and able to speak English like a native, she can run a mile

carrying a rubber life raft over snake-infested muck or take a vicious insult from Ann Robinson without bursting into tears. Also, she is skilled in such crucial survival-show techniques as backbiting, duplicity and appearing to work hard without actually doing so.

And she’ll need to be. The trial awaiting her in Atlantic City is even nastier than pageant officials have so far disclosed to an unsuspecting public. An excruciating inquiry utilizing Media Person’s justly famous One-Phone-Call Investigative Journalism Method (low-price starter kit and upgrades available on request) revealed some new features that are to be announced a few days before the event to whip up a last-minute flurry of excitement. These include:

Britney Spears Karaoke: Basically an up-

IN AMERICA, THE WORST THING IS TO BE IGNORED. IN FACT, COME TO THINK OF IT, IT MAY BE THE ONLY BAD THING.

date of the old swimsuit competition. Instead of parading in two-piecers, contestants now must expose navels, mouth banal lyrics and strike blatantly sexual poses. What’s being tested: Taste in navel jewelry, abs conditioning.

Gary Condit Interview: Finalists will be shoved in front of the disgraced congressman without warning, given a mike and instructed to try to make him give a surprising answer to at least one question. What’s being tested: Ability of candidate to remain a celebrity after her one-year reign by establishing a journalism career, an area in which the pageant has been notably weak.

Nightclub Parking Event: Placed in the driver’s seat of a luxury sport utility vehicle,

contestant must park in a restricted zone and enter the club through guile and flirtation only and without employing the phrase, “Don’t you know who I am?” Points are deducted for each injury to bystanders or security personnel. What’s being tested: Anger-management skills, negative publicity-avoidance proficiency.

Bathroom Survival Test: Before and during the pageant, all 50 contestants will live in a dormitory sharing one small bathroom with leaky plumbing, a single sink and a small, cracked mirror. A TV camera will provide live coverage, broadcast 24 hours a day on the Internet. What’s being tested: Ability to remain smiling despite rapidly growing panic and the desperate impulse to commit suicide.

Celebrity Romance Simulation: Contestants must appear on a talk show and convincingly discuss their affair with Tom Cruise, even if they are not having one. What’s being tested: Ability to convincingly discuss their affair with Tom Cruise, even if they are not having one.

Ebay Scramble: Contestants are all given laptops and ordered to log on to the famed

Internet auction site to bid on the same piece of merchandise, an extremely valuable porcelain figurine of Siegfried and Roy feeding their arms to their latest prize acquisition, a rare albino snow jaguar. Whoever ends up with it is immediately eliminated from the competition. What’s being tested: Computer skills, consumer savvy, gullibility.

Fat Suit Competition: Contestants don special-effects outfits that make them appear to weigh over 300 pounds. Then they must smear dirt on their faces and hair and enter a singles bar, where they attempt to get a free drink from the least attractive male present. What’s being tested: Nothing, really. Audience just likes to see beautiful people taken down a peg. ■

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Out of sight.
Out of mind.
Out of business.

As advertising goes, so goes the company. When economic times get tough, companies often go to their advertising budgets, hatchet in hand. Rolling back ad budgets is simple and quick. Simple, quick—and potentially dangerous. What seems like prudence may in fact endanger a company's very future.

The fallacy of the bottom line. The usual justification for cutting ad spending is to protect the "bottom line." However, studies show that companies that curtail their ad programs realize no greater short-term returns on investment than their competitors who do not. More significantly, the companies that remain aggressive gain share from their "prudent" competitors—securing an advantage that may never be made up. And ultimately, of course, market share shows up on the bottom line.

Invisibility can be fatal. When a company sharply cuts back on its advertising, its brand can suffer "memory decay." Often with

extraordinary speed. Worse, if its competitors remain aggressive, a company can lose not only market share but mind share. And so the vicious circle begins.

Where will you spend the recovery? No downturn is forever. Over the last 50 years, even full-blown recessions lasted an average of only 11 months. The companies that understand this are already betting on the recovery. The lessons, then, are clear: Confident marketers plan for periodic downturns, seize share from timid competitors, and gain speed and momentum to ride the business cycle back up.

Why The Journal? The Wall Street Journal is read faithfully by 4 million¹ affluent and influential people every business day and is the most trusted publication in America. In order to survive a downturn, even prevail over it, it's clear you must stay the course. And the best place to do this is in The Wall Street Journal.

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