

MEDIAWEEK

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LAURA JONES
WALDENBOOKS
42 MOUNT PLEASANT AVE
WHARTON, NJ 07885-2120

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Murdoch May Bag the Bird

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No requests despite ABC cancellations, UPN woes

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LCS, Series ratings projections higher than '01

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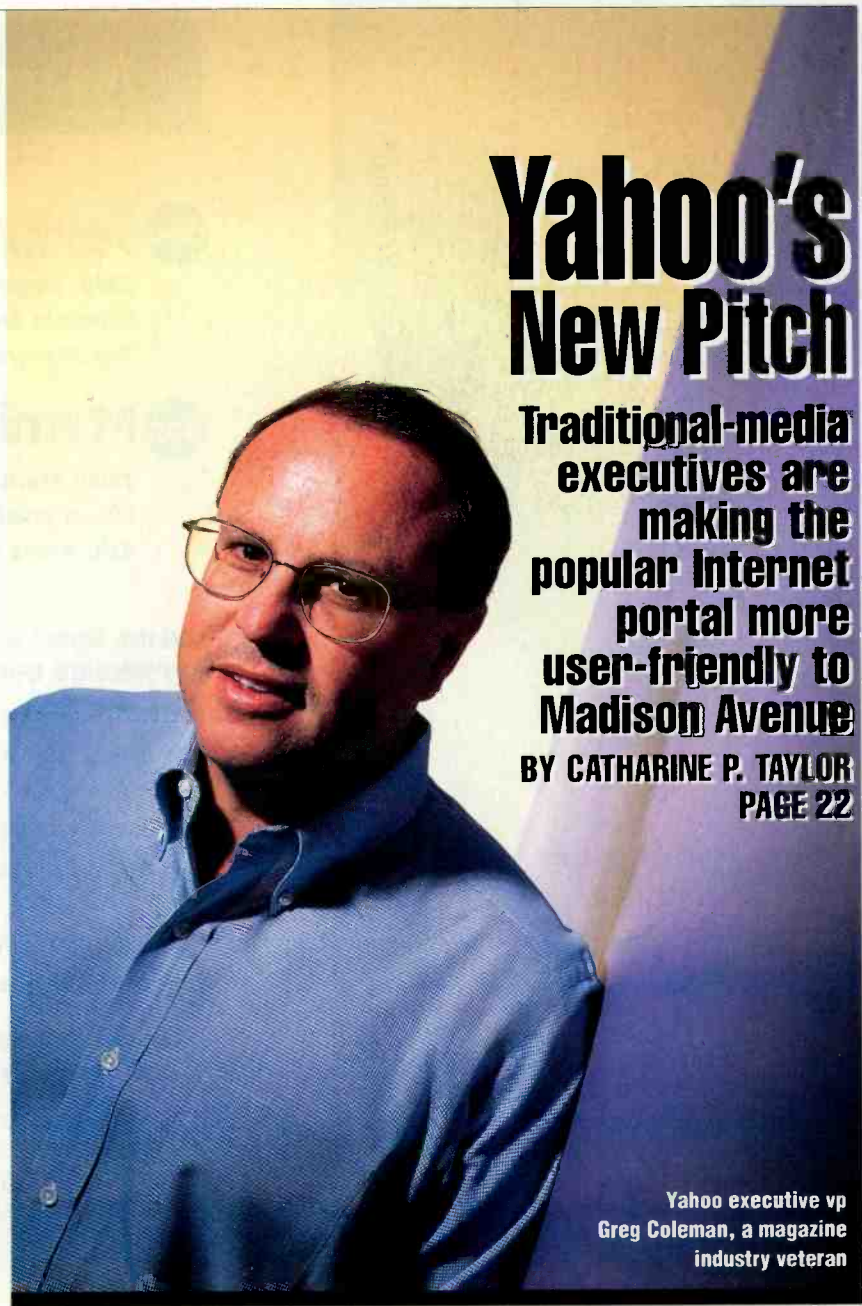
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Playing It Safe With Comedy

New sitcoms get viewers, but take few risks

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Yahoo's New Pitch

Traditional-media executives are making the popular Internet portal more user-friendly to Madison Avenue

BY CATHARINE P. TAYLOR **PAGE 22**

Yahoo executive vp Greg Coleman, a magazine industry veteran

MARKET INDICATORS

NATIONAL TV: STEADY
First quarter looks promising for the networks, as few cancellation options are being exercised. So far, none of the nets have been approached for fourth-quarter makegoods.

NET CABLE: ACTIVE
Fourth-quarter scatter dollars continue to pour in, boosting CPM rates by double-digits. Retail, movies and wireless are spending. First quarter is also looking good.

SPOT TV: TIGHT
Politicals are putting a lot of pressure on inventory leading up to Nov. 5 elections. Most markets are tight thanks to strength of auto, entertainment, finance.

RADIO: STRONG
Inventory is tight into November as some advertisers are pushed out of local TV by strong political spending. Auto and entertainment are strong, making up for slight softness in retail.

MAGAZINES: BUSY
December issues of women's service and lifestyle titles are filling up with holiday-related ads from the retail, direct-response, food & food products, and apparel & accessories categories.





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abc RADIO NETWORKS
america listens to abc

At Deadline

■ FEW AD CANCELLATIONS EXPECTED IN 1ST QTR

Despite the sluggish economy, early indications from advertisers, agencies and the broadcast networks indicate that few advertisers will exercise cancellation options for first-quarter inventory. That could bode well for the networks, as long as they continue to meet ratings guarantees; first quarter is heavily sold at this point, so the little remaining ad time can be moved at hefty rate increases if makegoods do not accumulate. One media buyer said that out of 23 clients he has heard from, only one has indicated plans to cut back a small amount of its upfront buy. "It's still early," said one network sales executive, "but all indications are there will be very little slippage from upfront commitments."

■ PREMIERE ADDS NETS TO RADAR

Premiere Radio Networks, the programming arm of Clear Channel Communications, said Friday that it will add four new networks to Arbitron's RADAR network radio measurement service. The new limited-inventory networks—Premiere Mediabase, Premiere Weekday Tracks, Premiere Weekend Tracks and Premiere Evening Networks—are slated to debut Jan. 1, with first ratings available in the Spring 2003 RADAR report. With the addition of the four new networks, Premiere will have 15 of the 37 networks measured by Arbitron's network radio service.

■ L.A. TIMES REVAMPS CALENDAR

Tribune Co.'s *Los Angeles Times* will introduce a newly designed Calendar features section. Switching from a tabloid format to a broadsheet, the Sunday Calendar section will profile the classical arts, in addition to expanded coverage of movies, television, media and pop culture. The paper's daily Calendar, which is already a broadsheet section and is focused as an arts-and-entertainment resource, will add literary and media coverage and a style report focused on fashion living and design. The revamped sections premiered with yesterday's Sunday edition.

■ INTEREP FORMS NATIONAL AD TEAMS

Radio rep firm Interep last week formed national agency teams to better service the five major consolidated agencies that account for 53 percent of national spot radio billing. Paul Klein, a senior account executive with Interep, was named to head up the 10-person Carat USA unit. "The team will be highly focused on all of Carat's needs and goes well beyond media departments to service every aspect of their business," said Marc Guild, president of Interep's marketing division. Other

agency teams will soon be formed by Interep for Omnicom, WPP Group, Interpublic Group of Companies and Publicis.

■ WEIDER HIRES ROTHCHILD AS SALE-SPOTTER

Weider Publications, publisher of *Shape* and *Men's Fitness*, last week retained Rothchild Inc. to handle the sale of its special-interest fitness titles. Possible bidders include G+J USA Publishing, American Media, Time Inc.'s Time4 Media and American Media, as well as Times Mirror veteran Efrem (Skip) Zimbalist III, backed by Windpoint Partners, and Jason Klein, who is backed by North Castle Partners.

■ ADDENDA: James Speros, chief marketing officer of

Ernst & Young, was elected chairman of the board of the **Association of National Advertisers**, succeeding Dawn Hudson, president of Pepsi-Cola North America. James Stengel, global marketing officer of Procter & Gamble, was elected vice chairman... **William Smith**, formerly head of sales and marketing at World Wide Print and Reliable Graphics, was named director of business development and marketing for NBC's national sales office in Los Angeles...

Nick Cannistraro, head of the Newspaper National Network, said last week he will retire at the end of the year... Adam Patti was named director of new business ventures for the **Fortune Group**, made up of *Fortune*, *Fortune Small Business* and *Business 2.0* magazines. Previously, Patti served at a financial advisory firm. He replaces Vivek Shah, who was promoted to general manager of the Fortune Group...

Jonathan Wald is being replaced as producer of the NBC morning show *Today*, after 16 months on the job. Tom Touchet, most recently an ABC News producer, has been mentioned as a potential successor, although no official announcement has been made... **Jeff Shell**, most recently co-president/COO of Gemstar-TV Guide International, was promoted last week to CEO. Shell succeeds Henry Yuen, who resigned from the post, though he will remain chairman in a nonexecutive capacity. Elsie Leung, Gemstar CFO, also resigned... The average cost to

produce national TV commercials in 2001 increased 8 percent for 30-second spots to \$358,000, according to the American Association of Advertising Agencies' **2001 Television Production Cost Survey**... ESPN's hour-long 11 p.m. edition of **SportsCenter** on Sundays will be extended to 90 minutes. Select 11 p.m. shows during the rest of the week will also tack on an extra 30 minutes from November to March.



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MEDIaweek**

Telemundo's Sokol lands three stations to expand network's reach Page 9

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With FCC Approval, Digital Radio Ready for Rollout

The Federal Communications Commission last week unanimously approved the radio industry's transition to digital broadcasting and endorsed digital technology developed by iBiquity Digital, whose investors include 15 of the country's largest radio broadcasters.

The decision means radio stations can begin broadcasting in digital before the end of this year, although the equipment to receive digital signals will only be available to consumers next spring. Bob Struble, iBiquity president and CEO, estimated that by 2004, consumer penetration will be in the low millions. A digital car radio is expected to cost about \$100 more than a standard analog receiver.

In addition to better sound, 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 station group to commit to digital so far, with rollouts expected in markets including Los Angeles, Dallas and Atlanta. "You'll see dozens of stations go on-air by the end of the year, and hundreds of stations next year," said Struble. Until a majority of consumers have purchased digital radios, digital and analog signals will be broadcast on the same frequency. —Katy Bachman

Arbitron Talks Up PPM In Meetings With ARF, RAB

Following recent setbacks that have postponed its hoped-for introduction this year of the portable people meter, Arbitron last week began to rebuild its case for the PPM by sharing new information with executives attending an Advertising Research Foundation meeting in New York. The radio ratings giant will also take its case for the PPM to the Radio Advertising Bureau's board meeting this week.

Arbitron and Nielsen Media Research last month said they will renegotiate their agreement to jointly develop the PPM contingent on a series of addition- (continued on page 6)

With EchoStar Out, Is Murdoch In?

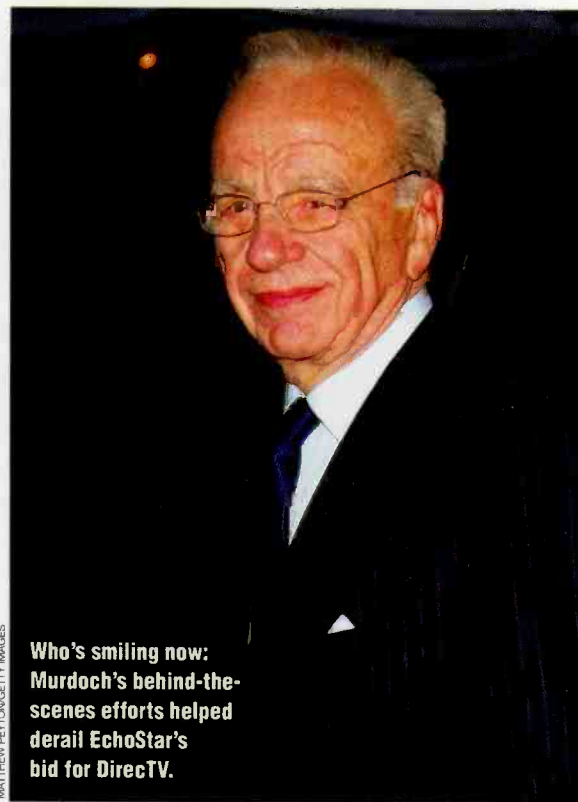
News Corp. could put fear into cable operators if it pursues a bid for DirecTV

SATELLITE TV By Megan Larson

Now that News Corp. chairman/CEO Rupert Murdoch appears to have cleared the way to reattempt an acquisition of leading U.S. satellite service DirecTV, will he? And would he do it alone or with a partner, such as sometime friend-sometime foe John Malone, CEO of Liberty Media? Though other bidders for DirecTV could emerge by early next year—including a telephone company—EchoStar Communications was the clear loser last week, having been slapped down by a Federal Communications Commission ruling that declared an EchoStar/DirecTV union to be anti-competitive because they are the only two satellite companies in the business.

Since October 2001 when EchoStar CEO Charlie Ergen first bid \$26 billion for DirecTV parent Hughes Electronics, a unit of General Motors, observers and analysts believed he would fail and that Murdoch was merely waiting in the wings. It's not a *fait accompli* that News Corp. will bid, but if the price is indeed right, News Corp. is expected to weigh in on DirecTV around April or later, when the EchoStar bid has definitively died. Many of the anti-competitive concerns the FCC raised last week over EchoStar would not affect a News Corp. offer because it "would not lead to a lessening of competition in any relevant product or geographic market," said former FCC official Blair Levin, an equity analyst for Legg Mason.

However, News Corp. would still need to surmount a host of smaller issues that arise from its vast programming holdings, such as 20th Century Fox, Fox Broadcasting and cable news, sports and entertainment programming. Broadcasters would be expected to ask federal regulators to ensure a News Corp. satellite entity not discriminate against Fox's rivals. Murdoch "could use the argument that a News



Who's smiling now: Murdoch's behind-the-scenes efforts helped derail EchoStar's bid for DirecTV.

Corp./DirecTV union would preserve satellite competition, but it won't be an easy bid," said Sandra Kresch, president of PSD International Inc. "It is in the interest of cable operators to have weak satellite competition, but Murdoch has an ability to marry content and distribution, and that represents a great threat."

Several cable operators contacted late last week argued that cable's newfangled services—digital cable, high-speed Internet access and subscription video on demand (SVOD)—would continue to keep the industry a step ahead of satellite. However, they agreed that a News Corp.-owned DirecTV makes it a more intimidating rival. "Murdoch will be able to make a lot more noise in terms of promoting DirecTV if he buys it, that's something we should be watching carefully," said a programming executive at a top company,

who spoke on condition of anonymity.

There is a lot of potential synergy between News Corp.'s properties and DirecTV, but it is too difficult to say what Murdoch's operating plan would be when, and if, he bought the system. "Do you know what you are doing next summer?," asked UBS Warburg senior analyst Chris Dixon, pointing out that it's too early to be asking such questions. "He may take a program from [News Corp.'s British satellite operation] BSkyB and introduce it here, but the point is, this is a distribution platform that is growing faster than cable...there are no buyers, and the seller is distressed. If Murdoch gets it, he'll sit on it and wait for a return" on his investment. Worldwide, News Corp. is the dominant satellite player, through its ownership of BSkyB and Star TV in Asia.

Time is on Murdoch's side, but it's not for General Motors, which needs cash from a Hughes sale to funnel into its car business. "Conceptually, the issue is at what price will he go after it?" asked Dixon. "DirecTV is pretty beat up right now. Let it hemorrhage for awhile." Hughes' stock price ended the week at \$8.76 after reaching a 52-week high of around \$17 earlier this year.

Despite protestations from a News Corp. representative, no one doubts that Murdoch & Co. put serious effort into derailing Ergen, (with whom he was once going to build a rival satellite service to DirecTV until they fell out of bed). "There's no question Murdoch has been working behind the scenes with an aggressive campaign to make the [EchoStar/DirecTV] merger not happen," said Mickey Alpert, president of satellite consultants Alpert & Associates. Murdoch met early this year with religious broadcasters who later said they opposed the merger, and News Corp. hired former New York Attorney General Robert Abrams to help organize state and local officials against the proposal. That said, several lobby groups decried the FCC decision.

The FCC ruling against EchoStar is the first time in 36 years that the agency shot down a big corporate merger for anti-competitive reasons. On Oct. 10, EchoStar and DirecTV were given 30 days to amend their proposal, but it is unlikely to change the mind of FCC chairman Michael Powell, who declared "the very premises upon which this proposed merger rest are themselves without foundation." The FCC already rebuffed the two companies' earlier pleas that it wait until the Department of Justice ruled on the matter, when it meets with government officials Oct. 28. EchoStar and Hughes declined comment, aside from stating they would "work aggressively within the context of this FCC process to achieve approval of the merger." —with Todd Shields ■

Aim Low, Miss Low

Conservative ratings guarantees help ABC, UPN avoid makegoods, so far

NETWORK TV By John Consoli

Although ABC became the first network to cancel some of its new prime-time shows last week and UPN is down 24 percent in household ratings and 31 percent in the adults 18-49 demo so far this season, neither network has been approached yet by advertisers for makegoods.

Coming off last year's dismal performance, ABC so far this season is already down 10 percent in household ratings and 5 percent in 18-49. The network last week canceled its lowest-rated new show, *Push, Nevada* (effective after the Oct. 24 episode) and put another low-rated freshman, *That Was Then*, on immediate hiatus; it is not expected to return.

Despite ABC's heavy advance promotion for *Push*, the network did not have very high expectations for the show or for *That Was Then*, intentionally setting the bar low on its ratings guarantees to advertisers for both programs and protecting itself from underdelivering viewers. An ABC executive also noted that both shows were primarily packaged to advertisers with more reliable programming. Because those packages are still meeting their overall ratings guarantees, even though some shows are underdelivering, ABC so far has not been approached by advertisers.

"The shows we have working seem to be counterbalancing the shows that aren't," said the ABC executive, who requested anonymity. "And only three weeks into the season, most advertisers have not had a lot of their commercial weight aired yet. We have over 200 advertisers in prime time, and some have not even had their commercials air yet in fourth quarter. So it's much too early for makegoods."

The ABC executive did say that the network is keeping an eye on the performance of shows bought by major retail advertisers, whose spots may be more time-sensitive and thus potentially eligible for makegoods sooner.

UPN has also avoided early makegoods by going into the season with lowered expectations. The network did not sell in the upfront based on its ratings in last season's fourth quarter, but rather on how the network's shows were performing at the end of last season, according to an executive at UPN parent Viacom. Since ratings on several key returning shows declined through last season, UPN lowered its guarantees (and its rates) on those programs for this season.

For example, *Enterprise* averaged a 4.7 in

households and a 3.8 in adults 18-49 in last year's fourth quarter. However, by May, the show was averaging only a 3.3 and a 2.8, respectively. UPN sold in the upfront with guarantees closer to those May numbers. So far this season, *Enterprise* has been averaging a 3.2 in households and a 2.4 in adults 18-49.

The same basically holds true for UPN's *Buffy, the Vampire Slayer*, which premiered last season at a 4.3 in households and a 3.8 in 18-49 but tailed off to a 3.3 in homes by the end of the season. This season, the show has averaged a 3.1, about 6 percent below its likely guarantee. New drama *Haunted*, which has averaged a paltry 1.5/2 in households and 1.1/2 in 18-49, was only half-sold in the upfront, so fewer advertisers will be owed makegoods.

"Our Friday-night movies have been doing poorly, but there are better titles coming up in November and December," the Viacom exec said. "By the end of fourth quarter, we should



be down only about 10 or 12 percent [from ratings guarantees], which is manageable."

At the other end of the spectrum is the WB, which sold in the upfront against double-digit projected ratings increases and is still in an over-delivery situation. So far this season, the network is up 27 percent in households and 44 percent in adults 18-49.

"We believed in our schedule and anticipated growth," said Bill Morningstar, WB sales president. "But the ratings growth has exceeded even our own expectations."

The latest success story for the WB was last week's premiere of the new drama *Birds of Prey* (Wednesday, 9 p.m.). The show delivered a 4.7/7 in households, the network's sixth-best premiere ever, and a 5.4 among men 18-34. *Birds of Prey's* premiere nearly doubled its ratings guarantee. ■

al studies, including that will address low response rates in market tests of the device, which measures users' exposure to television and radio broadcasts.

"There are some myths about the PPM we need to dispel," said Owen Charlebois, president of U.S. media for Arbitron. —KB

Magazine Ad Pages Rose 2.6 Percent in Sept.: PIB

Total advertising pages in magazines were up 2.6 percent in September compared to September 2001, according to figures released last week by the Publishers Information Bureau.

Through the first nine months of this year, ad pages were down 6.6 percent.

In September, total magazine advertising revenue rose by 9.2 percent year-to-year, PIB reported. Year-to-date, ad revenue totaled \$11.7 billion, an increase of 1.5 percent.

Among the PIB ad categories showing solid growth in September were automotive, up 12.9 percent to \$209.6 million; and apparel & accessories, home furnishings & supplies, up 14.1 percent to \$138 million. Categories that suffered a falloff in September spending included financial, insurance & real estate, down 3.6 percent to \$123.7 million; and public transportation, hotels & resorts, down 7.8 percent to \$71.7 million. —Lisa Granatstein

Comcast-AT&T to Cut 1,700

AT&T Broadband last week said it will cut 1,700 jobs once it wraps up its merger with Comcast. Sources familiar with the deal, which will create the country's largest cable company, said the closing date has been set for Nov. 11. About 675 staffers were told last week they would be part of the first round of layoffs. The rest of the positions will be eliminated over the next six to nine months. The cuts, which represent about 4 percent of the AT&T cable division's 40,000 employees, come mostly from within its executive ranks, which are being meshed with Comcast's brass. Among AT&T Broadband execs leaving are CEO Bill Schleyer and COO Ron Cooper. —Jim Cooper

Fox Swings for the Fences

But buyers say net could fall short on LCS, World Series ratings guarantees

TV SPORTS By John Consoli

With the New York Yankees and two other big-market teams eliminated from Major League Baseball's postseason play, Fox executives have their fingers crossed that the remaining matchups will yield tightly played games with storylines that capture viewer attention so the network can attain its ratings guarantees.

According to buyers, Fox has set household ratings guarantees from 6.0 to 10.0 through the American and National League Championship Series, a 16.0 average for the first six games of the World Series and a 24.0 for game seven. One top sports buyer, who spoke on condition of anonymity, said without a big-market team like the Yankees, Atlanta Braves or defending champion Arizona Diamondbacks, Fox "could be in some ratings trouble. As great a story as it might be for baseball, with two unexpected teams [in the Series] it will probably not be good for TV ratings." The buyer noted that Fox's guarantees are up from last season's actual playoff ratings and "seem pretty aggressive."

Fox was in the ballpark of meeting its guarantees during the first three nights of LCS telecasts. The first game of the American League Championship Series on Oct. 8 between the Anaheim Angels and Minnesota Twins produced a 7.3 rating/12 share in households. The simultaneous airing Oct. 9 of the NLCS opening game between the San Francisco Giants and St. Louis Cardinals on Fox and game two of the ALCS on Fox Sports Net pulled a 8.2/14 cume rating. However, the Oct. 10 NLCS game two slipped to a 6.2/10, probably less than the guarantee.

For the first four nights of ALCS and NLCS telecasts, Fox averaged a 7.3 in households, up 18 percent over last year. The tele-



SEBASTIAN JACOBSE/ST. PAUL PIONEER PRESS

Fox could still end up whole if a Series involving the low-profile Angels or Twins goes 7 games.

casts' men 18-49 rating was up 25 percent.

Fox Sports representative Lou D'Ermilio said that MLB postseason history shows that market size is less important than the competitiveness of the games, and that series have to go six or seven games to build viewer interest.

The 10 highest-rated World Series in the past 22 years all went six or seven games. The 1982 Series between the small-market Milwaukee Brewers and the Cardinals was the ninth-most-watched series in the past 20 years. Conversely, the four-game series in 1998 between the big-market Yankees and the San Diego Padres was the second-lowest-rated Series ever.

Larry Novenster, senior vp/director of national buying for Deutsch, said sales organizations have to be optimistic when setting guarantees because they don't want to leave money on the table. "Every sales organization banks on a World Series going at least five games when they make their guarantees and hope the Series goes six or seven," Novenster said. "They can make up a lot of ground in games six and seven, no matter who's in it." ■

Picking the Funny Bone

Several new sitcoms score solid ratings, but few are taking creative risks

TV PROGRAMMING By Alan James Frutkin

Numbers can be deceiving. The three major networks have scored strong ratings for new comedies—ABC's *8 Simple Rules for Dating My Teenage Daughter*, CBS' *Still Standing*, NBC's *Good Morning, Miami*. But at a time when the tra-

ditional format looks tired, no half-hour series stands out as a genre-buster that could pave the way for a new generation of comedy.

Is innovation too much to ask of the networks? After all, they seem willing to take chances with drama, ranging from ABC's in-

BOO HOO, People like my music - this sucks

You strap on your air guitar, swagger to the mirror,
and belt out your favorite song for 75,000 non-existent fans.

From the time you're a pre-pube you want to taste
the dream. That's why it's so painful when the latest
"savior of rock n roll" moans about his success. Lost
indie credibility is a real bitch. Global tours, money,
women, animals - if that's your thing - rubies, pearls,
whatever! You play music for a living, write some good
songs and go figure, people like good songs. Millions
would kill for the opportunity - so just enjoy. Live it
up and savor the lifestyle - because the kids will
laugh really fucking hard should they ever run into
you flipping burgers for Mickey D's.

Rolling Stone

ventive, albeit failed, *Push, Nevada* to NBC's prismatic *Boomtown*.

In the wake of Sept. 11, a return to the familiar in comedy seemed smart to help uplift the genre. But following 9/11, with events ranging from the Enron scandal to the Washington-area sniper murders, comedy's decline may continue as viewers are looking for comfort in dramas.

"There's a sense that justice can and will be served in many of the dramas on television right now," said John Rash, senior vp/director of broadcast negotiations for Campbell Mithun. "That taps into the audience's desire for a more orderly world."

Perhaps the greatest difficulty broadcasters face in comedy development is creating edgy content that maintains broad appeal. "It's just too hard to find that mass funny bone anymore," said Sharienne Brill, vp/director of programming services for Carat USA.

If there's a new comedy that at least raises the bar for the format, it's ABC's *Life with Bonnie*. By combining scripted and improvised segments, the series plays to star Bonnie



MITCHELL HAASE/HAG

Bonnie, with Hunt and guest David Duchovny, has clicked for ABC.

Hunt's comedic strengths. But whether *Bonnie's* unique format can translate to other shows remains uncertain. It's tailored so specifically to Hunt's talents that it may elude most imitators.

It is likely that advertisers will have to wait until next year for new comedic thinking. Among the midseason hopefuls are ABC's *Letters From a Nut*, based on the books of Ted L. Nancy but rumored to have been written by Jerry Seinfeld. NBC's version of the British hybrid series *The Kumars at No. 42*

mixes domestic comedy with a celebrity talk show. The project, however, may be pushed from midseason to fall.

Advertisers understand the risks involved in trying to break with time-honored sitcom tradition. But many say it may be more dangerous to avoid risk. "In the long term, you're shooting yourself in the foot," said Rino Scanzoni, president of Mediaedge:CIA's broadcast division. "In a marketplace where viewers have so much choice, you have to be fresh and innovative to fill that tent, or eventually those viewers will go elsewhere." ■

See Spot Grow

Cable rep firm projects 19% revenue hike; turnaround time down to 15 days

CABLE TV By Megan Larson

A healthy TV ad marketplace, aggressive political spending and greater efficiencies will boost national spot cable's revenue 18 percent in 2002 to \$560 million, according to projections by the Cabletelevision Advertising Bureau and National Cable Communications, the industry's rep firm.

"We started to see a turnaround in late first quarter of this year," said Tom Olson, NCC CEO, adding that his company's revenue is projected to grow 19 percent over 2001, though he declined to disclose actual revenue.

Spot cable revenue has always remained a fraction of broadcast spot. But over the last 18 months, NCC has tried to simplify the buying process by putting into use an electronic billing system that cut turnaround time to 15 days from 75 days, and launching an Internet site, agencyspotcable.com, that lets media buyers request inventory online. "Cable invoices are the most difficult we receive be-

cause you're talking about thousands of spots that have to be registered individually, [but] NCC has made tremendous inroads...saving us many man hours," said Sheri Apodaca, vp/director of client accounting, Carat USA.

NCC will generate about 99 percent of national spot cable business this year. The firm is jointly owned by operators AT&T Broadband, Comcast, Cox Communications and Time Warner as well as broadcast rep firm Katz Media Group, and it represents systems serving 63 million subscribers.

Now that 54 of the 100 top markets in the U.S. use interconnects, spot cable also offers advertisers better reach. NCC represents all of them save the New York Interconnect, run by Cablevision (NCC does rep inventory for Time Warner Cable's New York City systems). Olson expects national spot cable to grow by double digits in 2003. Next year, NCC plans to add up to 70 new sales positions to its current 145. ■

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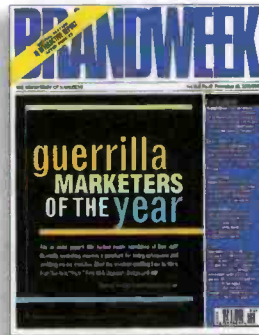
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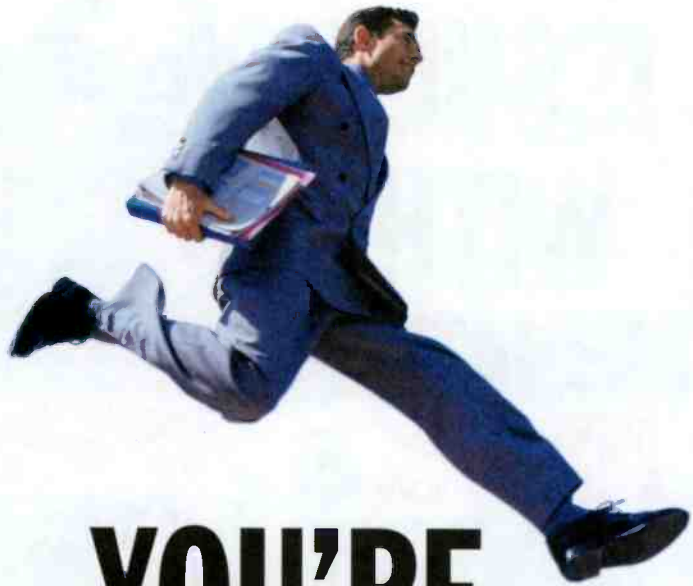
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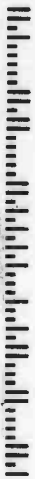
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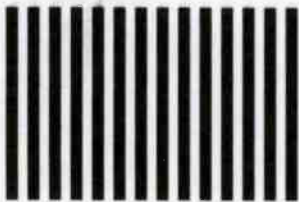
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TV STATIONS

Telemundo Buys Affils in Growing Hispanic DMAs

BY SANDY BROWN

In its ongoing bid to steal market share away from top Spanish-language TV broadcaster Univision, and grow its Telemundo network, NBC last week agreed to purchase three stations that were already Telemundo affiliates.

The stations, KNSO in Fresno, Calif., low-power KDRX-LP in Phoenix and KHRR in Tucson, Ariz., had a combined revenue of just over \$6 million in 2001, according to BIA Financial Network. But for NBC, owning the stations allows it to grow outlets in markets with rapidly growing Hispanic populations.

While Fresno, for example, is the No. 55 DMA, it is No. 13 on the Nielsen Hispanic DMA index. Meanwhile, Phoenix is ranked

has a firm grip on those markets with multiple stations in each. In Fresno, Univision's KFTV is the fourth-highest billing station, raking in some \$10.5 million in revenue last year, according to BIA. Telemundo's new O&O KNSO had about \$1 million in 2001. KFTV is also the clear ratings leader for adults 18-49, thrashing all network competition sign-on to sign-off.

Sokol points out, however, that ownership of these stations will allow Telemundo to strengthen its local news in these communities. "We reach 90 percent of Hispanic households in the U.S., according to Nielsen. Univision reaches 97 percent, so we are at a slight disadvantage, but we're closing the gap and have proven the quality of our distribution," he said. Univision executives declined to comment for this story.

Media buyers are pleased to have a more competitive landscape in the three Southwest

cities. Mercedes Tondre, executive vp of client services at Santa Monica, Calif.-based Palisades Media Group, said, "It was a great move on [Telemundo's] part. Univision pricing was out of control. It's a wake-up call. They were taking advantage of being the strength in the market. Now Telemundo can revamp programming and take back share."

"Univision has completely dominated the market for so long, this can only improve the Hispanic market and help it gain share," echoed Rosa Serrano, senior vp/group account director at Initiative Media in Los Angeles.

Serrano pointed to the fact that currently in Los Angeles, seven television outlets cater to the Hispanic community, which diminishes the audience watching English-language programming. In Latino-rich areas such as Phoenix, Tucson and Fresno, it is only a mat-

ter of time before Hispanic share points start rising steadily, she pointed out. "In many ways, the Spanish[-language] market has not been paid its worth," continued Serrano. "Overall, it improves the value of the Hispanic market."

Sokol said that going forward, Telemundo will acquire more stations. "We have a target list," he said. "We are focused on the top 15 Hispanic markets."

WASHINGTON D.C. RADIO

O'Reilly, Rush to Rumble

Bill O'Reilly's daily radio show, *The Radio Factor*, will debut in Washington, D.C., today (Oct. 14) on Infinity Broadcasting's WJFK-FM from noon to 2 p.m., pitting him against America's most-listened-to Talk host, Rush Limbaugh, who broadcasts on ABC Radio's WMAL-AM from noon to 3 p.m.

Although O'Reilly, who is heard on 292 radio stations, needs at least another 250 affiliates to vie for Limbaugh's distribution crown, the popular Fox News Channel personality has a good start. In May, when West-

wood One and Fox News launched his show on 205 stations, it was the biggest launch in Talk-radio history. Now with Washington, the eighth-largest radio market, O'Reilly's show clears all top 10 and top 50 markets.



O'Reilly will debut today on WJFK-FM.

The battle will be pivotal for both WMAL and WJFK. Both slipped in the Spring Arbitron survey (WMAL to a 3.0 from a 4.1, and WJFK to a 3.6 from a 3.8), and both have had to retool programming.

O'Reilly helps fill part of WJFK's schedule hole left after Infinity pulled *Opie & Anthony* in August. The male-oriented station also airs Howard Stern in the morning, but even with O'Reilly, WJFK has vacancies to fill at 11 a.m. and from 2 to 3 p.m., leading into Don & Mike, who are back in afternoon drive.

G. Gordon Liddy, who was displaced from his midday slot on WJFK a year ago to make way for *Opie & Anthony*, is now on Clear Channel's Talk outlet, WTNT-AM, from 10 a.m. to 2 p.m. —Katy Buchman

NBC/TELEMUNDO'S THREE NEW O&Os

MARKET (RANK)	NIelsen HISPANIC DMA RANK	STATION	JULY '02 AVG. HH RATING/MARKET RANK	2001 REVENUE	MARKET REV. RANK
PHOENIX (16)	9	KDRX-LP	*	\$3.0 million	9th
FRESNO (55)	13	KNSO	*	\$1.0 million	9th
TUSCON (73)	25	KHRR	2/8th	\$2.3 million	6th

*Ratings below reportable minimum

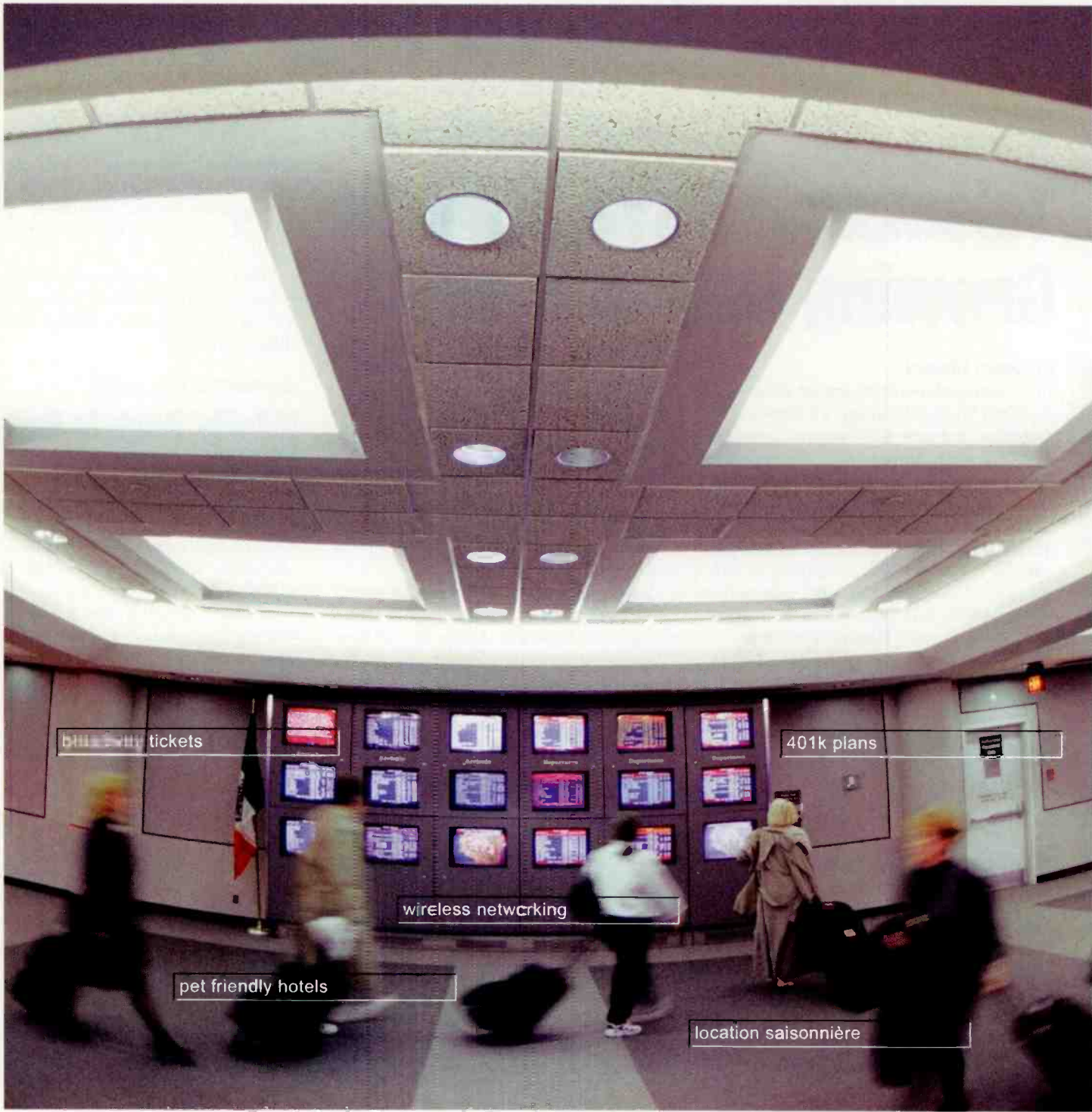
Sources: BIA Financial Network, Nielsen Media Research

No. 9 and Tucson No. 25 when it comes to the total number of Hispanic households, according to Nielsen Media Research estimates. All three markets combined are home to some 560,000 Hispanic households.

Beyond population growth, Hispanic spending is also surging. In Phoenix, for example, spending is set to mushroom from \$8.6 billion in 2000 to \$51.2 billion in 2020, according to a Standard & Poor's Hispanic Consumer Market Report, released in January 2001.

"The goal is to improve the stations' ratings performance and to drive network programming in those markets. It is a function of having good programming, good local broadcasts and a presence in those communities," said Alan Sokol, COO of Telemundo.

Still, it won't be easy or cheap to establish audiences on par with rival Univision, which



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The Google logo is displayed in its characteristic multi-colored font, with each letter in a different color: G (blue), o (red), o (yellow), g (blue), l (green), e (red).

Market Profile

BY EILEEN DAVIS HUDSON



Downtown Detroit and the market's media outlets are getting a boost from auto-industry spending.

PHOTO: PAULISANO/DETROIT METRO CVB

Detroit

ONE—IF NOT THE ONLY—BRIGHT SPOT IN THE NATIONAL ADVERTISING ECONOMY THIS year has been the Detroit-based domestic automotive category. The industry's zero-percent-financing push helped keep both TV and radio broadcasters and cable networks afloat this year and is now contri-

buted to record sell-out levels for the end-of-year TV scatter market. Closer to home, Detroit, whose economy is tightly tied to the health of the automotive industry—General Motors, Ford and DaimlerChrysler all have major production facilities in the area—is hoping Ford Field, the new home of the Detroit Lions, will help attract more people to downtown Detroit and stimulate the local economy.

The Lions are playing their inaugural season in their new home, a \$315 million indoor stadium featuring 430,000 square feet under its dome with a seating capacity of 65,000. The stadium replaces the old Pontiac Silverdome. The opening of Ford Field marks the first time since 1974 that the Lions have actually played in the Motor City. While the Lions have won only one of their first four games this season, the venue has earned rave reviews.

The city's local media also keep

a close eye on the auto industry, which this year—thanks to those zero-percent offers—has seen a very strong uptick in car sales.

Post-Newsweek Stations' NBC affiliate WDIV and Scripps Howard Broadcasting's ABC affiliate WXYZ-TV continue to fight for supremacy in the nation's 10th-largest TV market with 1.9 million TV households. In revenue, WXYZ has a slight edge, taking in an estimated \$94.5 million in 2001 compared to WDIV's \$92.8 million, according to BIA Financial Network. In the July Nielsen sweeps, WXYZ won the morning, noon, 5 p.m. and 6

p.m. news races in households. The year before, WDIV finished in a dead heat with WXYZ in households at 5 p.m., and won both the 6 and 11 p.m. news races. Fox Television Stations' owned-and-operated WJBK had been the market's undisputed morning-news leader, but in the recent July sweeps the station fell to third place. WXYZ and WDIV are now in very close contention for the lead in morning news.

WXYZ is the only station in the market to produce a local newscast at 7 p.m. The half hour launched after the Sept. 11 terrorist attacks because, says WXYZ news director Bill Carey, the turmoil following the attacks called for a change. "It worked, it felt good, and we kept doing it," he says of the newscast. The 7 p.m. news drew an 8.0 rating/16 share in households in July, second only to *Wheel of Fortune* on WDIV, which pulled a 9.1/18.

WXYZ has recently made several anchor changes, including promoting weekend anchor Carolyn Clifford to morning co-anchor in June. Carey says the weekend-anchor post will be filled sometime next year. Kim Adams, the station's former weather anchor at 6 p.m. and 7 p.m., joined rival WDIV in July. Weatherman Jerry Hodak, who has been on the air in Detroit for the past 37 years, added Adams' duties at 6 and 7 p.m. to his broadcasts at 5 and 11 p.m. Former WCBS (in New York) anchor Stephen Clark will take over the 6 p.m. anchor post after the new year; current 6 and 11 p.m. anchor Guy Gordon, an 18-year WXYZ veteran, will retain his 11 p.m. duties, says Carey.

WDIV has worked to freshen its on-air look this year, introducing new graphics and making some set-design changes. Growing from a single level, the revamped morning show is now set on two floors.

Effective this fall, WDIV has also shaken up its daytime lineup, replacing *The Jerry Springer Show*, *The Sally Jessy Raphael Show* and *Jenny Jones* with *The John Walsh Show* at 10 a.m., followed by *Pyramid* at 11 a.m. and *The Weakest Link* at 11:30 a.m. "It's such a sea change," says Joe Berwanger, WDIV vp and general manager, of removing the daytime talk shows and thereby bringing in some advertisers that wanted to avoid the talk-show block. That said, WDIV has also acquired talk show *Dr. Phil* at 3 p.m.

Looking forward, WDIV has exclusive rights to carry the annual America's Thanksgiving Day Parade, "the kind of event that will easily do a

NIelsen MONITOR-PLUS

AD SPENDING BY MEDIA / DETROIT

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$469,848,808	\$415,575,238
Local Newspaper	\$277,056,726	\$258,663,837
Local Magazine	\$7,482,262	\$6,133,650
Total	\$754,387,796	\$680,372,725

Source: Nielsen Monitor-Plus



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Market Profile

30 rating," says Berwanger. WDIV will also be the first station in the market to broadcast a live, local event in high-definition when it televises the parade this Thanksgiving Day. Detroit stations have been HDTV-ready for more than a year, and some stations have broadcast network programs formatted in high-def.

Ranked third in both news and billings, WJBK took in an estimated \$65.3 million in 2001, according to BIA. Jeff Murri was promoted last October from vp/general sales manager to vp/gm following the promotion of Jim Clayton to head of Fox parent company News Corp.'s duopoly in New York.

Until July, WJBK's morning show had routinely beat its rival network morning programs. Last month, WJBK expanded its morning news by a half hour, moving to a 5 a.m. start. It is now the only station in Detroit with local news from 5 to 9 a.m. At night, the station's 10 p.m. newscast dominates the competitive news program from Viacom-owned UPN affiliate WKBD. The Fox O&O also recently added *The Rob Nelson Show* at 11 a.m. and *Dharma & Greg* at 7 p.m.

Viacom's Detroit duopoly consists of WKBD and CBS O&O WWJ. The duopoly is one of the most unusual in the country in that the major-network station is not the dominant sibling. In 1994, WJBK switched affiliation from CBS to Fox, briefly leaving the Motor City without a CBS outlet. CBS eventually bought WGPR-TV, a low-power UHF with religious and local programming, and converted it to WWJ. Five years later, it increased its power from 800,000 watts to 5 million watts. WWJ entered the news arena with an 11 p.m. newscast produced by WKBD on April 1, 2001. The fledgling newscast comes in a distant third. WWJ this fall launched the syndicated version of *Who Wants to Be a Millionaire* at 6 p.m. to lure news viewers from its rivals.

Sister station WKBD, on the other hand, has produced news for about 15 years. In January, WKBD shuffled anchors, hiring Donna Terrell to co-anchor its late news. Terrell was most recently an anchor at NBC affiliate WKYC-TV in Cleveland. WKBD has been the home of the National Basketball Association's Detroit Pistons and National Hockey League's Detroit Red Wings for more than 20 years and also carries Major League Baseball's Detroit Tigers games.

Granite Broadcasting's WB affiliate WDWB does not produce local news. The former independent became a WB affiliate in 1995 after being purchased by Granite. The station carries syndie fare such as *The Jamie*

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	1 AM, 5 FM	20.0	\$85.5	32.1%
Infinity Broadcasting	2 AM, 4 FM	24.5	\$77.6	29.1%
Greater Media	3 FM	11.5	\$38.8	14.5%
ABC Radio	1 AM, 2 FM	11.9	\$32.8	12.3%
Radio One	1 AM, 2 FM	7.3	\$10.4	3.4%

Includes only stations with significant registration in Arbitron diary returns and licensed in Detroit 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
Wayne County: 770,976 Households				
<i>The Detroit News/Free Press*</i>	235,765	304,874	30.6%	39.5%
<i>Detroit Free Press</i>	136,873		17.8%	
Oakland County: 477,601 Households				
<i>The Detroit News/Free Press*</i>	147,988	177,301	31.0%	37.1%
<i>Detroit Free Press</i>	96,390		20.2%	
<i>The Oakland Press</i>	73,277	90,374	15.3%	18.9%
<i>Royal Oak Daily Tribune</i>	15,776	18,921	3.3%	4.0%
Macomb County: 309,500 Households				
<i>The Detroit News/Free Press*</i>	101,031	129,600	32.6%	41.9%
<i>Detroit Free Press</i>	56,252		18.2%	
<i>The Macomb Daily</i>	52,163	76,353	16.9%	24.7%
<i>The Romeo Observer</i>	5,217		1.7%	
St. Clair County: 62,028 Households				
<i>Fort Huron Times Herald</i>	25,888	34,939	41.7%	56.3%
<i>The Detroit News/Free Press*</i>	4,143	6,993	6.7%	11.3%
<i>Detroit Free Press</i>	2,518		4.1%	
<i>The Macomb Daily</i>	641	913	1.0%	1.5%
Livingston County: 55,974 Households				
<i>The Detroit News/Free Press*</i>	10,017	14,736	17.9%	26.3%
<i>Detroit Free Press</i>	10,017		17.9%	
<i>Arin Arbor News</i>	4,075	5,918	7.3%	10.6%
<i>Lansing State Journal</i>	713	1,241	1.3%	2.2%
Monroe County: 53,954 Households				
<i>The Monroe Evening News</i>	20,407	22,933	37.4%	42.5%
<i>The (Toledo) Blade</i>	7,042	10,542	13.1%	19.5%
<i>The Detroit News/Free Press</i>	3,391	4,018	6.3%	7.4%
<i>Detroit Free Press</i>	2,098		3.9%	
Lapeer County: 31,041 Households				
<i>The Flint Journal</i>	4,490	5,662	14.5%	19.2%
<i>The Detroit News/Free Press</i>	1,812	2,621	5.8%	8.4%
<i>Detroit Free Press</i>	1,127		3.6%	
<i>The Oakland Press</i>	617	709	2.0%	2.3%

*Combined Sunday circulations *Detroit Free Press* and *The Detroit News*
Source: Audit Bureau of Circulations

Fox Show and *The Drew Carey Show* but has struggled to catch up to its competitors in the ratings. Paxson Communications' O&O in the market is WPXD-TV.

Comcast Cable is the DMA's largest cable company. Its ad sales arm, Comcast MarketLink, took over the local interconnect in June 2001. The former interconnect was a

partnership between Comcast, Time Warner and Buckeye Cable. Buckeye no longer has a presence in the Detroit market since it swapped its system in the southern portion of the Detroit DMA for a Comcast head-end in Toledo, Ohio. Comcast picked up about 12,000 Detroit cable subscribers in the transaction, which was completed in the first quarter of this

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Market Profile

year, says Kevin Cuddihy, vp of regional and national sales, Midwest division, for Comcast MarketLink. Comcast serves all but about 100,000 of the 1.1 million cable households in the DMA, says Cuddihy; Time Warner and Charter Communications control the remaining subs. Cable's penetration in the DMA is 72 percent, according to Scarborough Research, although Comcast puts it at 75 percent. Scarborough also estimates that 13 percent of the market subscribes to satellite service.

The Detroit Free Press is the largest newspaper in Michigan, with an average daily circulation of 364,618 for the six months ended March 31, 2002, according to the Audit Bureau of Circulations. The *Free Press*, owned by Knight Ridder, is operated under a joint operating agreement with Gannett-owned *The Detroit News* by operating agency Detroit Newspapers. The *News'* daily circ for the six months ended in March was 239,357. The two papers are published as a single Sunday paper, *The Detroit News & Free Press*, which had a circulation of 739,946 in March. The daily and Sunday circs were flat compared to a year ago.

Detroit Newspapers plans to undertake a \$170 million expansion of its Sterling Heights, Mich., plant in order to centralize production operations. The expansion will include the purchase of six Man Roland offset presses. The new plant, which will replace the 23-year-old Riverfront Plant located near downtown Detroit, is expected to open in 2005.

In June, the *Free Press* named its first female editor. Carol Leigh Hutton was promoted to executive editor from managing editor, following the death of executive editor Robert McGruder. Thom Fladung, a onetime metro

NIelsen RATINGS / DETROIT

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WXYZ	9.1	20
	NBC	WDIV	7.1	16
	Fox	WJBK	3.9	9
	UPN	WKBD*	3.6	8
	CBS	WWJ*	3.2	7
	WB	WDWB*	1.2	3
	Pax	WPXD*	0.1	#
5:30-6 p.m.	ABC	WXYZ	9.1	20
	NBC	WDIV	7.1	16
	UPN	WKBD*	4.8	10
	Fox	WJBK	3.9	9
	CBS	WWJ*	2.4	5
	WB	WDWB*	1.6	3
	Pax	WPXD*	0.1	#
6-6:30 p.m.	ABC	WXYZ	9.4	19
	NBC	WDIV	8.6	18
	UPN	WKBD*	5.3	11
	Fox	WJBK	3.7	8
	CBS	WWJ*	2.3	5
	WB	WDWB*	1.8	4
	Pax	WPXD*	0.2	#
7-7:30 p.m.	ABC	WXYZ	8.0	16

Late News

10-11 p.m.	Fox	WJBK	9.4	15
	UPN	WKBD	3.1	5
11-11:30 p.m.	NBC	WDIV	11.9	21
	ABC	WXYZ	10.0	18
	Fox	WJBK*	5.8	10
	UPN	WKBD*	3.5	6
	CBS	WWJ	2.6	5
	WB	WDWB*	1.6	3
	Pax	WPXD*	0.7	1

*Non-news programming #Below reportable minimum Source: Nielsen Media Research, July 2002

editor at the paper, this month succeeded Hutton as managing editor.

The morning *Free Press* produces the news content for the joint-venture Saturday paper

while the *News* handles features; on Sundays, they do the reverse. Both metros face competition from a number of papers in the market, including *Crain's Detroit Business*, a regional

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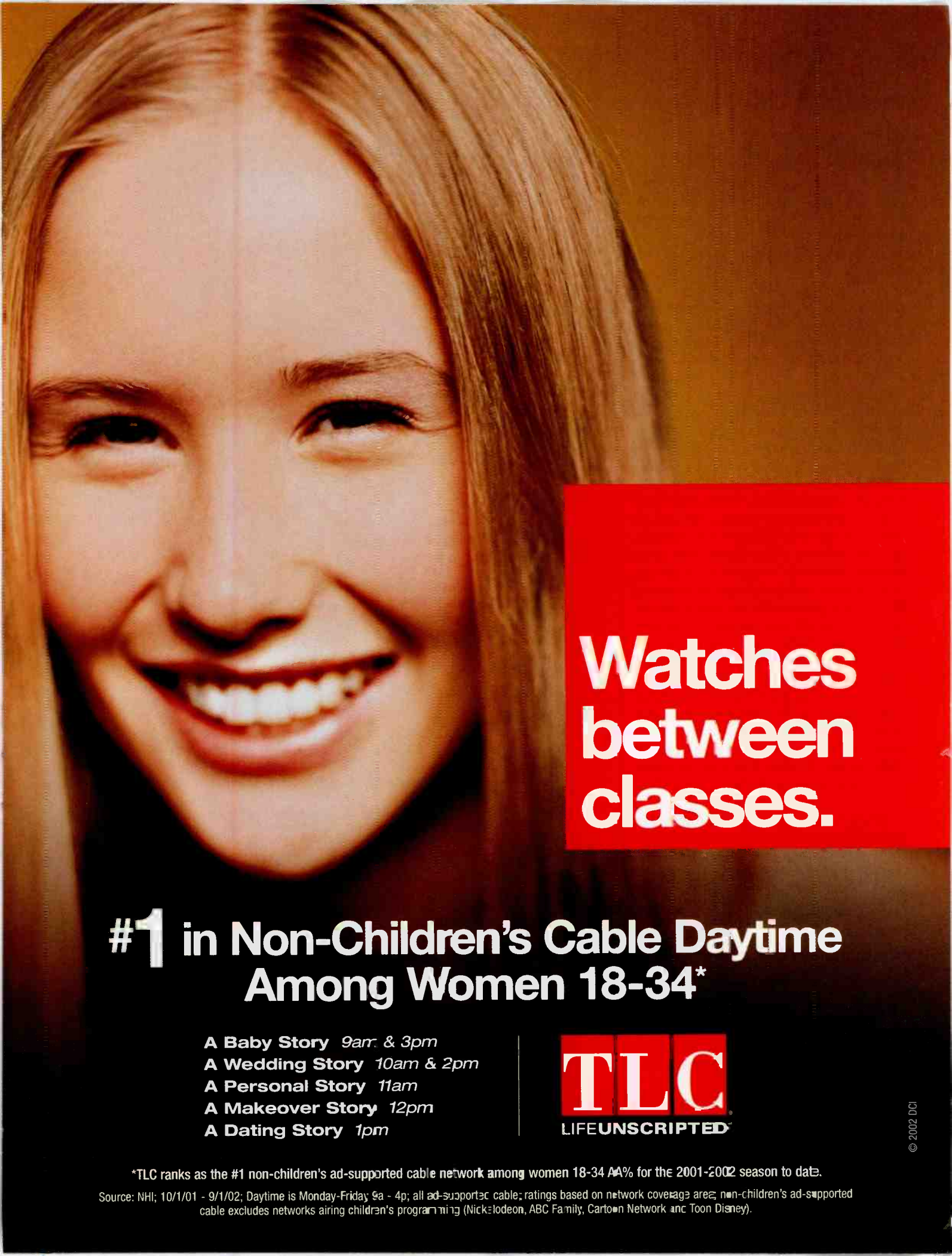
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*TLC ranks as the #1 non-children's ad-supported cable network among women 18-34 AA% for the 2001-2002 season to date.

Source: NHI; 10/1/01 - 9/1/02; Daytime is Monday-Friday 9a - 4p; all ad-supported cable; ratings based on network coverage area; non-children's ad-supported cable excludes networks airing children's programming (Nickelodeon, ABC Family, Cartoon Network and Toon Disney).

Market Profile

SCARBOROUGH PROFILE

Comparison of Detroit

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Detroit Composition %	Detroit Index
DEMOGRAPHICS			
Age 18-34	31	31	99
Age 35-54	41	41	102
Age 55+	28	28	99
HHI \$75,000+	28	32	112
College Graduate	12	11	85
Any Postgraduate Work	11	9	86
Professional/Managerial	23	21	92
African American	13	20	153
Hispanic	13	3	25
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56	51	91
Read Any Sunday Newspaper	64	65	101
Total Radio Morning Drive M-F	22	23	104
Total Radio Evening Drive M-F	18	20	111
Total TV Early Evening M-F	29	27	93
Total TV Prime Time M-Sun	38	39	100
Total Cable Prime Time M-Sun	13	13	96
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	74	68	92
Read Any Sunday Newspaper	77	77	100
Total Radio Morning Drive M-F	75	75	100
Total Radio Evening Drive M-F	73	76	104
Total TV Early Evening M-F	71	70	99
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	59	59	100
MEDIA USAGE - OTHER			
Accessed Internet Past 30 Days	58	58	100
HOME TECHNOLOGY			
Own a Personal Computer	68	69	101
Purchase Using Internet	37	33	89
Connected to Cable	69	72	104
Connected to Satellite/Microwave Dish	15	13	85

*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)

weekly business publication.

Another competitor is Pontiac, Mich.-based 21st Century Newspapers, which owns a chain of regional daily and weekly papers, including *The Oakland Press* (daily circ averages 69,051 except Thursdays, which averages 85,759; Sunday circ averages 85,925). The Sunday circ dipped 8.2 percent from a year ago (year-to-date comparison for the daily circ figures were unavailable due to a change in ABC reporting). The *Press* is part of 21st Century Newspapers' Greater Detroit Newspaper Network. In August, the company added 26 publications to its fold with the purchase of Brill Media Co.'s newspaper holdings, including papers in central and northern Michigan. The purchase brings its total holdings to four daily and 97 weekly newspapers and shopping guides, with a combined circ of more than 2 million.

Detroit's radio scene is dominated by Clear Channel Communications, which owns a total of seven stations in the market, although its News/Talk outlet WXDZ-AM does not show up in the Arbitron ratings books. With its six strongest stations, CC controls a 32.1 percent of the radio ad revenue based on an estimated \$85.5 million generated by the outlets last year (see *radio ownership chart on page 14*). Infinity Broadcasting, which owns six stations in Detroit, is a close second, taking in \$77.6 million to give it a 29 percent revenue share.

CC owns the market's highest biller, Adult Contemporary WNIC-FM, which generated an estimated \$28 million in revenue in 2001. Infinity's Country outlet, WYCD-FM, and its Oldies station, WOMC-FM, both saw significant ratings jumps in the Spring book. Neither station has a strong direct competitor.

Infinity's News outlet, WWJ-AM, was second in billings at \$22 million. As of last year, WWJ expanded beyond its traditional format and added broadcasts of Lions games. The games also continue to air on the team's flagship station, Infinity's Talk outlet WXYT-AM.

Greater Media and ABC Radio each own three stations in Detroit. The two compete head-to-head in the Adult Contemporary format, with ABC Radio's WDRQ-FM and Greater Media's WMGC-FM. ABC's strongest radio station by far, however, is the market's No. 1 station overall, WJR-AM. Radio One is another player in the Detroit area, with three stations of its own, including Urban outlet WDTJ-FM.

Viacom Outdoor is Detroit's largest outdoor advertising player, offering bulletins, 30-sheets and buses. Other outdoor media competitors include Lamar Advertising and Gateway Outdoor Advertising.

RADIO LISTENERSHIP / DETROIT

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WWJ-AM	News	7.6	4.6
WOMC-FM	Oldies	6.9	4.5
WJR-AM	News/Talk	6.8	5.1
WRIF-FM	Album Oriented Rock	6.8	3.9
WMXD-FM	Urban Adult Contemporary	4.8	4.1
WMGC-FM	Adult Contemporary	4.6	3.0
WJLB-FM	Urban Adult Contemporary	4.3	5.4
WVMV-FM	Smooth Jazz	4.1	6.3
WKQI-FM	Top 40	3.7	3.3
WYCD-FM	Country	3.6	4.6

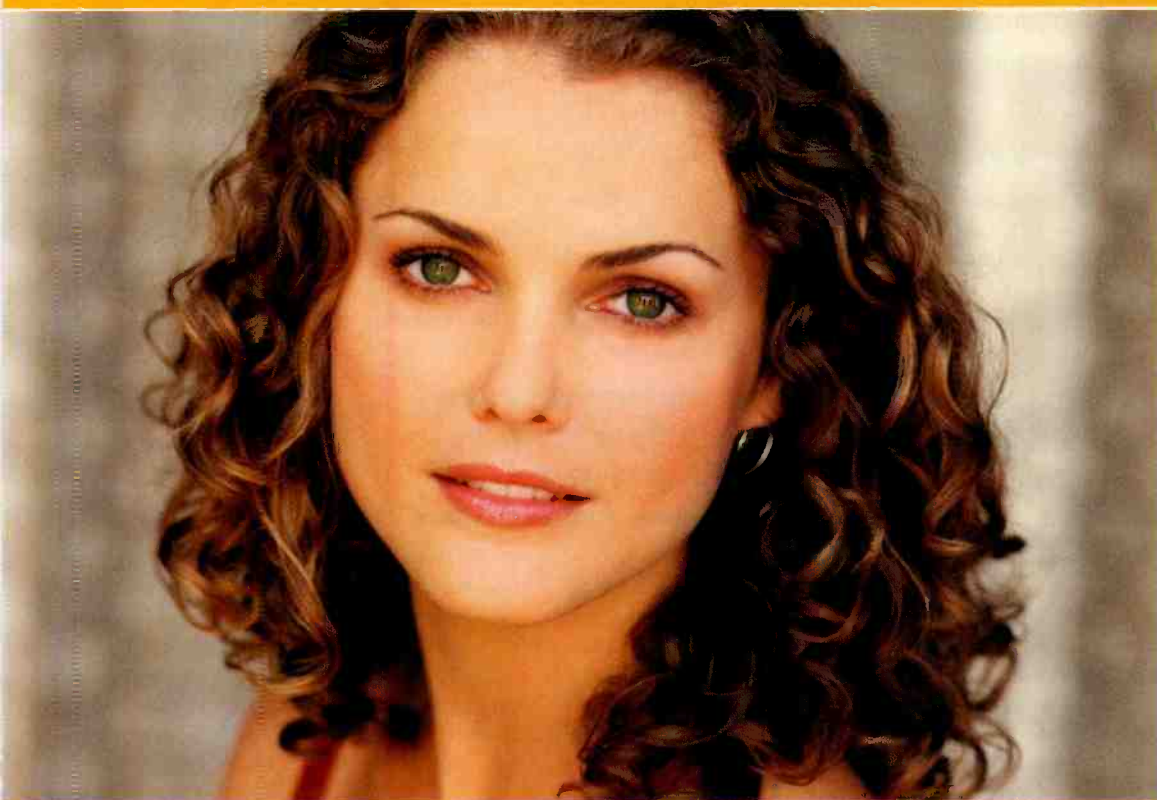
Source: Arbitron Spring 2002 Radio Market Report

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challenges

new
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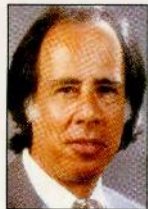
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Opinion

BY MICHAEL DREXLER



Learning to Live With TiVo

The TV business has no choice—it must adapt to the PVR, now

WE ARE ABOUT TO SEE THE TELEVISION INDUSTRY TURNED ON ITS EAR. IT WON'T HAPPEN this season, but its coming is inevitable. Thwarted by the ability of viewers to create their own channel schedules and control their commercial viewing in a TiVo-esque world, virtually every tool the networks use today will soon be obsolete.

The time to start experimenting and learning is today, not tomorrow, because advertisers' conversion to creating self-selective rather than intrusive messaging will not happen overnight. The question now is, how do we adapt to this next wave before it hits us hard?

We have all grown used to the idea that we let hours' worth of TV into our homes each day and let pitchmen into the process at least 28 times per hour. That might be normal now, but it's about to change.

Advertisers need to find new ways of using TV commercials to create a connection with consumers. The consumer is going to have to *want to see* the spots. What a challenge that is! The Age of the PVR that's about to dawn will require a shift in the direction of viewer reward—without losing the selling message.

Another shift will be a move back to program sponsorship. Over the past three decades, scatter plans have been the rule, and sponsorship has become a term bereft of its original meaning. The original meaning of sponsorship was content that the audience

applauded the advertiser for bringing to them, and as a result they became more willing to do business with that advertiser. Today the term has been diluted to mean mere signage, or a few extra commercials. There's no real connection between the content and the advertiser

We can again have consumers identify sponsors with program content. Indeed, PVRs are the bad news that will provoke us to get back to such good news.

er in the consumer's mind.

The good news is that we can again have consumers identify sponsors with program content. Indeed, PVRs are the bad news that will provoke us to get back to such good news.

What will the networks have to sell in the upfront once the bulk of :30s start getting blocked? Plenty—advertiser-supplied programs, sponsorships, varying commercial lengths, product placement, interactive formats (perhaps even complete channels programmed by advertisers).

Program-scheduling patterns, such as lead-in, lead-out, hammock position and so on will become meaningless. There will be no lead-in

effect if a given program is generally viewed without its lead-in.

The networks also will be well positioned to capture a "video catalog" opportunity, leveraging their program schedules to funnel viewers through short, intrusive-but-enjoyable "invitation" messages to take a look at a specific brand by clicking "go there now" or "bookmark for later viewing."

Today there are fewer than 1 million homes in the U.S. with PVRs. And despite the press about them, PVRs haven't been rolling out very fast, due in part to the upfront cost to consumers. But DirectTV and EchoStar have begun offering PVR service to consumers without a hefty upfront charge, and cable operators are beginning to market PVR service for as little as \$10 per month. And by 2005, cable's conversion to set-top boxes with hard drives (and therefore PVR capability) should begin in earnest.

On the upside, PVRs offer enormous opportunity for marketers who enjoy the risks and rewards of being leaders in the creative, proactive use of environmental changes. Consider these test-able ideas, which the PVR makes possible:

- Have the PVR keep track of which types of commercials are *not* switched out of by specific viewers, and send more of those types of messages to those viewers.

- Offer to send viewers info on the types of products and services they are in the market for, then record short-form and long-form commercials in those categories for those viewers.

- Since PVRs are digital, they are also interactive. When a viewer finds a product or service he/she likes, that viewer can respond upstream and have a direct relationship with the advertiser.

- New types of long-form "programercials" might be created that have sales effects yet are not hard-sell. These would be produced for viewers who watch home-remodeling shows, for example—or even for homes that the cable company knows are recent move-ins (because they signed up for cable and checked that box on the form).

- With the proper privacy protections, some consumers could decide to "opt in" and allow certain key personal data to be measured.

For advertisers, a major challenge to harness the potential of the PVR lies right up the road. The race will go to the swift. ■

Michael Drexler is CEO of Optimedia International U.S.

LETTER TO THE EDITOR

L.A. Radio: We're No. 1 in Revenue

Your Sept. 9 issue profiled the New York market, which you identified as "the No. 1 radio market." New York is indeed the most populated market in the country, but it is not, and has not been for the past 20 years, the No. 1 radio advertising revenue market in the country. Los Angeles has that distinction.

If you check with BIA, CMR or Duncan

Reports (all of which report radio-revenue data for the country), all of them list Los Angeles as the No. 1 radio-revenue market. In fact, according to Miller, Kaplan Arase (which provides radio-revenue data to CMR), L.A. is the No. 1 radio-revenue market in the world.

Mary Beth Garber, President
Southern California Broadcasters Association
Los Angeles

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Yahoo's New Pitch

A cadre of old-media executives at the popular Internet portal is trying to win over Madison Avenue with a host of fresh enhancements to the service BY CATHARINE P. TAYLOR

On a recent Thursday, some of Madison Avenue's best-known executives convened for a conference at the Asia Society. There, on the New York-based organization's stage, names such as Steve Hayden, vice chairman of Ogilvy & Mather, commercial director Bob Giral-di and former Apple CEO John Sculley, held forth on one of their favorite topics: creativity. The event would have been just another blab-fest had it not been for the organization sponsoring the conference: mega-portal Yahoo!

The Sunnyvale, Calif.-based portal had brought this quite traditional group of executives together to discuss the possibility of creating truly interesting, engaging online ads. Ads that maybe one day would be viewed as just as sexy and glamorous as their traditional-media counterparts.

If the erstwhile Silicon Valley darling had once been a mountain in the world of the Internet—with its \$100 billion-plus market cap—now it is an easier-to-scale hill. Valued at a shade more than \$5.5 billion, Yahoo! knows it has needed to build a bridge all the way to Madison Avenue, even if it meant going straight to Mohammed and asking him to please, please forgive all those sins of the dot-com era. The meeting, part of the "Yahoo! Summit Series," is just the latest evidence that Yahoo! has embraced change, to be, as chief sales officer Wenda Harris Millard puts it, "a part of the advertising community, not apart from it."

The initiative has also included intense outreach to the media planners and buyers the company knows it must court if it's to be more than just another really popular Web site that can't make any money. Starting

in 2001 with seminars in four major U.S. cities with media planners, Yahoo! has expanded its fence-mending to include the research community, creatives and account execs who handle lucrative financial accounts. But as a representative confirms, what Yahoo! really wants are those media dollars. Even the creative seminar sought to illustrate that not only is the Internet worth creating for, it's worth spending money on.

There's more than a glimmer of hope for the embattled portal, especially with last week's third-quarter financial results, which were seriously solid. Net revenue is up 50 percent to \$248.8 million over third quarter 2001, including a 22 percent hike in marketing-services revenue (which includes ad revenue) and a 124 percent surge in Fees and Listings revenue. Net income and cash flow both emerged from red ink.

That's because a year ago the company was smack in the middle of an industrywide funk that left it reporting only \$166 million in revenue, a 44 percent slide compared to third-quarter 2000. The effect of a slew of new appointments wasn't yet known. In May of 2001, Yahoo! had gone Hollywood, hiring former Warner Bros. co-chairman Terry Semel as its new CEO. The company continued to go old media with the appointment of longtime Reader's Digest exec Greg Coleman, who is now executive vp/North American operations. And to bring Madison Avenue around to Yahoo!—and vice versa—last October the portal hired former magazine and Ziff-Davis Internet exec Millard. (In the early 1990s, Millard was executive vp/group publisher of Adweek Magazines.)


At the time the widely held belief—and remember, this was before the AOL-Time Warner union became the poster child for mismatched

ILLUSTRATION BY CHIP WASS

old- and new-media alliances—was that Semel & Co. would soon pair up with a glamorous, traditional media conglomerate. Viacom, Walt Disney Co. and Vivendi Universal all made the list of real, or imagined, suitors. How else, experts mused, could Yahoo! compete with the supreme synergies of AOL Time Warner and the bottomless pockets of MSN?

But that's not what happened. And today, that's probably a good thing. Today's Yahoo! is concentrating on the basics: wooing the ad community, while at the same time cobbling together a patchwork of premium services for which consumers and advertisers would be willing to pay. The moves may not communicate as much excitement as the exclamation point in the Yahoo! name, but at this moment it looks like an appropriate path through rough terrain. "This is going to be survival through a thousand different revenue streams," says Steven Vonder Haar, an analyst with Interactive Media Strategies and a longtime Yahoo! watcher.

THE MOST IMPORTANT STREAM IS and will continue to be advertising revenue. And probably Yahoo!'s most important move—aside from bringing on seasoned media execs—is forming alliances with four rich-media companies little known outside of the insular world of online advertising. If you've never heard of EyeWonder, EyeBlaster, Point.Roll



**Yahoo! is
striving to
become more
"a part of the
advertising
community, not
apart from it."**

MILLARD

or Unicast, you're not alone. However, it's rich-media technologies from these companies, and a handful of others, that give Yahoo! and other online media companies their best shot at making online advertising easy to create, manage and buy. "I think Yahoo! is doing the right things to survive in the marketplace," says Nick Pahade, a managing director at Grey Global Group's Beyond Interactive.

The need for ad-technology alliances is the direct result of the vast intricacies that have plagued the online ad industry virtually since the creation of the first banner ad. As the industry grew uncontrollably in the late 1990s, sites developed their own proprietary ad units and sizes. Advertisers were left to perform the equivalent of re-editing TV commercials for different formats and different lengths to fit the specs of different sites. It's not surprising that, faced with such a burdensome and expensive production process—all to advertise in an untested medium—many advertisers balked. But companies such as EyeBlaster offer easy-to-create rich-media units that can be run on a variety of sites—as long as the sites agree. The significance of the Yahoo! alliances: They help the industry to develop standards that will make buying online ads easier. That should pay off in additional ad revenue.

It might seem obvious, but it wasn't to an earlier generation of Yahoo! ad sales execs, who not so long ago spurned companies such as Unicast. Explains Millard diplomatically, "I think what that really was about...is that some people maybe inside the company weren't familiar with the importance of setting standards." (Yahoo! does still occasionally develop its own ad products, such as AdVision, which allows advertisers to develop rich-media micro-sites.)

Dot-comers also weren't familiar with the strength of having the sales force divided into vertical categories—a recent Yahoo! initiative that most clearly reflects the magazine experience of both Millard and Coleman. Millard broke the sales staff into twelve verticals ranging from automotive to retail, charging sales execs with becoming intimately familiar with their potential clients' businesses. It refractively shows how warped the online advertising business became that that, too, wasn't obvious.

Fortunately for Yahoo!, media execs no longer seem to care about its checkered past. "We have seen Yahoo! do phenomenally well," remarks Stacey Flynn, vp/media director at McCann-Erickson WorldGroup's Zentropy Group. The proof, however, is in the planning. Flynn says her client, General Motors' BuyPower unit, never spent any money with Yahoo! until a year ago. But the site's ability to deliver sponsorship opportunities and surveys, and its enormous tracking capabilities, have turned GM BuyPower on. "Now they're probably one of our top sites," she says.

Advertisers and media people mostly praise Yahoo! for its creativity, a longtime company attribute that has only recently been expressed on the advertising side of the business. John Vail, the director of digital media and marketing at Pepsi, recalls only too well when the typical Yahoo! ad was a diminutive banner. "It was very small," he remembers. "That was really the extent of what we could accomplish." More recently, Pepsi and Yahoo! have staged online extravaganzas, premiering spots on the service and more. Yahoo! "recognized early that we have to innovate," Vail adds. "We have to do things for the first time."

Despite strong support from the ad community, it's

DESPITE THE ECONOMY'S UPS & DOWNS B-to-B MEDIA DELIVERS

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Recent studies, including one by Yankelovich/Harris, have revealed such significant information as the following:

- Industry leaders rank B-to-B media — this includes magazines, web sites, and trade shows — top in importance for influencing purchase decisions. Way ahead of newspapers, television business networks, and even general business magazines*.
- Using B-to-B media in combination generates even more sales than using any one medium alone — a significant 56% more**.
- An overwhelming majority of American executives — 86% — agree that companies that advertise in an uncertain economy stay more top-of-mind when purchase decisions are being made, and create more positive impressions about their commitment to their products and services*.

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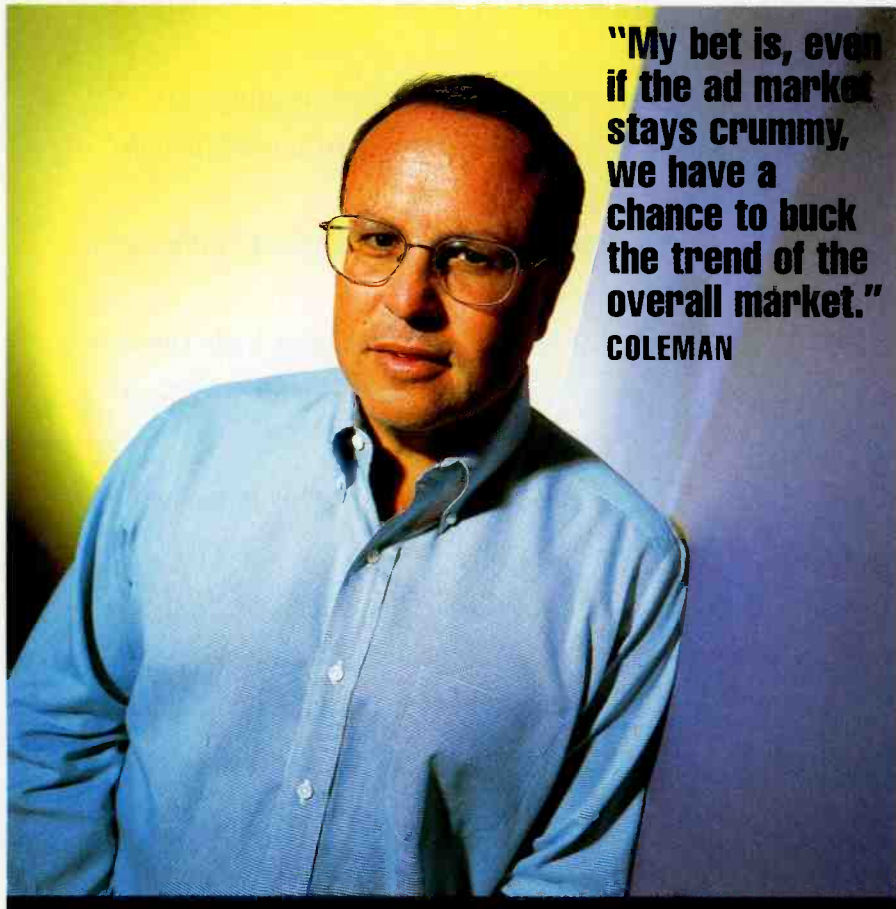
*Yankelovich/Harris **Fairfield Research

too early to tell if the current uptick will be sustainable. Last quarter, Yahoo!'s marketing-services revenue dropped 4 percent compared to a year ago, which the company attributed to the final sputter of the dot-com ad spigot. And some predict the online ad slump will continue. According to CMR, Internet advertising increased a puny 1.9 percent in the first six months of this year. Neither Coleman nor Millard will predict when the slump will end, but both are bullish about Yahoo!'s efforts to break out of it. "My bet is, even if the ad market stays crummy, we have a chance to buck the [overall] trend," insists Coleman.

EVEN AS THE COMPANY LOOKS TO strengthen its ties to the ad community and click its way out of the ad slump, Yahoo! is also trying anything and everything to diversify beyond that. The reasoning is clear. A year ago, 80 percent of Yahoo!'s revenue came from advertising and e-commerce, leaving it massively vulnerable to ad downturns; by last quarter, marketing-services revenue accounted for 60 percent of the total. Although part of the drop is attributable to some redefinitions at Yahoo! of what's accounted for in what revenue stream, it's clear the emphasis on monetizing wherever possible has begun to bear fruit. "There was never going to be a silver bullet," says Coleman.

Having retained the sunnyside-up demeanor typical of magazine publishing execs, Coleman believes the company is starting to see success in the arduous business of squeezing money out of one of the Internet's most powerful brands. "Leaving Pleasantville to come to Sunnyvale was a very optimistic move," he says.

But not a simple one. Coleman says Yahoo!'s business plan is to apply different strategies at different times, depending on the circumstances.



"My bet is, even if the ad market stays crummy, we have a chance to buck the trend of the overall market."
COLEMAN

Thus, while Yahoo! doesn't look as though it will pull off the kind of big-bang merger that used to thrill Wall Street, it has bought other, smaller Internet companies as one of several strategies. First on that list was online job-hunting, and so the company bought hotjobs.com earlier this year for \$436 million; formerly, it had had an alliance with career-builder.com, to which it funneled traffic and received revenue in return. (It's important to note that Yahoo!'s recent revenue increases have come in part because of this acquisition.)

It has also taken increasing care in figuring out when to partner and when not to. As matchmaking services such as Match.com have grown substantially, Yahoo! decided that it would build the business organically, and it has recently discovered, that yes, finding Mr. or Miss Right is indeed an online subscription service for which lonely hearts will pay. Yahoo! Personals, a free service until October 2001, has grown into a healthy little business.

The list of a la carte services is deeper than it would first appear. Now users not only pay for such services as e-mail storage but also can buy a subscription service that will allow them to pay their bills online, for \$4.95/month. In the business-to-business or "enterprise" arena, Yahoo!'s products range from corporate instant messaging to creating customized corporate portals that draw on its content and technology.

Homegrown services that turn a profit sound great, but the truth is, Yahoo!'s most important advancement is embracing the notion that not everything has to be created amid the bright purple and yellow chairs of the Sunnyvale headquarters. That's the real story behind the ad alliances and Yahoo! signing a three-year deal earlier this year with Overture, which provides sponsored links to search services. Paid listings, one of

the few promising areas in Web advertising, is one field in which the old Yahoo! would have wanted complete control over content and revenue. The new Yahoo!, after considering the homegrown way, thought better of it. "It's a much better opportunity for Yahoo! at this point to outsource that functionality," says Coleman.

Over the next year, Yahoo!'s most closely watched partnership may be its Internet-access deal with regional Bell SBC, which includes a broadband ISP that launched last month. The move into Internet access gives Yahoo! the potential to realize the ISP subscription revenue it has sorely lacked; but the revenue split with SBC, and the service's potential, remain unclear.

THAT'S ABOUT AS BIG an alliance as Yahoo! is expected to make—the days of an acquisition by an old-media giant appear to be as gone as pets.com. As the company turns its attentions to winning over the hard-to-please Madison Avenue crowd, its main doubters remain on Wall Street, where the halcyon days of 1999 may be harder to forget. For instance, W.R. Hambrecht & Co. is one brokerage that maintains a "sell" rating on Yahoo! stock, which at press time was just over \$10 a share. A September analyst report from the firm says Yahoo!'s revenue expectations on the SBC deal are too high and further that, "we do not currently have any reason to believe that a meaningful uptick [in online advertising] is imminent."

But ever so slowly, Yahoo! seems to be edging its way to stability. The company "essentially has transformed itself from the hare into the tortoise," says Vonder Haar. "And slow and steady can win this race." ■

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Keith Blaisdell has been promoted from assistant news director to news director of Allbritton Communications' WHTM, the ABC affiliate in Harrisburg, Pa....

José Rios, vp of news for Fox Television's KTTV in Los Angeles, has taken on additional duties. Rios now oversees news operations at KCOP, the Fox-owned UPN station in L.A.

MAGAZINES

Jim Frank, editor of *Golf Magazine*, has been tapped to succeed editor in chief George Peper, who is retiring after 25 years at the helm of the Time4 Media title. Frank will retain the title of editor...Time Inc. shuffled several publishers last week: **Michael Dukmejian**, publisher of the soon-to-be-defunct *Mutual Funds*, succeeds *Money* publisher **Kathy Kayse**, who has been named publisher of *People*; she replaces Peter Bauer, who was recently promoted to president. Also, *People* associate publisher **Paul Caine** has been named publisher of *Teen People*, replacing Anne Zehren, who is taking a leave of absence. Elsewhere at Time Inc., **Robert Hawkins** was appointed chief marketing officer at *Essence*, a new position as a result of restructuring. Most recently, he was senior vp of marketing for a health products company. Prior to that, he worked at *Fortune*.

CABLE TV

Kevin Bellinkoff was promoted to vp of programming at Game Show Network, a new position. Most recently, as executive director of programming at GSN, Bellinkoff helped produce several original programs, including *Russian Roulette* and *Friend or Foe?*. Previously, as an exec at Pearson Television, he worked on *Family Feud* and *Card Sharks*.

RADIO

At Clear Channel Communications, **Dave LeFrois** was promoted to regional vp of programming for the Eastern northwest. LeFrois, operations director for the company's Rochester, N.Y., stations and Adult Contemporary brand manager, will add responsibility for stations in New York, Connecticut, western Massachusetts and Vermont.

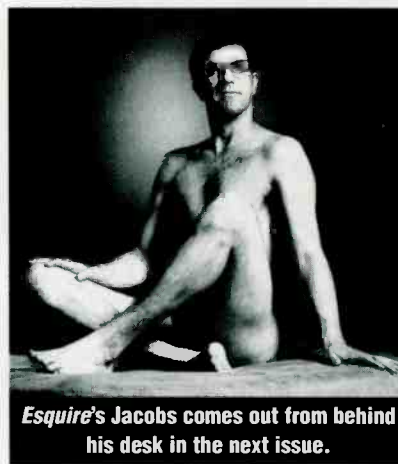
Media Elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

WHEN HE FIRST STARTED at *Esquire* two years ago, he appeared on the contributors' page with a balloon on his head. "And this just continues that tradition of class and elegance," says

A.J. Jacobs of the nude on page 135 in the November issue. Senior editor Jacobs appears sans balloon in the "PG-rated" black-and-white portrait thanks to the reciprocal thinking of Mary-Louise Parker, who agreed to pose naked (again) for her feature in the men's mag if the editor would too. Thus it was that Jacobs found himself in the studio doing "contortions to cover up the naughty bits" through four humiliating rolls of film. In Jacobs' initial objections to doing the shoot, he'd mentioned concern about readers cancelling their subscriptions. But it turns out it's actually going to be good for sales, he explains: "My mom told me she's going to buy every copy in her area so no one else can see it."...Add "fact checker" to **Steve Van Zandt's** résumé. The bandanna'd guitarist for Bruce Springsteen's E Street Band and family man on *The Sopranos* caught a glitch in the script of the recent episode of NBC's *Saturday Night Live* featuring the band. In rehearsals for a skit with Jimmy Fallon and Matt Damon as fans at a Springsteen show in Boston, Van Zandt noticed the script had Fallon saying he'd gotten the tickets by being the 104th caller in WBCN-FM's promotion. BCN isn't the



Esquire's Jacobs comes out from behind his desk in the next issue.

NISEL PARRY FOR ESQUIRE

Springsteen station any more, Little Steven told the writers. It's WROR-FM (which recently changed its format to Rock and, incidentally, launched Van Zandt's own Sunday-night show, *Little Steven's Garage*). The script was corrected at the last minute, but another glitch got past everyone: It was the 105th caller, referring to WROR's position at 105.7 on the dial)...At the recent Minneapolis CultureFest reception hosted by *Smithsonian Magazine* at the Minnesota Zoo, publisher

Amy Wilkins enjoyed the company of guests David Hunt, Office of Governor Jesse Ventura; Dave Schmall, associate publisher, *The Rake*; and Deborah Jindra, vice chair of the Minneapolis Arts Commission. But the best entertainment of the evening came from renowned tropical biologist and *Smithsonian* scholar Dr. Michael Robinson, who ended his "Life in the Tropics" slide presentation with an image of



Station-identification man Stevie

mating praying mantises, in which the female had bitten off the male's head. Dr. Robinson quipped: "This shot is scientific proof that you don't actually have to have a brain to copulate."...You don't have to have a degree in fishing to hook the top edit post at the venerable *Field & Stream*, but **Sid Evans** did an "independent study" to prep for the job. The week before joining the Time4 Media monthly as editor in chief, Evans took his first trip to Montana, for several days of solo trout-fishing on the legendary Bighorn River. Though Evans says he "just kind of flails away," he did catch a 19-inch rainbow trout, a big deal for him. As for his professional goals: "I'd like to move the *Field & Stream* offices to Montana," he says with a wink.



F&S Evans and friend in Big Sky country



Dianne Doctor, VP and News Director, WCBS-TV

The Doctor is in the house at WCBS, and her bosses, who poached her from No. 1 crosstown rival WNBC, are hoping she can cure whatever's ailing the Big Apple's third-ranked TV station. Just two months into her tenure as WCBS' news director, Dianne Doctor has given the station a harder-news focus and implemented some new news formatting and station-promotion changes.

The fortysomething mother of two sees her new job as a "tremendous challenge," and she hasn't been one to back away from them in the past. To wit, Doctor favored enterprising and investigative reporting when she was vp and news director at longtime market leader WNBC, where she worked her way up through the ranks since 1991 in various news-producing roles. "I'm very competitive and I like a challenge," Doctor says. "I'm direct, I tell people what I think, but I give them a chance."

As for navigating the broadcasting business, Doctor says she draws on skills and lessons learned from her weekend equestrian pursuits, contending that the challenges involved in horseback riding are helping her take on her new position with confidence. "You have to be strong and firm and be a leader," she says.

Another animal figured prominently early in Doctor's TV career. She was working as a cub reporter and had to do a story on a restaurant that was overrun with feral cats. During her live stand-up, one of the cats latched onto her shoulder, and the recording ended up being replayed on a national "bloopers" show. That incident notwithstanding, Doctor enjoyed being a reporter and writer and now has a true appreciation for what reporters do. "But ultimately," she continues, "I preferred...being a producer. I felt I was better at it than being on-air." Besides, producing is safer. —Sandy Brown



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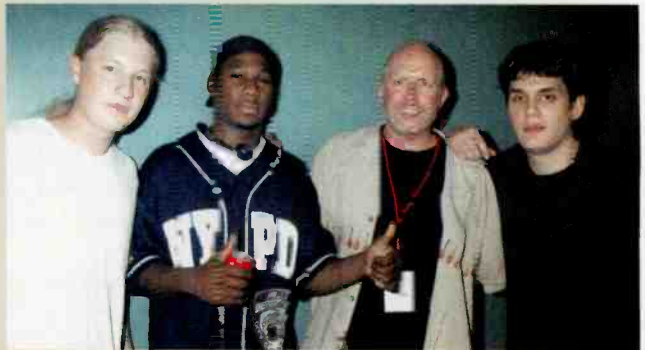
Media Elite

Media Dish

Radio legend Don Imus (l.) and former General Electric CEO Jack Welch played for a good cause at the recent AT&T Steven A. Cox Charity Golf Classic, held in Bedminster, N.J., and sponsored by Y&R Advertising and Mediaedge:cia. The event raised \$610,000 for three children's charities.



Allure editor Linda Wells (c.) chatted it up with Bobbi Brown, CEO of Bobbi Brown Cosmetics, and John Frieda, CEO of Professional Hair Care, at the Four Seasons Grill Room for the mag's recent "Best of Beauty" breakfast.



At New York's Roseland for the recent 2002 Jammy Awards Presented by TDK, sponsored by jam-band chronicle *Relix* magazine, (l. to r.) musician Derek Trucks; Jazz of the Dirty Dozen Brass Band; Steve Bernstein, president and publisher of *Relix*; and new artist John Mayer

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*NADbank 2002: 41 measured markets.
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NEWS OF THE MARKET

TNT Gets Exclusive on British Open

TNT has struck a deal to carry the British Open Championship exclusively for the next seven years. The agreement kicks off with the 2003 golf tournament that will be played July 17-20 at Royal St. George's in Sandwich, Kent, England. The agreement calls for 28 hours of coverage next year, including week-end play as well as a right to air the Senior British Open and the Women's British Open. TNT also has interactive rights to all three events, which will enable the network to distribute content through video-on-demand services and to wireless receivers. The British Open joins TNT's exclusive four-day coverage of the PGA Championship and the PGA Grand Slam of Golf.

Fox Sports Español in Web Deal

Terra.com, an Internet site targeting Hispanics in the U.S., formed an alliance with Fox Sports Español that would enable

Web users to access the cable network's content and other information. The new Web page is fse.terra.com. The deal includes cross-promotional efforts and collaboration to sell integrated advertising and sponsorship packages and drive subscriptions. FSE programming includes Major League Baseball playoffs and World Series games for the 2002 and 2003 seasons, as well as soccer's Copa Libertadores, Copa Panamericana and Futbol Argentino.

Radio Disney Adds to Network

ABC Radio continues to buy radio stations for Radio Disney, the only radio network targeting children 6-11. Last week, ABC announced it would acquire WBYU-AM in New Orleans for \$1.5 million from Beasley Broadcast Group, which exits the New Orleans market with the sale. Including pending acquisitions, Radio Disney is in 53 markets, including 18 in the top 20. Despite

rumors of a sale of its radio assets, ABC has purchased nine stations this year alone for Radio Disney. Of its 53 Radio Disney affiliates, 34 are owned and operated by ABC.

New Line Deal to Extend Maxim Brand

Dennis Publishing lad magazine *Maxim* has entered a first-look deal with New Line Cinema to produce films under the banner of "Maxim Presents" in the films' titles. Under terms of the deal, *Maxim* will generate ideas for film projects to be produced by New Line, and existing New Line projects may carry the Maxim Presents tag. Two such projects in early development, one a *Fatal Attraction*-like film, are under consideration for *Maxim* branding.

Compromise Reached on Webcast Royalties

The House of Representatives last week passed a bill sponsored by House Judiciary Chairman James Sensenbrenner (R-Wis.)

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that would give financial relief to webcasters that stream music over the Internet. The bill was based on a compromise made between webcasters and representatives of the music industry that would override the flat royalty fees set in June by the Library of Congress. Many webcasters said those fees, which are scheduled to take effect Oct. 20 and are retroactive to 1998, would put them out of business. The compromise agreement, included in the bill, gives Internet-only webcasters with less than \$1 million in revenue the option to pay royalties based on a percent of annual revenue. Broadcasters who stream their signals over the Internet and are also opposed to the royalty fees are not included in the bill, which now heads for the Senate.

Crown Restructures, Lays Off 100-Plus

Driven by poor performance in overseas markets, Crown Media Holdings is restructuring and has laid off more than 100 employees at all of its operations, including Hallmark Channel U.S. A majority of the layoffs occurred overseas, but the job cuts included the position of Lana Corbi, president and CEO of Hallmark Channel U.S. The company said it would take a \$20 million restructuring charge in the fourth quarter, which includes severance to laid-off employees, as well as a noncash charge of \$55 million to \$60 million for programming changes. Those changes include some kid-targeted programming that no longer fits Hallmark's strategy to attract the whole family.

Vertis Puts Planning Tools on Web

Vertis, a provider of technology-based marketing and advertising solutions, has launched a Web-based version of its Media Research & Planning System, which can take a profile of a client's most likely customers and provide data on where they live, their buying patterns and lifestyle characteristics. The new version from the Baltimore-based company allows marketers to access the system wherever they are.

Viacom to Launch AIDS-Prevention Effort

Viacom Inc. is joining with the Kaiser Family Foundation to launch a comprehensive media campaign, through public service messages, TV and radio programming, and outdoor, print and online content, aimed at HIV/AIDS prevention. Viacom has pledged ad placements for 2003 valued at \$120 million, which will run across the company's media properties and will be made available to other

media outlets. Kaiser is working with creators of prime-time series produced by or for Paramount Television, CBS, UPN and Showtime to have them include HIV/AIDS storylines and references. Series including *Girlfriends*, *Enterprise*, *Becker*, *Frasier*, *The District*, *The Agency* and *Queer as Folk* have already committed.

Red Herring Sold to Majority Investor

Red Herring, which has covered Silicon Alley since 1993, is being sold to majority investor RHC Media (owned by Broadview Capital Partners) as part of a restructuring effort. The 350,000-circ title is trying to get out from under costly real estate leases. The staff, pared down to 50 from its onetime peak of 400, will move to smaller offices.

National Lampoon Returns to Radio

Boutique syndicator Wilbur Entertainment has announced plans to revive *The National Lampoon Radio Hour*, which aired in syndication from 1973 to 1974 featuring many of the original cast members of NBC's *Saturday Night Live*. Through a deal with J2 Communications, parent company of National Lampoon, the new weekly show will feature the classic episodes in addition to spotlighting up-and-coming comedians.

Universal Media Launches Men's Mag Ramp

In the vein of men's lifestyle titles *Maxim* and *FHM*, Universal Media will launch *Ramp* on newsstands tomorrow, with an initial print run of 500,000. The bimonthly will increase frequency to monthly with the March 2003 issue and projects a 250,000 guaranteed rate base to advertisers by mid-2003.

Sirius Strikes Deal With Ford

Sirius Satellite Radio has inked an agreement with Ford Motor Co. to have its 100-channel subscription service offered as an option on select vehicles, including Ford, Lincoln, Mercury, Jaguar, Volvo and Land Rover. Sirius, which completed its national rollout in July, has 6,510 subscribers.

Radio Advertising Continues Recovery

After climbing 9 percent in July, radio advertising spending moderated in August, rising 5 percent, according to recent figures from the Radio Advertising Bureau. National continued to show the biggest gains, up 9 percent for the month, while local ad sales increased by 4 percent. To date, overall radio advertising was up 3 percent. Radio advertising is expected to accelerate in the fourth quarter. ■

The **International Women's Media Foundation** will present the 13th annual **Courage in Journalism Awards** Oct. 16 at the Waldorf-Astoria in New York. Contact: Mindy Cohen at 908-322-5802 or mcohen@evergreenpr.com.

Magazine Publishers of America will present the **American Magazine Conference** Oct. 20-23 at the Arizona Biltmore Resort & Spa in Phoenix. Noted speakers include Susan Lyne, president, ABC Entertainment; and Richard Parsons of AOL Time Warner. Contact: Ronnie Faust at 212-872-3732.

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.

IRTS will present a **panel on cross-platform media opportunities** Nov. 19 at the NBC building in New York. Contact: Jim Cronin at 867-6650, ext 305.

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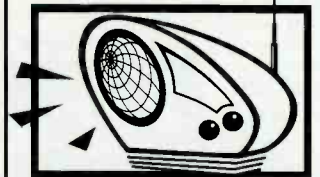
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The Hollywood Reporter's Box Office

THIS WEEK	LAST WEEK	PICTURE	3-DAY WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS
1	New	Red Dragon	36,540,945	3	36,540,945
2	1	Sweet Home Alabama	21,325,435	10	65,334,029
3	2	The Tuxedo	10,035,750	10	27,988,910
4	4	My Big Fat Greek Wedding	8,223,801	171	147,717,828
5	3	Barbershop	6,634,684	24	60,018,041
6	New	Jonah: A VeggieTales Movie	6,201,345	3	6,201,345
7	5	The Banger Sisters	3,484,958	17	24,299,294
8	6	The Four Feathers	2,057,714	17	15,517,239
9	20	Moonlight Mile	1,882,703	10	2,327,627
10	7	One Hour Photo	1,733,871	47	28,780,731

Source: The Hollywood Reporter

G4 TV 4 Gamers

Top 10 Sports Games

1. *NHL 2003* (PS 2)
2. *Madden 2003* (PS2)
3. *Nascar Thunder 2003* (PS2)
4. *NHL 2003* (PC)
5. *NCAA Football 2003* (PS2)
6. *Madden 2003* (XBox)
7. *Street Hoops* (PS2)
8. *Nascar Thunder 2003* (XBox)
9. *NBA Street* (PS2)
10. *Sega GT 2002* (XBox)

Top 10 Game Soundtracks

1. *Final Fantasy VII*
2. *GTA 3*
3. *Halo*
4. *Final Fantasy III...*
5. *Castlevania: Symphony of the Night*
6. *Metal Gear Solid 2: Sons of Liberty*
7. *Balder's Gate*
8. *Parappa*
9. *Chrono Trigger*
10. *Wipeout XL*

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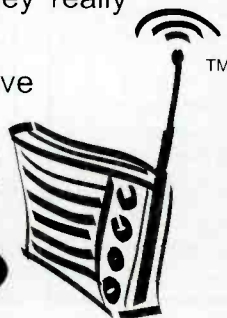
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Facts and Figures

Magazine fact-checkers are becoming a dying breed as editors eye the bottom line

BY MARGOT MIFFLIN

IN THIS ERA OF COOKED BOOKS AND CROOKED CEOs, ACCOUNTABILITY IS AT A PREMIUM. And for magazines, it comes at a price: Many spend hundreds of thousands of dollars a year on fact-checking and research departments to ensure precision and avert lawsuits. Time Inc.'s *People* has a research

staff of 29; *National Geographic* employs 17; and Condé Nast's *New Yorker*, legendary for its near-spotless history of fact-checking, has 16. But flagging ad revenue and shrinking budgets have forced many magazines into a difficult dance: balancing factual accuracy with profitability.

"Our trend over the last few years is to have stories reported and written by one person, who has the responsibility to back the story," says Jim Kelly, managing editor of *Time*, whose team of reporters (some of whom handle fact-checking as part of their duties) has dropped to 32 from 44 in 1995. "We've saved money by instead of having 27 different stories a week on 27 different topics, we're having 11 stories on 11 topics. By reallocating resources, we manage to both deliver the stories that I want to deliver and also not exceed our budget."

But how can editors ensure that writers are double-checking their own facts? Salon.com has twice posted apologies for an Aug. 29 story on former Enron executive Thomas White—first because an e-mail from White was said to be misquoted, then because the e-mail could not be confirmed at all. Also last summer, a new breed of forgery was born at Fairchild Publication's *Details*, when a writer pretending (via e-mail) to be author Kurt Andersen smuggled an essay into the August issue.

In 1986, fact-checkers enjoyed some notoriety when *Bright Lights, Big City*, a novel about a *New Yorker* fact-checker by a former *New Yorker* fact-checker, Jay McInerney, became a bestseller. But by the '90s, the magazine world in general, and fact-checking in particular, was changing. Following several corporate mergers and buyouts, the emphasis at many news publications shifted from information to profit, and fact-checking became a casualty of the new bot-

tom line. "In the American news business, there was a time when companies took great pride in the fact that their news divisions didn't make money," says Marcus Mabry, chief of correspondents at *Newsweek*. "The lost money was more than made up for in the prestige it brought to the company, as an organization that brought news to the American people and provided a valuable civil service. Well, that has changed vastly. Now we are looked at as sources of revenue, and we've had to streamline our staff."

In the 1990s, magazines from *Time* and *Newsweek* to Time Inc.'s *Fortune* and Condé Nast's *Vogue* cut back on fact-checkers, closed down their departments entirely or restructured, recasting fact-checkers as researchers or reporters. *National Geographic* is now down to 17 researchers, from 21; Hearst Magazine's *Esquire* in recent years has trimmed its staff of seven researchers to two. *The New Yorker*, which expanded its research staff under editor Tina Brown, has been one of the few exceptions.

Some editors say economic pressures forced the cuts; others claim improved resources like computer databases and the Internet have made the verification process more efficient and reduced the need for fact-checkers. But a surge in errors would indicate otherwise. In 1997,

Newsweek made news after publishing an article recommending that infants as young as 5 months old eat foods that (as the magazine later reported in a correction) they could also choke on. A year later, *Time* was lambasted for running an inaccurate article alleging that the U.S. dropped Sarin nerve gas in a village base camp in Laos in 1970.

Ask anyone in charge of a research department whether its purpose is accuracy or legal impunity, and you'll be told the latter is a subset of the former (though magazines do pay their lawyers to vet their manuscripts as well). Still, the most famous cases of flubbed facts have more often resulted in face-slapping embarrassment than litigation, and many recent infractions have been deliberate inside jobs, where trusted reporters duped their own editors and invented stories or details. It's a sign of the times that a film called *Shattered Glass*, scheduled for release next year, is based on

Stephen Glass, a writer (and former fact-checker, no less) who made up parts or all of 27 stories he wrote for *The New Republic* in the 1990s.

Writers are generally required to provide fact-checkers with taped interviews or transcripts, notes, contact information for sources and, in some cases, an annotated manuscript. At *The New Yorker*, a half day may be devoted to checking names and dates alone. Before reviewing a writer's notes, *New Yorker* fact-checkers typically read other articles on the same subject

"to know what the dialogue surrounding the issue is," says Peter

Canby, head of the department. And unlike most checkers, *The New Yorker's* read not just for factual accuracy, but also for balance and fairness. A month or six weeks may be spent checking longer features.

Celebrity magazines are plagued with the problem of story subjects who lie about or won't reveal their ages, forcing harried fact-checkers to comb through back issues of magazines and tally up old numbers. Questions can



MONTHLIES November 2002

	RATE BASE (1ST HALF '02)	CIRC. (1ST HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECHNOLOGY								
Business 2.0 ^E	550,000	557,093	65.76	71.87	-8.50%	594.05	710.71	-16.41%
Entrepreneur ^G	540,000	543,885	103.00	116.42	-11.53%	1,234.84	1,286.29	-4.00%
Fast Company	725,000	770,672	101.72	100.25	1.47%	732.68	918.91	-20.27%
Fortune Small Business ¹⁰	1,000,000	N.A. ^B	53.55	57.73	-7.24%	399.95	461.64	-13.36%
Inc ^{E/2}	665,000	680,394	74.17	79.50	-6.70%	709.88	905.47	-21.60%
Red Herring ^M	325,000	332,889	31.50	45.50	-30.77%	368.67	1,136.02	-67.55%
Technology Review ¹⁰	310,000	312,037	29.00	19.74	46.91%	242.93	286.97	-15.35%
Upside ^{10L}	250,000	258,323 ^B	16.00	44.00	-63.64%	112.50	479.00	-76.51%
Wired	500,000	509,300	117.75	130.83	-10.00%	701.54	1,162.51	-39.65%
Category Total			592.45	665.85	-11.02%	5097.04	7,347.52	-30.63%
ENTERTAINMENT								
Movieline ^{1/11}	250,000 ⁰	295,012	32.16	35.16	-8.53%	252.97	333.29	-24.10%
Premiere	600,000	619,265	41.34	41.46	-0.29%	353.20	389.09	-9.22%
The Source	460,000	464,644	113.60	128.50	-11.60%	1,074.14	1,399.81	-23.27%
Spin	525,000	526,973	65.00	79.45	-18.19%	680.89	860.24	-20.85%
Vibe ¹⁰	800,000	820,792	91.88	93.46	-1.69%	1,039.25	1,068.87	-2.77%
Category Total			343.98	378.03	-9.01%	3,400.45	4,051.30	-16.07%
ENTHUSIAST								
Automobile	625,000	645,211	84.88	68.09	24.66%	763.91	673.47	13.43%
Backpacker ^{9/D}	295,000	298,062	51.74	56.70	-8.75%	449.70	572.55	-21.46%
Bicycling ¹¹	285,000	286,347	39.76	27.36	45.33%	382.31	432.34	-11.57%
Boating	None	202,957	98.50	90.05	9.38%	1,194.41	1,343.98	-11.13%
Car and Driver	1,350,000	1,369,848	127.54	102.27	24.71%	997.97	1,023.09	-2.46%
Cruising World	155,000	160,020	93.41	85.01	9.88%	1,097.75	1,241.58	-11.58%
Cycle World	310,000	323,700	99.77	123.06	-18.93%	974.83	1,078.78	-9.64%
Flying	None	305,763	70.50	70.82	-0.45%	770.58	834.01	-7.61%
Golf Digest	1,550,000	1,578,248	113.78	96.22	18.25%	1,293.37	1,211.64	6.75%
Golf Magazine	1,400,000	1,426,304	110.16	103.61	6.32%	1,247.43	1,238.18	0.75%
Motor Boating	None	134,126	110.78	103.96	6.56%	1,171.83	1,302.86	-10.06%
Motor Trend	1,250,000	1,272,053	105.75	90.60	16.72%	826.41	783.51	5.48%
Popular Mechanics	1,200,000	1,239,186	77.69	73.10	6.28%	731.27	635.91	15.00%
Popular Photography	450,000	451,725	139.32	144.38	-3.50%	1,539.41	1,827.55	-15.77%
Popular Science	1,450,000	1,468,346	82.80	39.90	107.52%	567.97	372.04	52.65%
Power & Motoryacht	None	156,735 ^B	265.33	279.75	-5.15%	2,246.14	2,359.21	-4.79%
Road & Track	750,000	762,688	133.64	129.01	3.59%	1,082.73	1,061.71	1.98%
Sailing World ¹⁰	50,000	51,376	54.33	36.38	49.34%	429.81	408.75	5.15%
Stereo Review's Sound & Vision ¹⁰	450,000	453,022	83.00	100.59	-17.49%	572.34	684.87	-16.43%
Tennis Magazine ¹⁰	700,000	705,264	30.56	43.27	-29.37%	449.34	528.90	-15.04%
Yachting	132,000	133,633	232.00	215.09	7.86%	1,934.39	2,015.38	-4.02%
Category Total			2,205.24	2,079.22	6.06%	20,723.89	21,630.30	-4.19%
FASHION/BEAUTY								
Allure	900,000	957,276	119.80	115.55	3.68%	1,095.37	1,093.45	0.18%
Cosmopolitan	2,700,000	2,963,351	175.62	166.37	5.56%	1,694.49	1,824.85	-7.14%
Elle	1,000,000 ⁰	989,728	146.84	165.96	-11.52%	1,416.32	1,773.43	-20.14%
Essence	1,050,000	1,052,925	138.64	107.41	29.08%	1,041.83	1,112.52	-6.35%
Glamour	2,200,000	2,509,566	139.20	152.97	-9.00%	1,410.00	1,469.02	-4.02%
Harper's Bazaar	700,000	718,834	139.83	159.84	-12.52%	1,309.82	1,528.03	-14.28%
Honey ¹⁰	350,000	387,999	48.90	40.66	20.27%	504.55	413.39	22.05%
In Style ^P	1,500,000	1,660,193	292.95	266.34	9.99%	2,681.06	2,568.35	4.39%
Jane ¹⁰	650,000 ⁰	663,222	78.42	92.12	-14.87%	753.01	804.07	-6.35%
Lucky	700,000	779,521	113.02	83.05	36.09%	860.51	616.12	39.67%
Marie Claire	850,000 ⁰	952,223	152.56	170.10	-10.31%	1,484.17	1,478.51	0.38%
Vogue	1,100,000	1,245,490	340.24	384.08	-11.41%	2,674.41	2,938.37	-8.98%
W	450,000	471,265	209.64	209.46	0.09%	1,686.41	1,935.71	-12.88%
Category Total			2,095.66	2,113.91	-0.86%	18,611.95	19,555.82	-4.83%
FOOD/EPICUREAN								
Bon Appetit	1,200,000	1,263,134	162.68	156.69	3.82%	1,005.57	1,134.57	-11.37%
Cooking Light ¹¹	1,550,000	1,603,680	119.29	115.52	3.26%	1,152.96	1,100.55	4.76%
Food & Wine	900,000	957,838	143.16	158.58	-9.72%	1,075.06	1,080.51	-0.50%
Gourmet	900,000	934,778	134.00	123.03	8.92%	1,096.59	1,156.67	-5.19%
Category Total			559.13	553.82	0.96%	4,330.18	4,472.30	-3.18%
GENERAL INTEREST								
Atlantic Monthly ¹¹	450,000	502,113	55.99	49.23	13.73%	466.32	413.75	12.71%
Biography	700,000	724,550	35.17	32.49	8.25%	347.47	380.23	-8.62%
Harper's Magazine	205,000 ^A	212,010	18.67	20.16	-7.42%	191.22	233.48	-18.10%
National Geographic	6,600,000	6,890,852	42.26	41.50	1.83%	359.45	369.27	-2.66%
People en Español ^{11/4}	400,000	420,849	66.33	73.87	-10.21%	553.79	605.56	-8.55%
Reader's Digest	12,500,000	12,212,040	87.30	78.56	11.13%	927.99	988.41	-6.11%
Savoy	300,000	302,070	41.90	28.83	45.33%	416.25	286.41	45.33%
Smithsonian	2,000,000	2,040,294	60.10	64.10	-6.24%	549.20	619.70	-11.38%
Vanity Fair	1,000,000	1,107,802	249.75	232.40	7.47%	1,734.96	1,746.56	-0.66%
Category Total			657.47	621.14	5.85%	5,546.65	5,643.37	-1.71%
HEALTH/FITNESS (MEN)								
Flex	150,000	154,199	190.00	168.13	13.01%	2,136.68	1,842.77	15.95%
Muscle & Fitness	None	470,263	147.17	130.85	12.47%	1,647.31	1,549.83	6.29%
Runner's World	510,000	528,905	36.69	34.14	7.47%	431.71	369.95	16.69%
Category Total			373.86	333.12	12.23%	4,215.70	3,762.55	12.04%
HEALTH/FITNESS (WOMEN)								
Fitness ⁺	1,100,000	1,197,638	105.38	60.52	74.12%	904.40	630.26	43.50%
Health ¹⁰	1,350,000	1,407,660	86.36	84.18	2.59%	901.44	842.16	7.04%
Prevention	3,100,000	3,131,814	84.75	77.97	8.70%	926.03	971.84	-4.71%
Self	1,200,000	1,284,604	117.00	107.93	8.40%	1,057.57	1,095.09	-3.43%
Shape	1,500,000	1,692,690	90.59	65.04	39.28%	912.11	799.17	14.13%
Category Total			484.08	395.64	22.35%	4,701.55	4,338.52	8.37%
KIDS								
Boys' Life	1,300,000	1,410,198	15.37	14.53	5.78%	117.88	144.51	-18.43%
Disney Adventures ¹⁰	1,100,000	1,139,167 ^B	36.23	34.16	6.06%	249.32	250.46	-0.46%
Nickelodeon Magazine ¹⁰	1,000,000	1,042,680 ^B	33.81	36.83	-8.20%	300.55	264.29	13.72%
Sports Illustrated for Kids	950,000	987,432 ^B	33.81	36.83	-8.20%	297.85	335.29	-11.17%
Category Total			95.41	85.52	-0.13%	965.60	994.55	-2.91%

range from how to spell Velcro to how many offspring (in and out of wedlock) Anthony Quinn had when he died—a challenge last year for *People*.

"There's a huge burnout rate," says David Malley, an assistant editor at Wenner Media's *Rolling Stone*. "It's really stressful because of the deadlines, the late nights and the tensions of having something wrong, which can cost you your job. And unfortunately, because a lot of writers have come of age during the time of fact-checking, some rely on us to supply the facts for their articles."

But it is difficult for even fully funded fact-checking departments to protect the truth with the increase in cases like Glass' and the Kurt Andersen impersonator, where writers flatly invent material they pretend to have reported first-hand and alone. Still, fact-checkers soldier on, trying in the best of worlds to catch writers' oversights and in the worst to prevent abuses, working on the conviction, as *Time's* Kelly puts it, that "a magazine is only as good as its facts."

A New Adventure SA loads for winter relaunch

Sports Afield took a bullet in June when owner Robert Petersen suspended publication, leaving the 115-year-old hunting and fishing magazine for dead. But the title will rise again in late December, under a new owner and its first-ever female editor.

Safari Press, a publisher of hunting books, will relaunch *SA* with a January issue. The circulation rate base will be 200,000, down from 450,000, and the title will publish 10 times yearly, down from its former monthly frequency.

Petersen, CEO of Sports Afield Inc., bought the franchise in 2000 from Hearst Magazines but shuttered the title 18

months later after the economy went south. In August, Petersen struck a licensing deal with Ludo Wurfbain, Safari president/CEO. As part of the deal, Petersen will retain ownership of *Sports Afield Outdoors*, a syndicated series on the TNN cable network.

Wurfbain is confident the magazine will hit its targets this time around. "With the [ad] rates for a 200,000 circulation, it's a lot easier



Rupp will target avid hunters.

MONTHLIES November 2002

	RATE BASE (1ST HALF '02)	CIRC. (1ST HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
MEN'S LIFESTYLE								
Details ¹⁰	400,000	417,631	78.91	75.20	4.93%	732.54	726.07	0.89%
Esquire	700,000 ^Q	720,894	83.46	89.09	-6.32%	762.08	866.38	-12.04%
FHM ¹¹ +	1,000,000	1,056,587	92.55	66.51	39.15%	721.30	484.01	49.03%
Gear ¹¹ +	500,000 ^X	517,008				349.60	286.81	21.89%
GO	750,000	775,084	254.00	275.76	-7.89%	1,576.24	1,615.04	-2.46%
Maxim	2,500,000	2,569,172	134.60	115.44	16.60%	1,105.39	1,077.45	2.59%
Men's Fitness	550,000	635,145	61.97	59.81	3.61%	733.16	665.89	10.10%
Men's Health ¹⁰	1,625,000	1,659,594	91.15	67.45	35.14%	768.33	643.47	19.40%
Men's Journal	600,000	620,614	118.24	107.43	10.06%	826.88	879.75	-6.01%
Penthouse	None	601,365	34.97	39.60	-11.69%	422.42	476.03	-11.26%
Playboy	3,150,000	3,217,269	41.13	61.29	-32.89%	463.00	572.25	-19.09%
Stuff	1,100,000	1,170,555	79.25	59.86	32.39%	698.65	606.12	15.27%
Category Total			1,070.23	1,017.44	5.19%	9,159.59	8,899.27	2.93%
OUTDOORS								
Field & Stream	1,500,000	1,519,280	70.30	58.43	20.31%	546.88	463.41	18.01%
Nat'l. Geographic Adventure ¹⁰ ///N	375,000	381,148	72.82	94.36	-22.83%	472.42	486.84	-2.96%
Outdoor Life ¹⁰ †	900,000	1,149,876	59.50	46.13	28.98%	377.68	327.28	15.40%
Outsiders ¹⁰	625,000	649,420	105.20	90.52	16.22%	790.31	827.21	-4.46%
Category Total			307.82	289.44	6.35%	2,187.29	2,104.74	3.92%
PARENTING/FAMILY								
American Baby	2,000,000	2,002,010 ^B	63.37	60.09	5.46%	646.66	539.38	19.89%
Baby Talk ¹⁰	2,000,000	2,001,113 ^B	53.03	46.28	14.59%	433.76	392.76	10.44%
Child ¹⁰	1,020,000	942,193	110.69	78.80	40.47%	634.03	591.07	7.27%
FamilyFun ¹⁰	1,550,000	1,482,788	92.65	69.34	33.62%	626.26	564.67	10.91%
Parenting ¹⁰	2,150,000	2,039,462	136.13	133.03	2.33%	1,027.99	978.38	5.07%
Parents	2,200,000	2,092,443	154.00	128.81	19.56%	1,315.96	1,244.85	5.71%
Category Total			609.87	516.35	18.11%	4,684.66	4,311.11	8.66%
PERSONAL FINANCE								
Bloomberg Personal Finance ¹⁰	400,000	410,303	19.66	30.20	-34.90%	209.17	328.30	-36.29%
Kiplinger's Personal Finance	1,000,000	1,072,471	52.78	46.00	14.74%	520.18	599.37	-13.21%
Money	1,900,000	1,945,265	92.31	100.70	-8.33%	829.60	1,008.31	-17.72%
Mutual Funds ^L	825,000	842,779	45.38	47.93	-5.32%	378.11	495.26	-23.65%
SmartMoney	800,000	822,436	85.77	79.60	7.75%	655.93	806.11	-18.63%
Worth ¹⁰	500,000	509,010	82.65	56.00	47.59%	457.19	520.63	-12.19%
Category Total			378.55	360.43	5.03%	3,050.18	3,757.98	-18.83%
SCIENCE								
Discover	1,000,000	1,054,788	28.31	25.44	11.28%	246.35	294.06	-16.22%
Natural History ¹⁰	225,000	249,745	35.50	32.84	8.10%	286.90	281.10	2.06%
Scientific American	665,000 ^Q	681,122	23.34	21.68	7.66%	261.99	229.52	14.15%
Spectrum, IEEE	None	339,264	39.40	41.76	-5.65%	390.74	526.87	-25.84%
Category Total			126.55	121.72	3.97%	1,185.98	1,331.55	-10.93%
SHELTER								
Architectural Digest	800,000	828,730	243.56	244.71	-0.47%	1,540.96	1,619.10	-4.83%
Country Living	1,700,000	1,711,449	110.88	98.42	12.66%	988.71	935.70	5.67%
The Family Handyman ¹⁰	1,100,000	1,152,187	53.33	55.67	-4.20%	533.17	518.47	2.84%
Home ¹⁰	1,000,000	1,010,623	97.62	77.70	25.64%	671.82	748.84	-10.29%
House Beautiful	850,000	901,880	121.54	122.50	-0.78%	931.55	918.52	1.42%
House & Garden	775,000 ^Q	882,611	95.38	104.10	-8.38%	912.56	1,009.98	-9.65%
Southern Living ¹³	2,500,000	2,546,471	145.70	131.97	10.40%	1,344.60	1,349.60	-0.37%
Sunset	1,425,000	1,446,911	118.11	116.41	1.46%	1,009.96	1,087.81	-7.16%
This Old House ¹⁰ †	925,000	974,052	107.45	87.42	22.91%	821.14	795.34	3.24%
Category Total			1,093.57	1,038.90	5.26%	8,754.47	8,983.36	-2.55%
TEEN								
Cosmo Girl ¹⁰	750,000	1,054,638	62.07	42.59	45.74%	582.24	519.72	12.03%
Seventeen	2,350,000	2,431,943	102.76	94.75	8.46%	1,227.76	1,231.96	-0.34%
Teen People ¹⁰	1,600,000	1,651,723	89.16	76.61	16.38%	896.61	950.93	-5.71%
YM ¹¹ +	2,200,000	2,262,574	75.26	48.46	55.30%	902.12	690.84	30.58%
Category Total			329.25	262.41	25.47%	3,608.73	3,393.45	6.34%
TRAVEL								
Condé Nast Traveler	750,000	780,051	228.10	194.60	17.21%	1,244.32	1,338.75	-7.05%
Travel + Leisure	925,000	960,779	188.86	187.83	0.55%	1,373.23	1,620.16	-15.24%

to get advertisers for this subject matter," Wurf bain says. "For the January issue, we already have numerous endemics that would have been harder to get in the old business model." Those advertisers include Winchester and Remington.

As for the woman behind the trigger, new SA editor Diana Rupp is no stranger to the outdoors. Rupp grew up in rural Pennsylvania and received her first firearm, a .22 rifle, from her rifle-instructor father at the age of 8. "We hunted as a family," says Rupp, a veteran of SA under Hearst and most recently editor of Primedia's *Wildfowl* and *Gun Dog* magazines. "It never occurred to me that it was a macho activity until I started hunting with other people."

Rupp has brought on some new writers to freshen traditional departments such as bowhunting and warm-water fishing. *Sports Afield's* design will also evolve, with smaller photography, more illustrations and a new typeface. The magazine will continue to focus on "the person who is out there in the field," Rupp says.

Other titles in the outdoor category are also undergoing changes. Time4Media's *Field & Stream* last week named Sid Evans, previously editor of *Men's Journal*, as editor of the 107-year-old monthly. Evans replaces Slaton White, who shifts over to Time4 Media's *Shot Business* trade magazine. And Jeff Paro, a former president of Time4Media's Outdoor Co., has signed on as senior vp/group publishing director of Primedia's outdoor recreation group, publisher of *Hunting and Game & Fish*. —Aimee Deeken (continued on page 36)

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Moving Pictures

Toyota runs insert in CN titles

Condé Nast is taking Toyota to the movies. The November issues of seven magazines, including *Vanity Fair*, *Lucky*, *Self* and *Wired*, will be part of a comprehensive Condé Nast program that pairs Toyota's 18-model lineup with a sampling of Zagat Survey's new *Movie Guide*. Dubbed "Toyota Goes to the Movies," the program, which kicks off this week, will support the automaker's "Get the Feeling" brand campaign.

"Condé Nast has the portfolio of lifestyle magazines that really give us the emotion we want to communicate with our new brand theme," says Steve Sturm, vp/marketing for Toyota Motor Sales USA. "We challenged them to come up with an idea to communicate an emotional feeling in areas that are the favorite part of people's leisure time. Everyone pretty much loves movies."

All seven CN titles will feature a special Toyota insert as well as a mini-Zagat *Movie Guide* featuring its top 50 "feel-good movies" (Condé Nast is paying a fee to Zagat for the excerpt of the guide). Toyota paid the publisher a seven-figure sum for the program.

"Our role is to become the marketing partner of our clients," says Richard Beckman, CN executive vp/chief marketing officer. "And when we can bring this kind of thinking to the table, we can take the brand message to different avenues."

CN is also shipping 250,000 CD-ROMs to movie theaters in top Toyota markets including Los Angeles and Chicago. The disks, which link to custom-built Web sites hosted by CondéNet, will include film trailers, a Toyota vehicle gallery and a sweepstakes contest. —LG

MONTHLIES November 2002

	RATE BASE (1ST HALF '02)	CIRC. (1ST HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Travel Holiday¹⁰	650,000	657,883	95.29	86.54	10.11%	793.78	762.53	4.10%
Category Total			512.25	468.97	9.23%	3,411.33	3,721.44	-8.33%
WEALTH								
Robb Report	None	105,842	156.00	150.00	4.00%	966.00	1,371.00	-29.54%
Town & Country	425,000	431,491	209.92	195.89	7.16%	1,365.32	1,426.88	-4.31%
Category Total			365.92	345.89	5.79%	2,331.32	2,797.88	-16.68%
WOMEN'S LIFESTYLE								
Heart & Soul ¹⁰	350,000	359,215	33.15	23.83	39.11%	351.56	269.55	30.42%
Martha Stewart Living	2,270,000	2,323,129	178.42	174.31	2.36%	1,685.65	1,620.56	4.02%
More ^{10/E}	700,000	723,066	62.96	62.57	0.62%	510.91	596.53	-14.35%
O, The Oprah Magazine	2,000,000	2,275,599	129.07	149.52	-13.68%	1,280.15	1,264.23	1.26%
Real Simple ¹⁰	900,000	1,047,796	123.10	63.30	94.47%	758.00	465.60	62.80%
Rosie ^{R/V}	3,500,000	3,503,993	97.98	73.98	32.44%	958.68	553.51	73.20%
Victoria	950,000	957,638	46.44	41.81	11.07%	366.00	353.49	3.54%
Category Total			671.12	589.32	13.88%	5,910.95	5,123.47	15.37%
WOMEN'S SERVICE								
Better Homes and Gardens	7,600,000	7,602,575	186.51	194.52	-4.12%	1,756.93	1,672.75	5.03%
Family Circle ^{1/15/V}	4,600,000	4,671,052	149.31	154.55	-3.39%	1,227.04	1,193.30	2.83%
Good Housekeeping	4,600,000	4,708,964	156.45	146.23	6.99%	1,388.05	1,435.54	-3.31%
Ladies' Home Journal	4,100,000	4,101,280	123.87	121.55	1.91%	1,126.06	1,138.84	-1.12%
Redbook	2,350,000	2,380,410	126.67	116.91	8.35%	1,141.90	1,186.07	-3.72%
Woman's Day ¹⁷	4,050,000 ⁹	4,167,933	166.94	175.23	-4.73%	1,348.34	1,474.26	-8.54%
Category Total			909.75	908.99	0.08%	7,988.32	8,100.76	-1.39%
MEDIAWEEK MONITOR TOTALS			13,772.16	13,146.11	4.76%	119,865.83	124,321.24	-3.58%

Rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2002, except: B=audited by BPA International, X=did not file audit by deadline; D=double issue; E=publisher's estimate; G=includes Buyer's Guide special: 57.42 pages in 2002, 47.29 in 2001; L=last issue; M=moved from biweekly to monthly in Nov. 2001; N=Nov./Dec. 2001 issue; O=includes Outside Traveler special: 27.75 pages in 2002; P=YTD 2002 includes four specials; Q=raised rate base during period; R=re-launched in May 2001; T=includes Timeless Homes special: 9.35 pages in 2002, 6.66 pages in 2001; V=includes two November issues; Y=YTD 2001 includes only May-Nov. pages; 1=publishes one fewer issue in 2002 than in 2001; 2=publishes two fewer issues; 9=published 9 times; 10=published 10 times; 11=published 11 times; 13=published 13 times; 15=published 15 times; 17=published 17 times; +=will publish one more issue in 2002 than in 2001; ++=will publish two more issues in 2002; #=will publish four more issues in 2002

WEEKLIES October 14, 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	14-Oct	111.91	15-Oct	82.60	35.48%	2,447.06	2,982.06	-17.94%
The Economist	5-Oct	43.00	6-Oct	49.00	-12.24%	1,753.00	2,071.50	-15.38%
Newsweek ^{EX}	14-Oct	51.99	15-Oct	67.05	-22.46%	1,396.72	1,302.08	7.27%
The New Republic ^{4/5}	14-Oct	14.60	15-Oct	25.67	-43.12%	304.81	360.63	-15.48%
Time ^{EX}	14-Oct	71.02	15-Oct	63.13	12.50%	1,716.33	1,681.88	2.05%
US News & World Report	14-Oct	32.01	15-Oct	42.00	-23.79%	1,099.15	1,099.81	-0.06%
The Weekly Standard	21-Oct	9.16	22-Oct	12.70	-27.87%	358.27	363.55	-1.45%
Category Total		333.69		342.15	-2.47%	9,075.34	9,861.51	-7.97%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	14-Oct	26.14	15-Oct	22.20	17.75%	930.27	1,128.96	-17.60%
Entertainment Weekly ⁺	11-Oct	36.57	12-Oct	38.28	-4.47%	1,395.57	1,362.62	2.42%
Golf World	11-Oct	8.00	12-Oct	11.33	-29.39%	1,161.88	992.34	17.08%
New York ⁺	14-Oct	61.00	15-Oct	52.30	16.63%	1,954.00	2,114.60	-7.59%
People ^X	14-Oct	81.84	15-Oct	99.68	-17.90%	2,764.30	2,801.54	-1.33%
The Sporting News	14-Oct	13.08	15-Oct	10.16	28.74%	578.94	468.95	23.45%
Sports Illustrated	14-Oct	56.52	15-Oct	52.00	8.69%	1,915.97	1,844.27	3.89%
The New Yorker ^W	14-Oct	144.77	15-Oct	132.45	9.30%	1,678.50	1,710.57	-1.87%
Time Out New York ¹	10-Oct	67.19	11-Oct	62.89	6.84%	2,659.41	2,601.66	1.87%
TV Guide	12-Oct	46.89	13-Oct	51.55	-9.04%	1,843.61	2,180.01	-15.43%
US Weekly ^{3/D}	14-Oct	35.17	15-Oct	12.00	193.08%	817.83	735.52	11.19%
Category Total		577.17		544.84	5.93%	17,700.28	17,950.04	-1.39%
SUNDAY MAGAZINES								
American Profile	13-Oct	12.05	14-Oct	8.60	40.12%	353.93	343.25	3.11%
Parade	13-Oct	18.12	14-Oct	16.70	8.50%	504.44	471.91	6.89%
USA Weekend	13-Oct	12.58	14-Oct	18.83	-33.19%	479.11	455.80	5.11%
Category Total		42.75		44.13	-3.13%	1,337.48	1,270.96	5.23%
TOTALS		953.61		931.12	2.42%	28,113.10	29,082.51	-3.33%

O=double issue; E=estimated page counts; S=Fall Books special issue; W=World double special in 2002; Culture Business special in 2001; 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

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Media Person

BY LEWIS GROSSBERGER



Going Over the Top

IF THE U.S. GOES TO WAR WITH IRAQ, HOW WILL THE MEDIA

cover the conflict? This challenge is being considered right now by top news executives. Most of them have turned down the government's generous offer to give TV and print correspondents free transportation to a

dark cellar in Virginia until the fighting is over, believing that to be "restrictive."

"Sure, it was tempting," one ABC News vice president told *Media Person* recently. "The cellar is well stocked with fine wines and microbrewery beers and has cutting-edge communications equipment, as well as cool video games. I'm just not sure I understand how a correspondent hunkered down there would be able to report on a war going on above the ground 7,000 miles away."

Some of the more skeptical executives even expressed concern to *Media Person* that the government might actually try to keep the media away from the battlefield, though Pentagon spokesmen dismissed such speculation as "premature." As a retired Air Force press spokesman told *Media Person* on a "don't-quote-me-or-I'll-kill-you" basis, "Why would we want to keep the media out? You can't keep wars a secret anymore. Besides, it'll take everyone's mind off the economy. Wars are just like action movies, except slightly less realistic because the special effects aren't as good."

"Yabbut the Pentagon really hates it when we show the dark side," countered CBS News vice president in charge of carnage Brent Mucilage. "You know, dead bodies, festering wounds, flies, blood, weeping orphans sitting in rubble next to their parents' bodies, hospitals mistakenly destroyed by poorly targeted missiles. For some reason the government finds that stuff negative."

In the Afghanistan conflict, reporters were unable to get access to the action until most of the really good violence was over, causing many of them to quit in disgust and switch to being lawyers and bond traders as advised by their parents in the first place. Others were forced to make up their copy, which journalism ethics rules prohibit, except in emergencies.

So with a first-rate, slam-bang fire-fest against Saddam Hussein in the offing, most of the major news organizations are making their own arrangements to transport correspondents to the battlefield, even though the Department of Defense has made it known that reporters will not be welcome on the front or, for that matter, rear lines. U.S. Army personnel are under orders to treat news reporters with courtesy, though after first beating them in order to discourage security leaks.

"We've made arrangements to use Baghdad Yellow Cab," said the foreign editor for a New York-based newspaper located on West 43rd Street who asked not to be identified. "Those cowboys drive real fast, they know the roads, they're not easy to catch and they're well connected, since most of them are agents of Saddam's secret police."

"Saddam's on a bicycle chased by Navy Seals and our audience is pulled away. That's a nightmare scenario."

Asked about that, a spokesman for Defense Secretary Donald (the Ruminator) Rumsfeld chuckled and said, "Oh, I don't think we'll have any trouble blowing those cabs away, what with our helicopter gunships, hand-held missile launchers and advanced whatnot."

Another big problem for editors and producers is: When's this stupid war going to start already? As one disgruntled TV viewer put it: "Bush has been threatening to invade for months, and just when it looked as if he's gonna jump in there, he decided to take the thing to the U.N. and Congress. That's good for another six months of jawing. If this thing

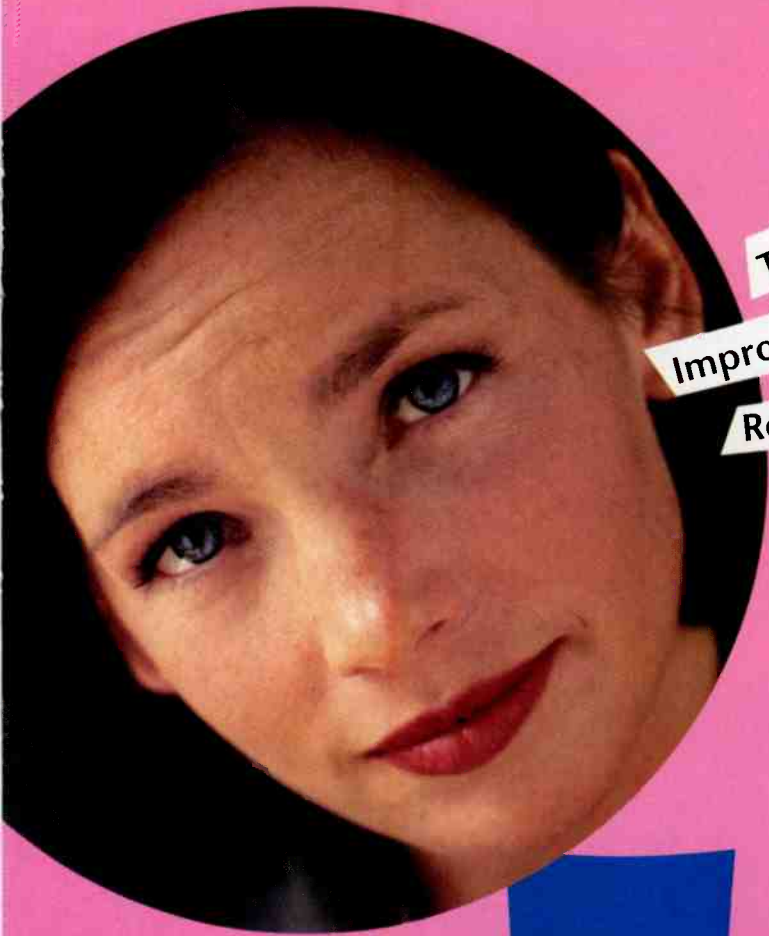
doesn't start soon, I'm gonna lose interest."

But unlike bored, thrill-hungry viewers, most network executives hope the government will hold off on war until the fall TV season is over, with all the new series having safely premiered. "I would hate to have one of our hot new shows on," said a WB executive who pleaded to be identified, "and right in the middle, a bulletin comes over that Saddam's on a bicycle being chased through downtown Baghdad by Navy Seals and our audience is pulled away and our momentum is lost. That's a nightmare scenario."

One of the big differences between the war that's about to begin momentarily and past conflicts is the existence of al-Jazeera, the Qatar-based TV news channel. All the American networks subscribe to the service and will run al-Jazeera reports to supplement their own. "Because al-Jazeera's reporters speak Arabic, are strictly neutral and sympathize with any government or terrorist group fighting the U.S., they will be allowed to accompany Iraqi infantry units and die right on camera, which should make for very cutting-edge, high-rat-

ings television," said Ali ben Benben, a media analyst and senior fellow of the seldom-consulted Middle East Institute for Cryptic but Obscure Studies.

Some news organizations, however, have decided not to expose their personnel to undue risk. An editor at the *New York Post* said, "We usually like to have our top columnist, Steve Dunleavy, covering wars from a bar in the Ritz Hotel in London. It's worked well for us in the past, and I see no reason why it shouldn't this time." Dunleavy was reportedly packed and ready to activate his bar tab the moment hostilities break out. ■



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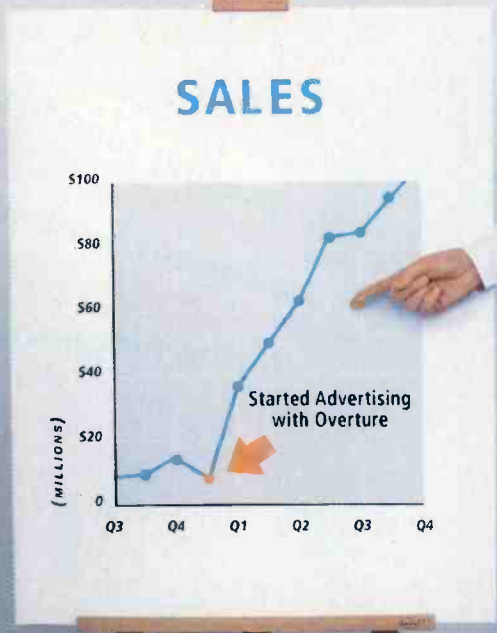
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