

MEDIAWEEK

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Cable Ticks Up on Trickle-Down

Ad-supported nets enjoy brisk end-of-year sales as national TV spending builds **PAGE 4**

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Closes ratings gap with leader Nick on Saturdays

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ABC's Affiliate Quid Pro Quo

Net gives inventory, gets help with MNF costs

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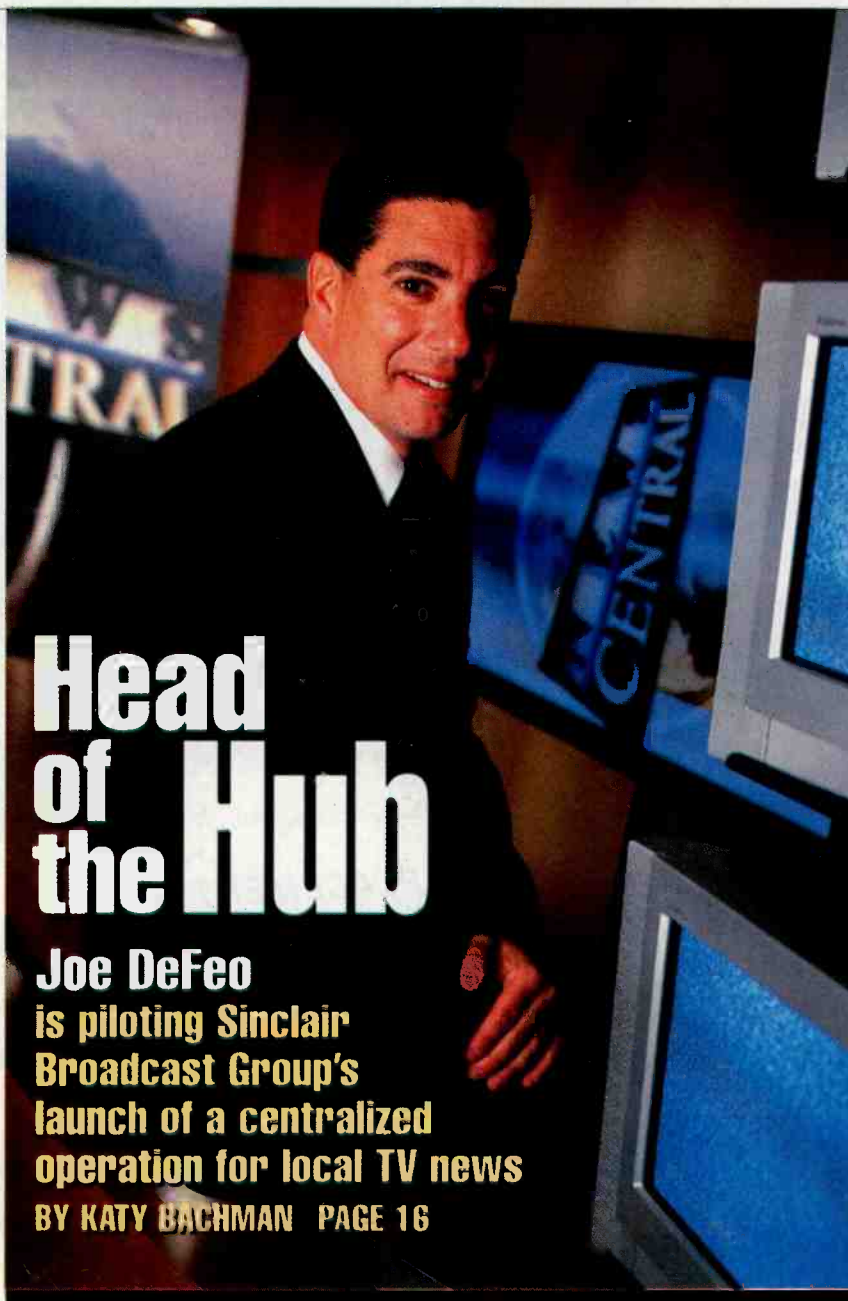
WASHINGTON

The FCC's Dereg Dozen

New studies indicate little harm from consolidation

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Head of the Hub

Joe DeFeo is piloting Sinclair Broadcast Group's launch of a centralized operation for local TV news

BY KATY BACHMAN **PAGE 16**

MARKET INDICATORS

NATIONAL TV: STRONG
Advertisers that spent more in the upfront to reach younger demos on some of CBS' prime-time shows are being rewarded with higher-than-expected ratings in adults 18-34 and 18-49.

NET CABLE: TIGHT
Some nets are close to selling out fourth-quarter scatter. Few options are being taken to cancel upfront holds for first quarter. Wireless services, movies, packaged goods and retail are spending heavily.

SPOT TV: SOLID
Political and auto spending is strong through late October. Retail is also moving. Entertainment, financial services are picking up in some markets.

RADIO: BUSY
Rates are up, driven by strong demand from autos, restaurants, beverages, entertainment and financial. Year-to-year pacing is up 10 percent through October into November.

MAGAZINES: HEALTHY
Thanks to campaigns for '03 product launches and revamps of hair-care products, women's fashion/beauty titles are enjoying solid business for the first quarter.



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At Deadline

■ DARREN STAR, NBC PACT FOR ONE-HOUR DRAMA

Sex and the City creator Darren Star is coming to NBC. The network last week made a seven-figure pilot commitment with Star for a one-hour comedy/drama for fall 2003. Star will team on the project with writer Jeff Rake and Imagine Television, led by former Fox executive David Nevins. The trio last worked together on the failed stock-market drama *The Street* for Fox. The proposed NBC show is a romantic/relationship drama about a divorce lawyer who doubles as a matchmaker.

■ TWO DIGITAL COPYING BILLS INTRODUCED

The motion picture industry, fearful of digital piracy, is fighting two bills introduced last week in Congress that would allow consumers to circumvent copy-protection technology to make their own copies of such digital fare as movies and music. Rep. Zoe Lofgren (D-Calif.) introduced the first bill, followed the next day by a similar measure from Rep. Rick Boucher (D-Va.) and Rep. John Doolittle (R-Calif.). Motion Picture Association of America president/CEO Jack Valenti said the bills would "deny content owners the ability to protect their works." The Consumer Electronics Association praised both proposals.

■ TiVO: 80% OF PRIME TIME RECORDED

TiVo, the digital video recorder company, said last week that in households that have its digital video recorder, about 80 percent of the prime-time television programming is being recorded and watched later by viewers. According to TiVo, the five new shows users have programmed to be taped for the entire season are *CSI: Miami* (CBS), *Without a Trace* (CBS), *Firefly* (Fox), *John Doe* (Fox) and *Push, Nevada* (ABC).

■ JAMES EXITS JUSTICE DEPARTMENT

In a move that could further threaten the proposed EchoStar/DirecTV merger, Charles James, the Justice Department's assistant attorney general for antitrust, stepped down from his post last week to take a job with Chevron Texaco Corp. The Bush administration did not immediately name a replacement, meaning James' slot likely will be filled temporarily by someone from Justice's staff ranks. The DOJ staff is said to be close to making a recommendation against the EchoStar/DirecTV deal.

■ DISCOVERY KIDS DRAWS NEW ADVERTISERS

The Discovery Kids block, which launched on NBC on Oct. 5, last week signed on three charter advertisers. McDonald's, Procter & Gamble and Kraft lead a list of 25 advertisers who

are partnering with the new three-hour Saturday-morning block (see *related story on page 5*). In addition, the three advertisers, who are new to Discovery Kids, agreed to buy additional inventory on the 24-hour Discovery Kids digital channel.

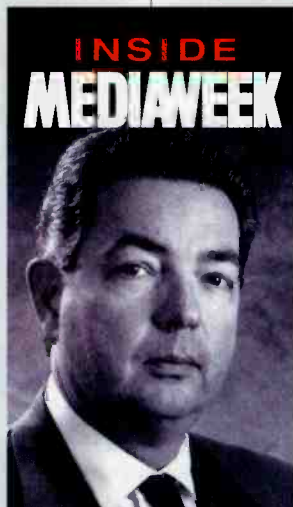
■ LETTERMAN AND LENO LOSING AUDIENCE

CBS' promotional push to get the *Late Show With David Letterman* a bigger audience was not effective during premiere week. The show lost 900,000 viewers compared to the same period last season, to 4.09 million, according to Nielsen Media Research data. Letterman's adults 18-49 rating also declined, from a 2.1 to a 1.7. NBC's *The Tonight Show With Jay Leno* also lost 500,000 viewers from the same week last season, declining to 5.9 million. Leno was also off 100,000 viewers in the 18-49 demo, to 2.3 million.

■ ADDENDA: Adam Sandler and The WB

have signed a pilot deal for fall '03 with Sandler's production company, Happy Madison, along with Sony Pictures Television and 490 Prods. The project will revolve around a 19-year-old mayor of a small town... Since *Law & Order* joined TNT's schedule on Sept. 2, the series has helped boost the network's adult 18-49 viewership in prime time by 14 percent to 879,000 and has grown the 25-54 audience 16 percent to 594,000... **David Marko** and **Shannon O'Connor** have joined CBS Entertainment as directors of movies and miniseries, overseeing long-form programming development... **WCBS**, CBS' New York TV flagship, on Oct. 17 will premiere *Urban Latin*, a half-hour show highlighting the diversity of Latin culture in the U.S.... **Frank Spotnitz**, executive producer and show-runner on CBS' *Robbery Homicide Division*, is exiting the new series. The Friday-night cop drama fared poorly in its initial outing on Sept. 27, with a third-place ranking both in households (5.6/10) and adults 18-49 (2.6/8).

■ **CORRECTIONS:** In the magazine department in last week's issue, the name of Lesley Jane Seymour, editor in chief of *Marie Claire*, was misspelled, and one of the magazine's columns was misidentified. It is Splurge vs. Steal. In the Media Outlook special report in the same issue, a chart on spot television included information supplied by Competitive Media Reporting for the period 1997-2001. Those numbers represented national spot TV spending. The estimate for 2002, provided by Zenith Media Services, was a forecast both local and spot TV spending.



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MEDIaweek**

Sinclair's Smith builds a new news facility to feed his affiliates Page 16

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Rosie O'Donnell Fires Back Against Suit by G+J USA

Rosie O'Donnell last week launched a media blitz against her former publishing partner, G+J USA, following the company's filing of a \$100 million breach-of-contract lawsuit against the actor and her company, Lucky Charms Entertainment. The suit came just weeks after O'Donnell terminated the joint venture she had with G+J USA to publish *Rosie*.

O'Donnell and her attorneys fired back with a statement calling G+J USA's suit "mean-spirited, baseless and factually inaccurate" and indicated they are working on a countersuit. In the meantime, O'Donnell has begun making the rounds of TV news and talk shows to explain her side of the story. She is scheduled to appear today on ABC's *The View* and CNN's *Larry King Live*.

G+J USA's action, filed in State Supreme Court in New York, claims the 3.5 million-circulation *Rosie* will incur as much as \$42 million in subscription liabilities from the closing and notes that about 150 employees are expected to lose their jobs. —Lisa Granatstein

VOD Ad Revenue to Reach \$5 Bil by '07, Study Says

On-demand television will shift, but not destroy, the economics of commercial TV, according to a new study by Forrester Research and the Association of National Advertisers. Total television ad revenue will rise from \$54 billion in 2002 to \$71 billion by 2007, despite the growing acceptance of on-demand TV, the study reports. Video-on-demand ad revenue, virtually nonexistent today, will total \$5 billion by 2007, while another \$2 billion will be spent on interactive TV ads.

Even with the growth of personal video recorders and on-demand TV, consumers will watch just 16 percent fewer ads by '07. "That's not a disaster," said Charlene Li, Forrester research director.

The survey of 57 top advertisers reports that if 30 million households owned PVRs and skipped TV commercials, 18 percent of the advertisers would continue spending the same amount on TV; 37 (continued on page 6)

Cable Nets Reaping Trickle-Down Dough

Aggressive spending, spillover from broadcast networks lift scatter CPMs

THE MARKETPLACE By Megan Larson

The Dow may be slumping, but significant increases in cost-per-thousand rates [CPMs] for fourth-quarter scatter inventory are buoying the cable networks. Due to a scarcity of inventory on the broadcast networks and stepped-up spending in several advertising categories—wireless, automotive, packaged goods and retail—the price of cable ad inventory is pacing as much as 25 percent above the cost of the same inventory during the upfront last summer.

"It's not about whether the economy is in good shape or not, it's strictly supply and demand, and there isn't a lot of supply," said Lynn Picard, Lifetime Television executive vp of advertising sales.

"It's starting to get tight," confirmed Tim Spengler, executive vp/director of national broadcast for Initiative Media North America. Spengler noted that a second wave of dollars is starting to flood the marketplace following healthy fourth-quarter scatter activity in August and September. "Networks are starting to turn us away on price," Spengler said.

Turner Entertainment—TNT, TBS Superstation and Cartoon Network—is close to selling out fourth-quarter inventory and is managing the remainder of avails very judiciously, said Mark Lazarus, president of ad sales for Turner's sports and entertainment networks. Turner's fourth-quarter CPMs are pacing around 20 percent higher than the upfront, and sales executives are only agreeing to scatter deals if advertisers agree to spend in first and even second quarter '03.

On the news side, CNN is pacing 5 percent to 10 percent higher than upfront rates, though ratings have fallen since Sept. 11, when audi-

ences were watching news to the near-exclusion of all other programming. "News viewership now is still 80 percent to 90 percent higher than it was before 9/11," said Larry Goodman, CNN president of ad sales and marketing.

Fox News Channel is also close to sellout levels and, according to sources, is asking advertisers who want to buy the schedule to pay an 80 percent hike in CPMs for the remaining inventory. Roger Domal, FNC vp/national sales director, said that Fox News may have



TLC's cult hit *Trading Spaces* has helped Discovery Networks achieve near-sellout levels in fourth-quarter scatter inventory.

asked some longstanding low-end clients for such increases, but on average the network is asking for, and getting, CPMs 30 percent higher than upfront. "Our inventory situation is that we can be well-priced and still take advantage of the upswing in spending," Domal said. "This is the best run we've ever had by far."

Driven in part by the success of TLC's hit decorating show *Trading Spaces*, some inventory on the Discovery Networks is pacing 20 percent above upfront pricing and may be close to selling out. "Proportionately, TLC is

outpacing expectations for Discovery, but both [networks] are benefiting from the overall strength of the marketplace," said John Rash, chief broadcast negotiator for Campbell Mithun. However, Bill McGowan, executive vp of ad sales for Discovery Networks, who declined to comment on specific CPM increases, said that while TLC and Discovery are well sold, there is sufficient availability for any last-minute scatter needs of advertisers.

Though the squeeze on broadcast inventory is driving advertisers to cable, there is a genuine increase in spending on cable scatter in an effort to get new products in front of consumers and hopefully drive sales during a lousy economy. The auto companies, which continue to offer zero-percent financing, and packaged goods shops like Kraft and Procter & Gamble all have new products to push. And retail shops like Sears, JC Penney and Wal-Mart are all scrambling for market share before the holidays. "The demand is due in part to advertisers who have spent considerable time and treasure in inventing new products," said Campbell-Mithun's Rash, adding that "consumers may be changing their habits [eating out less and buying discount clothes], but they have not stopped spending."

Another reason advertisers are buying more aggressively is to make up for fourth quarter 2001, when ad budgets were slashed in order to meet the bottom line.

"There have been instances where we have refused to sell for a certain price and six days later the advertiser has come back to give us more," said Bruce Lefkowitz, executive vp of ad sales, entertainment at Fox Cable Networks. He added that FX is pacing about 19 percent above upfront prices and National Geographic Channel U.S. is pacing up around 14 percent. "The money keeps coming, and people are wondering when it is going to stop," he said.

During the first week of October, it looked like the end wasn't coming anytime soon. Few advertisers have exercised options to cancel upfront holds on first-quarter 2003 inventory, and Lefkowitz said he received requests last week for *The Shield*, the Emmy-award winning series that starts its second season on Jan. 7.

"It's make-it-or-break-it time, and retail's participation in scatter next year will depend on holiday sales," said Picard of Lifetime.

All the current demand for cable inventory gives sales executives a good argument against media buyers, who say that time on cable does not deserve the CPMs broadcast networks fetch because, in contrast to broadcast, inventory is unlimited. "This tells the world that there isn't an indefinite amount of rating points out there," said Turner's Lazarus. "You can't buy cable right now. At least, you can't buy what you want." ■

Kids WB Coming On Strong

Ratings jump by one-third in Saturday-a.m. race; Nick still in the lead

KIDS TV By Eric Schmuckler

The new kids TV season on Saturday morning has quickly turned into a two-horse race between longtime leader Nickelodeon and a surging Kids' WB, which is up an impressive 32 percent in delivery of kids 2-11.

Based on the first three Saturdays of regular programming, Nick still holds a solid lead in kids 2-11 with a 5.2 rating/23 share to WB's 4.5/19, according to Nielsen Media Research data. In kids 6-11, however, Nick's lead is down to a single share point. And WB lays claim to leadership in boys demos and tweens; in boys 6-11, WB's 31 share bests Nick's 21. Nick's 24 share in girls 2-11 tops WB's 12 share in that demo.

Cartoon Network and its package of classic Looney Tunes remains in third place. Among the other Saturday contenders, ABC has perked up a couple ticks in broad kids demos, with big gains in older girls thanks to an influx of product from sister Disney Channel. ABC Family's action fare has seen triple-digit percentage gains, albeit from a low base. Kids Entertainment's Fox Box block has sustained double-digit ratings losses versus Fox Kids a year ago in broad kids demos and girls, but has held even in its boys 6-11 target. And no numbers are available yet for the Discovery Kids on NBC block, which launched Oct. 5.

While Kids WB is crowing about its 34 percent growth in older boys, it has gained even more in older girls and tweens, up 71

percent. The schedule has been paced by budding phenomenon *Yu-Gi-Oh!* and potential breakout *Ozzie & Drix*, which has "great adventure, humor and heart," said Kids WB executive vp Donna Friedman. Friedman is particularly proud that her part-time network is challenging Nick and its vast promotional resources. "To have us on their tail," she added, "they're probably feeling the negative."

"Not to say we don't care, but [Saturday morning] is a more important race for them," countered Cyma Zarghami, Nick exec vp/general manager. "Our race is seven days a week, 14 hours a day for kids." Nick has maintained its Saturday lead with a 6 percent gain in kids 2-11 and a 12 percent jump in kids 6-11, led by the



Ozzie & Drix could be a breakout hit, Kids WB's Friedman believes.

unstoppable *SpongeBob Squarepants* and instant hit *Jimmy Neutron*. Nick's CBS block is also up smartly, with a 50 percent increase in kids 6-11 after the addition of favorites like *Hey Arnold*. "It's not a daypart we're fighting for," said Zarghami, "but I'm glad we're winning it."

Kids' Fox Box is down 18 percent in kids 2-11 and flat in 6-11; the block has chased away girls and younger viewers, to competitors' benefit. Al Kahn, Kids chairman, points to a third-place standing so far in boys 6-11, although the block's 11 share in that demo is 20 points behind WB. "Boys are starting to find us," said Kahn. "*Kirby*, *Ultimate Muscle* and *Fighting Foodons* are starting to track. It's an improvement. I'll take anything." ■

ABC's Push-Me, Pull-You

Affiliates win inventory, repurposing assurances; net gets help on MNF

TELEVISION By Sandy Brown

ABC and the representative board of its affiliate group, the ABC Television Affiliates Association, last week crafted a new agreement that covers network compensation, repurposing of content, affiliates' contributions to *Monday Night Football*,

limitations on network/cable cross and assignment. The network has ates to vote by Oct 11 and needs of the affiliate body to approve!

By all accounts, the agree strates that ABC and its major

Media Wire

percent would cut between 1 percent and 25 percent of their TV ad budgets; and 26 percent would cut by 26 percent to 50 percent. Only 19 percent of the advertisers said they would cut spending more than 50 percent. —John Consoli

FCC Expected to Establish Standards for Digital Radio

The Federal Communications Commission on Oct. 10 is expected to set standards for digital radio broadcasts, clearing the way for stations to begin their digital transition by the end of the year. In addition to better sound quality, digital radio broadcasts allow for more data to be displayed on a receiver's readout, creating more opportunities for advertisers.

Radio One is the only major station group to have made a commitment to digital so far. "There are six other groups in various stages of rolling out," said Jeff Jury, senior vp/co-CEO of iBiquity Digital, the sole U.S. developer and licensor of digital radio broadcast technology. iBiquity has targeted six markets for digital rollout, including New York, Los Angeles and Miami. —Katy Bachman

Compromise Seen Near On Fees for Webcasting

Webcasters and recording industry executives were close to reaching a compromise last week on Web-streamed music that would determine royalty fees based on the Webcaster's annual revenue, rather than the flat \$0.07 cents per song set by the Library of Congress in June. An agreement could be reached early this week.

As a result, a bill designed to give Webcasters a six-month reprieve from paying the new royalty rates to record labels and artists never made it to the House floor last week. House Judiciary Committee chairman James Sensenbrenner (R-Wis.), who crafted the legislation, pulled it from the House schedule after Webcasters and recording industry reps agreed to try and work out a compromise.

If a deal is not reached, Sensenbrenner plans to revive the bill this week. The new royalty fees, to take effect Oct. 20, would be retroactive to 1998. —KB

including Hearst-Argyle Television, Scripps Howard Broadcasting, Belo Corp. and others, can find common ground moving forward.

"There was a lack of respect for the affiliates," said Alan Frank, president of Post-Newsweek Stations, which owns two top-market ABC outlets. "At one point we said, 'This isn't right.'" Frank, who plans to OK the deal, said it's time for networks and affiliates to get back to a true partnership.

Under the terms of the deal, affiliates will pay roughly \$34 million yearly to help subsidize ABC's *Monday Night Football*, nearly the same as in the previous agreement (ABC's costs include a \$550 million annual fee to the NFL). Smaller-market stations will pay less freight than larger ones, especially those with NFL teams.

Jim Keelor, president of Liberty Corp., which owns four smaller ABC affiliates, said,



Affils will help pick up John Madden's MNF tab.

"The reduction in fees was important for us, as were all the other provisions covered in the new agreement." He also plans to vote in favor.

ABC worked into the deal assurances that affiliates will not pre-empt prime-time programming. But there's some quid pro quo in the deal, too. ABC seems to have gotten affiliates to ease up on repurposing of its prime-time product on cable. ABC is already rebroadcasting some of its schedule on sibling channel ABC Family. "Affiliates got a favorable deal [on football] because ABC was nervous about clearances on ABC Family," said an executive at a rival network. ABC has not only agreed to limit the number of shows it runs on cable, but also will set limits on cross-promoting its cable properties on the broadcast network.

The net also confirmed it will give stations more inventory in prime time. "[It] was good for affiliates in that ABC had to give them a commitment on avails," said one affiliate executive. A last concession to affiliates concerns assignment, which deals with station ownership changes. ABC has agreed it will no longer reconsider its affiliation if a station changes hands during the lifetime of an affiliation deal.

Compensation remains an issue. "They continue to pay us," said one group exec. "We deliver ratings that they sell in return for us getting that compensation." Current rates have fallen to 3 percent to 5 percent of affiliates' revenue, said the exec, and will one day disappear. ■

FCC: Just the Facts

Agency's new media-ownership studies offer peek at rules review process

WASHINGTON By Todd Shields

Media outlets have proliferated, TV stations owned by networks and newspapers do a good job of news programming, and radio consolidation helps drive down advertising rates. Those were among the conclusions of studies released last week by the Federal Communications Commission, which is considering whether to weaken restrictions on TV and radio station ownership. Predictably, critics said the FCC stacked the results to make it easier for the agency to deregulate, while media companies said the studies buttress the case for looser rules.

The FCC hopes the 12 studies—mostly conducted by agency staffers—help meet judicial demands that regulators develop factual underpinnings for its rules. FCC chairman Michael Powell called the studies "an unprecedented data-gathering effort" aimed at developing "sound public policy."

The studies could help networks undo the rule that limits them to owning stations serving 35 percent of national TV homes. Networks say increased choices for news and other programming should allay concerns that one voice could dominate. One of last week's studies cited dramatic boosts in broadcast outlets, cable services and direct broadcast satellite since 1960. Another concluded that consumers are prone to switch between TV, newspapers and the Internet and said, "we can reject the view that various media are entirely distinct." Taken together, such findings could imply that broadcast is not so special as to merit extraordinary restrictions. Critics said such a conclusion mistakenly assigns similar weight to powerful network-owned stations and minor outlets like little-watched cable channels.

Those fighting the ban on common ownership of a daily newspaper and a nearby

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broadcast station liked a study that found no predictable effect on news coverage where exceptions to the ban exist. "They demonstrate everything we've been trying to say all along...editorial judgements are being made locally," said Shaun Sheehan, vp for Tribune Co., which is keen to preserve its cross-owned combinations in several markets.

Labor unions noted the study examined just 10 cross-ownership cities, and called for more study. "Ownership consolidation has severely reduced diversity of voices," said Greg Hessinger, national executive director for the American Federation of Television and Radio Artists (AFTRA).

AFTRA, the AFL-CIO and other unions endorsed a call for public hearings by the



Powell has not supported a call for public hearings.

FCC's lone Democratic commissioner, Michael Cops. In a speech last month during a broadcast policy forum, Cops said he was concerned that "we are on the verge of dramatically altering our nation's media landscape without the kind of national dialogue and debate these issues so clearly merit."

But his call for hearings may go unheeded. Powell has said he "wouldn't commit to it." And FCC Media Bureau chief Ken Ferree in a private meeting held late last month derided hearings as an opportunity for "foot stomping" and little else. That could leave the battle over ownership rules to take place inside the Beltway. The FCC wants written comments from both sides of the issue by December and expects to vote in the spring. ■

Outdoor Ratings Ahead?

Arbitron, Nielsen set tests of systems offering data on who sees billboards

OUT-OF-HOME By Katy Bachman

The two giants of broadcast ratings, Arbitron and Nielsen Media Research, are ramping up efforts to supply audience-measurement data to the outdoor industry, with support from the Outdoor Advertising Association of America. The trade group has pledged \$300,000 for an Arbitron test this fall in Atlanta and \$15,000 to Nielsen, which this month will begin testing an outdoor ratings system in Johannesburg, South Africa, where the company has already conducted preliminary studies.

For 70 years, the outdoor advertising industry has relied on counts of cars passing particular billboards and other displays, provided by the Traffic Audit Bureau. A \$5.2 billion business, outdoor only receives about 4 percent of U.S. advertisers' budgets, compared to 8 percent in the rest of the world.

Both the Arbitron and Nielsen tests will offer demographic data, a first for the industry. "We need information on who is seeing outdoor, and a currency comparable to other media," said Nancy Fletcher, OAAA president.

"It's a commitment that should have been made years ago," said John Connolly, senior vp of out-of-home media for Mediacom. "Without ratings, we're just the crumb-snatchers at the table."

Arbitron plans to release results from its

Atlanta test in next year's second quarter. Its system uses a combination of travel diaries kept by 1,000 consumers and a portable global positioning system carried by a subsample of 50 people to track exposure to outdoor messages both in-car and out-of-home.

"To make this affordable and to collect all the different types of outdoor, you need a big sample size, so going all-electronic was out of the question," Jacqueline Noel, director of sales and marketing for Arbitron Outdoor, said of the decision to use diaries. Noel said the Arbitron system could be used affordably in the top 25 markets.

With additional backing from outdoor companies including Clear Channel Outdoor and JC Decaux, Nielsen will test an in-car GPS system with 100 consumers in Johannesburg. If the test is successful, Nielsen plans to test a portable GPS device next year in a U.S. market. "Our intention is to commercialize a system as soon as reasonably possible," said Will Thoretz, a Nielsen representative. Nielsen is a unit of VNU, publisher of *Mediaweek*.

Neither system is likely to replace the TAB's traffic counts. "Both initiatives can enrich information about outdoor by providing demographics," said TAB president Joe Philport. "We'll work with both." ■

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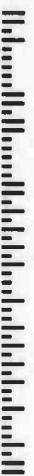
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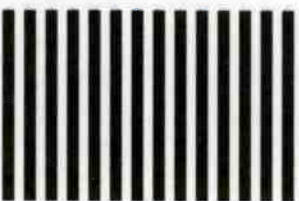
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TV STATIONS

Entravision Eyes New Hispanic TV Markets

BY SANDY BROWN

As the Hispanic TV audience continues to grow in markets across the U.S., Entravision Communications is busy making plans to expand into new markets where those populations are burgeoning.

Walter Ulloa, chairman and CEO of the Santa Monica, Calif.-based broadcaster last week cited Portland, Ore.; Salt Lake City; and Seattle as three markets where the company hopes to buy stations in the near future.

NBC-owned Telemundo affiliate KEJT-

are head and shoulders ahead of the next rapidly growing broadcaster," said Lee Westerfield, broadcast analyst at UBS Warburg Securities.

"Our strategy is to focus on the top 15 to 50 Hispanic markets in the country," Ulloa said. Entravision already operates Univision affiliates in many of the top 15 Hispanic markets, including Brownsville, Texas, and San Diego. The company has already enjoyed solid growth in its established markets. In Tampa, Fla., for example, Entravision's WVEA



"Our strategy is to focus on the top 15 to 50 Hispanic markets in the country."

WALTER ULLOA

TV, a low-power outlet in Salt Lake City, is the only Spanish-language station in those three markets, which collectively are home to about 200,000 Hispanic households.

Entravision's moves come as broadcasters and advertisers continue to realize the size, spending power and aggressive media consumption of Spanish-language audiences. For example, in eight markets with large Hispanic communities, including Corpus Christi, Texas, and Reno, Nev., more adults 18-34 watch Univision than any other general-market station. Entravision has been at the vanguard of that trend by using its affiliation with Univision to help plant itself firmly in up-and-coming Latino TV markets.

Entravision enjoys exclusive access to Univision programming and is only six years into a 25-year network-affiliation agreement with the network. In addition to owning the largest number of Univision and Telefutera affiliates, the company has sizable radio and out-of-home media holdings.

"Entravision's growth is exceptional, they

won the 6 p.m. news race in the July sweeps, jumping from the No.3 position the prior year. Nielsen Media Research ranks the Tampa-St. Petersburg-Sarasota market as the 19th-largest Hispanic DMA.

"They have made a big point of local news. Entravision's Univision/Telefutera stations are growing faster than other Univision/Telefutera affiliates in major markets—that speaks volumes," said Westerfield, who noted that Entravision has been helped by the strength of its local news, its sales organizations and by being in rapidly growing Hispanic markets before the competition.

Entravision's plan, according to Ulloa, includes continuing to build out its Telefutera outlets. "The long-term strategy is to have both Univision and Telefutera stations in every one of our markets," said Ulloa. "Because of growth in Hispanic markets, we see the need for another channel—we've proven we can operate two channels in each city."

In the seven Nielsen metered markets where it operates both Univision and Tele-

futura stations, Entravision captures about 91 percent of all Spanish-language viewing, said Ulloa. Those seven markets, all of which fall within the 10 to 25 top Hispanic DMAs, are Washington; Tampa and Orlando, Fla.; Boston; Las Vegas; Denver; and Albuquerque-Santa Fe, N.M.

Entravision owns both TV and radio in a total of 10 markets—in a few of the markets, the company even has outdoor media assets. That multimedia ownership allows for excellent cross-promotional opportunities, said Ulloa, who cited Denver, where the company has two TV stations, three radio stations and some outdoor, as an excellent example of a market where Entravision has been able to bring all its media assets to bear.

Entravision also has a very significant presence along the U.S.-Mexican border, markets it views as "borderplexes"—where cities like El Paso, Texas, and Juárez, Mexico, merge despite the border. "Nielsen is not available [in Mexico]," said Ulloa, "but because we sell a lot of advertising in Juárez and they pay El Paso rates, we know the audience is there."

NEW ORLEANS TV STATIONS

WVUE Weather Reigns

While Emmis Communications' Fox affiliate WVUE-TV in New Orleans could not have predicted the future when it decided to rebrand itself "Your Weather Authority" earlier this year, the station was well positioned to help the Big Easy prepare for Hurricane Lili as it roared in from the Gulf of Mexico late last week.

WVUE, which had added supplemental weather staffers as part of the upgrade, lived up to its moniker last Wednesday night by cutting away from a Major League Baseball playoff game between the New York Yankees and the Anaheim Angels to report on the storm. When it did, WVUE's ratings spiked to a 14.6 rating/19 share in households at 8 p.m. local time, up from an 8.4/11, the play-off-game rating at 7:45 p.m., according to Nielsen Media Research. WVUE's numbers peaked at a 25.3/34 at 10 p.m.

In addition to its expanded team of meteorologists, WVUE relies on fellow Emmis stations WALA-TV in Mobile, Ala.; WFXT in Fort Myers, Fla.; and WKCF in Orlando, Fla., which all work together to cover breaking storm news. When it comes to hurricanes, said WVUE vp and general manager Joe Cook, "we've got 'em surrounded." ■

Market Profile

BY EILEEN DAVIS HUDSON



The Port of Los Angeles is one of many shipyards on the West Coast shut down by a labor dispute.

BRUN WALSH/ALA. TIMES PHOTOS

Los Angeles

IN WHAT IS EXPECTED TO IMPACT LOS ANGELES' ECONOMY BOTH IN THE SHORT AND long term, a contract dispute between the International Longshore and Warehouse Union and the Pacific Maritime Association has closed 29 West Coast ports, stalling the delivery of holiday and other merchandise

worth billions of dollars. The union for the longshoremen, which represents about 10,500 workers, had been working without a contract since its previous agreement expired in July.

While the contract dispute threatens many L.A.-based businesses, the city's television market, which is ranked second in the country with 5.32 million TV households, continues to rebound from a serious ad slump last year. In terms of sheer size and advertising share in this highly diverse market—L.A. is the country's No. 1 Hispanic market with more than 6 million Latinos (35 percent of the DMA), 41.9 percent of whom live in the L.A. metro area—NBC appears to be in the best position. As of April of this year, NBC owns three stations in L.A., following its \$2.7 billion purchase of the Telemundo Communications Group.

In addition to its owned-and-

operated KNBC outlet, NBC also owns local Telemundo flagship station KVEA, along with sister Spanish-language independent outlet KWHY-TV. According to BIA Financial Network, the three stations collectively generated \$286.8 million in billings in 2001, with \$240.8 million of that coming from KNBC. There has been talk about the stations merging operations under a single roof, but a final decision has not been announced. NBC also controls a 32 percent stake in Paxson Communications, which owns Pax TV outlet KPXN.

In the city's hotly contested morning-news race, KNBC won at 5, 5:30 and 6 a.m. in the July sweeps. It also won the late-news battle at 11 p.m., buoyed by a strong network prime-time lead-in. The station opted to shutter its hour-long 4 p.m. newscast and replace it with *Dr. Phil*, which launched Sept. 16. KNBC added *Life Moments* at 3 p.m. and *The John Walsh Show* at 10 a.m.

Viacom continues to develop synergies between its two stations in its L.A. Viacom TV group, CBS O&O KCBS-TV and independent station KCAL-TV. Viacom began operating KCAL in May after the company closed on its \$650 million purchase from Young Broadcasting. The two newsrooms began sharing resources and content shortly after the merger; executives plan to find other areas for the stations to collaborate. KCAL moved several departments into KCBS' Columbia Square location in Hollywood, including the news department. Don Corsini, former KCAL general manager, who was picked to run the duopoly, named Nancy Bauer Gonzales as news director of the sister stations in June. Mike Kincaid, previously general sales manager for KCAL, was named senior vp and gsm for the two stations; and Alan Buckman, formerly station manager and director of sales for KCBS, was promoted to vp of sales for both outlets.

Following the merger of the two stations, Laura Diaz, a 19-year veteran anchor of ABC's L.A. O&O KABC-TV, was lured away by KCBS to be its main anchor. Diaz will also occasionally appear on KCAL. KCBS generally trails its news rivals in the ratings, and station executives are hopeful Diaz will be an important part of the station's turnaround. KCAL produces news at noon, 2, 3, 4, 8, 9 and 10 p.m. It is also entering into its 26th season carrying the National Basketball Association's L.A. Lakers (41 games this year). The station also has rights to 40 Anaheim Angels baseball games.

While it remains to be seen what impact Diaz's departure will have on KABC, the station's 4, 5 and 6 p.m. newscasts won in household ratings in Nielsen's July sweeps period. Ellen Leyua, a seven-year station veteran, was promoted in July as 5 p.m. news co-anchor. Another KABC anchor, Michelle Tuzee, now co-anchors the station's 4, 6 and 11 p.m. newscasts.

KABC is also the highest biller in Los Angeles at \$244.4 million in 2001, according to BIA. While it does have

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AD SPENDING BY MEDIA / LOS ANGELES

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$1,631,355,807	\$1,590,703,501
Local Newspaper	\$934,954,662	\$842,467,881
Outdoor	\$96,179,947	\$85,218,938
Local Magazine	\$27,308,029	\$22,607,895
Total	\$2,689,798,445	\$2,540,998,215

Source: Nielsen Monitor-Plus

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Market Profile

NIelsen RATINGS / LOS ANGELES

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

some sister radio stations in the market, including ABC Radio's News/Talk outlet KABC-AM, it does not have any sister TV stations.

Fox Television Stations does, however, have a duopoly in the market, with its O&O KTTV and UPN affiliate KCOP. This past spring, Adrienne Anderson was named to the new post of vp of creative services for KTTV and KCOP. Anderson was most recently director of creative services for KYW-TV (CBS) and WPSG (UPN), Viacom's duopoly in Philadelphia. Tom Sheehy was promoted from local sales manager to vp/gsm for the duopoly.

This past June, KCOP's hour-long 10 p.m. newscast, which competed head-to-head with KTTV, Tribune Broadcasting's WB affiliate KTLA-TV and KCAL, was shortened by a half hour and moved to 11 p.m. to make way for an hour-long comedy block. John Frenzel, director of programming for the Fox/UPN stations, says KCOP isn't losing viewers with the second run of *Seinfeld* at 10 p.m. followed by *Frasier* at 10:30 p.m. "We're the only alternative to drama and news from 10 to 11 p.m.," says Frenzel. KCOP also added a double-run of *That '70s Show* at 6:30 and 7 p.m. and replaced *The Jenny Jones Show* at 4 p.m. with *The Ricki Lake Show*.

KTTV continues to lead the 10 p.m. news race, winning in households as well as adults 18-34 and 18-49 in the July sweeps. KTTV has also had success with its morning news *Good Day L.A.* from 7 to 9 a.m. The morning news is followed by *Good Day Live* from 10 to 11 a.m. KTTV has also acquired *Dharma & Greg* this fall to run at 5 p.m. and midnight and new syndicated talk show *The Rob Nelson Show* at 2 p.m.

KTLA, which is credited with pioneering the Morning Zoo format on television with its 5-to-7 a.m. morning news, had been the market leader for years in the time period, but it has seen KTTV come on strong, making the race extremely tight from book to book. In the July sweeps in adults 18-49, for example, KTTV pulled a 1.8 to KTLA's 1.5. KTTV's late news pulled a 3.3 to KTLA's 2.1 and KCAL's 1.7 in the same demo. KTLA premiered *Will & Grace* in September in a double-run at 6:30 and 11:30 p.m. The station is also in the first year of a three-year deal this fall to carry 25 L.A. Clippers NBA games. KTLA last year lost the rights to baseball's L.A. Dodgers to KTTV.

Among management changes at KTLA, the station promoted local sales manager Gordon Peppers to gsm in the spring. In January of this year, Vinnie Malcolm, director of sales, was promoted to station manager.

Univision Communications' duopoly in the market includes the top Spanish-language

Evening News

Time	Network	Station	Rating	Share		
4-5:00 p.m.	ABC	KABC	4.4	11		
	NBC	KNBC	3.1	7		
	KCAL	Independent	2.1	5		
5-5:30 p.m.	ABC	KABC	5.1	11		
	NBC	KNBC	4.2	9		
	WB	KTLA*	3.4	8		
	Univision	KMEX*	3.0	6		
	Telemundo	KVEA*	2.5	5		
	Independent	KCAL*	2.1	5		
	Fox	KTTV*	2.1	5		
	CBS	KCBS	2.0	4		
	UPN	KCOP*	1.9	4		
5:30-6 p.m.	Pax	KPXN*	0.4	1		
	ABC	KABC	5.1	11		
	NBC	KNBC	4.2	9		
	Independent	KCAL*	3.0	6		
	Univision	KMEX*	3.0	6		
	Fox	KTTV*	2.1	6		
	WB	KTLA*	2.8	6		
	Telemundo	KVEA*	2.5	5		
	CBS	KCBS	2.0	4		
6-6:30 p.m.	UPN	KCOP*	1.9	4		
	Pax	KPXN*	0.4	1		
	ABC	KABC	5.4	11		
	NBC	KNBC	4.8	10		
	Fox	KTTV*	4.1	8		
	Univision	KMEX	3.3	7		
	WB	KTLA*	2.8	6		
	Independent	KCAL*	2.3	5		
	CBS	KCBS	2.1	4		
10-10:30 p.m.	UPN	KCOP*	2.1	4		
	Telemundo	KVEA	2.0	4		
	Pax	KPXN*	0.3	1		
	10:30-11 p.m.	Fox	KTTV	4.3	7	
		WB	KTLA	4.1	7	
		Independent	KCAL	2.9	5	
		UPN*	KCOP	2.2	3	
		11-11:30 p.m.	Fox	KTTV	4.3	7
			WB	KTLA	1	7
Independent			KCAL	2.9	5	
UPN*			KCOP	1.7	3	
NBC			KNBC	5.8	12	
ABC	KABC		5.5	11		
Fox	KTTV*		4.1	8		
WB	KTLA*		4.0	8		
CBS	KCBS		3.2	6		
Non-news programming	Univision	KMEX	3.2	6		
	Independent	KCAL*	2.2	5		
	Telemundo	KVEA	1.6	3		
	UPN	KCOP*	1.3	3		
	Pax	KPXN*	0.7	1		

*Non-news programming Source: Nielsen Media Research, July 2002

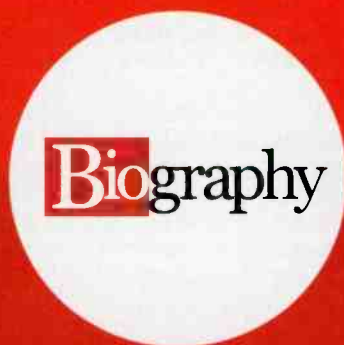
station and overall market leader in key ratings categories, KMEX-TV, and new Spanish-language network Telefutera on KFTR, which launched in January. KMEX ranks No. 1 in Los Angeles in adults 18-34, adults 18-49 and adults 25-54 for sign-on to sign-off, and in daytime, early fringe and prime time.

The station's 6 p.m. news has outperformed all local newscasts in adults 18-34 and adults 18-49 for 34 consecutive Nielsen sweeps, beginning in July 1994.

Adlink, the local ad sales interconnect, serves the entire market of 3.5 million cable households, inserting ads on 44 cable net-

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Winner. Multi-Camera Picture Editing

VICTORIA AND ALBERT

Winner. Costumes

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Market Profile

works. According to Adlink, the July sweeps marked the first time its cable networks had a 50-50 viewership share with all of the local broadcast TV stations, each with 43 share points, sign-on to sign-off. Cable penetration in

the market is 62 percent, well below the 69 percent top 50 market average, according to Scarborough Research. An equal number of households, 15 percent, are connected to satellite service in L.A. as the top 50 market average.

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	3 AM, 6 FM	21.1	\$266.6	29.6%
Infinity Broadcasting	2 AM, 5 FM	19.5	\$247.1	27.4%
Hispanic Broadcasting	1 AM, 4 FM	10.6	\$74.2	8.2%
Emmis Communications	2 FM	7.2	\$61.5	6.8%
ABC Radio	3 AM, 1 FM	4.8	\$48.3	5.4%
Radio One	1 FM	3.5	\$37.6	4.2%
Lieberman Broadcasting	1 AM, 3 FM	4.6	\$28.9	3.2%
Salem Communications	1 AM, 2 FM	1.6	\$22.3	2.5%
Spanish Broadcasting System	2 FM	5.2	\$12.2	1.3%
Entravision Communications	2 FM	1.4	\$12.2	1.3%

Includes only stations with significant registration in Arbitron diary returns and licensed in Los Angeles or immediate area. Ratings from Arbitron Spring 2002 book; revenue and owner information provided by BIA Financial Network.

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Los Angeles County: 3,188,662 Households				
<i>Los Angeles Times</i>	668,993	881,350	21.0%	27.6%
(Los Angeles) <i>Daily News</i>	175,809	183,380	5.5%	5.8%
(Long Beach) <i>Press-Telegram</i>	93,614	106,935	2.9%	3.4%
(Torrance) <i>Daily Breeze</i>	83,746	81,630	2.6%	2.6%
<i>La Opinion</i> (Los Angeles)	81,849	46,659	2.6%	1.5%
<i>San Gabriel Valley Tribune</i>	51,659	53,305	1.6%	1.7%
(Pasadena) <i>Star-News</i>	38,156	38,584	1.2%	1.2%
Orange County: 991,182 Households				
<i>Orange County Register</i>	332,492	385,347	33.5%	38.9%
<i>Los Angeles Times</i>	181,291	248,582	18.3%	25.1%
<i>La Opinion</i> (Los Angeles)	4,934	5,128	1.0%	0.5%
San Bernardino County: 565,102 Households				
<i>The</i> (San Bernardino) <i>Sun</i>	74,410	81,748	13.2%	14.5%
<i>Inland Valley Daily Bulletin</i>	52,845	59,853	9.4%	10.6%
<i>Los Angeles Times</i>	47,136	73,018	8.3%	12.9%
<i>Victorville Daily Press</i>	28,993	38,252	5.1%	6.8%
<i>The</i> (Riverside) <i>Press-Enterprise</i>	13,876	14,081	2.5%	2.5%
<i>Redlands Daily Facts</i>	6,823	6,826	1.2%	1.2%
<i>La Opinion</i> (Los Angeles)	6,216	4,036	1.1%	0.7%
Riverside County: 535,247 Households				
<i>The</i> (Riverside) <i>Press-Enterprise</i>	155,380	162,277	29.0%	30.3%
<i>Palm Spring Desert Sun</i>	50,846	53,507	9.5%	10.0%
<i>Los Angeles Times</i>	36,690	52,643	6.9%	9.8%
<i>North County Times</i>	15,336	14,881	2.9%	2.8%
<i>Orange County Register</i>	4,960	7,149	0.9%	1.3%
Ventura County: 248,328 Households				
<i>Ventura County Star</i>	94,168	105,956	37.9%	42.7%
<i>Los Angeles Times</i>	52,076	66,804	21.0%	26.9%
(Los Angeles) <i>Daily News</i>	16,575	18,561	6.7%	7.5%
<i>La Opinion</i> (Los Angeles)	3,540	2,189	1.4%	0.9%

Source: Audit Bureau of Circulations

Los Angeles may be the No. 2 radio market behind New York in terms of its population, but it beats the Big Apple in revenue. BIA estimates the L.A. radio market will generate \$901.9 million in revenue this year, compared to \$751.2 million for New York.

Clear Channel Communications and Infinity Broadcasting combined to capture nearly 60 percent of the market's radio ad revenue. Nine of Clear Channel's 11 local stations generated \$266.6 million in revenue in 2001, according to BIA estimates (its other stations do not generate strong enough radio listenership to show up in the Arbitron ratings books). Infinity's seven L.A. outlets generated an estimated \$247 million (see radio ownership chart on this page).

Hispanic Broadcasting, whose purchase by Univision awaits approval from the Federal Communication Commission, is the No. 3 radio broadcaster in Los Angeles. Its five outlets include the perennial top two Spanish-language stations, Ranchera outlet KSCA-FM and Spanish/Variety station KLVE-FM. Generating the bulk of Hispanic Broadcasting's market revenue, the two stations pulled in a combined \$66.1 million in billings in 2001, according to BIA. KSCA, the undisputed morning drive leader led by morning show host Renan, had a 7.9 share in the Spring Arbitron survey.

Given the escalating competition for Hispanic listeners, Hispanic Broadcasting has not been able to rest on its past successes. Its biggest threat comes from Spanish Broadcasting System, which owns four local stations. SBS hopes the addition of KXOL-FM, on which it spent \$250 million to acquire in 2000, will further boost its profile. The Spanish Adult Contemporary station pulled a 2.5 share among listeners 12-plus in the Spring, up from a 1.9. Regional Mexican station KLAX-FM rose to a 2.7 in the Spring from a 2.5. Its main competitors, KSCA and KLVE, also surged to a 4.7 from a 4.0 and to a 3.6 from a 3.5, respectively.

Emmis Communications staged a coup in the Spring book, with its Urban/CHR outlet KPWR-FM claiming the No. 1 overall position, which is usually held by one of Hispanic Broadcasting's dynamic duo.

In February of this year, KHHT-FM, Clear Channel's Rhythmic Hot Adult Contemporary station, hired comedian Sinbad as its new morning-show host. Sinbad competes against Steve Harvey on Radio One's Urban outlet KKBT-FM (No. 2 in morning drive) and Big Boy on KPWR (No. 3 in morning drive).

Clear Channel's Top 40 outlet KIIS-FM was the No. 1 biller not only in L.A., but also in the nation in 2001, according to BIA. The station took in an estimated \$61.3 million in revenue

SCARBOROUGH PROFILE

Comparison of Los Angeles

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Los Angeles Composition %	Los Angeles Index
DEMOGRAPHICS			
Age 18-34	31	35	114
Age 35-54	41	40	99
Age 55+	28	24	87
HHI \$75,000+	28	30	104
College Graduate	12	11	91
Any Postgraduate Work	11	10	94
Professional/Managerial	23	23	101
African American	13	8	64
Hispanic	13	35	282
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56	51	92
Read Any Sunday Newspaper	64	59	92
Total Radio Morning Drive M-F	22	24	111
Total Radio Evening Drive M-F	18	19	107
Total TV Early Evening M-F	29	26	90
Total TV Prime Time M-Sun	38	37	96
Total Cable Prime Time M-Sun	13	10	72
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	74	70	94
Read Any Sunday Newspaper	77	72	94
Total Radio Morning Drive M-F	75	77	103
Total Radio Evening Drive M-F	73	74	102
Total TV Early Evening M-F	71	68	95
Total TV Prime Time M-Sun	91	92	101
Total Cable Prime Time M-Sun	59	48	83
MEDIA USAGE - OTHER			
Access Internet/WWW	62	61	99
HOME TECHNOLOGY			
Own a Personal Computer	68	68	99
Purchase Using Internet	37	36	96
Connected to Cable	69	62	90
Connected to Satellite/Microwave Dish	15	15	97

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

Source: 2001 Scarborough Research Top 50 Market Report (August 2000-September 2001)

last year and ranks sixth overall in local ratings.

ABC Radio's KSPN-AM will become the new home of the Anaheim Angels once the station relocates to a new frequency, 710 AM, for the start of the 2003 season. The Angels' play-by-play is currently heard on CC's KLAC-AM. On Jan. 1, ABC Radio plans to swap the frequency of its Radio Disney affiliate, KDIS-AM now on 710 AM, with that of KSPN-AM, now on 1110 AM. The Walt Disney Co. owns both ABC Radio and the Angels. KXTA-AM just finished its last season as the home of the Dodgers. The team, which had been on KXTA since 1998, will move to Infinity's News-formatted KFWB next year.

L.A.'s newspaper market has no shortage of competitors, the largest of which is Tribune's *Los Angeles Times* (daily circ 959,863 Mon.-Wed., 1,011,732 Thurs.-Sat.; 1,394,544 Sunday for the six months ended March 31, according to the Audit Bureau of Circulations. Comparisons to last year cannot be made because the *Times* changed its reporting). In May, the *Times* began working with sibling KTLA-TV to extend the paper's reach and add more in-depth news for KTLA's 10 p.m. news.

Budget cuts last year forced some belt-tightening at the paper, including layoffs. The *Times*' three weekly community news sections, San Gabriel Valley, South Bay and Westside, were discontinued last fall. Known for its national and international coverage, the *Times* considers Los Angeles and its immediate suburbs its home turf but has scaled back its coverage of outlying areas of the market.

The *Daily News*, based in the Woodland Hills section, focuses much of its coverage on the San Fernando Valley communities just outside of L.A., such as Van Nuys, Pacoima and Northridge. The *Daily News* (daily circ 177,170, a 7.2 percent drop; flat Sunday circ at 200,161) is the largest daily in MediaNews Group's Los Angeles Newspaper Group.

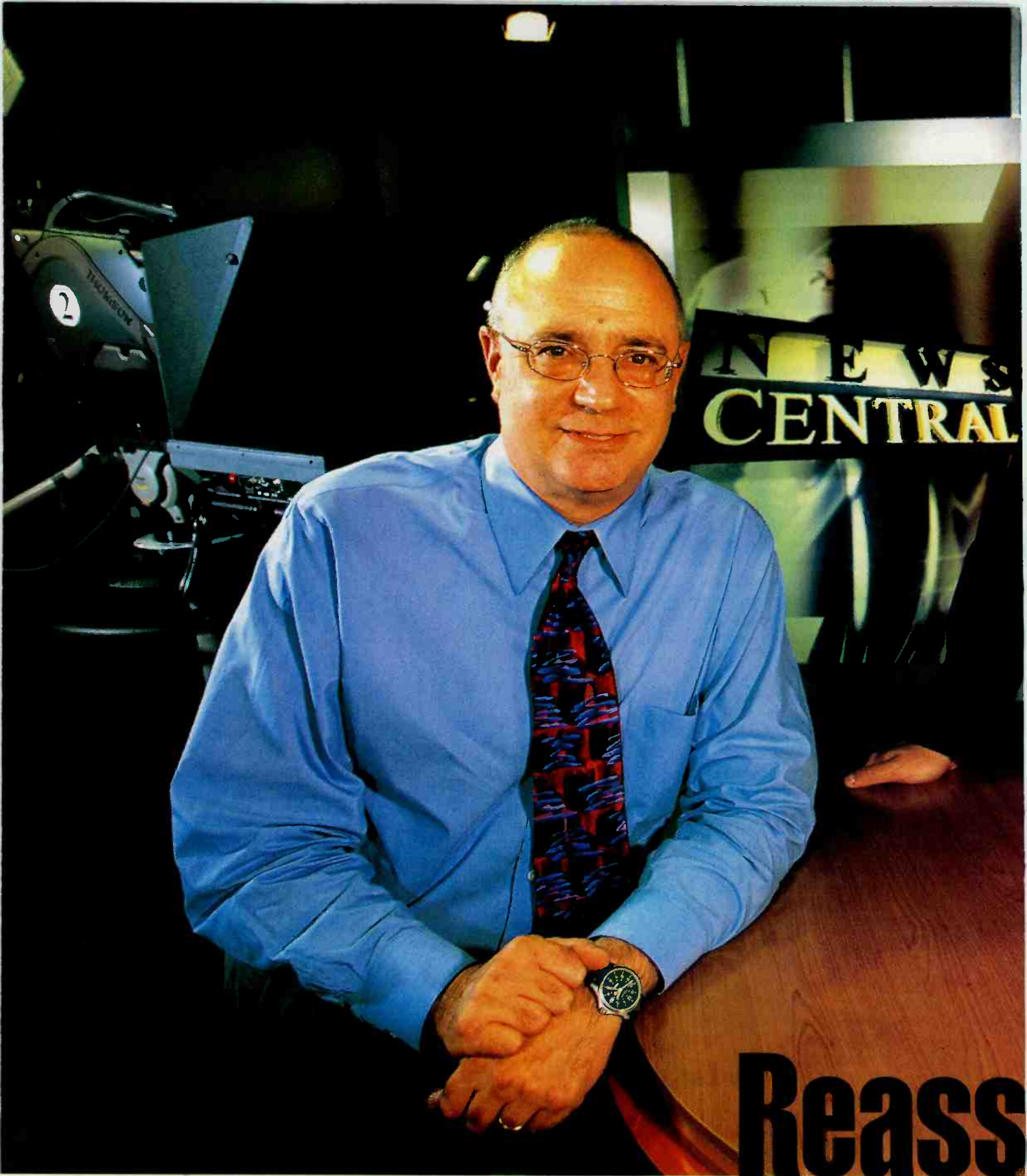
Both L.A.'s and the country's largest Spanish-language daily is privately owned *La Opinión*, which has a daily circ of 128,495 (up 8.1 percent) and a Sunday circ of 72,752 (a 1.7 percent rise). Just South of Los Angeles is Orange County, home of *The Orange County Register*, Freedom Communications' flagship paper. The *Register's* daily circ for the six months ended in March was 314,759 (down 12.2 percent); Sunday circ was 371,114 (a 10.5 percent drop).

Los Angeles is the nation's No. 1 out-of-home advertising market. Viacom Outdoor and Clear Channel Outdoor control the largest share of the market, although other players include Vista Media, Regency Outdoor Advertising and Van Wagner Outdoor. ■

RADIO LISTENERSHIP / LOS ANGELES

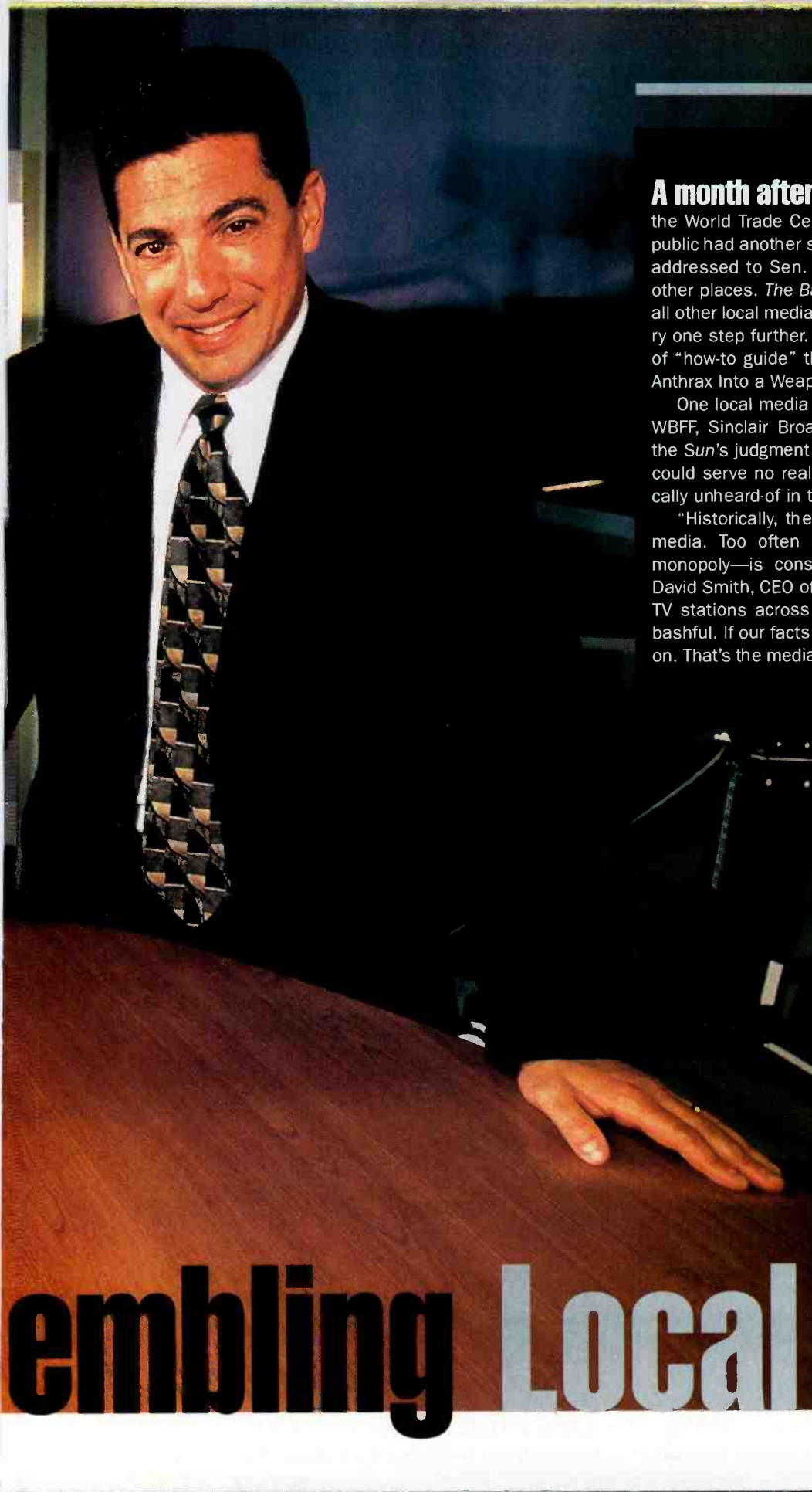
STATION	FORMAT	Avg. Qtr.-Hour Share	
		Mornig Drive, 12+	Evening Drive, 12+
KSCA-FM	Ranchera	7.9	2.3
KKBT-FM	Urban	5.1	3.2
KPWR-FM	Urban/Contemporary Hit Radio	4.7	6.1
KFI-AM	Talk	4.5	2.9
KROQ-FM	Alternative	4.2	4.7
KLVE-FM	Spanish/Variety	3.9	3.1
KLSX-FM	Talk	3.9	2.4
KIIS-FM	Top 40	3.4	3.8
KNX-AM	News	3.2	1.8
KOST-FM	Adult Contemporary	3.1	3.9

Source: Arbitron Spring 2002 Radio Market Report



CORBIS/SABA

THE ARCHITECTS: News Central's Gottlieb (left) and DeFeo are trying to create network newscast quality, at a fraction of the cost.



A month after the terrorist attacks on

the World Trade Center and the Pentagon, the American public had another scare. Anthrax was turning up in letters addressed to Sen. Tom Daschle and NBC News, among other places. *The Baltimore Sun* followed the story, as did all other local media in Baltimore, but the *Sun* took the story one step further. On Oct. 18, 2001, it published a sort of "how-to guide" that included a sidebar titled "Making Anthrax Into a Weapon."

One local media outlet cried foul. In an on-air editorial, WBFF, Sinclair Broadcast Group's Fox affiliate, criticized the *Sun's* judgment in printing details that WBFF believed could serve no real public interest. It was a move practically unheard-of in the annals of local TV news.

"Historically, the local TV station won't critique other media. Too often in local markets, the newspaper—a monopoly—is considered the arbiter of truth," argues David Smith, CEO of Sinclair, which owns and operates 61 TV stations across the country. "We in TV shouldn't be bashful. If our facts are correct, then we should take them on. That's the media's role, to bring light to the issues. The

Sinclair Broadcast Group's new centralized news facility will produce sports, weather and other reports for the group's TV outlets, which will mix in local content at the other end of the line

BY KATY BACHMAN

embling Local News

PHOTOGRAPH BY MARTIN SIMON

reality is, there's distortion everywhere, and the key is to help people be more informed."

Smith, who in recent years has closed down local-news operations at a handful of Sinclair's stations, plans to return that voice to many in the station group through Sinclair News Central, a \$5 million, centralized news operation designed to bring news to Sinclair's stations at one-half to one-third the cost of building a local-news operation from scratch. Along the way, he hopes to change the face of local TV news as he encourages the stations to take a more active role in the community.

From Sinclair's Hunt Valley, Md., headquarters—home base for WBFF, the company's flagship station—Sinclair News Central will feed national news, sports and weather to local stations, which will be freed up to concentrate on gathering, developing and reporting local news. Described as a set-up resembling the major network-news operations, the 13,000-sq.-ft. space houses three studios, three control rooms, and a newsroom that can accommodate 40 producers, assignment editors, managers, production assistant and researchers.



SAME TEAM, DIFFERENT MARKET: Morris Jones (left), who will anchor much of SNC's news product, meets Jim Kiertzner, WSMH's newly hired local anchor in Flint, Mich.

"Too many stations are just filling airtime with an endless stream

Sinclair's executives believe they are taking SNC beyond other recent initiatives by the likes of NBC Stations, Belo and Ackerley (now owned by Clear Channel Communications) to centralize various station operations. Those groups are "hubbing" or "centralcasting," which essentially merge back-office operations and share some programming across their station bases.

WSMH-TV, Sinclair's Fox affiliate and the fourth-highest biller in Flint, Mich., the nation's 64th-largest TV market, will be the first affiliate to launch SNC (on Oct. 28), starting with a full hour of news at 10 p.m. Over the next two years, Sinclair plans to roll out SNC to 30 of its stations that don't currently carry news. "We've looked at news for a number of years for this station, but there were always questions about how we could afford to do it," said Michael Eichhorn, general manager of WSMH.

NEWS CAN BE AN EXPENSIVE PROPOSITION—as many TV groups, including Sinclair, that aren't owned by one of the networks will testify—especially when the station is the fourth- or fifth-ranked news operation in the market, competing with stations that have established news brands going back 50 years.

The man Smith has put in charge of distinguishing SNC from its competitors is news director Joe DeFeo, and he knows this news operation had better be different from the competition. "We're coming into the Flint market dead last," says DeFeo, the principal architect of what viewers will see. "We can't go in and look like everyone else."

A 22-year news veteran, DeFeo joined Sinclair in 1991, where he started up news at WBFF. Although he knows his way around the technical and organizational requirements of SNC, DeFeo is even more focused on the content SNC will produce. Ultimately, it will be DeFeo's ability to execute the SNC vision into a new model for local TV news that will make the difference.

"I enjoy startup opportunities," explains DeFeo as he negotiates his way around ladders and hanging wires in his corner office, which offers a good view of the two satellite dishes and the green, rolling hills of suburban Baltimore. Since January, DeFeo has reviewed hundreds of

audition tapes and conducted dozens of interviews to assemble a staff that will communicate Sinclair's vision to the masses. In late June, DeFeo hired as his managing editor Carl Gottlieb, most recently deputy director of the Project for Excellence in Journalism and the former vp and news director of WTTG, Fox Television's owned-and-operated outlet in Washington, D.C. Gottlieb is an interesting hire, since he was local news' main gadfly in his role at the PEJ.

"This is an idea whose time has come, any way you look at it," contends Gottlieb, whose criticisms bemoaning the general state of local TV news are well known to many a news director. "Too many stations are just filling airtime with an endless stream of chalk lines and body bags. But if you want to do news that's meaningful, you have to go beyond that and tell viewers why you're covering it."

According to the PEJ, one in four stories in local news is about crime, law or courts. Less than 1 percent of stories that get air time are considered investigative stories. Issues barely covered in news include poverty, welfare, homelessness and cultural events. Coverage of politics, policy and government also falls low on the list, making up an insignificant 8 percent of stories aired.

As managing editor, Gottlieb supervises six anchors/reporters, including lead anchors Morris Jones, a former WTTG anchor, and Jennifer Gladstone, a former anchor and reporter for WGCL, Meredith Broadcasting's CBS affiliate in Atlanta.

Both DeFeo and Gottlieb say they want SNC news staffers to think differently. "A lot of TV news tends to be too predictable and a little too polite," continues Gottlieb. "There are stories that ignite passion and we need to cover them that way. Too often we sit in newsrooms and tell ourselves viewers may get upset. We want to get them to jump out of their chairs and pay attention. We want an active viewer rather than a passive viewer."

DeFeo points to the kind of stories WBFF has aired as "cover stories" as a sort of template for SNC. For example, based on a six-week investigation, the station reported a story that uncovered widespread damage and theft of owners' cars that were impounded by the city. Owners found their cars were missing valuable parts, such as elec-

tronics equipment and tires, or even just plain stripped, leading to hundreds of lawsuits. As a result of WBFF's report, the person in charge of the towing lot was eventually replaced and a new system, which included photographing the towed cars, was put in place. Two workers were charged with theft.

Such stories run from three to seven minutes, much longer than the typical two-and-a-half-minute story in local newscasts. "We want to get all sides, let a story breathe," says DeFeo, who doesn't rule out other nontraditional approaches to news, such as a debate-style approach or lengthier talk segments.

"Fox News Channel has demonstrated that people want a different level of truth. And if you can do it nationally, why not locally?" adds Smith. "If we're successful in creating meaningful, relevant controversy, we'll be doing a community service."

Of course, saving money along the way is a big part of SNC's equation. And its creators want to give Sinclair's local news the look of a network newscast at a fraction of the cost. All of the graphics and tem-

plate have become even more harsh for local stations since the events of last year, when the bottom fell out of the advertising market. TV groups without deep pockets faced enormous budget crunches, already exacerbated by having to pony up between \$3 million and \$8 million apiece to meet federal deadlines to convert their signals to digital.

Employment at local TV news operations dropped 14.6 percent in 2001, according to the 2002 RTNDA/Ball State University annual survey. In 2000, there were 851 TV stations carrying news. Today, there are 834. The PEJ published similar discouraging statistics. Half of the more than 118 stations surveyed reported budget cuts in 2001 and another 21 percent had layoffs.

Sinclair was just one of several TV groups that found itself under pressure from its lenders. One month after the terrorist attacks, Sinclair announced it had retained Bear Stearns to help the company hone its TV portfolio. That same month, Sinclair shut down news at KDNL, its ABC affiliate in St. Louis, the 22nd-largest TV market, and one of eight stations the company owns in a top-25 market. By

of chalk lines and body bags." CARL GOTTLIEB

plates for the on-air appearance are created at the Hunt Valley location, including on-air promos. The template allows for local elements and the station's customized identity to be inserted into the newscast. The on-air sets at WSMH (and eventually the other stations that pick up SNC) will be a junior version of the main SNC set to provide a seamless integration of all the elements. Viewers will hardly notice that SNC anchors Jones and Gladstone aren't in the same studio with Flint anchor Jim Kiertzner.

The programming hour begins with a 10-minute segment of local news, followed by 10 minutes of national, another 5 minutes of local, 4 minutes of weather, 10 minutes of national and 8 minutes of sports, both national and local. DeFeo stresses these are broad strokes for a work in progress. "We're trying to break away from pre-defined segments," he says. "If national is the lead, we'll make it the lead. We'll work with the stations in making those decisions."

"Sinclair is trying to do more news and they're trying to do it in a way that will work financially," says Barbara Cochran, president of the Radio Television News Directors Association, who's reserving judgment on the quality of the newscasts until she sees them. "It's a different model. It's the first time a station group is offering a non-network national news service."

WHILE SNC LOOKS GOOD ON PAPER, that doesn't mean it will be a slam-dunk. Sinclair will be up against established news brands that took years to build. That, however, can be turned into an advantage, Sinclair execs believe. "They're established and they're stuck," says Smith of the big affiliate news operations. "We can do what we want and we can target dayparts they can't, such as 10 p.m."

It doesn't help that the financial realities of startup news operations

the end of the year, Sinclair had cut its workforce by 4 percent overall.

In January 2002, the company was forced to close money-losing news operations at WXLV-TV, its ABC affiliate in Greensboro, N.C., the 46th-largest TV market. About 35 staffers were laid off. It was the third Sinclair station to eliminate news operations in about a year—in October 2000, Sinclair shut down local news at WTWC, an NBC affiliate in Tallahassee, Fla.

In April, Sinclair announced it would sell its WB affiliate in Bloomington, Ind., WTTK, and a nearby satellite station to Tribune Broadcasting for \$125 million, setting off a round of rumors that the company was a likely acquisition target. But by July, when the company had successfully completed refinancing of some of its bank debt and the market started to rebound, Sinclair's financial situation had stabilized. It was now in a position to go full speed ahead with SNC.

"The debt load is not a burden anymore," notes Lee Westerfield, a broadcast analyst at UBS Warburg. "The news strategy has a simple and credible logic."

If it works, generating sufficient ratings and revenue, Sinclair will also be in a better position to go after dollars in many markets where it was otherwise shut out. By some estimates, advertising revenue from local TV news can make up as much as 30 percent of a station's annual revenue. For a strong ABC, CBS or NBC affiliate, that figure could be as high as 50 percent or more. It would also help Sinclair realize its goal of increasing the percentage of dollars it gets from local advertising to 75 percent.

"That's a huge revenue pie we don't participate in, and if our stations don't have news, I'm out of that business," says Smith. "If Flint, Mich., can make money with news, then I'm back in the news business in St. Louis." ■

"We're coming into the Flint market dead last. We can't go in and look like everybody else."

JOE DEFEO

Movers

CABLE TV

Robyn DeMarco was promoted to vp, programming, planning and scheduling for MTV and MTV2. DeMarco joined MTV in 1993 as a programming coordinator and was involved in the creation of *Jack-ass Sunday* and *The Hook-Up*.

RADIO

Bob Kaake has been named regional vp of programming for the Clear Channel Chicago trade zone, including stations in Chicago, Milwaukee, and Madison and Eau Claire, Wis. He will continue as operations director of WNUA-FM and WLIT-FM in Chicago...

Steve Buchanan, senior vp of the Grand Ole Opry and attractions for Gaylord Entertainment, has been promoted to senior vp of media and entertainment, adding duties for the company's Nashville stations, WSM-FM and -AM and WWTN-FM.

BROADCAST

Marcellus Alexander Jr. was named executive vp of television for the National Association of Broadcasters. Alexander, most recently vp and general manager of KYW-TV, Viacom's CBS outlet in Philadelphia, replaces Chuck Sherman, who now heads up the NAB Education Foundation as president... **Timothy Krass** has been named executive vp of affiliate relations for Univision, where he will be responsible for managing affiliate relations within the network, cable and satellite industries for Univision, Telefutera and Galavisión. Krass was senior vp of affiliate sales and marketing at Intertainer... **Melva Goffney** has been named senior vp, program research, NBC West Coast, where she will be responsible for overseeing the company's Burbank, Calif.-based program research department. Goffney was most recently director of research at Nickelodeon.

MAGAZINES

Elizabeth Baker Keffer was promoted to publisher at *The Atlantic Monthly*, filling a year-long vacancy. Keffer worked for the Advisory Board Co., a corporate sibling of Atlantic Media Group. She will also serve as executive vp for AMG, overseeing ad sales for *National Journal* and *Government Executive*.

Media Elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

DOGGIE TREATS ARE NICE, but for Liz Taylor's constant companion, only the latest in pup culture will do. So to thank Liz's photogenic Maltese, Sugar, for making the cross-country trip to New York for *InStyle*'s recent gala auction feting the new book, *Elizabeth Taylor: My Love Affair With Jewelry*, m.e. Charla Lawhon gifted the pooch with a Queen Z's crown-shaped felt doggie bed. While Sugar ruffed it in her new regalia (appropriated from the shoot of the magazine's October "Pup Culture" story), other guests at Christie's (including Elton John) bid on baubles—some created just for the occasion, others from Liz's jewelry box. The event raised \$250,000 dollars to benefit the Elizabeth Taylor AIDS Foundation... As far as David

Chase is concerned, WINS-AM's **John Montone** is the real goods, the authentic sound of New York. That's why *The Sopranos* executive producer called on Montone, veteran a.m. street-news reporter, to tape a radio report for a "morning-drive" scene with Tony & Co. in the Sept. 29 episode. "It was a thrill because I'm a fan of the show," said Montone, who grew up in the North Jersey environs where the HBO hit series is set. "Besides," he continued, "growing up, I had two possible career paths: radio reporter or mobster, but there were no college tracks in organized crime." In his 20 years at 1010 WINS, Montone has

brushed up against plenty of real-life mobsters along his beat, and he seems to have learned a thing or two about their manners. "You'd better quote me right," he said, "or I'll have to send Paulie Walnuts after you."... **Oprah's** down and **Martha's** out, but a handful of other female media leaders are coming on strong, according to *Fortune*'s just-released ranking of the 50 Most Powerful Women in Business. The rankings—for leaders of for-profit companies only—rested on four main measures: the revenue and profits she controls; the importance of her business in the global economy; the arc of her career (how quickly she's risen and where she's likely to go); and her impact on culture and society. After several years on the upper rungs

of the ranking, Martha Stewart this year is—surprise!—a no-show, thanks to the yet-to-be-resolved ImClone insider-trading matter. Oprah's profile slipped seven notches to No. 10 since she discontinued her book club (but don't cry for her; she's got a piece of *Dr. Phil*). Meanwhile, others in the media sisterhood climbed five or more rungs from last year to this, including Carole Black of Lifetime (No. 35); Janet Robinson of the New York Times Co. (28); Cathie Black of Hearst Magazines (24); **Judy McGrath** of MTV Networks (12); and **Ann Moore**, CEO of *Fortune* parent Time Inc. (11). Says *Fortune* senior writer Patti Sellers, who penned the piece: "This list is always overweighted with media execs because the industry is more welcoming to women... This year, several tech women dropped off, so it opened up spots for the media women."... Some female radio personalities will soon be getting a leg up on the competition, as **Playboy** just announced its search for candidates to pose for an upcoming "Women of Radio" pictorial. DJs and on-air personalities who deliver traffic, weather, sports or news are welcome. ■



Pampered pooch: *InStyle* gave Taylor's dog a present for coming to New York.



On *Fortune* list, she slipped a bit...



...while Moore rose in the ranks.

PATRICK DEMARCHELIER

Spotlight On...



Erin Brockovich Host, Lifetime's *Final Justice*

Despite her celebrated spearheading of one of the largest class-action lawsuits in history, Erin Brockovich says she is not a legal eagle. The 42-year-old mother of three, whose name and story made a hit at the box office in 2000, describes herself as a spokesman for the people, which is why *Final Justice* suits her. After fielding several offers to do TV shows, Brockovich signed on to host the new Lifetime reality series because it profiles real women who have taken on the American judicial system and won. "*Final Justice* is about women who have faced adversity and are attempting to make a difference for themselves and their family. I love stories like that," Brockovich says. "I feel real inspiration in people's struggles."

After Hollywood told her inspirational story, of uncovering the environmental crimes of Pacific Gas & Electric in Hinkley, Calif., and working with lawyer Ed Masry to win \$333 million in damages for the town's people, Brockovich was deluged with offers and had to take some time to figure out what worked for her. She acknowledged the power of television to drive home a message but resisted putting together a deal just to get a show (Brockovich hosted the ABC special *Challenge America* last year, but several other deals she was reportedly connected to never came to fruition). "I needed to see where my work could be most beneficial, and Lifetime is a good fit. I watch Lifetime," Brockovich says.

The women to be featured in *Final Justice* include Susan Wilson, a victim of video voyeurism who fought for a law that would make such acts a crime, and Rhea Harvey, an African-American woman who got federal courts to review the case of three white men who were accused then acquitted by a Kansas City, Mo., court of killing her husband. "My entire body of work—lectures, books, TV—is performed in the hope that we can inspire people to believe in themselves," Brockovich says. —Megan Larson

WHEN WE SEE THE
GREAT WHITE SHARK
FOR THE FIRST TIME

New Vision Group
announces
the completion
of its first
broadcast television
acquisition
for 39.5 Million dollars
from
SJL Communications

KSBY-TV



Channel 6

**Serving the
Santa Barbara
television market
on California's
Central Coast**

Supported by the private
equity facilities of
Arlington Capital Partners,
Washington, D.C.
and in the process of making
future acquisitions in the
broadcast television, media
and entertainment categories.

Jason Elkin, Chairman & CEO
John Heinen, President



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404-995-4711

Media Elite

Media Dish



At New York's Four Seasons recently for a dinner feting *Departures'* special U.K. issue, vp/publisher Kathi Doolan with Kaichi Takahashi, executive vp of U.S. operations, Mikimoto



Rich Ross, president of entertainment at Disney Channel (c.), and his programming and marketing team at the ABC Cable Networks Group posed in their Burbank, Calif., office to kick off a series of events marking the 10th anniversary of media and merchandising phenom *Power Rangers*. ABC Family is prepping for the launch of the next TV incarnation of *Power Rangers* on its kids' action/adventure block.



Food Network celebrity chef Sara Moulton stopped by Giants Stadium recently to teach New York Giants (l. to r.) Amani Toomer, Tiki Barber, Luke Petitgout and Will Allen how to whip up sizzling fajitas for a special episode of her *Sara Secrets* show, slated to air around Super Bowl time in January.

Inside Media

NEWS OF THE MARKET

Forbes ASAP Folds After a Decade

Forbes last week suspended publication of 10-year-old *Forbes ASAP*, the quarterly new-economy supplement sent to all of the business biweekly's 885,000 subscribers. The current fall issue will be its last; about a dozen staffers will be let go. "In making this decision, the company is responding to the continuing difficulties in this technology sector," read a *Forbes* statement. "There is no longer a market for dedicated new-economy publications." Best of the Web, a featured section that merged with *ASAP* in 1999, will continue to publish on Forbes.com. Forbes' quarterly lifestyle supplement, *Forbes FYI*, will still be published. Ad pages for the 900,000-circ *Forbes* through Oct. 7 fell 23 percent to 2,288, reports the *Mediaweek Monitor*.

USA Expands Crime Friday Lineup

Spurred on by the success of its new detective series *Monk*, USA Network is expand-

ing its "Crime Friday" lineup with two new reality-based pilots. *True Crimes of Passion* and *Not by the Book* (both are working titles) will be launched into long-form series to run alongside *Monk* if the pilots are successful, a representative said. *True Crimes of Passion*, which looks in hindsight at a perpetrator's motivation for the crime through interviews with journalists and detectives, will debut at the end of November. *Not by the Book*, which has yet to be scheduled, chronicles unorthodox approaches to crime-solving. Movie franchises *Dominick Dunne Presents* and *Ann Rule Presents* round out the crime-themed night.

SI for Kids to Produce Special Teen Issue

Time Inc.'s *Sports Illustrated for Kids* will publish a stand-alone teen issue in December, to be mailed separately to more than 300,000 of the monthly's subscribers between 12 and 15 years old. The special edi-

tion is an extension of the popular "Teen Select," a bimonthly, four-to-eight-page targeted editorial and advertising section that started running in February. Next year, the section will run in every issue.

XM Says Sub Growth Is on Target

XM Satellite Radio reported it ended third quarter with 201,500 subscribers, up from 136,000 the previous quarter. The count was in line with its forecast, putting the Washington, D.C.-based service on track to hit its subscriber target of 350,000 by the end of the year, said Hugh Panero, president and CEO of XM. At last count, XM's sole competitor, Sirius Satellite Radio, had 6,510 subscribers.

NCTA Report: 10 Mil+ Get Net Via Cable

A report released by the National Cable & Telecommunications Association last week put the number of subscribers to cable's

WHEN MRS. ROBINSON ASKS,

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The power of magazine brand names today is selling books, merchandise and TV shows and promoting web site traffic. But the core brands themselves are losing circulation and ad sales are in a continuing decline.

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We investigate coming ad spending by product category and predict which kinds of magazines are positioned to benefit most in the near term. We find the bright spots and some promising new ideas in the business. We'll study the circulation doldrums and find out what's happening, who's successfully bucking the trend. . .and how they're doing it.

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Inside Media

high-speed Internet service at more than 10 million at the end of the third quarter. The figure represents more than 20 percent of households with personal computers that have access to broadband cable services. Since 1996, the number of high-speed Internet cable subscribers has grown significantly from a base of 10,000.

CBS Radio Gives Grodin More Air

Charles Grodin has joined Westwood One's CBS Radio News as a commentator, providing three one-minute commentaries each week on Monday, Wednesday and Friday, in addition to his weekly commentary on *CBS Weekend Roundup*. CBS Radio is carried on more than 540 radio stations. Grodin currently provides commentary for CBS' network TV show *60 Minutes II*.

DISH Network to Offer NHL's Center Ice

DISH Network, the direct-broadcast satellite service, has signed a multiyear agreement to offer the National Hockey League's Center Ice out-of-market television package to its

customers via Dish on Demand and pay-per-view. NHL Center Ice offers up to 40 out-of-market regular-season games each week from Oct. 9 through April 6, 2003, as well as select first- and second-round Stanley Cup playoff games. The package is available to both home viewers and commercial establishments that are Dish customers.

ESPN Study Tracks Student Viewing

Nearly 5 million college students enrolled at four-year colleges watch TV each week in locations that are not measured by Nielsen Media Research, according to a survey sponsored by sports cable network ESPN. That total represents 55 percent of the estimated 8.8 million students enrolled at four-year schools in the U.S. The study, which was conducted from April 4 to May 1 of this year, found that the average student spends 14.5 hours watching TV each week, and 37 percent of that viewing takes place out-of-home. Nearly all out-of-home viewing, 90 percent, takes place in a student's room at school, the survey showed. The

study revealed that only 15 percent of college students attending four-year schools live in their parents' homes while attending school. The majority live in nonprimary residences, including dorms; fraternity or sorority houses; rental apartments; or off-campus homes.

NYC to Test Parking Meter Advertising

New York-based out-of-home company Park Place Media has signed a deal with the City of New York for a one-year test of its parking-meter advertising concept. Through the deal, Park Place is offering advertising space on 250 meters along Third Avenue on the Upper East Side from 67th to 86th Streets. The medium is a three-sided module attached to the pole below the meter, with one advertiser only per pole for a minimum of one side of one city block.

CC Launches Web Site for New Music

Clear Channel Communications has launched a Web site called New Music Network (www.clearchannelnewmusicnet-

WHEN THELMA & LOUISE KEEP GOING

(continued from page 00)

work.com), devoted to giving exposure to new music and talent. Headed by president Gerry Cagle, the network is based on the company's year-old pilot program, the A&R Network, which showcases unsigned music talent. As a result of the network, nine new artists have signed record contracts and another two have contracts pending. The New Music Network will be free to artists who register their work and to consumers who visit the Web site to sample new music. Future plans include an Internet radio channel devoted entirely to new music.

NewRadio Group Targets Midwest Stations

Radio-business veterans Mary Quass, Tami Gillmore and Lindsay Wood Davis have formed NewRadio Group and announced their first acquisition. The group has agreed to purchase 22 radio stations in Wisconsin and Illinois from Marathon Media for \$19 million. Most of the stations are in unrated, smaller radio markets. "Our goal is to focus on Midwestern radio stations in small and midsize markets," said Quass, CEO and principal owner of the new company. "People in radio talk about the talent drain, but we're finding some very talented people in these small markets," she added.

Arbitron to Measure 3rd Mexican Market

Arbitron this fall will begin measuring Monterrey, the company's third syndicated radio market in Mexico. The company has signed long-term ratings contracts that include reports for all three markets with Grupo Radio Mexico, Grupo Radio Centro and ACIR, along with national advertising agencies such as Control Media, Media Planning, Starcom and OMD Mexico. Arbitron already measures Mexico City (since last year) and Guadalajara (since July).

Radio One Pursuing Cable Network

Radio One, the largest radio group specializing in Urban programming, is seeking cable distribution to launch a new network targeting African Americans. The Lanham, Md.-based company has already lined up investors willing to pony up \$100 million to \$150 million in total for what would be an alternative to Viacom's BET. Radio One would own less than 50 percent of the new network. But with no distribution yet in place, Scott Royster, CFO for Radio One, said the timing of the network's launch is anywhere from "a few months [from now] to never."

YM Teams With Cheerios for O-Town Promo

G+J USA's YM magazine has partnered with Frosted Cheerios in a promotion aiming to drive teen girls to the monthly's Web site and to buy the General Mills cereal, using boy band O-Town as its lure. More than 2 million Frosted Cheerios boxes, now available in grocery stores nationwide, feature YM creative on the back and sides about O-Town and a free O-Town locker poster inside, coinciding with the band's sophomore album release this month.

Business Title Launches English Edition

Poder, a Miami-based business magazine published in Spanish and Portuguese editions in the U.S. and South America, has launched an English version, now available to subscribers and on newsstands in New York, Miami and Washington D.C. Most content in the English issue is original and directed at U.S. businessmen and policymakers with ties to Latin America. The year-old monthly, published by Zoom Media Group, had previously distributed its Spanish edition in the U.S., as part of its 70,000 circulation.

The Advertising Research Foundation will hold a series of **workshops** focusing on marketing and media effectiveness Oct. 7-10 at the New York Marriott Marquis. Contact: 212-751-5656.

SBCA will present the **SkyFORUM Satellite Financial Symposium** Oct. 9 at New York's Waldorf-Astoria. Contact: Brian Lynch, 703-739-8361.

The **Association of National Advertisers annual conference**, "Navigating the Changing Brandscape," will be held Oct. 10-13 at the Ritz-Carlton in Naples, Fla. Highlights will include a session on U.S. security at home and abroad, with Sen. Bob Graham, D-Fla., chairman of the Senate Select Committee on Intelligence. Contact: 212-697-9590.

CTAM will present "**Master Course: How Cable Goes to Market**" Oct. 22 at the AOL Time Warner Building in New York. Contact: Tamara Kukla, 703-549-4200.

The **Folio:Show**, covering the state of the magazine industry and addressing key concerns of editors and publishers, will be held Oct. 28-30 at the Hilton New York. Ed Needham, managing editor of Wenner Media's *Rolling Stone*, will deliver the opening-day luncheon keynote. Contact: 917-981-2937.

American Women in Radio and Television will host a luncheon panel titled, "Scared to meet your media buyers? Don't be left in the dark. Find out what they really want," Oct. 31 at the Yale Club in New York. Contact: Anne Thornton, AWRT vp of programming, 908-413-3799.

The **American Association of Advertising Agencies** will hold its annual **creative conference** Nov. 13-15 at the Grand Hyatt San Francisco on Union Square. Contact: Michelle James, 212-682-2500.

PricewaterhouseCoopers will present the **Global Entertainment, Media and Communications Summit** Nov. 15 at the Waldorf-Astoria in New York. Contact: 646-394-2413.



WB Heroes Headed for Cartoon

Warner Bros. Animation is creating two new series for Cartoon Network: *Teen Titans* and *Duck Dodgers*. *Duck Dodgers*, starring Daffy Duck, is slated to premiere in 2004 exclusively on Cartoon; *Teen Titans*, based on DC Comics characters, will also air on Kids WB!, beginning in 2003. Following Cartoon's success with DC Comics' *Justice League*, *Teen Titans* chronicles Boy Wonder Robin and his teen superhero friends Cyborg, Beast Boy, Starfire and Raven as they protect Earth from intergalactic villains. *Duck Dodgers*—like Buck Rogers before him—battles Earth's enemies in the future.

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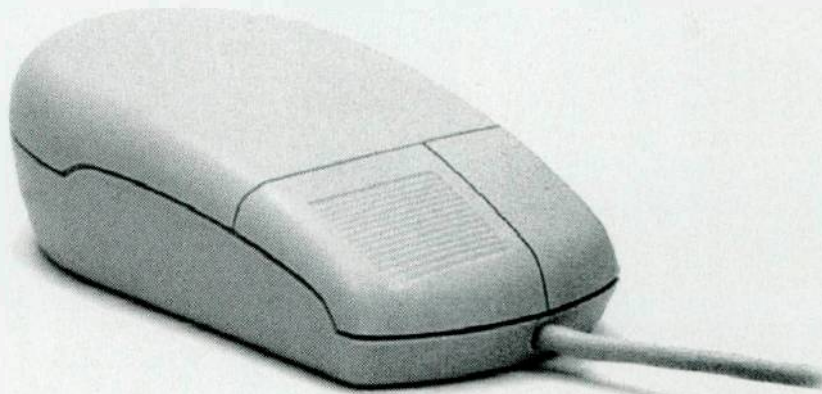


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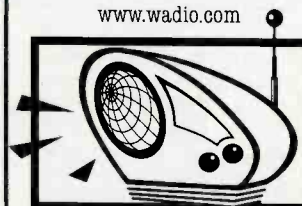
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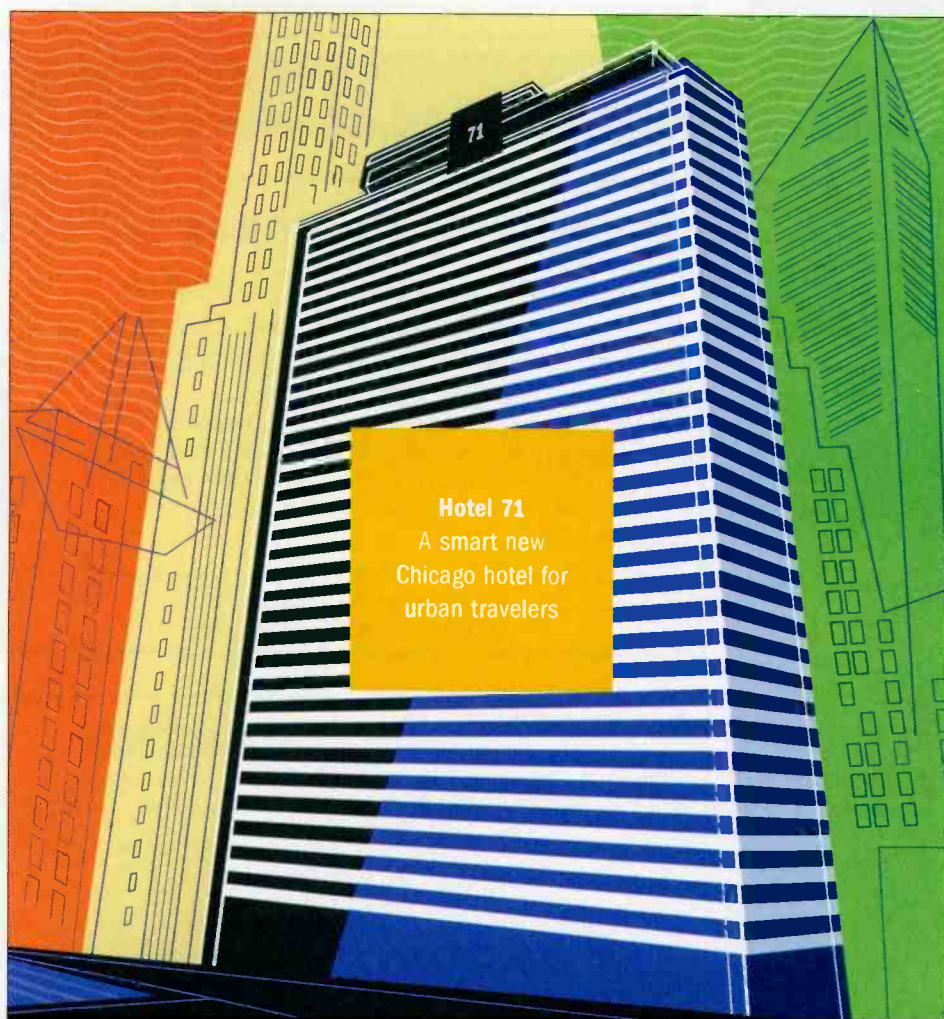
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Nielsen TV Ratings

For the week of September 23-29, 2002

	PROGRAM	NETWORK	NIGHT	VIEWERS
1.	Friends	NBC	Thursday	21.7
2.	CSI	CBS	Thursday	20.3
3.	ER	NBC	Thursday	18.2
4.	Everybody Loves Raymond	CBS	Monday	16.9
5.	CSI: Miami	CBS	Monday	15.3

Source: Nielsen Media Research



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w/Gwen Stefani as the lead)

Green eyeshadow

Driving cap
(tweed/corduroy)

Dishing on the Tabs

Revealed! American Media's tabloids are winning more ads, but newsstand sales are slumping

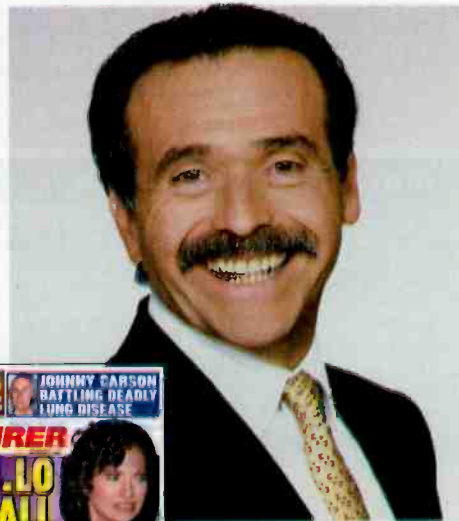
A YEAR AGO, TABLOID TITAN AMERICAN MEDIA INC., PUBLISHER OF SEVEN WEEKLIES including the *National Enquirer*, *Star* and *Globe*, was the subject of some shocking headlines reminiscent of the kind the tabs ran back in their "space-alien baby" heyday. But this time the news was real. The pub-

lisher's offices in Delray Beach, Fla., were the target of an anthrax attack, resulting in the death of a photo editor and the evacuation and quarantining of the building. Making matters worse, Wal-Mart, Safeway and other major retailers pulled the *Enquirer*, *Star* and *Globe* off their shelves for 24 hours after *Larry King Live* incorrectly reported that anthrax could be contracted from the tabs' pages. The weeklies' single-copy sales (which account for more than 80 percent of their circulations) plunged 33 percent over the two weeks following the scare.

"It took me weeks to get back," recalls David Pecker, AMI chairman/CEO and president since 1999, when he acquired AMI with financial backers Evercore Partners. "And we've recovered pretty well, thank God." Pecker quickly relocated the company's offices, and the magazines never missed an issue.

Still, the tabloids' long-running decline on the newsstand has continued. In the first half of this year, the 1.8 million-circ *Enquirer's* newsstand sales plunged 11 percent over the same period in 2001, according to the Audit Bureau of Circulations. The 1.4 million-circ *Star's* single-copy sales slid 5.4 percent, and the 635,000-circ *Globe* dipped 5.2 percent. Part of the falloff can be attributed to industrywide problems with newsstand sales.

But Pecker admits that Wenner Media's re-energized, tabloid-flavored *Us Weekly* is giving him headaches. "From a competitive standpoint, [new *Us* editor in chief



Since Pecker acquired AMI in 1999, he has invested \$50 million in the tabs and made moves to improve their editorial credibility.

Bonnie Fuller] has done a remarkable job," says Pecker. "She stopped us from getting back some of the units we lost."

While the 1 million-circ *Us* is having an impact on the tabs' sales, Pecker notes that it's not all bad news. AMI's Distribution Services Inc. unit, which distributes magazines to supermarkets for G+J USA, Rodale and *Newsweek*, also handles *Us*. "The more they sell, the more money I

make," Pecker says.

The tabloids have fared considerably better with advertising. Through August, the *Enquirer's* ad pages were up 20.5 percent to 669 compared to last year, according to Publishers Information Bureau; the celebrity-centric *Star's* ad pages advanced 29.6 percent to 537. TV networks including NBC and E! have upped their spending this year, along with packaged goods advertisers including Kraft and Campbell's.

David Enberg, AMI vp/publisher and director of corporate sales, credits the ad gains to the \$50 million Pecker has poured into the tabs to add full four-color pages, heavier paper stock and 12 extra editorial pages each week to the *Enquirer* and *Star*. To improve the tabs' credibility, Pecker hired a team of in-house lawyers, and former FBI agents now administer polygraph tests to paid sources. In 1999, AMI was fighting 37 lawsuits related to its coverage; currently there are only two, leveled against the *Enquirer* and *Star* by Rep. Gary Condit's wife, Carolyn. *Enquirer* exclusives regularly get picked up by other media, including a report last year on Jesse Jackson's "love child."

Some media buyers, however, still need convincing about the tabs. "They're an efficient buy, you can't deny that," says Robin Steinberg, Carat USA vp/print director. "But the question still arises how trustworthy the editorial is. It's hard to change the perception." —LG

A New Frontier

Sci Am broadens its appeal

Once considered the bible of the pocket-protector set, *Scientific American* in recent years has made a concerted effort to target more mainstream readers and advertisers. Over the past year, the 157-year-old monthly has tweaked its look, adding full-page photos and article summary boxes, and has expanded its coverage of science to include everything from hormone therapy to biological warfare.

Prior to the overhaul, *Scientific American* "looked intimidating, scholarly and impenetrable," says publisher Bruce Bradford. "The new design is more contemporary, more inviting."

While the book's total paid circulation dipped 2.2 percent in the first half of this year to 681,122, subscriptions grew 1.5 percent, according to ABC. With those numbers, *SA* is delivering advertisers a solid bonus over its

Magazines

665,000 circulation rate base.

On the ad side, pages are up 14.8 percent this year through October to 239, reports the *Mediaweek Monitor*. New advertisers including Intel and Rolex have signed on for the December issue, which features 50 innovators who have made important advances in science and technology.



Brandfon is taking on business books.

In reaching out to non-endemic advertisers, *Scientific American* is positioning itself against mainstream tech and business titles, two categories that have not fared

well this year. Ad pages at Condé Nast's *Wired* were off 43.8 percent through October to 580; Disney Publishing Worldwide's *Discover* fell 18.8 percent to 218; and Time Inc.'s *Business 2.0* declined 17.3 percent to 528 pages.

Time4 Media's *Popular Science* has enjoyed even stronger gains than *SA* this year, with ad pages up 46.1 percent through October to 485.

Some media buyers applaud *SA*'s changes. "Their readership has evolved—they're less nerdy," says Eric McClure, media director at Oasis Advertising. "They have expanded their appeal with the business person."

Next, *SA* will extend its brand with the creation of *SciTech Investor* magazine, a joint effort with *Institutional Investor* set to launch in January. The quarterly will be delivered to 40,000 subscribers of each title. —Aimee Deeken

Mediaweek Magazine Monitor

WEEKLIES October 7, 2002

ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS							
BusinessWeek ^X	7-Oct	8-Oct	76.73	13.40%	2,335.15	2,899.46	-19.46%
The Economist	28-Sep	29-Sep	58.50	7.69%	1,710.00	2,022.50	-15.45%
Newsweek ^E	7-Oct	8-Oct	31.78	70.30%	1,344.73	1,235.03	8.88%
The New Republic ⁴	7-Oct	8-Oct	10.50	-33.43%	289.48	334.96	-13.58%
Time ^E	7-Oct	8-Oct	48.47	44.09%	1,645.31	1,618.75	1.64%
U.S. News & World Report	7-Oct	8-Oct	29.15	20.24%	1,067.14	1,057.81	0.88%
The Weekly Standard	14-Oct	15-Oct	12.00	-25.00%	349.11	350.85	-0.50%
Category Total			267.13	21.67%	8,740.92	9,519.36	-8.18%
SPORTS/ENTERTAINMENT/LEISURE							
AutoWeek	7-Oct	8-Oct	25.93	9.10%	904.13	1,106.76	-18.31%
Entertainment Weekly ⁴	4-Oct	5-Oct	39.20	30.94%	1,357.16	1,324.34	2.48%
Golf World	4-Oct	5-Oct	24.00	0.00%	1,153.88	981.00	17.62%
New York ⁴	7-Oct	8-Oct	43.30	-2.77%	1,893.00	2,044.20	-7.40%
People ^X	7-Oct	8-Oct	90.97	-4.57%	2,682.46	2,701.86	-0.72%
The Sporting News	7-Oct	8-Oct	8.50	78.47%	565.86	468.95	20.67%
Sports Illustrated	7-Oct	8-Oct	52.39	-19.30%	1,853.92	1,792.27	3.44%
The New Yorker	7-Oct	8-Oct	22.74	81.40%	1,533.73	1,578.12	-2.81%
Time Out New York ¹	2-Oct	3-Oct	64.44	3.49%	2,593.23	2,547.78	1.78%
TV Guide	5-Oct	6-Oct	48.42	2.60%	1,796.72	2,128.46	-15.59%
US Weekly ³	7-Oct	8-Oct	9.00	201.89%	782.66	723.52	8.17%
Category Total			474.77	10.70%	17,116.75	17,397.27	-1.61%
SUNDAY MAGAZINES							
American Profile	6-Oct	5-Oct	8.55	2.34%	341.88	334.65	2.16%
Parade	6-Oct	7-Oct	17.06	-37.16%	486.67	455.21	6.91%
USA Weekend	DID NOT REPORT				455.08	424.47	7.21%
Category Total			25.61	-23.98%	1,283.63	1,214.33	5.71%
TOTALS			721.63	13.53%	27,141.30	28,130.96	-3.52%

E=estimated page counts; X=YTD 2001 includes an out-of-cycle issue; 1=one fewer issue in 2002 than in 2001; 3=three fewer issues in 2002; 4=four fewer issues in 2002; +=one more issue in 2002

BIWEEKLIES October 7, 2002

ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT							
ESPN The Magazine	14-Oct	15-Oct	48.65	38.60%	1,106.51	1,035.25	6.88%
Forbes ^{S2}	7-Oct	8-Oct	184.30	-83.07%	2,287.67	2,977.95	-23.18%
Fortune	14-Oct	15-Oct	167.57	12.91%	2,487.39	3,179.13	-21.76%
National Review	28-Oct	22-Oct	23.16	-11.50%	301.53	378.34	-20.30%
Rolling Stone	17-Oct	11-Oct	65.88	-33.82%	1,122.20	1,126.14	-0.35%
Category Total			489.56	-28.11%	7,305.30	8,696.81	-16.00%

S=10/8/02 is Forbes 400 Richest People special issue; 2=two fewer issues 2002 vs. 2001

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INTRODUCTION

Completely against their will, nearly 17 million Leading Edge Boomers¹ will be turning 50 during the next four years. By 2005, there will be 38 million Boomers between the ages of 50 and 59, of which 6.3% will be between the ages of 50 and 55.

As the largest age cohort, Boomers have defined the U.S. economy, society and body politic for the last 40 years, and they expect to keep doing so. As the wealthiest age cohort with a median per capita annual expenditure of \$27,000 (and a median family expenditure of over \$43,000), 50+ Boomers will spend approximately \$698 billion in 2002, and over \$1 trillion in 2005.

The Leading Edge (those passing the age of 50 years old) are facing a whole new set of challenges that will affect how they act, and especially how they spend, those hundreds of billions of dollars.

Figure 1: Boomers Turning 50 (2002 to 2005)

Year	Boomers Turning 50 (in 000s)
2002P	~1.150
2003P	~2.250
2004P	~3.850
2005P	~4.250

Source: U.S. Census and FIND/SVP Estimates.

¹ The Baby Boomers are defined as those born between 1946 and 1964. Those in the "Leading Edge" or "First Wave" were born between 1946 and 1955.

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Nearly 17 million Baby Boomers are turning 50 in just the next four years. By 2005, 38 million Baby Boomers will be 50+. They will be spending a trillion dollars annually. But on what? Who will really benefit? And what should your business do about it now?

FIND/SVP, a leader in the Knowledge Services Industry, has just completed a new Research Brief, "38 Million Boomers To Be 50+ By 2005: Insights To Help You Tap This Trillion Dollar Market," which includes the demographic and financial facts, sorts out the myths from the realities, and presents ideas on what products and services may boom — or bust unexpectedly.

With key insights into how to reach this market and expected spending habits in areas like financial planning, long-term care insurance, anti-aging, health, fitness, nesting, entertainment, travel, and fashion, this Brief is absolute must reading for anyone interested in a share of the Boomer market segment set to increase by 50% in less than 48 months.

FIND/SVP is a Knowledge Services company that provides a broad range of research and consulting expertise. FIND/SVP helps executives enhance their business performance and address critical issues through targeted research and advisory work, providing its member clients with a competitive business advantage.

YES! Send me "38 Million BOOMERS TO BE 50+ BY 2005" at the special introductory price of \$495 (a \$995 value); To order call 212-633-4539; fax in the form below to 212-633-4596; or order online at www.findsvp.com/offers/briefs.cfm.

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Media Person

BY LEWIS GROSSBERGER



Hold On to Your Parts

THE LATEST SURVEYS INDICATE THAT A LOT OF YOU HAVE COME

indoors to sit in front of your television sets now that fall has started and there are new series and new episodes of old series to watch. But they also show that you are often puzzled. There are new concepts flash-

ing across your screens, many of them strange. You have questions, so many questions, and no one to ask them of. No one but Media Person, of course. He is here for you, always. And that will never change.

Q. In *American Dreams*, it's supposed to be the early '60s. How come the characters all have 21st-century hairstyles?

A. NBC executives were afraid the public would be horrified and repelled if exposed to the actual truth.

Q. When *Push, Nevada* gets canceled, what happens to the million dollars the producers promised to award the viewer who solves the big mystery at the end of the season?

A. It will now be given to the viewer who can give the best explanation of how the show ever got on the air in the first place.

Q. Isn't David Caruso just Jack Webb with red hair?

A. Now that you mention it, there is a certain clipped, *Dragnet* quality to the tough-talking *CSI Miami* star. Yet when necessary, David (Never call him Dave...or he'll shoot you) can call up the sensitive-guy side of his personality, and it radiates such explosive empathy that any time your spouse is blown up by a bomb or slashed by a maniac, it is David you will call upon to give the kids the grisly news because he can do it with so much more tact and feeling than you could ever manage.

Q. Speaking of *CSI*, what is the secret of this series' success?

A. Sickening close-ups of dead people with missing body parts. The audience loves that. Oh, they say they want quality writing, but body parts is what it's all about.

Q. That guy in *John Doe*, the one who knows every fact in the world except his

own name—why doesn't he just go on *Who Wants to Be a Millionaire*? He'll win easily, get his picture in all the papers and then someone will recognize him.

A. Because the writers would just give the show some annoying twist ending like having the quizmaster say, "And now for one million dollars, what is your name?" And then the guy would be booed out of the studio, totally humiliated, a national laughingstock, and he'd be more miserable than ever.

Q. How come the *NYPD Blue* detectives always wait until the end of the show to take off their clothes and jump into bed with each other? I'm tired of having to wait that long.

A. The producers of *NYPD Blue* follow a policy of strict realism, as well as actual

their season premiere?

A. Yes it was. Due to the slump in the economy, the networks have begun a program of sharing and recycling body parts to save money.

Q. I watched *That Was Then*, where this guy travels back in time to when he was in high school and tries to correct the mistakes he made that ruined his life. What I want to know is, if he's able to travel in time, why doesn't he do something useful like killing Hitler?

A. That's just ridiculous. No reputable producer would ever do a show based on such an inane concept.

Q. Who is Forrest Whitaker, and why does he keep barging onto the set of *The Twilight Zone*? It kind of ruins the suspension-of-disbelief thing for me.

A. He is the host of the twisty-ending series. Forrest is one of our very finest fat actors and has appeared in many high-quality movies. Unfortunately, he has no personality whatever and is pretty much a zero as host. The reason UPN hired him over

The audience loves that. Oh, they say they want quality writing, but body parts is what it's all about.

police-department regulations, which state that detectives must solve their cases each day before engaging in sex with each other. Otherwise, crime would run rampant in the city.

Q. OK, but how come you never see the criminals having sex with each other?

A. Criminals are ugly, and the viewers would be turned off.

Q. In the premiere of *ER*, Dr. Romano walked into a helicopter rotor and severed his arm. That arm looked awfully familiar to me. Wasn't it the same one the cops on *CSI Miami* found floating in the Everglades in

Dr. Phil, its second choice, was it wanted someone who seems vaguely eerie, and Forrest has that whole drooping-left-eyelid thing going for him. (The original host, Rod Serling, is no longer available as he is in the for-real *Twilight Zone*.) But if you can get past the eyelid droop, the show isn't all that bad, although the blond girl the producers sent back in time to kill Hitler as a baby last week was a total incompetent. Why they couldn't have just dropped in a platoon of Navy Seals to machine-gun the whole damn Hitler family, Media Person is at a loss to comprehend. ■

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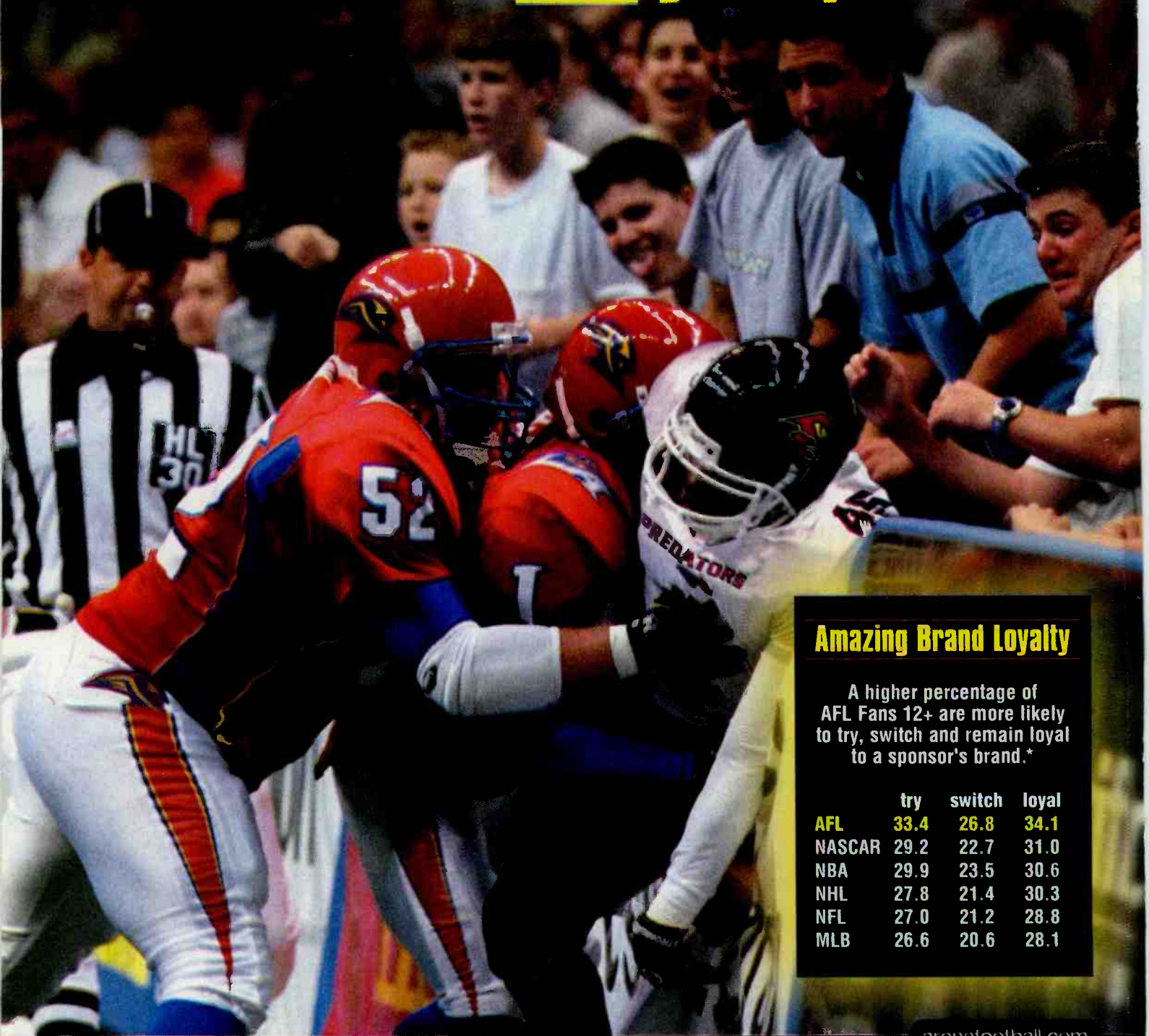
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