

MEDIAWEEK

SEPTEMBER 4, 2006 \$3.99 VOL. 16 NO. 31

www.mediaweek.com

Time Mulls Major Circ Cuts

Top newsweekly in serious discussions to slash rate base, or ditch it altogether PAGE 4

TV SPORTS

Second Down, One Yard to Go

NBC, CBS and ESPN nearly sell out NFL inventory PAGE 5

WASHINGTON

Telecom Bill May Get Hung Up

Time and votes not on Sen. Stevens' side PAGE 6

TV STATIONS

Fox Has a Case of Double Vision

O&Os syndicating newscasts to nearby affiliates PAGE 8



PARAMOUNT/COURTESY EVERETT COLLECTION

ENDANGERED SPECIES

MAGAZINE EDITORS SHRUG OFF THE MYTHICAL METROSEXUAL FOR A MORE REALISTIC PORTRAIT OF THE MODERN MAN

BY TONY CASE PAGE 17



VISIT THE NEW BRANDWEEK.COM TODAY!

#BXNDW *****AUTO** 3-DIGIT 078
#W0529162# CONT E 0032
LAURA CYR
BORDERS EXPRESS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120 P0001

**Target a
captive
audience that's
ready to spend.**

More than **200** regional shopping malls in **44** states

75 malls in the **top 20 DMAs.**

Approximately **8 million** consumer visits annually per mall

**events
advertising
sponsorships**

Receive a 20% discount
off your 2006 GGP mall event, sponsorship
and/or advertising program when you contract
with GGP by March 17, 2007 and mention this
ad. Some restrictions apply.



3-Dimensional
marketing that comes
alive

CENTERVISION

bring your Brand to life

For opportunities contact...

Rebecca Graf
rgraf@generalgrowth.com
312.960.5559

Nicole Chumbley
nicole.chumbley@generalgrowth.com
312.960.5453



General Growth Properties, Inc.

Contact Ashley Welis (312.960.6359) for further information and requirements for this promotion. GGP offers this promotion in its discretion and reserves the right to discontinue or change this promotion at any time without notice. You may not rely on the continuation of this promotion or the availability of the services offered under this promotion. This offer is not valid with any other GGP offer. All federal, state, and local laws and regulations apply. This promotion is void where prohibited or restricted by law. This promotion is not available at all properties. 20% reduction applies to the current 2006 GGP Strategic Partnership rate card. GGP is not responsible for legal or any warranty, representation or guarantee, express or implied, in fact or in law, relative to this promotion.

In - Mall Advertising
Domination



generalgrowth.com

At Deadline

PTC'S BOZELL TO STEP DOWN JAN. 1

L. Brent Bozell III, the energetic scourge of coarse broadcasts, will resign from the presidency of the Parents Television Council on Jan. 1, the group announced Sept. 1. PTC executive director Tim Winter will assume the presidency. Bozell, who founded the group in 1995 and oversaw its growth to more than 1 million claimed members, said he no longer wished to run both the PTC and the Media Research Center, a conservative media watchdog. Winter, a former NBC and MGM exec, has been with the PTC since 2003.

RAB TAPS TW'S HALEY AS PRESIDENT/CEO

After a year-long search, the Radio Advertising Bureau has a new leader. Jeff Haley, senior vp of sales for the global marketing division of Time Warner, will take over as president/CEO of the radio industry's advertising advocacy group on Sept. 18. Haley succeeds Gary Fries, who will step down at the end of 2006 but remains on through the year as a consultant.

RPA ADDS \$100 MIL. MGM/UA

Adweek reports that independent media shop RPA (Rubin Postaer & Associates), a major spot TV buyer, has added studio MGM/UA's media buying along with some planning duties, according to sources. The agency declined comment. Estimated billings are \$100 million. The incumbent was Palisades Media Group in Santa Monica, Calif. The studio could not be reached for comment.

MEACHAM TO EDIT NEWSWEEK

Newsweek is expected to announce as early as this week that managing editor Jon Meacham will succeed Mark Whitaker as editor. *The New York Post* reported last week. Whitaker, who has held the top editorial job for nearly eight years, is expected to assume a strategic online role at The Washington Post Co., publisher of *Newsweek*, *Budget Travel* and *Slate*. A *Newsweek* rep declined comment.

CSTV ROLLS OUT BROADBAND VIDEO PORTAL

CSTV has launched a new subscription-based broadband video portal, CSTVXXL.com, which will house more than 100 new video channels tied to individual NCAA athletic programs. Each broadband channel will feature both live and archived video of a variety of sports from each school, including athletic power-

houses such as Notre Dame and University of Miami. Though it is subscription-based, the video portal and its network of sites will be ad-supported, carrying both video and banner ad placements. Coca-Cola, Pontiac and State Farm have signed on as sponsors.

ADDENDA:

Through a deal with Elisabeth Murdoch's London-based Shine Ltd., Twentieth Television will debut *My Games Fever*, a live, participation game show (a popular programming genre in the U.K.). Launching in December, *My Games Fever* will air initially commercial-free, at 1-3 p.m. Eastern time on the 10 Fox owned-and-operated MyNetworkTV stations, with further distribution targeted for early 2007...Advertising

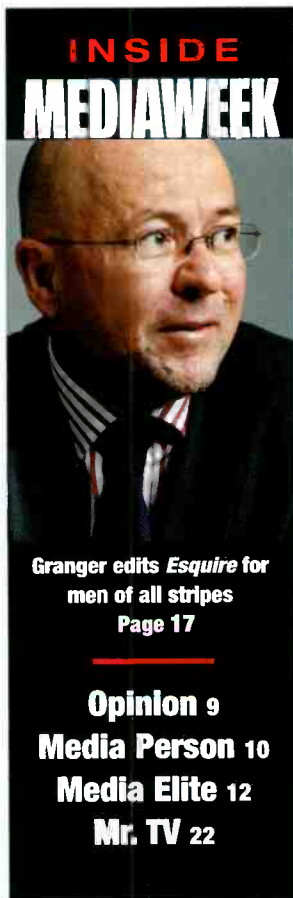
spending grew 5.1 percent in the first half of the year, according to preliminary figures from **Nielsen Monitor-Plus**. Most of the 15 reported media showed gains, with the Internet up a whopping 49 percent, followed by Spanish-language TV, up 21.8 percent due largely to the World Cup...**Hachette Filipacchi Media** last week shuttered *For Me*, the 300,000-circ young women's lifestyle monthly...Video game publishing powerhouse **Electronic Arts** has signed its first major deals to serve dynamic advertising within several of its titles, inking partnerships last week with two of the leading in-game advertising firms: Microsoft-owned Massive Inc. and IGA Worldwide. Massive will begin serving ads in the upcoming version of the popular racing game *Need for Speed*, while IGA will begin serving ads within the futuristic war-themed PC game *Battlefield 2142*...

Jacques Natz has joined Hearst-Argyle Television as director of digital media content, from news director for WTHR-TV, Dispatch Broadcast

Group's NBC affiliate in Indianapolis...**OLN** will televise 54 regular-season National Hockey League games this coming season, including 26 of those games in high definition.

CORRECTIONS:

In the Aug. 21-28 issue, the *Mediaweek* Magazine Monitor should have noted that ad pages for *Lucky's* September 2006 issue rose 22.8 percent compared to the same issue the year prior. Also, the publishing frequency for *Traditional Home* is eight times per year.



Market Indicators

NATIONAL TV: STALLED
Media agencies are still working on finalizing upfront holds for the new season with their clients and the networks. Movies, fast food, wireless and packaged goods are busy in scatter.

NET CABLE: ACTIVE
Upfront dragged itself to the finish line, while third-quarter scatter keeps humming along, with some networks reporting volume increases of 10 percent. Telecom, financial and movies remain solid.

SPOT TV: GAINING
Tight conditions in Chicago, San Francisco, Washington, D.C. and Los Angeles, as well as across Michigan, Ohio, Pennsylvania and Florida, due to political. Auto remains slow, retail improved, movies, tune-ins active.

RADIO: UNSETTLED
Some political overflow from local TV and cable anticipated. But overall, soft conditions persist. Tune-ins active, retail better, fast food, financial, telecom steady.

MAGAZINES: MIXED
Apparel continues to take it on the chin, as luxury brands top out domestic spend and focus on emerging markets such as China. But luxury continues to drive travel. Retail shaky as store consolidation takes hold. Suggish health/beauty business keeps hopeful eye on looming fragrance launches.

MyNetworkTV Upfront Sales May Reach \$50 Mil.

Bob Cook, president and COO of Twentieth Television, who is overseeing the startup of MyNetworkTV, said he expects the new broadcast network to take in about \$50 million in upfront ad dollars, but not necessarily by the time the network premieres on Sept. 5.

Cook said while the network has a solid base of ad dollars already in the coffers, a chunk of advertisers and agencies have placed holds on advertising that they plan to wait to exercise a few weeks into the season after they see how the network performs.

"A lot of advertisers are waiting to commit to orders until they see how we produce the first couple of weeks," Cook noted. "We are not unsatisfied by the amount of dollars placed so far, because you have to remember that we are starting the network from scratch. We did not have a base of advertisers to start with like [rival broadcast network] CW did. It took Fox two years when that network started up to take in \$30 million, and that was at a time when there were only three broadcast networks and many fewer cable networks. So we are being patient."

Cook said advertising placed so far has in large part come from clients targeting women, particularly packaged good advertisers like Procter & Gamble, Kraft and Unilever. That's no surprise, since the first two programs to air will be 13-week soap operas *Desire* and *Fashion House*.

Cook said the new network also has taken in fewer dollars because it refused to drop its rates just to increase the number of initial advertisers. "It will be interesting to see how we do when our programming, which will be first-run year round, goes up against the other networks' repeats," he said. "In the meantime, we realize we have to pay our dues." —*John Consoli*

Arbitron Preps for PPM Launch in Philadelphia

In preparation for a January 2007 launch, Arbitron has begun installing its portable people meter system in Philadelphia. Arbitron is recruiting a panel of 2,040 (Continued on page 6)

Time Considering Killing Rate Base

Or top newsweekly may reduce circ by 25 percent; media execs debate implications

In what could signal a sweeping change in the way magazine advertising is bought and sold, *Time* is seriously considering the elimination of its rate base, the circulation it guarantees to advertisers. While the Time Inc. newsweekly would not be the first publication to do so, it would be by far the most prominent, as one of the magazine industry's leading titles and the largest-circ newsweekly. The move could pave the way for publishers, especially for other Time Inc. titles such as *Money* and *Essence*, to rely instead on metrics that track reader engagement and audience levels.

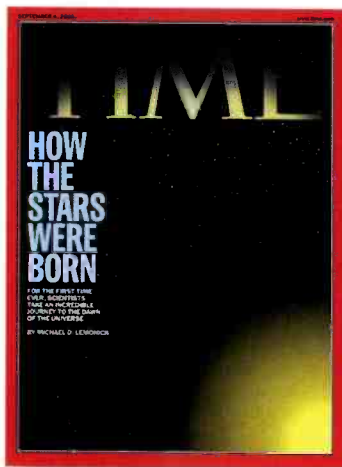
Over the past year, top Time Inc. executives have held meetings to discuss a number of options that could alter the newsweekly's circulation strategy, said Time Inc. insiders. One such meeting in midsummer recommended a range of options from doing away with *Time's* rate base to chopping

"There have been a lot of meetings about *Time* on a lot of levels," acknowledged a *Time* representative. "Many things are being discussed and considered, but nothing beyond what has been announced has been decided.

The focus right now is entirely on [managing editor] Rick [Stengel]'s editorial vision for *Time* and Time.com, and any business decisions will follow that."

Time's bold plans come as it faces both internal changes and external pressures. In July, Stengel, a *Time* veteran, became m.e. And like his counterparts at *Newsweek* and *U.S. News & World Report*, Stengel has his hands full with making his magazine relevant in a news cycle that's 24/7.

But there also may be other forces that are encouraging *Time* to act, namely circulation pressures. Publishers must contend with tighter circ rules imposed by the Audit Bureau of Circulations. Effective with the



	RATE BASE CUT	CURRENT RATE BASE
TOP RATE BASE REDUCTIONS, 2000-2006		
TV Guide	-6.7 million	3.2 million
National Geographic*	-2.8 million	5 million
Reader's Digest	-2.5 million	10 million
Family Circle	-1.2 million	3.8 million
Soap Opera Digest	-600,000	500,000

SOURCE: CAPELL'S CIRCULATION REPORT USING AUDIT BUREAU OF CIRCULATIONS DATA. *2000 WORLDWIDE CIRC; 2005 U.S. CIRC

its guaranteed circ by as much as 25 percent to equal that of rival *Newsweek's* 3.1 million circ, according to a Time Inc. source familiar with the meeting. *Time* is expected to make a decision as early as November, which is just two months shy of when the weekly's on-sale date moves to Friday from Monday.

reporting period covering the first six months of this year, publishers were required to break out public-place copies and those copies sent to individuals who are likely to have a strong affinity for the magazine (also known as negative-option subs). Previously, such copies had been lumped into the paid circulation

Nearing the Goal Line

Nets close to sellout levels of NFL inventory

category; they now have been reclassified as verified (unpaid) circulation. That means rate bases may now include a blend of paid and nonpaid circulation, which could lead advertisers to begin scrutinizing how much of a rate base is paid, or a combination of paid and verified. Compounding this is the soaring cost of bulking up on subscriptions via direct mail or third-party agents.

"The rate base is really just an anachronism," said Rebecca McPheters, who is president of McPheters & Co., a consulting and research firm. "The value to the advertiser is not the number of copies or how they are paid for or distributed, but rather who reads it and who buys the advertiser's product. It would be a very brave thing for *Time* to do and would be an exciting development for the industry."

While *Time's* paid and verified circulation rose 1.2 percent to 4 million in this year's first half compared to the year prior, according to the ABC, its verified circ totalled 350,623. *Newsweek's* paid circulation fell 1.8 percent to 3.1 million in the same period (the title claims no verified circ).

If *Time* were to eliminate its rate base, it would not be alone. Some 43 ABC-member titles, or 17 percent of those titles making a rate-base claim, threw in the towel between 2000 and 2005, according to *Capell's Circulation's* Rate Base Review (including *Newsweek Asia* and *Newsweek Latin America*). Many of the publications, however, are enthusiast magazines that rely on endemic advertisers that are drawn to the targeted readership.

Should *Time* drop its rate-base guarantees, it may be a far tougher sell—at least one senior media buyer has a problem with it. "In the environment we are currently experiencing, in terms of transparency and accountability, it would be difficult to do business with a book that won't guarantee a rate base," said Robin Steinberg, senior vp, director of print investment for MediaVest. "The question is, will advertisers agree to a different form of measurement that is exclusive of circulation? And if other magazines follow suit, will buyers just move money to different media?"

These are all good questions that *Time* execs, who wouldn't comment for this story, must be considering. But if it's simply a matter of slashing millions of circ off the rate base, *Time* would certainly not be the first (see chart). Steinberg said she would be supportive if *Time* were to make dramatic cuts.

"*Time* should have done this a year ago," Steinberg said. "There's been a change in the way people consume news and ultimately it's driving down circ and audience in this category and medium. However, viewership is increasing online." ■

In an otherwise lukewarm ad marketplace, TV sports is generating some heat. NBC has sold about 85 percent of its *Sunday Night Football* in-game ad inventory and has completely sold out its seven Notre Dame football telecasts and upcoming Ryder Cup golf coverage, while CBS is between 80-85 percent sold on its Sunday afternoon NFL game inventory and 90 percent sold out of its college telecasts.

Those sellout levels are in line with earlier reports by *Mediaweek* that ESPN has virtually sold out its *Monday Night Football* inventory for the season, ABC has sold out of ad inventory in its fourth-quarter Saturday night college football telecasts and Fox is about 85 percent sold out of Sunday afternoon NFL advertising. All nets pitching sports are landing mid-to-high single-digit cost-per-thousand rate increases. All of those sellout levels are pacing ahead of last year, and the CPM increases are higher than those received by the nets for general audience programming.

Jason Kanefsky, senior vp, group account director, national broadcast at media agency MPG, said a big plus for advertisers is sports programming's shorter commercial pods, which translates to less commercial clutter.

"Commercial pods in live sports telecasts are much shorter than in prime time, daytime or any other time," said Kanefsky. "If an advertiser is going to spend a considerable amount of money on a commercial unit, they have a better chance of it being watched in a sports telecast. Plus, there is a track record of ratings that is more consistent certainly than in a new prime-time show."

The networks' ability to offer advertising on their sports Web sites in conjunction with TV ad buys is also a motivation for advertisers, since in-game mentions can drive viewers to the Web. "A number of our NFL deals have connections to CBS Sportsline," said John Bogusz, president of CBS Sports sales.

Added Ed Erhardt, president of ESPN Sports Customer Sales and Marketing: "We wrote so much business based on our cross-platform tie-ins because sports fans get their information from so many venues today."

That's why NBC on Sept. 5 will relaunch its sports Web site, NBCSports.com, as a stand-alone site with a totally revamped look and content. Previously it was accessible only through the MSNBC site (see more details on *mediaweek.com*).



ESPN has practically sold out its inventory well before the season's Sept. 7 start.

"Not only is the sports marketplace robust, but the online sports marketplace has an enormous user base that we need to tap into," said Gary Zenkel, president, NBC Olympics and executive vp, strategic partnerships. The site will have broadband elements tied into NBC's *Sunday Night Football* coverage, and will carry a pre- and post-game show for Notre Dame football. Toyota, Sprint and Vonage are among the site's launch sponsors.

Peter Lazarus, senior vp of sales and marketing for NBC Sports and Olympics, said the network has been able to sell a huge chunk of inventory despite this being its first year back into the market with NFL coverage. "Our competitors already had an ad base, but we had to go out and establish one," he said.

NBC has signed up General Motors' Chevrolet brand to be the presenting sponsor of the 8-8:15 p.m. segment of the *SNF* pre-game show. In-game advertisers include Miller, Coors Light, Anheuser-Busch, Verizon, Sprint, GM, halftime-show sponsor Toyota, Ford, Nissan, McDonald's, Subway, Southwest Airlines and the major film studios.

Lazarus said *SNF* has a heavier sellout level beginning with the Nov. 11 game and continuing through the end of the season, when the flexible scheduling kicks in that will enable the network to select a prime game each week to air that Sunday night.

CBS' Bogusz said Sprint recently agreed to continue sponsoring the network's NFL halftime show, while the auto, beer, financial and wireless categories have also been strong.

Among the new advertisers in the sold-out Ryder Cup telecasts on NBC and sister cable network USA, Lazarus said, are Travelers, Vonage, Rolex and Charles Schwab. ■

MEDIA WIRE

consumers to carry the cell-phone sized PPM device, replacing the antiquated diary-based methodology used to measure radio since the late 1960s.

Although originally scheduled to be the second PPM market, Philadelphia could be the first if the Houston PPM service does not receive Media Rating Council accreditation by November. Arbitron intends to release the first ratings for Philadelphia upon completion of an MRC audit, currently underway.

Unlike Houston, where CBS Radio is the only radio customer signed for the PPM service, in Philadelphia the majority of broadcasters are ready to make the switch. Arbitron also has deals with national advertising agencies that account for more than 90 percent of the national radio ad dollars, and with top Philadelphia shops such as Harmelin Media and Mayo Seitz Media.

Clear Channel, radio's top broadcaster, called off PPM negotiations with Arbitron in June. CC's electronic ratings committee meets Sept. 7 with Arbitron and would-be radio ratings service The Media Audit/Ipsos. —*Katy Bachman*

TiVo Signs Research/Ad Deal With Omnicom Media

One month after creating a division to sell audience research and viewing estimates to advertisers, TiVo signed a research and advertising deal with Omnicom Media Group's OMD and PHD units. It's the second agency-wide pact for TiVo, which inked a multimillion dollar advertising agreement with Interpublic Media in May during the TV upfront buying season.

In addition to buying advertising on the TiVo system at preferred pricing, OMD and PHD will have access to TiVo's second-by-second research showing how its 4.4 million subscribers use digital video recorders to time-shift programming and pause, fast-forward or skip commercials. Omnicom also plans to partner with TiVo to develop an exclusive engagement study that incorporates TiVo's DVR behavioral data.

Although TiVo reported a quarterly revenue increase to \$59.2 million, from \$39.3 million a year ago, losses widened to \$6.5 million, compared to \$892,000 last year. —*KB*

WASHINGTON BY TODD SHIELDS

Bad Connection

Elections, Net neutrality may disconnect telecom bill

Lawmakers returning to Washington this week will be greeted by telephone company lobbyists engaged in a final, uphill push for help in emerging as cable's competitors.

Verizon and AT&T want final passage of a bill that would let federal officials rather than localities set guidelines for offering video services. Telephone executives say kowtowing to thousands of localities is a barrier to rolling out TV services that offer hundreds of channels over high-speed lines. Cities and counties are fighting the measure, saying it saps their power to protect constituents and rights-of-way.

The bill has prevailed in several votes and now needs an OK from the full Senate to clear Congress. But opponents have the calendar working for them. Lawmakers return to work Sept. 5 and adjourn by early October for the fall election campaign. The intervening weeks are likely to be jammed with routine appropriations and debate on national security.

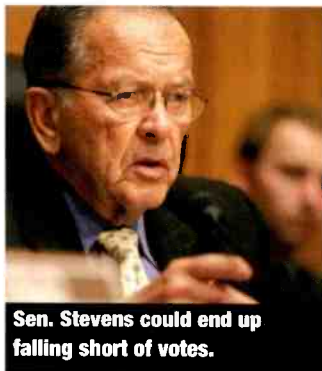
Sen. Ted Stevens (R-Alaska), the bill's main sponsor, said in July he believes he has the votes needed to prevail. Other vote-counters say he is falling well short. Even if Stevens finds his votes, he has yet to secure a pledge from Senate leaders for the floor time needed for the full body to consider the bill. Still, said

a Republican aide on the Senate Commerce Committee that Stevens chairs, "We are 100 percent behind this bill. We want to see it passed this year." Congress could pass some version of the bill during a lame-duck session following the election.

The bill is weighed down by debate over Net neutrality, or whether companies that own high-speed data lines should be forbidden to offer better, quicker service to video, data or voice providers they prefer (or that pay for such a privilege). Those who would forbid such favorable treat-

ment lost in four preliminary votes. Now they claim to be gaining enough adherents to succeed. One early supporter, Sen. Ron Wyden (D-Ore.) has asserted his privilege to block any vote on the measure.

Failure on Capitol Hill will not mean failure everywhere. Last week California's legislature voted to let video providers largely bypass localities, becoming the eighth state to recently offer such relief. And the Federal Communications Commission is studying what role it can play in speeding new video services. Its likely leanings are clear. "The continued deployment of broadband at affordable prices for consumers remains my top priority," FCC Chairman Kevin Martin said last week. ■



Sen. Stevens could end up falling short of votes.

CHUCK KENNEDY/AP

CABLE TV BY ANTHONY CRUPI

The Closer

MTVN's new ad sales chief will dial up digital dollars

When MTV Networks at long last announced a successor to former ad sales chief Larry Divney on Aug. 30, many observers in the cable space saw the promotion as a fait accompli.

In naming Hank Close president of U.S. advertising sales at MTVN, the Viacom cable networks group not only brought down the curtain on an era, but also recapitulated its oft-stated objective to become as ubiquitous in the digital space as its flagship music net-

work once was in the linear TV arena.

Close, who had served as the executive vp and general manager of ad sales for MTVN's music and comedy groups since February 2005, has been groomed for the top spot since 1999, when Divney hired him as senior vp of ad sales for Comedy Central. And while MTVN put a provisional leadership team in place just prior to this year's upfront, pairing Close with Sue Danaher, who headed up ad sales for Nickelodeon, TV Land and Spike

MEDIAWEEK's 21st Annual

MEDIA ALL-STAR

NOMINATE THE 2006 MEDIA ALL-STARS

Cast your vote and be a part of **Mediaweek's** Media All-Star celebration. If you know someone who is ready to join our roster of A-list executives, submit your nominations by **Friday, September 8th**.

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

Don't forget to help us identify a future All-Star with our Rising Star Category. We're looking for a non-VP level, up-and-coming media department staffer under the age of 30 who has exceeded expectations in his/her field.

CATEGORIES

MEDIA EXECUTIVE OF THE YEAR
INTERACTIVE
NATIONAL TV / CABLE
NON-TRADITIONAL MEDIA
PLANNING
RESEARCH

MAGAZINES
NEWSPAPERS
OUT-OF-HOME
RADIO
SPOT / LOCAL TV
RISING STAR

 **SAVE THE DATE!**

Come and Celebrate With the Stars.

Mediaweek's Media All-Star Awards Luncheon
Thursday, November 16th
Hilton Hotel, New York, NY

Sponsored by:

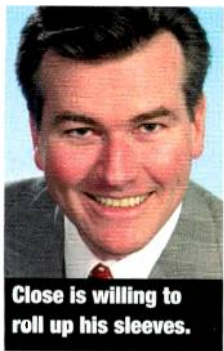


Visit us at: www.mediaall-stars.com

TV, sources said that the two-topper model was always seen as an interim solution.

Danaher has since stepped down.

Reaction last week was somewhat muted, if only because few of those who have done business with Close said they were at all surprised by the move.



Close is willing to roll up his sleeves.

“For all the talk of looking at outside candidates, it seemed preordained,” said one media planner. “I can’t imagine they were seriously considering anyone else.”

A buyer who has put in a lot of time across the table from Close said there’s a pragmatic element to the decision that goes beyond merely maintaining the chain of command. “Hank is someone the streets can still relate to, because he’s not so far removed from shaking hands and pounding the pavement,” the buyer said.

While Close said that there will be “a

buildout of feet on the street” on the digital sales side, those feet will have to hit the ground running if MTVN is to meet Viacom CEO Tom Freston’s target of \$500 million in digital ad sales by 2008. While the cable division generated \$51 million in total digital revenue in the second quarter, Viacom executive vp and CFO Mike Dolan said that thus far digital ad sales do “not significantly affect the total domestic ad numbers...If it’s a tenth of a point, it would be a lot.”

“In a transitional year, we did fine,” said MTVN president and COO Michael Wolf, who added that in this year’s upfront, digital sales accounted for anywhere from 6 percent to 9 percent of MTVN’s total ad revenue. Those numbers will grow “as more media agencies get set up to do multiplatform deals,” Wolf added.

On the evening of Aug. 31, Wolf saw what was perhaps the best implementation of his digital doctrine, as MTV offered its 2006 Video Music Awards on its broadband site, Overdrive. Tellingly, in a show devoid of any defining watercooler moments, the sexiest and most compelling bit was a 30-second spot for J.C. Penney. ■

TV STATIONS BY KATY BACHMAN

Secondhand News

Fox O&Os syndicate local coverage to nearby affiliates

Fox Television Stations has quietly begun to create mini-regional networks by syndicating the local newscasts of owned-and-operated stations to Fox affiliates in other nearby markets. Two outlets have cut such deals, KDVR in Denver and WBRC in Birmingham, Ala. The unique arrangement has worked out so well that Fox is considering striking similar pacts in other Fox O&O markets.

“As a network, we want our distribution system to be as good as it can be,” said Dennis Swanson, president of the 35-station group, who added he’s going to focus next on finding a partnership for Detroit O&O WJBK. “This makes Fox’s distribution stronger, it advances the Fox news brand and hopefully down the road there will be economic impact to it.”

Fox first experimented with the idea in February, when KDVR agreed to provide its morning show, *Good Day Colorado*, and 9 p.m. news hour to KFXQ, the Fox affiliate owned by Hoak Media in Grand Junction, Colo.

Last month, WBRC’s *Good Day Alabama*, the market’s top-rated morning news program (5–9 a.m.) in Birmingham began airing 7–9 a.m. on WCOV, the Fox affiliate in

Montgomery owned by Woods Communications. WBRC is also in discussions with Fox affils WZDX (owned by Grant Communications) in Huntsville and Raycom Media’s WDFX in Dothan, to add *Good Day Alabama* in 2007. If all comes together, *GDA* would reach 73 percent of the state’s TV homes.

Lacking the resources for news, stations in smaller markets approached Fox about the idea, Swanson said. For KFXQ, the pact with KDVR put it in the news game, taking its ratings from hash marks to a 1.2 and 1.0 rating in May and July among adults 25–54. In exchange for the programming, KDVR gets a portion of the inventory to sell and breaking news content from the western part of the state provided by KFXQ’s sister station and CBS affiliate, KREX, in the market.

“We’re a better news operation and we have unique content our competition doesn’t have,” said Bill Schneider, vp and general manager for KDVR, who would like to work out a pact with KXRM, the Fox affiliate in Colorado Springs, next. “It depends on what you define as your community and in Colorado, the state sees itself as a community,” he said. ■

Editor: Michael Bürgi
Managing Editor: Jim Cooper
News Editor/Editor, mediaweek.com: Lisa Granatstein
Editor, Special Reports: Patricia Orsini
Copy Editor/Media Elite Editor: Lauren Charlip

Senior Editors: Katy Bachman, Marc Berman, John Consoli, Alan J. Frutkin

Washington Editor: Todd Shields
Senior Reporters: Anthony Crupi, Mike Shields
Associate Editor: Robin Eldridge
Media Person: Lewis Grossberger
Contributing Editor: Catharine P. Taylor
Contributing Writers: Tony Case, Keith Dunnivant, Eric Schmuckler

Design Director: Paul Virga
Senior Photo Editor: Kim Sullivan

Director of Operations: Adeline Cippoletti
Production Director: Elise Echevarrieta
Production Mgr: Cindee Weiss
Asst Mgr: Noah Klein, Michele Deroche
Production Coordinator: Eileen Cotto
Asst. Class. Prod. Mgr. Gene Williams

Executive Vice President/Sales: Wright Ferguson, Jr.

Publisher: Geraldine FitzGerald
Online Advertising Director: Samantha Jacobs
Regional Sales Director Midwest: Tina Balderas
Regional Sales Director West: Eric Scott
Account Managers NY: Liz Irving, Kevin Johnson, Scott Stewart
New England: Scott Stewart
Sales Assistant: Amy Blod 646-654-5106

ADWEEK CUSTOM MEDIA
Account Manager: Barbara Riehl

CLASSIFIED: Sales Director Brian Chester 646-654-5301
 Sales Mgr: Malvin Moore, Karen Sharkey
 Asst: Sales Michele Golden

Vice President/Marketing: Mary Beth Johnston

Marketing Services Director: Robert Kuwada
Senior Graphic Designer: Ehren Seeland
Marketing Manager: Jennifer Rudolf
Asst. Marketing Manager: Courtney Kraft
Marketing Services Coordinator: Hannah Doblack

Information Marketing: Director Mary Barnes;
 Assoc. Dir: Michael Nass; Mgr: Nathan Mickelson
List Rental Info: JJ Single 845-731-2731
Subscriber Services: 1-800-562-2706
Customer Service: mediaweek@espcomp.com
 Reprints: Wright’s Reprints 877-652-5295
Advertising: Amy Blod 646-654-5106

Mediaweek Online Group Brand Mgr: Boris Park
Directories/Publishing Dir: Mitch Tebo
Director of Conferences and Special Events: Donna Lowenfish
Conferences and Special Events: 1-888-536-8536
Mgr. of Conferences and Special Events: Rebeka Dolid
Online Address: www.adweek.com/adweekconf

MARKETING/MEDIA & DESIGN GROUP

President: Michael E. Parker
VP General Manager: H. Todd Hittle
Business Manager: Akira F. Sugihara

vnu business media

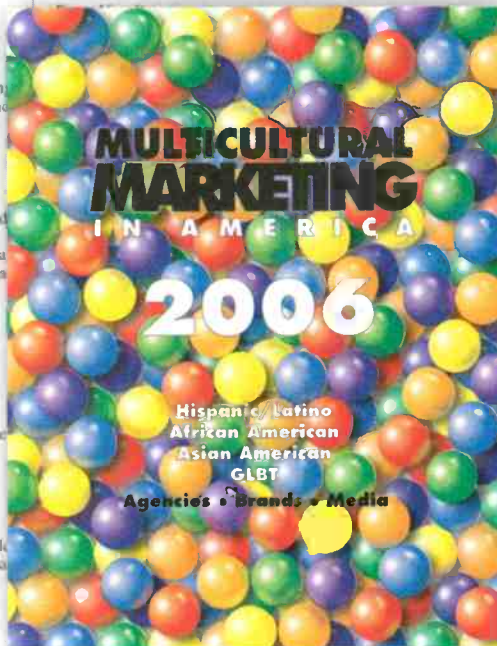
President & CEO: Robert L. Krakoff
Chief Financial Officer: Derek Irwin
Group Presidents: John Kicoulen (Music & Literary), Richard O’Connor (Travel and Performance), Michael E. Parker (Marketing, Retail & Design), Tony Uphoff (Film & Performing Arts),
President - VNU Expositions: Greg Farrar
President - eMedia and Information Marketing: Toni Nevitt
Senior Vice President/Human Resources: Michael Alcega
Senior Vice President/Corporate Development and Planning: Thomas Kuczynski
Senior Vice President/eMedia, Digital Strategy: John Lerner
Vice President/Licensing and Events: Howard Appelbaum
Vice President/Manufacturing and Distribution: Jennifer Greig
Vice President/Communications: Deborah Patton
Vice President/Information Marketing: Joanne Wheatley
VNU Business Media Editorial Director: Sid Hot

Reach a Trillion Dollar Market!

THE 2006 MULTICULTURAL MARKETING IN AMERICA DIRECTORY

DQ Advertising Group
 180 Carwin St., Ste. 1A
 San Francisco, CA 94114
 (415) 621-7517 Fax: (415) 621-6891
 E-Mail: info@dquadvertising.com
 URL: www.dquadvertising.com
Services Offered: Brand Development, Consultation, Cross-Promotion, Entertainment Marketing, *Hispanic Specialty, In-Store/POP/Merchandising, Media Buying/Placement/Planning, Out-of-Home Advertising, Packaging Design, Production, Public Relations, Sales Promotion, Sports Marketing, Strategic Planning/Marketing
Fields Served: Automotive, Beer/Wine/Liquor, Beverages, Computers/Computer Products, Entertainment, Financial Services/Banks/Savings & Loans, Government/State Agencies, Insurance, Jewelry/Watches, Recreation, Telecommunications
Year Founded: 1991
Key Personnel:
 Founder/Pres./Dir., Acct. Servs. ... Alfredo E. Fernandez
 Co-Founder/Vice Pres./Sr. Strategic Planner/Principal Media Buyer ... Lilia Santia Acct. Exec. ... Juan Manuel Ma

Fields Served: Auto, Restaurants, Food, Recreation
Employees: 135
2004 Billings: \$ 20
Key Personnel:
 Chrmn./CEO ...
 Pres./COO ...
 Exec. Vice Pres./ ...
 Exec. Vice Pres./ ...
 Exec. Vice Pres./ ...
 Exec. Vice Pres./ ...



- Only source for the leading companies targeting ads to the Hispanic/Latino, Asian American, African American and GLBT communities.
- Complete contact information.
- Key players in advertising, marketing and media.
- Definitive go-to resource for anyone tailoring messages to multicultural communities.

Dastmalchi Enterprises, Inc.
 500 Superior Ave., Ste. 300
 Newport Beach, CA 92663
 (949) 270-2660 Fax: (949) 515-2976
 E-Mail: info@dastmalchi.net
 URL: www.dastmalchi.net
Services Offered: Brand Development, Creative Direct Marketing, Entertainment Marketing, Hispanic Specialty, Infomercial, Production
Fields Served: Automotive, Electronics, Pharmaceuticals/Healthcare
Key Personnel:
 CEO ... Alex Dastmalchi
 Vice Pres., Opns. ... Shadi Sepehrba
Major Accounts:
 Cybersonic
 Dish Network Satellite TV
 Health Solutions
 Mi Abogado
 Mi Doctor
 Sprint
 T-Mobile Wireless Service

Davis-Elen Advertising, Inc.
 865 S. Figueroa St., Ste. 1200
 Los Angeles, CA 90017-2596
 (213) 688-7000 Fax: (213) 688-7190
 E-Mail: info@daviselen.com
 URL: www.daviselen.com
U.S. Affiliates/Branch Offices:
 Davis-Elen Advertising, San Francisco, CA
 (415) 217-7044

Marketing Speciality: Info, Buying/Place, Relations, Sales Planning/Marketing
Fields Served: Food, Insurance, Communications
Employees: 45
2004 Billings: \$ 5
Key Personnel:
 Pres./CEO ...
 Vice Pres./C...
 Vice Pres./C...
 Vice Pres./Dir...

Sample Listings Like These, Right On Your Desktop!



UPDATED DAILY!



THE 2006 MULTICULTURAL MARKETING IN AMERICA DIRECTORY

ORDER THE DIRECTORY IN THE FORMAT THAT WORKS FOR YOU!

- Print: \$299 Online: \$499 Print/Online: \$699
BEST OFFER!

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-Mail (Necessary for Online Access) _____
 Nature of Business _____

Payment Enclosed
 (Make check payable to ADWEEK Directories)
 Bill Me
 Charge My: VISA MasterCard AMERICAN EXPRESS
 Card # _____
 Exp. Date _____
 Signature _____

Add appropriate sales tax in CA, DC, FL, GA, MD, MN, MO, OH, SC, TN and TX. Canada add GST.

Please add \$15 for shipping and handling.

For faster service, order online at: www.adweek.com/directories, call toll-free 800-562-2706 or fax 646-654-5518

Call
1-800-562-2706,
Fax
646-654-5518
or Order Online at

www.adweek.com/directories



HAROLD SHIPES/SHIPES STUDIO

OPINION
MIKE HARDING

The Sales Generation Gap

Online trading of ad inventory is here—
old-timers, get out of the way

“METHINKS HE DOTHS PROTEST too much.” Shakespeare’s dictum seems well-suited to the current broadcast thought-leaders who are protesting online trading.

News flash: Online trading already occurs. It’s happening in every sales department and rep firm cubicle...today, right now. Those who think otherwise are out of touch with account executives and sales practices in their organization.

Pitches and proposals sail through online technology everyday. It’s called e-mail.

Face-to-face selling is now the exception, not the rule. Media buyers send e-mails. Sales reps respond by e-mail with a proposal and attach a few “one sheeters.” It’s a clunky, disorganized, inefficient “system,” but it’s what evolved when technology took a dominant role in our business.

We’ve migrated from manually written traffic logs to ones generated by high-powered computer programs. We no longer cut and splice 16mm film for our 6 p.m. news, preferring digitized images edited on a computer. We wouldn’t think of manually running a commercial from a film chain with slides and a cart (don’t forget to flop the mirrors), quad carts or 3/4 inch tape. Instead, the air product is automatically and smoothly switched by a computer program which cues, rolls and switches a commercial from an array of hard drives.

The disconnect in today’s discussion of online trading is not one of technology. It’s more simply defined by the old-fashioned concept which faces every family with teenagers in the home: the generation gap.

Our industry is suffering a generation gap between the buyers—mostly twenty-something women who grew up with a computer mouse in one hand and a cell phone in another—and the sellers, 50-something executives who struggle to stop the VCR from flashing 12:00. Neither speaks the other’s language or understands the other’s technology.

Several high-profile media executives (I won’t embarrass them by mentioning their names) have told me they don’t understand computers, don’t like to use them, and struggle to turn theirs on every morning. They believe their sales reps still go out every day and make in-person

calls all day. The business, they say, will never go to an online trading platform where computers organize, systemize, facilitate, and process sales.

Really?

As a senior member of a technology-savvy TV-group-owner told a conference earlier this year, those are the type of “executives” they’re looking to retire or fire. Like it or not, technology now drives our business and, to the extent it expedites product or process, technology enhances profit margins and efficiencies.

In my more recent days as a chief executive of television stations, I’ve watched seasoned sales people e-mail a sales proposal, complete with attachments, to a client who was only four blocks from our station! To boot, “negotiations” with media buyers in distant cities occurred online via e-mail. The final order was faxed in and manually typed into the traffic system. Then the cancellations and makegoods began, through a slow, manual, labor-intensive process.

Online trading is here, and it’s here to stay. Broadcast thought-leaders who want to eliminate online selling can do so only by removing computers and e-mail addresses from their sales reps. Or, they can put a tracer on e-mail traffic and fire a sales rep on the spot when caught e-mailing a proposal to a buyer. We all know neither scenario will happen.

The relative discussion, then, is not if or when—but how—online trading will develop. Will the industry choose an auction environment where sellers throw spots up in the air for sale to the lowest bidder? Or, will the industry adopt a platform, such as spotbuy.tv, which keeps all players in the game, preserves the art of negotiation in the buy-sell process, systemizes the buys, expedites sales, downloads commercials for immediate air, simplifies the cancellation and makegood procedures, and interfaces data across a common schema?

We think the choice is a clear one. ■

Mike Harding is managing member of MMI Advertising, which is owner and operator of Spotbuy.tv and Scatter.tv, high-tech media marketplaces for spot, syndicated and network TV inventory. He can be reached at mharding@spotbuy.tv.



MEDIA PERSON LEWIS GROSSBERGER

The Ugly (Betty) Truth

WELL, IT'S OFFICIAL. The new television season starts this month and there's nothing anyone can do to stop it. Iran and North Korea may try, but unfortunately their nuclear programs are not yet far enough along. Here then, while there is still time to flee, comes Media Person's Annual TV Preview. You have been warned.

Studio 60 at 30 Rock: The cast of *The West Wing* returns, this time playing staffers of a network comedy series. As before, they spend their time walking through corridors and offices deep in conversation, only instead of discussing tax legislation and foreign policy, they make up jokes about Tom Cruise and Lindsay Lohan, then debate whose joke was funnier. (NBC, premieres Sept. 18)

Studio 30 at 60 Rock: Another show set backstage at an *SNL*-like comedy show. Alec Baldwin stars as the tyrannical boss who screams at writers: "Do you see me laughing? Then it's NOT FUNNY." This will become a national catchphrase, bigger than "Awesome, dude." (NBC, premieres Sept. 18)

Ugly Betty: Will America watch a show about an ugly woman named Betty? That is the question asked by *Ugly Betty*, a show about Betty, who is ugly. Hence the title. (ABC, premieres Sept. 28)

Pretty Tom: Making his first foray into television sitcom, Tom Cruise stars as a Scientologist pharmacist who refuses on grounds of conscience to fill Paxil prescriptions for mothers claiming to have postpartum depression. Brooke Shields guests. (Fox, premieres Jan. 28)

Perky Katie: The comic misadventures of a slightly mischievous forty-something who tries

to cheer up the world when she becomes anchor of a network news show only to find the news is so depressing, it requires a higher Paxil dosage. (CBS, premieres Sept. 5)

Standoff: Tense drama about a pair of hostage negotiators who are dating. In the first episode, things reach a crisis when Bob and Sally get into an argument over Bob's old girlfriend Jill, and a felon, tired of being ignored, blows up six people he's holding prisoner. (Fox, premieres Sept. 5)

Lost: The castaways face another harrowing season when one of them spots a camera crew and the suspicion grows among them that their every word and deed is being televised to a nationwide audience. (ABC, We'll call you)

Shannen Doherty Terminates Your Relationship: In the opener, Shannen (Lindsay Lohan) tells Tom Cruise that Katie Holmes is leaving him, causing him to jump off a high sofa, and breaks it to John Karr that the news media have started seeing other perverts. (premiered while you weren't looking)

The Knights of Prosperity: Formerly titled *Let's Rob Mick Jagger*, this series about a gang of losers who set out to rob the Rolling Stones star, believing him to possess the world's biggest drug stash, stars Keith Richards and Kate Moss. (ABC, premieres Oct. 17)

Let's Kill and Mutilate Andy Dick and Drag His Body All Over L.A. Behind a Truck: This much-hyped comedy lost some of its creative juice when Andy Dick dropped out of the production. But producer Simon Cowell promises his replacement, Saddam Hussein, will be even better. (PBS, premieres Sept. 22)

I Pity the Fool: In an over-the-top fantasy that will be hard for many viewers to swallow, Mr. T makes his television comeback as a kick-ass U.S. President who mispronounces most of the few words he utters, declares war on a different country every week, entertains aides with fart jokes and has no respect for the Constitution or the environment. (Fox, premiered in 2000)

Dexter: Michael C. Hall from *Six Feet Under* stars as a serial killer who also happens to be a cop. Watch for the brutal fight scene in episode one when he catches himself red-handed with a victim's body and attempts to place himself under arrest. (Showtime, premieres Oct. 1)

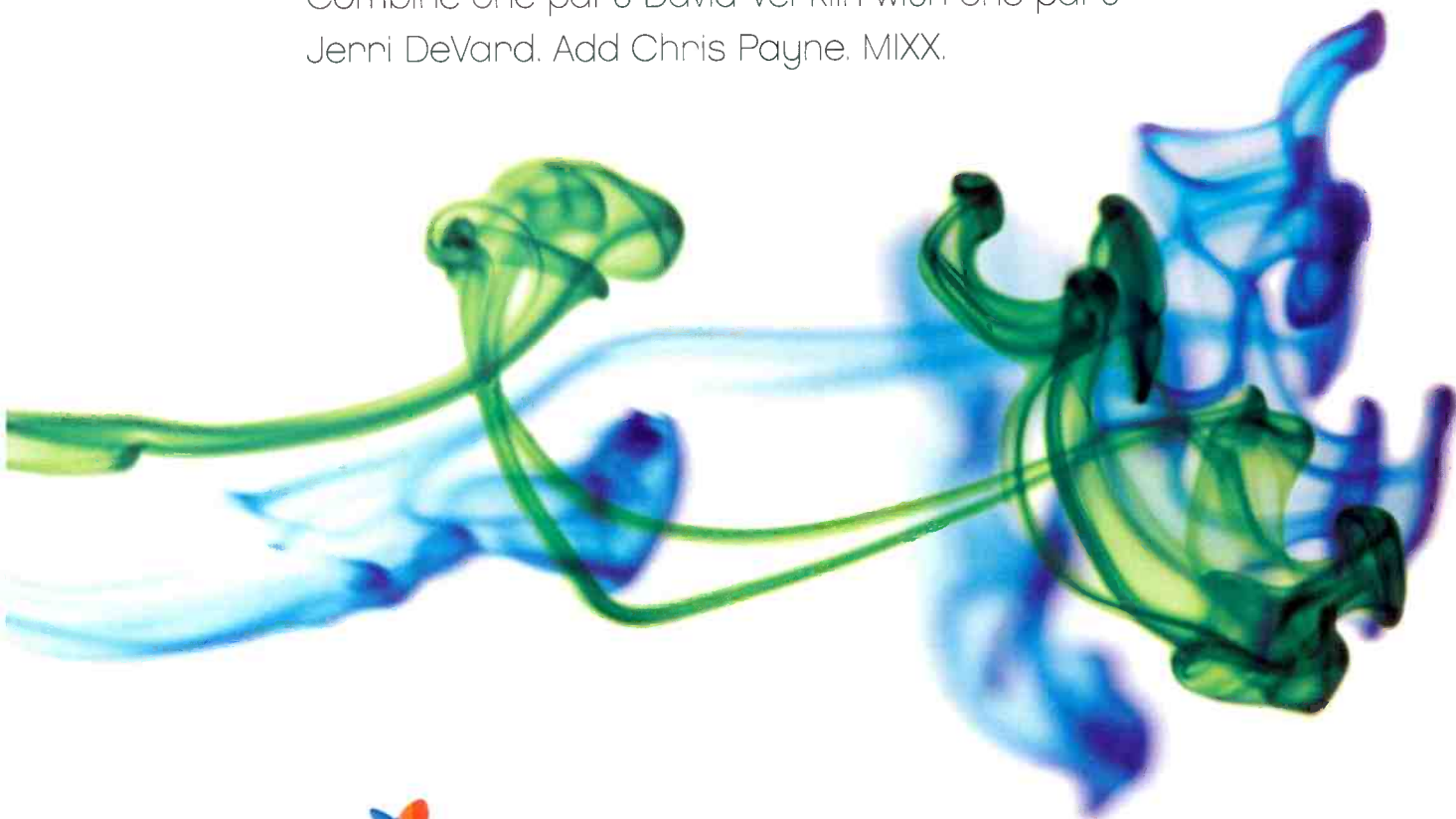
Men in Trees: A ripoff of *Snakes on a Plane*, this horror series is set in an all-female nudist colony whose inhabitants discover to their consternation that the forest around them is full of men with binoculars. No one knows what to do until a feisty dog manicurist (Paula Abdul) declares: "Gather rocks, girls. Soon the leaves will be gone and then we attack." (ABC, premieres Sept. 22)

Help Me Help You: Ted Danson is a highly successful shrink with the most attractive and witty patients in town, but he keeps having a recurring nightmare in which he's a bartender in Boston, surrounded by drunks, slackers and Shelley Long. (ABC, premieres Sept. 26)

Kidnapped: Created by award-winning teleplay scripter R.L. Stevenson, this realistic thriller, set in the wealthy Queens section of New York, features a large family, the Vanderschwartzes. Each week, another Vanderschwartz child is kidnapped and held for ransom. The suspense builds to such agonizing levels that many viewers will need to increase their Paxil. (NBC, premieres Sept. 20) ■

Watch for the brutal fight scene when Dexter catches himself red-handed...and attempts to arrest himself.

Combine one part David Verklin with one part
Jenni DeVard. Add Chris Payne. MIXX.



The official interactive event
of Advertising Week 2006

MIXX

conference & expo >> 2.6

September 25th - 26th, 2006

Crowne Plaza Hotel >> Times Square, New York

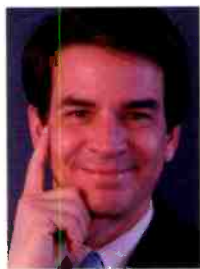
The top names in interactive media and marketing are
converging at MIXX.

Join them for talks and panels focusing on today's most
pressing issues. And check out a showcase of the latest
advertising and marketing technologies and solutions in
the Exhibit Hall.

Can you afford not to be in the MIXX?



Mary Bermel
Director,
Interactive
HP



David Verklin
CEO, Chairman
Carat Americas,
Carat Asia Pacific



Jenni DeVard
SVP, Marketing &
Brand Management
Verizon Communications



Christopher Payne
Corporate Vice
President
MSN Search



Ivy Brown
Franchise Marketing
Director,
Splenda Brand



Tim Kopp
VP, Global Interactive
Marketing, The Coca-
Cola Company



ADWEEK MAGAZINES

www.mixx-expo.com

EDITED BY LAUREN CHARLIP

MOVERS

CABLE

Mike McCarley has been elevated to vp, strategic marketing, promotion and communications for NBC Universal Sports and Olympics. McCarley previously served as vp, communications and marketing, NBC Uni Sports and Olympics...

Peter Dougherty has been appointed to the newly created position of senior vp of branding for Cartoon Network, based in Atlanta. He joins Cartoon after working as an independent creative consultant since 2001... **Joshua Berger** has been named vp of programming operations for AMC and WE. Berger joined Rainbow Media in 2003 as director of programming operations where he helped spearhead the transition of AMC and WE into ad-supported networks... The mtn., the newly launched regional sports network of the Mountain West Conference, appointed **Kim Carver** to the position of general manager. Most recently, Carver served as vp of network presentation at the Asian broadcaster ESPN Star Sports.

MAGAZINES

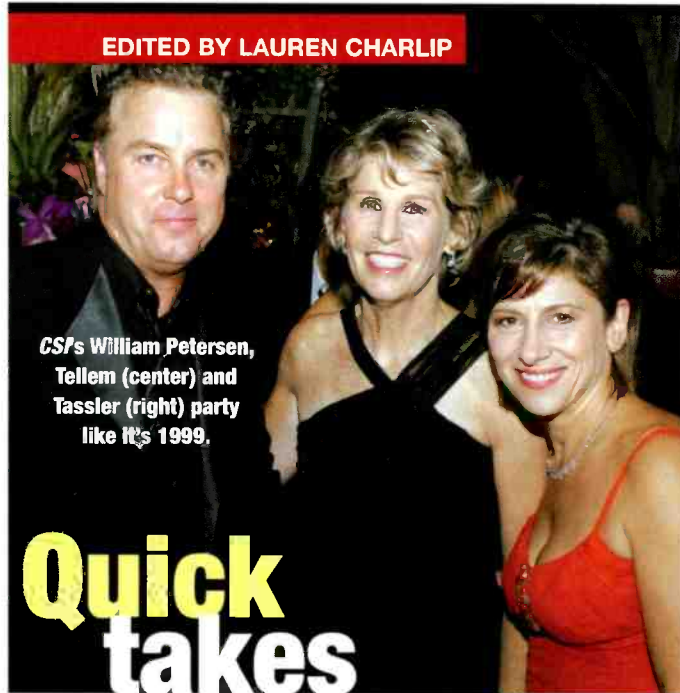
Ziba Kashef, a veteran editor of *Essence* and *Parenting*, has been named editor in chief of Future US' *Pregnancy*. Kashef joins as the title moves its offices from Atlanta to San Francisco in December... **Kitty Morgan** has been named executive editor at *Better Homes and Gardens*, effective Sept. 18. She currently holds the same title at *Oprah Magazine: O at Home*.

RADIO

Doug Abernethy was promoted to the new position of regional manager for Radio One's stations in Houston, Dallas and St. Louis, in addition to his current responsibilities as vp and general manager of the company's Houston stations... **Mariann Staino** was named general sales manager for KISS 104.1 (WALR-FM) owned by Cox Radio in Atlanta. She hails from Clear Channel.

INTERACTIVE

Martin Wolk has been named business editor for MSNBC.com. Wolk was most recently the site's chief economics correspondent, penning the column "Eye on the Economy."



CSFs William Petersen, Tellem (center) and Tassler (right) party like it's 1999.

THE FLASHBULBS have faded and the red carpets have been rolled up for this year's Emmys. We saw cleavage, we saw gams and we saw bling, and even, on *Entourage's* big winner Jeremy Piven, a cravat. Just as interesting—perhaps even more so—were the parties surrounding the awards. Rocking the *Entertainment Tonight/People* after-party was none other than Mr. Purple Rain himself, the artist again known as Prince. He treated the crowd of more than 800 to a two-hour set on the covered-pool stage at the Mondrian hotel. Heidi Klum and Seal were in front, and so was Vanessa Minnillo, heads bobbing. Many a lovely lady was touched up at the Maybelline New York Beauty Bar while **Nancy Tellem**, president of CBS Paramount Network Television Entertainment Group, and **Nina Tassler**, president of CBS Entertainment, milled around outside enjoying the gorgeous weather... The V-club will lose another member this fall if *Jane* has any



DiMuro, *Jane's* 29-year-old virgin.

for Sarah—as does her dad, and someone else close to her. Naturally, everybody blogs after each date. "Guys are coming in hand-over-fist. We're almost working doubletime to vet these guys and get them up online," said Web editor **Melinda Anderson**. TV's *Insider* is tracking Sarah, too. The day after the first segment aired, Anderson said 150 guys queued up. "Just to be clear, we're setting her up on dates," Anderson said. "She's looking to make a connection with someone, instead of just someone to..." Her voice trailed. Spinoffs could be in the works: DiMuro's first date hit it off with one of *Jane's* publicists, leaving staffers pondering what's next. At the vetting table, Anderson said, "With at least every eighth or 10th guy, someone says 'Oh, I know someone for him.'" In the end, she said, "It's a numbers game. A lot of single women can relate to that"... **The Wall Street Journal Weekend Edition** bid adieu to its summerlong Hamptons film

thing to do with it. Sarah DiMuro, a 29-year-old rising comic—and virgin—was introduced Aug. 22 on the magazine's Web site. She is looking to find "the one" who will deflower by her 30th birthday. DiMuro pitched the idea herself to *Jane* lifestyle editor **Katy McColl** and the *Jane* staff quickly realized it lent itself better as a Web package. The site allows guys to sign up, and every week readers choose a date



Judy Barry, *WSJ* senior vp of sales and marketing, *Illusionist* star Ed Norton and *WSJ* publisher Gordon Crovitz

series with the premiere of *The Illusionist* Aug. 12. The star-studded affair featured the likes of Howard Stern and Debbie Harry. Two lucky guests scored tickets to Bermuda in their giftbags. ■

Seats still available!
REGISTER NOW!

ADWEEK MAGAZINES & Billboard
present

In association with
**ADVERTISING
WEEK 2006**
SEPT. 25-29

THE music UPFRONT

Sponsor **fuse**
www.fuse.tv

SEPTEMBER 26, 2006 • BB King Blues Club, NYC



Keynoter

Mark-Hans Richer
Director of Marketing,
Pontiac Division
of General Motors

SCORE YOUR TICKET AND ROCK YOUR BRAND!

At the **ULTIMATE BRANDS & BANDS NETWORKING EVENT**, you'll hear the artists, meet the major-label execs, and learn from top marketers who've rocked their brands through strategic partnerships with the music industry.

Performances by:

ANGELA VIA (Virgin Records)
MAT KEARNY (Aware/Columbia)
STEFY (Wind-up Records)
LADY SOV (Island Def Jam)
BAYJE (The Atlantic Records Group)

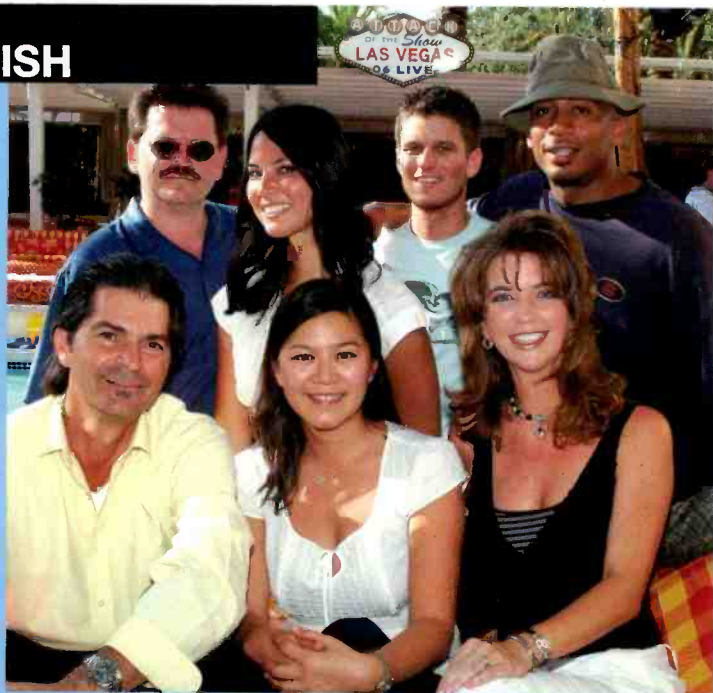
Label presentations by:



To REGISTER and for agenda, visit www.INSIDETHEMUSICUPFRONT.COM.

For information, contact 646-654-5162 or
conferences@adweek.com.

DISH



▲ Cox Communications Las Vegas executives visited the set of G4's *Attack of the Show* on Aug. 14, the first day of its weeklong live remote broadcasts from Sin City. Front row (l. to r.): Cox's Juergen Barbusca, manager of communications; G4's Katherine Le, director of affiliate marketing; Stephanie Stallworth, director of public affairs at Cox. Back row (l. to r.): John Rieber, G4's senior vp, production; Olivia Munn and Kevin Pereira, *Attack of the Show* co-hosts; James Lesure, star of the NBC drama series *Las Vegas*, a guest on that day's live broadcast.



▲ NBC Universal celebrated the launch of diversecitynbc.com and screened semifinalist films at the Comedy Short Cuts Film Festival in NYC Aug. 29. Casting agents, writers and net and studio executives were in attendance. From left: filmmaker Steven Tsuchida; Damona Resnick, NBC Universal diversity programming; Mykelti Williamson of *Kidnapped*; filmmakers Camille Mana and Joe Hernandez-Kolski.



◀ Actress Angie Harmon poses for the paparazzi with Dave Morris, *Entertainment Weekly* president and publisher, at the magazine's fourth annual pre-Emmy event in Los Angeles Aug. 26.



▲ When the bubble bursts: A star-studded special, *SOAPnet Reveals ABC Soap Secrets*, hosted by Lisa Rinna and Ty Treadway (former *Soap Talk* co-hosts), aired Aug. 31 on ABC—in *The View*'s time slot—and on SOAPnet. The sudsy preview gave fans the inside scoop on forthcoming dastardly deeds, sordid affairs and other sundry tragedies on *All My*

Children, *One Life to Live* and *General Hospital*. From left: Brian Frons, president, Daytime, Disney-ABC Television Group; Natalia Livingston, *General Hospital*; Rinna; Eden Riegel and Cady McClain, *All My Children*; Treadway; Bree Williamson, *One Life to Live*; and Deborah Blackwell executive vp and general manager, SOAPnet.

ADVERTISING WEEK 2006

EVENT	DATE	TIME	LOCATION
TELEVISION WEEK SPOTLIGHT SERIES: BOB WRIGHT	MON. SEPT 25	2 PM	MUSEUM OF TELEVISION & RADIO
AOL AMP'D UP FEATURING GNARLS BARKLEY	MON. SEPT 25	8 PM	NOKIA THEATER
PANASONIC IDEAS FOR LIFE: DR. JEFFREY SACHS	TUES. SEPT 26	12 PM	MUSEUM OF TELEVISION & RADIO
YAHOO'S MUSIC UP FRONT LIVE	TUES. SEPT 26	8PM	BB KINGS
MICROSOFT XBOX LIVE - THE FUTURE OF ADVERTISING	WED. SEPT 27	2PM	MCGRAW HILL AUDITORIUM

REGISTER AT WWW.ADVERTISINGWEEK.COM


**ADVERTISING
WEEK 2006**

Sept 25 - Sept 29
To view a complete list of events and
to register visit us at www.advertisingweek.com

ad created by kirshenbaum bond+partners

CALENDAR

■ At the Waldorf Astoria, Sept. 10–Sept. 12, the 20th annual **National Association for Multi-Ethnicity in Communications Conference** will look into multi-media platforms, multi-ethnic consumers, customer loyalty and profitability. The event addresses how companies get the greatest return on their investment in multi-ethnic markets. Register at namc.com.

■ The **Mobile Entertainment Summit** takes place in Los Angeles on Sept. 11. Covering mobile entertainment from games and music to multimedia, messaging and marketing, leaders in the mobile arena are slated to attend. For more, see ihollywood.com.

■ The **CTIA Wireless I.T. & Entertainment 2006** conference in Los Angeles Sept. 12–14 focuses on mobile entertainment—games, music and video—as a key source of new revenue for content providers. The conference will address customized content and personalization. Go to ctia.org/wirelessIT06 for more info.

■ Women in Cable and Telecommunications will host an executive women's luncheon at the Pierre in New York on Sept. 14. Called **Cable at the Crossroads: The Future is Today**, panelists include execs from Disney/ABC, NBCU and Mediacom. To sign up, e-mail nywict@yahoo.com.

■ **The Next Big Idea (East): The Future of Nontraditional Marketing** takes place Sept. 14 at the Millennium Broadway Hotel in New York. Hosted by *Adweek*, *Mediaweek*, *Brandweek*, *The Hollywood Reporter*, *Billboard* and *Sporting Goods Business* in association with NYU's Stern School of Business, the event examines the convergence of marketing, music, Hollywood, sports and gaming. Visit thenextbigidea.com.

■ At New York's Crowne Plaza Hotel, the **MIXX Conference and Expo**, Sept. 25–26, is geared toward marketing and agency professionals, as well as publishers and technology firms. The multimedia creative MIXX Awards, judged by an independent panel, will conclude the event. See mixx-expo.com.

Weinsteins to Jumpstart Arts Net Ovation

A consortium of private investors, led by movie moguls Bob and Harvey Weinstein and the Hubbard Media Group, has acquired the 10-year-old arts network Ovation. The channel, currently reaching 5.3 million cable subscribers, aims to double its distribution in the coming year, while remaining devoted to the arts. Tennis Channel chairman and CEO Ken Solomon will step in as non-executive chairman, while former Fine Living exec Charles Segars will serve as CEO.

Lycos, Blinkx Form Video Search Platform

Former leading Web portal Lycos, which is rebranding itself into a broadband video destination, has partnered with startup video search engine blinkx to launch a new video search platform. Through the deal, Lycos, which still reaches nearly 24 million unique visitors each month, will offer users access to over 5 million hours of searchable video content, including clips from popular TV shows, music videos and video blogs.

Google to Provide Non-U.S. Ads for eBay

Google will become the exclusive distributor of text-based ads on all eBay sites outside the U.S. A few months ago, Yahoo signed with the auction giant to be its exclusive provider of graphical and text ads on ebay.com within the U.S. Per the deal, Google's "click-to-call" ad technology will also be integrated into eBay's e-commerce platforms, allowing Web users to contact merchants directly via an Internet voice call.

Adult Radio Shows Steepest Growth

Radio formats targeting adults are maintaining or gaining audience share, while formats geared for a younger audience are showing declines according to a Katz Media Group analysis of Arbitron data for the Spring survey. The biggest audience gains were among Urban and Spanish-language stations, up 10 percent compared to a year ago. For the study, Katz analyzed over 4,000 radio stations and nearly 50 formats in 296 Arbitron markets to produce the figures.

Go!TV Renews Coverage of La Liga

Go!TV has extended its exclusive multiyear agreement to broadcast the Spanish League, or La Liga, in the U.S. and Canada. The contract includes the right to carry live telecasts of all of the league's teams.

ESPN Uses College Football as Mobile Bait

ESPN is using college football as an enticement for consumers to subscribe to ESPN's struggling wireless service. The sports megalopolis announced that its Mobile ESPN service will stream up to 25 full-length college football games each month during the upcoming season, pulling feeds directly from either ESPN or ESPN2. The new offering, available to Mobile ESPN subscribers for no additional charge, kicks off Sept. 4 with the Florida State-Miami contest. In related news, the sports net has launched ESPNU.com, a Web site dedicated exclusively to college sports net ESPNU.

AOL's Music Now Offers New Options

AOL has revamped its music product by launching AOL Music Now, the first digital music subscription service to offer unlimited on-demand music streams, videos and downloads. The new multitiered service features more than 200 AOL Radio stations plus select channels from XM Satellite Radio, specialty "artist discovery" channels, and a music library of 2.5 million songs. For the thousands of videos, AOL has struck deals with several record labels, including Sony BMG Music Entertainment.

Azteca America to Join National Ratings

Azteca America, the Spanish-language TV network available in 52 U.S. markets, has reached an agreement with Nielsen Media Research to be included in Nielsen's National Television Index. Azteca America will be reported along with the other Spanish-language and English-language national broadcast networks, versus being reported solely within the Nielsen Hispanic Television Index service. Azteca will continue to be measured under the NHTI until September 2007.

Tennis Channel Nabs Its First Grand Slam

The Tennis Channel recently acquired the cable rights to cover the French Open, taking the reins from ESPN. Per the deal, which begins in 2007 and could run for nine years, the Tennis Channel has exclusive telecast rights to all French Open matches, with the exception of the NBC broadcast coverage windows. The Tennis Channel also obtained U.S. rights to all media, including exclusive broadband and video-on-demand rights, as well as year-round access to the French Open media archives. ■

WIN MORE NEW BUSINESS.

Adweek & Mirren Business Development Present
The Fall New Business Workshop Series
for Small and Mid-Size Agencies

Mirren is a team of new business specialists. Using an innovative new approach, our agency clients win more – while spending far less. Our team has run marketing and new business at boutiques around the country and at agencies that include TBWA\Chiat\Day and Wieden + Kennedy.

Mirren also produces The New Business Conference with Adweek and the Workspace/Marketing Chief Roundtable Series with *Harvard Business Review* – learning exactly what clients want when being courted by an agency.

Simply put, apply what you learn here and you will bring in more accounts.

- ▶ Learn how to beat larger agencies and bring in bigger, better accounts – on limited resources.
- ▶ Separate yourself from the pack to win more pitches and proactively generate profitable leads.
- ▶ **Meet AAR Partners:** All three workshops include a session with the search consultant that can connect you with numerous upcoming fall account reviews.

PROSPECTING STRATEGY

“PROSPECTING TO WIN”
The Five Steps in Building
a Pipeline of Qualified Prospects.

- ▶ Boston, MA: Sept 27th

More information:
www.MirrenBD.com/prospecting

PITCH STRATEGY

“PITCHING TO WIN”
Hitting Hard, Fast &
Persuasively.

- ▶ Morristown, NJ: Sept 18th
- ▶ Stamford, CT: Oct 23rd

More information:
www.MirrenBD.com/pitching

YOUR WHOLE APPROACH

**“THE SEVEN OBSESSIONS
OF THE ELITE”**
What The Best Agencies
Are Doing To Win More.

- ▶ Princeton, NJ: Sept 14th
- ▶ New York, NY: Sept. 21st

More information:
www.MirrenBD.com/obsessions

Workshop seating is limited to a
conference room sized group.

Register early to save 15%
and guarantee your seat.

www.MirrenBD.com/workshops or 866.508.0523



EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$57 per line monthly; \$343 per half-inch dis-**

play monthly. ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Karen Sharkey at 1-800-7-ADWEEK. Fax 646-654-5313.

ADVERTISING BOOKS

The Copy Workshop Workbook.
www.adbuzz.com - all credit cards
Free Advertising Books For Ad Instructors.

ADVERTISING SERVICES

Affordable Newswire Services
and Press Release Writing
www.Send2Press.com

ART/DESIGN SERVICES

MikeHolmesAdDesign.com

INVISION GRAPHICS

INVISION GRAPHICS offers the most creative and dynamic graphic concepts from start to finish.

 **WEB DESIGN**
 **COMPANY PRESENCE**
 **CAMERA READY ART**
 **ADVERTISING**
 Call STEVE At: 718-544-7670

ART STUDIO

10 Macs. Zero hacks.
www.tengastudio.com/aw

BANNERS & EVENT SUPPLIES

FREE 68 PAGE CATALOG
OF BANNERS, TENTS,
FLAGS, T-SHIRTS, ETC.
800-426-9496
WWW.BRITTENBANNERS.COM



BRANDING

Freelance Brand Designer 303-440-1645

CD AND AUDIO MARKETING


 DVD/CD Replication & Duplication
 Innovative Printed Packaging
 Personalized Sales and Service
 1-877-900-3827 (DUBS) or visit www.thedubhouse.net

COPY/CREATIVE

Copy: funny, serious. Smartwords@aol.com

COPY/HUMOR SPEECHES

www.thecorporatecomedywriter.com

COPYWRITING

Have Pen, Will Travel
Seasoned copywriter seeks new
freelance challenges: web, print, broadcast.
Meets deadlines, budgets:
jfinora@optonline.net

www.BordenWritesCopy.com

DIRECT MARKETING

CONSULTING/CREATIVE
www.EdwardNash.com

DIRECT RESPONSE TELEVISION


backchannelmedia
 Charting the Return Path to Your World.
 for more information, visit
 www.backchannelmedia.com

INFOMERCIALS


InfoWorx
 Infomercial Production
 for the Trade.
 888-326-DRTV > WWW.INFOWORX.COM

INTERNET & EMERGING DIGITAL MEDIA TRAINING

Internet Media Planning & Buying
Search Marketing & Emerging Media
Intelligent Selling of Internet Ads
www.laredogroup.com/adweek

INTERNET MARKETING

Intuitive, Engaging, Dynamic!
The Digital Marketing Specialists
The Glovin Group, LLC
917.670.2944/ mglovin@theglovingroup.com

JINGLES

PARODY JINGLES - ParodyJingles.com
Impact your target demo with the music of
their generation! 954-483-3654

LOYALTY & INCENTIVE PROGRAMS



Complete program design,
development & reward fulfillment on
state-of-the-art web platform.
www.incentivegroup.com 914-948-0904

MARKETING SERVICES

Brochures that Brand - 203-698-1478

HEALTHCARE ADVERTISING SPECIALIST
To the Consumer. To the Trade. To the Point.
David Upright: 973.726.9655
uprightadvertising@hughes.net



Media Kits, Trade Shows, Direct Mail
• CD & DVD Replication
• Custom Packaging / Printing
• Assembly and Fulfillment
www.tri-mediaservices.com
Ph. 201-816-8299

MEDIA BUYING & TRAINING SEMINARS

www.mediabuyingacademy.com

MEDIA PLANNING & BUYING SERVICES

www.DirectResponseTV.com

www.multichanneldirectresponse.com

MEDIA SEMINARS

paragonmedia.com/mediaseminars.html

PROMOTIONS

ESPN Mobile, McDonalds, HBO Entourage, T-Mobile,
Chivas Regal, Verizon, AT&T, Sirius Radio, Pfizer, Pepsi,
Mountain Dew, Bank of America, Dunkin' Donuts...

PROMOTIONAL MARKETING


estro entertainment
 www.estroentertainment.com
 Steve Estro | 201.206.5779

PUBLIC RELATIONS

www.presscounselgroup.com

RADIO COMMERCIALS

The other guys charge a fortune to cover the cost of their big space ads. Our Clio-winning commercials sound great, too. When you hear our rates, they sound unbelievable. 800/789-RADIO - Sounds almost too good to be true.

RADIO PRODUCTION

DAVE n' JER's COMEDY RADIO
Now Playing at:
www.princeradio.com 310-508-4020

SWEEPSTAKES

SWEEPSTAKES, GAMES & CONTESTS
Call Maria Altberg at Ventura Associates
(212) 302-8277 ext 3003 or
maltberg@sweepstakess.com

SWEEPSTAKES: FOR TURNKEY SERVICES
CENTRA MARKETING & COMMUNICATIONS
Contact Bob Bell, COO 516-997-3147, ext 12
or bbell@centramarketing.com

TRANSLATIONS/LANGUAGE SERVICES

PerfectTranslations.com

ADWEEK ONLINE: FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means no confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISIT ADWEEK.COM

In print and online,
ADWEEK MAGAZINES
Classified is
THE HIRE AUTHORITY

OFFERS & OPPORTUNITIES

REQUEST FOR PROPOSAL



REQUEST FOR PROPOSALS
RFP No. 06-099, MEDIA BUYING SERVICE

Notice is hereby given that NJ TRANSIT's Procurement Department is requesting proposals from qualified firms interested in providing NJ TRANSIT Corporation with Media Buying Service. The deadline for receipt of proposals is **Thursday, October 5, 2006 @ 4:00 P.M.**

The firms responding to this Request for Proposal shall provide Media Buying Service that will develop and implement a highly targeted media buying campaign that will cover our bus, light-rail and commuter rail lines within NJ TRANSIT, under a single blanket contract, including all necessary and incidental administrative and support services.

NJ TRANSIT will utilize the Request for Proposal Method of Procurement, which allows for the evaluation of technical proposals, cost proposals and oral discussions as well as contract negotiations to establish the best overall offer to NJ TRANSIT. A Technical Evaluation Committee (TEC) comprised of NJ TRANSIT staff has been appointed to review the technical proposals and rate each firm based on the evaluation criteria identified in the bid documents.

Firms will be evaluated on their responses to questions relating to Qualification of firms; experience, number of years performing similar media buying service, the ability to participate in meetings and conference calls as necessary, ability to select radio stations and cable/network TV, ability to negotiate the best rates for optimal inventory and space references, and qualification of the firm and the experience level of its members assigned to the project. Interested firms may obtain the proposal documents by contacting NJ TRANSIT's Bid Desk at the address listed below or by telephone at (973) 491-7546 or Fax at 973-491-7854.

Each proposal must contain one (1) original and five (5) copies of the technical proposal and one (1) original and two (2) copies of the cost proposal. The technical and cost proposals must be submitted separately under one cover. Proposals must be submitted in a sealed envelope and addressed as follows:

NJ TRANSIT
Procurement Department
One Penn Plaza East
Newark, NJ 07105-2246
Re: RFP No. 06-099
ATTN: Bid Desk

Proposers will be responsible for the delivery of their proposals. Reliance on the U.S. Mail or other carriers is at the proposer's risk. Late proposals will not be considered.

A pre-proposal conference is scheduled for **10:00 A.M., Tuesday, September 19, 2006** at NJ TRANSIT Headquarters located at One Penn Plaza East in Newark, New Jersey.

All proposers are required to comply with P.L. 1975, C.127 regarding Equal Employment Opportunity Laws and Regulations. The Office of Business Diversity has indicated that No Small Business goal is being placed on this project.

General inquiries about the project should be directed to Walter Waters at (973) 491-7543. All Questions must be submitted in writing and may be faxed to NJ TRANSIT at (973) 491-7547. However, this invitation may be amended only in writing.

NOTICE

ADWEEK MAGAZINES THE HIRE AUTHORITY

When it comes to cutting edge solutions for your staffing needs - we deliver more - more impact - more reach and more qualified applicants, ready to step in and fill those openings!

We can target one area of the USA or the entire country.

We will publish your ad in our award-winning magazines, and send your message across the world with our ADWEEK classifieds on-line!

Check out our classifieds at www.adweek.com, you'll be impressed by how much ADWEEK on-line has to offer!

Please call **1-800-7-ADWEEK**, and we will prove how fast we can fill your jobs with great people, and how much money you'll save doing it!

JOBBHUNTERS!

Find Hundreds of Great Jobs In Adweek Online!

Search ads from all six classified regions of Adweek, Brandweek, & Mediaweek.

Visit our website at
<http://www.adweek.com>

e-mail:
adweek@adweek.com

EMPLOYMENT



General Manager

Alloy Media + Marketing, the world's largest provider of non-traditional media and marketing services reaching the young adult marketing is looking for a **General Manager of East Coast Sales for the National Sales Organization** located in **New York, NY**.

Qualified candidates will have 10-15 years of experience with the following: strong client and agency relationships across many categories; ability to research, plan, prepare and execute the sales objectives, strategies and tactics to ensure success; identify market's potential and how to best utilize all resources to achieve goals; identify competitive issues and increase market penetration; lead and develop a sales team; manage against a sales forecast and deliver top-line revenue growth; forecast headcount growth and turnover in order to anticipate hiring needs; manage budgets in fiscally responsible manner; strong computer software skills (Salesforce.com is a plus).

Alloy Inc. is a publicly traded company, NASDAQ symbol ALOY. We offer a competitive salary and excellent benefits package including, 401(k), medical & dental benefits and others. **EOE**.

Please submit resumes and salary history to jobs@alloy.com.



Innovation Coach - NY

Whatif is the world's largest innovation company. We invent brands, products and services, and help businesses innovate and create for themselves.

We're recruiting people to join our US Learning team which builds innovation capability by delivering training programs. We need bright, articulate superstars with 5-10 years marketing/business experience who are passionate about creativity.

Resumes to
uslearningjobs@whatifinnovation.com
quoting **BRANDWEEK4**.

For more information go to
www.whatifinnovation.com.

?What If! USA

Ad Sales Rep - NYC

Technology Review is looking for an Advertising Sales Representative with 3-5 yrs. **online sales experience** to join our Advertising Sales Team in New York. Comp plan and benefits through MIT.

Email resume to
jobs@technologyreview.com

Technology Review
an MIT enterprise

ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER
ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means to confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISIT ADWEEK.COM
In print and online,
ADWEEK MAGAZINES Classified is
THE HIRE AUTHORITY

Looking for the perfect job? ADWEEK CLASSIFIED

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK

Classified Manager: Karen Sharkey Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$221.00, 1/2 inch increments: \$110.50 week. Rates apply to EAST edition.
Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples. The identity of box number advertisers cannot be revealed. **Confidential Service:** To answer box numbers ads and protect identity: (1) Seal your reply in an envelope addressed to the

box number; (2) In a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to **CONFIDENTIAL SERVICE, Adweek, Classified Advertising, 770 Broadway, New York, NY, 10003**. If ADWEEK must typeset ad, charge is \$25.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. **No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003, 1-800-723-9335 Fax: 646-654-5313.**

HELP WANTED

Media



BROADCAST MEDIA MANAGER

Dick's Sporting Goods is the nations leading specialty sporting goods retailer, with over 270 locations in 34 states. We are seeking a Broadcast Media Manager to join our Marketing team.

In this role, you will develop and execute all aspects of broadcast and OOH media on a local and national level and make key decisions regarding spending levels and placement tactics.

Successful candidate requirements include work in retail advertising, client-side experience in a corporate environment and budget management expertise. A Bachelors degree and a minimum of five years of related experience is required.

To apply online, please visit www.dickssportinggoods.jobs

EOE

NEW BUSINESS DEVELOPERS

Finelight Strategic Marketing Communications, a full-service agency that specializes in traditional and not-so-traditional marketing and advertising, seeks talented, sales-driven New Business Developers to be located in any of its five offices. Finelight aims to grow its business in the financial services and call center sectors. If you are interested in creating your own opportunities and making your mark in this rapidly growing company, please apply to hr@finelight.com

www.finelight.com EOE

BLOOMINGTON • CHICAGO • JACKSONVILLE
LOUISVILLE • NEW YORK

Account Manager Somerset, New Jersey

Doner is the largest independent advertising agency in the United States. Because of our commitment to stellar client service, our Somerset, New Jersey regional office is in search of an enthusiastic Account Manager with 1 to 3 years of advertising agency experience to work on regional initiatives. The ideal candidate will have regional automotive advertising experience and the ability to work effectively with multiple agency and client contacts at various office locations. The individual in this role will be the primary client dealer contact and will be responsible for assisting in the management of regional media budgeting, monitoring competitive advertising and marketing activity, and coordinating all regional promotional activities including local sponsorships and tie ins with national marketing programs. Excellent written and verbal presentation abilities are required to provide regional status reports and deliver presentations to the client. This individual will also develop communications regarding creative, media and promotions to the affected dealers. Previous experience working with co-op programs is desired.

Our company values highly motivated team players and independent thinkers with strong relationship and interpersonal skills. Individuals with a passion for customer service, strong relationship skills and the desire to grow their career with an Agency that delivers innovative integrated marketing campaigns should send their resume and cover letter.

When applying via email please send your resume as a Word or PDF file to DonerResumesJersey@donerus.com. Please use the subject line "Account Manager" in your email. EOE

DONER

IMPORTANT NOTE:

Before any artwork is sent please contact your regional Adweek representative.

HOW TO SEND DIGITAL ARTWORK TO ADWEEK MAGAZINES

MAC ONLY ART - Adobe Photoshop EPS or TIFF

Converting To A B&W File

- Convert To a Bitmapped Image Under "Mode" In Photoshop
 - Resolution = 1200 pixels/inch
 - Method = Halftone Screen
- Halftone Screen Frequency = 133 lines/inch
 - Angle = 45 degrees
 - Shape = Round

RED ADS

- Save As A CMYK File
- Adweek Red Breakdown = 100% Magenta, 100% Yellow and 23% Black

FULL COLOR

- Save As A CMYK File

SENDING THE FILE

- Crop The Ad To The Correct Size
- Save The Ad As A Photoshop EPS or TIFF
- Compress The File Using Stuffit or a Zip Program
 - Attach to an e-mail and send to: classified@bpicomm.com

REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES

THREE AUDIENCES FOR THE PRICE OF ONE

For one low price, your Classified ad appears in three different magazines: ADWEEK Classified, BRANDWEEK Classified and MEDIWEEK Classified.

THREE FOR ONE . . . , not a bad idea.

Call **1-800-7-ADWEEK**

or just Fax it to: **(646) 654-5313**

Your Complete Advertising News Source

Provides comprehensive coverage of the advertising industry by reporting the inside stories on client-agency relationships, new campaigns and successful strategies in advertising.



ADWEEK



ADWEEK Outlook



Subscribe Today!
Savings of over \$46!

- Industry Media Forecast • Q&A with John Wren
- Bob Greenberg on Digital Content • Marian Salzman's '06 Predictions
- Technology Curve Balls by Catharine P. Taylor
- Blogs Gone Wild by Tim Kudd
- The New Boutique by Erietheria Parris
- Stock Analysis by Alan Gottesman

REASONS TO SUBSCRIBE:

- Definitive source for advertising and agency news, information and opinion.
- Special Reports such as Agency Report Cards, Creative All-Stars, and Agency of the Year.
- 24/7 access to exclusive web content with your print subscription.



YES!

Please sign me up for one year (49 issues) of **ADWEEK** at the special price of **\$149!** That's a \$46.50 savings off the cover price. My subscription will include one year access to "Subscriber Only" content on ADWEEK.com.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail (Necessary for Online Access) _____

Nature of Business _____

Payment Enclosed

Bill Me

Charge My:

Card # _____

Exp. Date _____

Signature _____

- Canadian subscriptions \$199; Foreign \$319 (Canadian residents please add GST.)
- U.S. subscriptions add appropriate sales tax in DC, GA, MA, MO, SC, & TN.
- Your subscription may be tax deductible.
- U.S. funds only.

For faster service, subscribe online at:
www.adweek.com/subscribe
Call toll-free 800-562-2706 or fax 646-654-5518

WWW.ADWEEK.COM

Creative Best Spots



When it comes to advertising, the creative is king. It's the spark that ignites the imagination and makes a brand stand out from the crowd. In this section, we highlight the most innovative and effective advertising spots from around the world.

National News

At 4A's, Harsh And Uncertain

As media change is coming fast, the industry is facing uncertainty.

MEDIA 2005 AGENCY REPORT CARDS

More Shifts, Competitors

New Business

Global Media Agency of the Year

OMD Worldwide

Global Agency of the Year



ADWEEK

With new leadership, the agency takes steps beyond track.

WPP-Bonatti Dispute Takes Odd Turn

Omnicom Extends Its Reach In China

Fallon Names Feuerman CD

Find your target audience throughout the U.S. In-depth information on your local area.

Adweek covers the entire scope of marketing communications, including advertising, public relations, direct sales promotion, and entertainment and sports marketing.

- Creative section highlights reviews of current campaigns from a cultural perspective and rotates among trends, key players and issues.
- Special Reports including Global Agency of the Year, Agency Report Cards and Global Media Agency of the Year.
- New Business and National News covers developments in creative, interactive advertising, budgets and more.

Adweek's user-friendly Web site and e-newsletters deliver vital industry news quickly and effectively right to your desktop. Coverage includes incomparable and in-depth coverage of regional advertising markets, comprehensive creative coverage, and a valuable database of archived material for research and trend information.

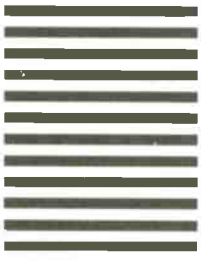


NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 956 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK SUBSCRIPTION DEPT
PO BOX 16569
NORTH HOLLYWOOD CA 91615-9458



These examples are only a glimpse of what Adweek and Adweek.com have to offer.

SUBSCRIBE TODAY!



BY LISA GRANATSTEIN

Metrosexual Mortality

Editors strive to strike a balance between macho and manicured men as hype dies down **By Tony Case**

THERE'S BEEN SO MUCH CHATTER LATELY ABOUT THE DEATH OF THE METROSEXUAL—that over-moisturized, mani/pedi-loving, style-obsessed man who would rather spend the afternoon at Bloomingdale's than the local pool hall—that it's leading those who run the dominant men's magazines to do some

some serious soul-searching.

When Condé Nast's men's shopping titles *Cargo* and *Vitals* quickly came and went, it spelled the beginning of the end of a stereotype that, as publishers and marketers now say, was really more a creation of Madison Avenue than a real demographic. As with the rise of the "laddie" magazines a few years back and their focus on the beer-swilling, babe-chasing young man, the industry is waking up to the fact that the metrosexual represented only a tiny—and overhyped—segment of the population. A study by Leo Burnett Worldwide, as reported in a recent *BusinessWeek* story on the metrosexual's demise, estimated that only one-fifth of the U.S. male population could be identified thus.

"It was the evolution of men being more interested in themselves and how they look and using toiletries, but it's not like men haven't been using hair gel for 20 years," said Dennis Santos, media director of PGR Media.

"It was nothing new, and now you're seeing a bit of a backlash."

Even Marian Salzman, the JWT Worldwide executive credited with coining the term metrosexual, concedes that his days are numbered and that men want their manhood back. Witness the results of a Harris poll last year, quizzing Americans about their favorite celebrities: The top 10 was dominated by the likes of testosterone-brimming Clint Eastwood, Sean Connery and John Wayne. (Tom Cruise, the Clinique-scrubbed, something-uncomfortably-feminine-about-him actor whose star continues to plummet, hasn't appeared on the annual survey in years.) Today, terms like "übersexual" and "retrosexual" are being tossed around as much as metrosexual used to be.

Of course, men remain highly interested in style and grooming, and men's magazines are still littered with spreads for \$3,000 suits and an array of fragrance and skin-care lines. And



Tattooed he-man Jesse James butches up the latest cover of the Wenner monthly.

men's style magazines like Condé Nast's *Men's Vogue* continue to pop up. Still, as always, male consumers stubbornly avoid fitting neatly into this or that classification. As Rob Gregory, group publisher of Dennis Publishing's 2.5 million-circ *Maxim*, put it, "Men defy labeling. They don't want to be called metrosexual or retrosexual. They want to be called men." (*Maxim* has spun off a virtual industry catering to the man who's all man, including its Maxim Lounges and a casino in Las Vegas, scheduled to open in 2010.)

According to the latest Audit Bureau of Circulations figures, overall paid/verified circ is growing for manly-man magazines like *Maxim* (up 1.9 percent in the first half of this year versus last) and Wenner Media's 700,000-circ *Men's Journal* (up 4.1 percent). But sales are also on the upswing at style and fitness guides like Condé Nast's 800,000-circ *GQ* (up 3.4 percent) and 400,000-circ *Details* (up 2.7 percent) as well as Rodale's 1.7 million-circ *Men's Health* (up 4.7 percent).

Metrosexual "was a media firestorm surrounded by very little evidence," said David Zinczenko, editor in chief of *Men's Health* and editorial director of 400,000-circ lifestyle spin-off *Best Life*. "The birth and death of the men's shopping books reinforced this. They chased the chimera and, not surprisingly, failed to catch him. Our take is that style and grooming are just two of the tools guys need to succeed in the world. It would be as foolish to ignore those as it would be to overvalue them."

Zinczenko shrugged off the suggestion that *Men's Health*, with its focus on narcissistic pursuits like six-pack abs and fall fashions, helped to perpetuate the metrosexual trend. "We just gave guys permission to care about

MEDIaweek MAGAZINE MONITOR								
BIWEEKLIES SEPTEMBER 4, 2006								
	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ES*N The Magazine	11-Sep	109.97	12-Sep	82.47	33.35%	1,053.63	1,134.80	-7.15%
Forbes	DID NOT REPORT				N.A.	1,847.07	1,775.31	4.04%
Fortune®	4-Sep	88.51	5-Sep	104.38	-15.20%	1,781.65	1,810.01	-1.57%
National Review	25-Sep	20.80	26-Sep	26.30	-20.91%	306.90	304.40	0.82%
Rolling Stone	7-Sep	96.49	8-Sep	75.99	26.98%	964.96	993.57	-2.88%
CATEGORY TOTAL		315.77		289.14	9.21%	5,954.21	6,018.09	-1.06%

®=One less issue in 2006 than in 2005

WEEKLIES SEPTEMBER 4, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	4-Sep	48.99	5-Sep	48.58	0.84%	1,638.33	1,665.14	-1.61%
The Economist®	DOUBLE ISSUE				N.A.	1,298.00	1,302.00	-0.31%
Newsweek [£]	4-Sep	41.40	DOUBLE ISSUE		N.A.	1,134.48	1,147.88	-1.17%
The New Republic	DOUBLE ISSUE				N.A.	167.19	196.23	-14.80%
Time [£]	4-Sep	28.80	5-Sep	59.80	-51.84%	1,280.65	1,338.52	-4.32%
U.S. News & World Report	4-Sep	36.97	5-Sep	29.77	24.19%	1,078.53	1,047.99	2.91%
CATEGORY TOTAL		156.16		138.15	13.04%	6,597.18	6,697.76	-1.50%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	4-Sep	27.65	5-Sep	25.95	6.55%	805.66	798.71	0.87%
Entertainment Weekly	1-Sep	33.09	2-Sep	35.24	-6.10%	1,037.54	1,111.45	-6.65%
Golf World [£]	1-Sep	19.00	2-Sep	30.83	-38.37%	876.40	930.20	-5.78%
In Touch	4-Sep	20.83	5-Sep	14.00	48.79%	578.34	411.31	40.61%
Life & Style ⁺	4-Sep	12.17	12-Sep	7.00	73.86%	294.39	264.39	11.35%
New York	4/11-Sep	135.43	DOUBLE ISSUE		N.A.	2,139.32	1,800.65	18.81%
People	4-Sep	93.20	5-Sep	84.67	10.07%	2,428.68	2,452.80	-0.98%
Sporting News	8-Sep	44.54	9-Sep	31.08	43.31%	553.62	528.82	5.09%
Sports Illustrated	4-Sep	94.97	5-Sep	78.23	21.40%	1,380.60	1,361.50	1.40%
Star	4-Sep	22.67	5-Sep	17.00	33.35%	667.65	595.57	12.10%
The New Yorker®/R	4-Sep	92.52	5-Sep	74.62	23.99%	1,093.59	1,319.92	-17.15%
Time Out New York	30-Aug	54.75	31-Aug	39.88	37.29%	2,142.49	2,117.76	1.17%
TV Guide (redesign) [†]	4-Sep	22.75	N.A.	N.A.	N.A.	550.12	N.A.	N.A.
Us Weekly	4-Sep	31.17	5-Sep	28.15	10.73%	1,231.05	1,190.47	3.41%
Woman's World	5-Sep	7.00	6-Sep	7.00	0.00%	248.98	239.31	4.04%
CATEGORY TOTAL		711.74		473.65	50.27%	16,028.43	15,120.86	6.00%
WEEKEND MAGAZINES								
American Profile	3-Sep	7.82	4-Sep	12.07	-35.21%	367.14	345.61	6.23%
Life®/E	8-Sep	8.33	9-Sep	4.00	108.25%	271.73	225.01	20.76%
Parade	3-Sep	10.57	4-Sep	13.49	-21.65%	454.43	436.89	4.01%
USA Weekend	3-Sep	11.39	4-Sep	12.98	-12.25%	483.34	464.52	4.05%
CATEGORY TOTAL		38.11		42.54	-10.41%	1,576.64	1,472.03	7.11%
TOTALS		906.01		654.34	38.46%	24,202.25	23,290.65	3.91%

DOUBLE ISSUE=Numbers reported in last week's Magazine Monitor; @=One less issue in 2006 than in 2005; E=Estimated page counts; F=Fiction Issue; +=One more issue in 2006 than in 2005; R=Sept. 4, 2006 issue includes polybagged version of *Fashion Rocks*; T=Relaunched Oct. 17, 2005 with different rate base; @@@=Three less issues in 2006 than in 2005

their health and the things that mattered to them most," he said. The *Men's Health* reader would "run screaming" from the metrosexual, he maintained.

"There are about the same number of metrosexuals as there are hockey fans in the United States," quipped David Granger, editor in chief of Hearst Magazines' 700,000-circ *Esquire*. "It nailed a certain aspect of a man's life that was coming to the fore but didn't define their lives. Men are not defined by shopping patterns or the products they use."

Granger admits that balancing editorial content for the guy's guy and the more spiffed-up, scrubbed-down fella is a challenge. The September *Esquire* sports a cover story on the rugged new James Bond, Daniel Craig, and a look at the 2009 Camaro concept car. It also checks out the latest scent from John Varvatos and a thousand-dollar J. Crew weekend bag. While it's true that *Esquire's* grooming expert Rodney Cutler owns a string of Manhattan hair salons, he is also an Ironman triathlete. "Very few magazines will serve all men," Granger said. "I try to do an intelligent magazine for men, but not pretentious. It's that mix of both inspiring them and amusing them, but also serving them with [elements such as] style and grooming advice."

Emap's 1.25-million circ *FHM* announced last week that it was cutting its fashion staff and coverage. Editor in chief Scott Gramling said the cuts were part of an "internal restructuring" that had nothing to do with a shifting editorial direction. While the magazine has instituted more metrosexual-esque elements, including fragrance and fashion tips via front-of-book product guide *Hombre*, introduced last year, certainly nobody would call it a magazine for the *Queer Eye for the Straight Guy* set, sporting half-naked, buxom World Wrestling Entertainment diva Torrie Wilson on its September cover and a poker column starting in November. The end of the metrosexual surely won't hurt a magazine like *FHM*, but it won't necessarily help it either, Gramling said, explaining, "The vast majority of guys are still in the middle."

Magazine advertisers certainly seem to be turning their back on the metrosexual more and more. In place of underwear ads that look like the cover of *Blueboy* magazine, come ever-more-macho appeals, be they for the Hummer or moisturizer. Take a Jeep advertorial spread in *Men's Journal* mapping trips to adventurous destinations, or the magazine's Beefeater-sponsored guide of the best bars in London. "Marketers," said publisher Will Schenck, "are looking to reach real men." ■

WEEKLIES AUGUST 28, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	DOUBLE ISSUE		DOUBLE ISSUE		N.A.	1,589.34	1,616.65	-1.69%
The Economist®	19-Aug	24.00	20-Aug	19.00	26.32%	1,298.00	1,302.00	-0.31%
Newsweek [£]	DOUBLE ISSUE				N.A.	1,093.08	1,147.88	-4.77%
The New Republic	4-Sep	5.41	5-Sep	8.94	-39.49%	167.19	196.23	-14.80%
Time [£]	28-Aug	35.93	29-Aug	35.78	0.42%	1,251.85	1,278.72	-2.10%
U.S. News & World Report	28-Aug	82.07	29-Aug	62.61	31.08%	1,041.55	1,018.22	2.29%
CATEGORY TOTAL		147.41		168.31	-12.42%	6,441.01	6,559.70	-1.81%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	28-Aug	13.47	29-Aug	20.62	-34.68%	778.01	772.76	0.68%
Entertainment Weekly	25-Aug	39.70	26-Aug	15.33	158.97%	1,003.10	1,076.21	-6.79%
Golf World [£]	25-Aug	32.16	26-Aug	17.50	83.77%	857.40	899.37	-4.67%
In Touch	28-Aug	14.74	29-Aug	8.67	70.01%	557.51	397.31	40.32%
Life & Style ⁺	28-Aug	9.24	5-Sep	8.00	15.50%	282.22	257.79	9.48%
New York	28-Aug	96.96	29-Aug/5-Sep	118.54	-18.20%	2,003.89	1,800.65	11.29%
People	28-Aug	61.24	29-Aug	55.50	10.34%	2,335.48	2,368.13	-1.38%
Sporting News	1-Sep	16.75	2-Sep	15.17	10.42%	509.08	495.74	2.69%
Sports Illustrated	28-Aug	29.87	29-Aug	25.96	15.06%	1,285.19	1,283.29	0.15%
Star	28-Aug	13.83	29-Aug	16.33	-15.31%	644.98	578.57	11.48%
The New Yorker®	28-Aug	18.34	29-Aug	69.51	-73.62%	1,001.07	1,245.30	-19.61%
Time Out New York [£]	23-Aug	83.69	24-Aug	85.06	-1.61%	2,087.75	2,077.88	0.48%
TV Guide (redesign) [†]	28-Aug	28.82	N.A.	N.A.	N.A.	527.37	N.A.	N.A.
Us Weekly	28-Aug	36.11	29-Aug	29.17	23.79%	1,199.88	1,162.32	3.23%
Woman's World	29-Aug	7.00	30-Aug	5.83	20.07%	241.98	232.31	4.16%
CATEGORY TOTAL		501.92		491.19	2.18%	15,314.91	14,647.63	4.56%
WEEKEND MAGAZINES								
American Profile	27-Aug	16.67	28-Aug	8.95	86.26%	359.32	333.54	7.73%
Life®/E	1-Sep	4.00	2-Sep	7.88	-49.24%	263.40	221.01	19.18%
Parade	27-Aug	13.52	28-Aug	14.69	-7.96%	443.86	423.40	4.83%
USA Weekend	27-Aug	12.48	28-Aug	16.94	-26.33%	471.95	451.54	4.52%
CATEGORY TOTAL		46.67		48.46	-3.69%	1,538.53	1,429.49	7.63%
TOTALS		696.00		707.96	-1.69%	23,294.45	22,636.82	2.91%

DOUBLE ISSUE=Numbers reported in last week's Magazine Monitor; @=One less issue in 2006 than in 2005; E=Estimated page counts; P=Includes PGA championship coverage; +=One more issue in 2006 than in 2005; S=Includes student guide section in both 2005 and 2006; T=Relaunched Oct. 17, 2005, with different rate base; @@@=Three less issues in 2006 than in 2005

CHARTS COMPILED BY ROBIN ELDRIDGE

THE BIGGEST NAMES IN THE BUSINESS ARE STUCK ON MEDIAWEEK.

(And you can quote them on that.)

MW028677
JACK KLUES
CHAIRMAN
PUBLICIS GROUPE MEDIA
35 W. WACKER DR
CHICAGO, IL 60601-172

“*Mediaweek was a pioneer in focusing on the business of media, and it has become a must-read for anyone connecting consumers and brands.*”

“*I rely on Mediaweek for in-depth coverage of the local marketplace.*”

MW444603
SUE JOHENNING
EVP, DIRECTOR LOCAL BROADCAST INITIATIVE
5700 WILSHIRE BLVD STE 400
LOS ANGELES, CA 90036-3648

“*Mediaweek is a trusted source for relevant, informed and insightful industry news and analysis.*”

MW206434
ROBIN STEINBERG
SVP, DIR PRINT INVESTMENT
MEDIAVEST
1675 BROADWAY
NEW YORK, NY 10019

“*No matter how hectic my schedule, I'll always read Mediaweek.*”

MW297063
BRAD ADGATE
SR VICE PRES DIR COR RESE
HORIZON MEDIA INC
630 3RD AVE
NEW YORK, NY 10017-6705

“*Mediaweek is the first thing I read in the office on Monday morning.*”

MW297069
STEVE GRUBBS
CEO
PHD USA
220 EAST 42ND ST., 7TH FLOOR
NEW YORK, NY 10017

When you advertise in **MEDIAWEEK**, you know you're reaching the industry elite.

Call **646-654-5106** for advertising information.

REGISTER TODAY!

HOSTED BY >>> **ADWEEK BRANDWEEK MEDIWEEK** **Billboard** **THE REPORTER**

the next big idea **CONFERENCE [east]**

Learn from creative minds including:



OPENING KEYNOTE
Karin Timpone
Head of Marketing,
Yahoo! Media Group



Brian Monahan
Senior Vice President,
Director, Emerging
Media Content Practice,
Universal McCann



Nick Law
Executive Creative
Director, R/GA



Robin Kaminsky
Head of Global Brand
Management,
Activision Publishing, Inc.



Samantha Satum
Senior Vice President,
New Media,
Columbia Records



Paul Miraldi
Vice President,
Marketing,
Clear Channel Online
Music & Radio



Linda Goldstein
Partner, Manatt,
Phelps & Phillips

The future of nontraditional marketing

September 14, 2006 Millennium Broadway Hotel **New York**

The 5 top reasons to ATTEND this landmark event

1. Learn how to increase revenue with experiential marketing
2. Learn how to work in a time-shifting world
3. Learn how to measure alternative marketing campaigns
4. Learn how to master the branded entertainment space
5. Network directly with companies making the big deals

www.thenextbigidea.com

CONTACT US
Registration 646.654.7268
conferences@vnubusinessmedia.com

Sponsorships
Cebele Marquez: 646.654.4648
cmarquez@vnubusinessmedia.com

General Information
Jaime Kobin: 646.654.5169
jkobin@vnubusinessmedia.com



SPONSORED BY **manatt** **AIRMEDIA**



A special bonus for all attendees: **Adweek's 2006 BUZZ Awards** will be presented during a celebratory luncheon at The Next Big Idea conference.

Hotel Information
Millennium Broadway Hotel, New York
145 West 44th Street New York, NY 10036
To reserve your room call 212.789.7546 and mention "The Next Big Idea."

REGISTER NOW!

FOR THE 6TH WHAT TEENS WANT CONFERENCE & SAVE \$100

October 17, 2006 • Marriott Marina del Rey • Marina Del Rey, CA
HEAR FROM THESE LEADING TEEN EXPERTS AND MORE...



Christina Norman
President
MTV



Greg Tseng
CEO and Founder
Tagged.com



Gretchen Bleiler
Silver Medalist
Women's Halfpipe
2006 Winter Olympics



Adrian Si
Interactive Marketing
Manager
Scion



Jessica Weiner
Author & Columnist
Teen Expert



the top 6 reasons you must attend What Teens Want

1. Hear first about the future of new media platforms: viral, mobile & online
2. Build social networks & communities that authentically engage your teen audience
3. Find out what's hot and what's not to stay ahead of the latest trends
4. Learn how to create and launch new teen products
5. Discover novel, innovative marketing strategies that work
6. Meet executives from other companies who are proven experts in reaching teens

“ We left What Teens Want with some fantastic marketing and partnership ideas that we're using today!”

Tori Matt, Marketing Manager
Dualstar Entertainment

CONTACT US

Registration

646.654.7268
conferences@vnubusinessmedia.com

Sponsorship

Cebele Marquez: 646.654.4648
cmarquez@vnubusinessmedia.com

Speakers

Rachel Williams: 646.654.4683
rwilliams@vnubusinessmedia.com

General Information

Jaime Kobin: 646.654.5169
jkobin@vnubusinessmedia.com

To reserve your room at the Marriott Marina del Rey for the special conference rate of \$209 per night, call (800) 228-9290 and mention "What Teens Want." (rate valid through 9/25)

www.whatteenswant.com

PRIMARY SPONSOR

teenVOGUE

a VNU conference

HOSTED BY

ADWEEK BRANDWEEK MEDIWEEK Billboard **THE REPORTER** **ASR**
asrbiz.com



Goodbye, and Hello

TECHNICALLY THERE ARE STILL TWO WEEKS LEFT BEFORE THE START OF the fall season, but it's fair to say the summer is finally, thankfully, over. And what a terrible summer it has been, given the likes of—get the barfbag ready—ABC's *The One: Making of a Music Star*, *How to Get the Guy*,

Master of Champions and *One Ocean View*; CBS' *The Tuesday Night Book Club*; and NBC's *Treasure Hunters* and *Windfall*. Although no one ever said finding an audience in the summer was easy, garbage like this certainly did not fuel interest in the already depressed June through August TV landscape. Once again, the networks lost the opportunity to use strong summer programming to help launch the new fall season.

CBS couldn't even capitalize on its Big Brother franchise. Taking a page from *Survivor*, it created an "all-star" edition this summer, which did nothing to boost the fading fortunes of this reality show. It didn't work for *Survivor*, and it didn't work for this show. Just give viewers Ordinary Joes and Josephines looking for their 15 minutes and some cash, instead of jaded reality stars stretching those 900 seconds.

If most viewers are like me, however, they are ready to move on. There is one show that is getting a lot of preseason buzz—most of it negative. CBS' *Survivor*, this season set in the Cook Islands, New Zealand, is featuring a cast of 16 contestants, organized into four teams determined by race (White, African-American, Hispanic and Asian-American). I do think the network intended to drum up some publicity for the aging and deteriorating reality competition. But I don't think this is such a big deal. It won't be long before the teams are merged, and the races begin to mix.

ABC is foolishly putting the insanely addictive *Lost* on a three-month hiatus in November after just six episodes

No one should get too bent out of shape.

What I am really looking forward to are the scripted shows. Like millions of others, I am eagerly awaiting the return of the insanely addictive *Lost*, hands down the best drama in prime time today. You never know what to expect on that roller coaster of absurdity. But ABC, which foolishly didn't heed my advice (Mr. TV, July 24), is putting *Lost* on a three-month hiatus in mid-November after just six episodes to make room for new Taye Diggs drama *Day Break* (the story of a detective who is living the same hellacious day over and over again). If ABC really can't get enough episodes of *Lost* produced in time (a lame excuse in my opinion), I vote for a January premiere a la Fox's *24* so we can get 22 consecutive original episodes.

Remember, if you dangle something in front of a viewer, then take it away, you may

lose that viewer. And that's something the networks don't want to do, not with so many other viewing options available.

Thankfully, though, ABC was wise enough to push new sitcoms *Big Day* and *Notes From the Underbelly* to midseason, which would have been brutally clobbered in the Thursday 8 p.m. hour, and replace them with the more promising *Ugly Betty*. Although *Ugly Betty* faces the potent *Survivor: Cook Islands*, HUT levels on Thursday are significantly higher than Friday. If the network is patient (and Fox comedies *'Til Death* and *Happy Hour* fall flat), ABC could have something here.

I also find it odd that NBC chose to push the still relatively potent *Medium* to midseason instead of giving *Law & Order: Criminal Intent* (which lost its Sunday 9 p.m. time period to football in fourth quarter) a much needed rest. Do we really need two hours of *Law & Order* (*Criminal Intent* leading into *SVU*) on Tuesday? And I think moving veteran *Law & Order* to Friday at 10 p.m., which almost collapsed when it briefly relocated to Wednesday at 9 p.m. this spring (to make room for failed drama *Heist*), is a bad move. After 16 seasons, the mothership is too fragile to move, and lackluster ratings for repeats in the Friday time period this summer could demonstrate that CBS' competing *Numb3rs* will have the advantage. NBC should have put new drama *Kidnapped* on Friday and left *Law & Order* on Wednesday.

But as we have seen, network TV schedules seem to have become a perpetual work in progress. I fully expect to see changes as early as October. Nevertheless, I am excited to have a wide array of new options at my fingertips in just two weeks. As for what looks promising this fall, keep an eye on CBS' *The Class* and *Shark* and ABC's *The Nine*. And forget about ABC's *The Knights of Prosperity* and *Men In Trees*; CBS' *Jericho* and NBC's *Friday Night Lights*.

Rev up the remotes, and let the games begin! ■

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

See what happens when diverse minds come together.



An Inclusive Idea Exchange
September 27 ♦ 8 AM ♦ New York Athletic Club

session one

**Retention and
Promotion of
Multicultural Talent**



julius pryor
VP, GLOBAL DIVERSITY
CONSUMER & PERSONAL CARE GROUP
JOHNSON & JOHNSON



neil golden
VP OF MARKETING & STRATEGIC PLANNING
MCDONALD'S



robert mendez
SENIOR VP OF DIVERSITY
DISNEY ABC TELEVISION GROUP



barbara rozman
VP, MANAGER OF HUMAN RESOURCES
CAMPBELL-EWALD



tiffany warren
DIRECTOR, MULTICULTURAL PROGRAMS
& COMMUNITY OUTREACH
ARNOLD WORLDWIDE

Tickets: Forum Attendance \$150 / Forum and Awards Luncheon \$300 /
Special Group Rate \$3500 (table of 10, Forum & Luncheon). For sponsorships
call Constance Cannon Frazier at 202 898 0089. For reservations call Patricia
Martin at 212 644 0790 ext. 24, or visit www.aaf.org for more information.

session two

**The Future
of Multicultural
Marketing**



andrea fant-hobbs
VP BRAND MANAGEMENT & MEDIA SERVICES
VERIZON COMMUNICATIONS



byron lewis
CHAIRMAN & CEO
UNIWORLD GROUP, INC



larry moskowitz
VP, STRATEGIC PLANNING
KANG & LEE ADVERTISING



hector orci
CEO
LA AGENCIA DE ORCI Y ASOCIADOS



gwendolyn m. kelly
SENIOR MARKETING MANAGER
AFRICAN-AMERICAN & ASIAN-AMERICAN
INITIATIVES, WAL-MART STORES, INC



rudy rodriguez
DIRECTOR - MULTICULTURAL MARKETING
GENERAL MILLS, INC



Sponsored by:



We are grateful to our sponsors for their generosity & commitment:

the shape of
quality kids programming to come



qubo™

Five leading entertainment companies have joined together to offer
a multi-platform programming experience for kids
emphasizing literacy and values.

A fantastic new playground of entertainment that celebrates and
inspires the unlimited possibilities of a child's imagination.

BEGINS SATURDAY SEPTEMBER 9



and



You're invited to explore this exciting new marketing opportunity. For inquiries, please call 561-682-4247 or email: sales@qubo.tv

MEDIAWEEK

JUNE 12, 2006 \$3.99 VOL. 16 NO. 24

THE NEWS MAGAZINE OF THE MEDIA

Cable Deals In to Upfront

Turner/Starcom, MTVN/OMD pacts add to sprinkling of business by Fox, CBS, NBC **PAGE 4**

TV SPORTS

NBA's Stern Posts For Rights Re-up

Set to pass ESPN/ABC, Turner reasonable terms **PAGE 5**

WASHINGTON

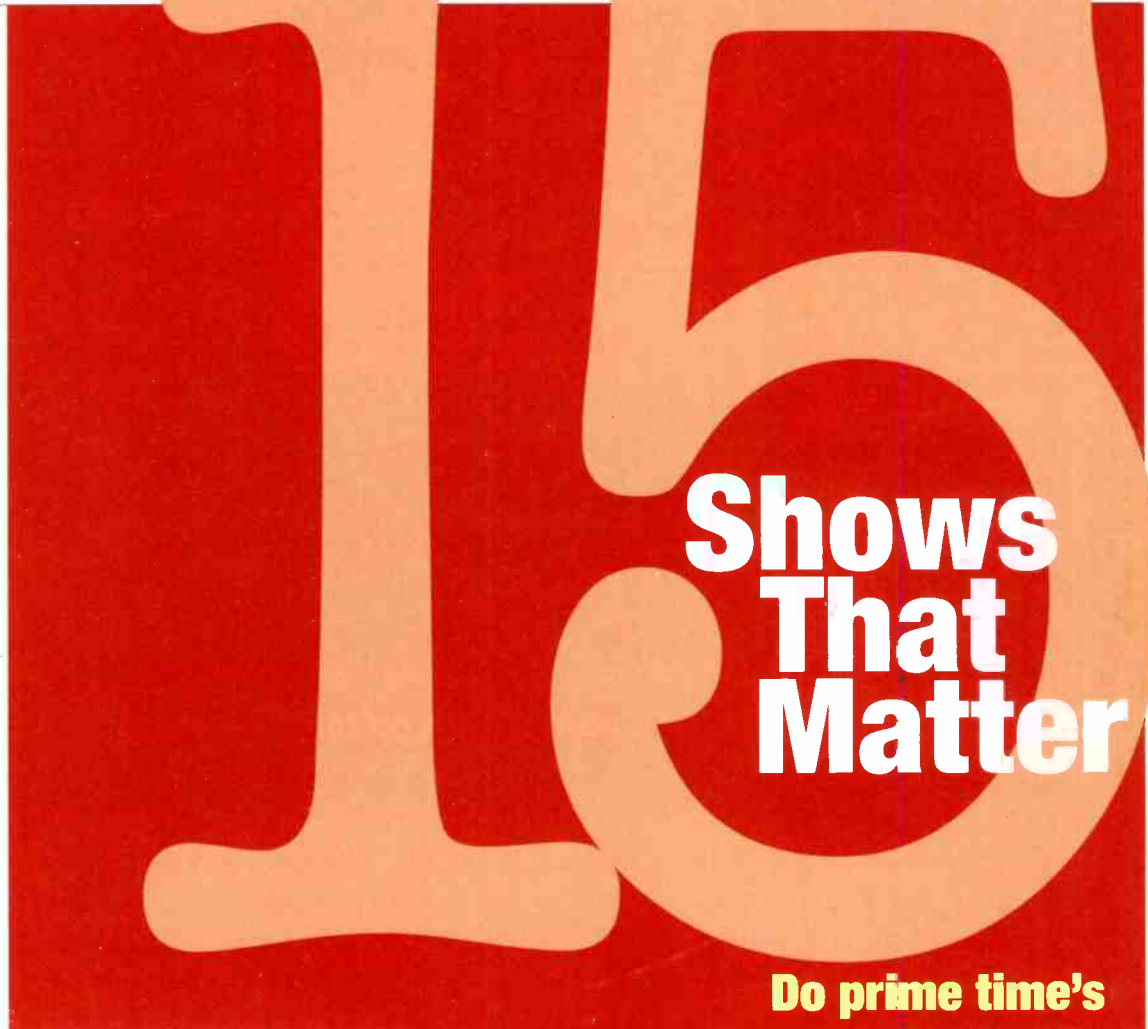
House Bill to Hike Indecency Fines

Measure calls for \$325K levy against naughty bits **PAGE 6**

TELEVISION

Ads Lag Behind TV's HD Growth

About 1 percent of spots are produced in high-def **PAGE 6**



Shows That Matter

Do prime time's few remaining hits become more valuable to buyers as ratings decline?
By Eric Schmuckler

Upfront: Marketplace Analysis Special Report begins on page 22



VISIT THE NEW BRANDWEEK.COM TODAY!

#BXNQDWJ *****AUTO** 3-DIGIT 078
#MW8529162# CONT E 0032
LAURA CYR
BORDERS EXPRESS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120 S0315

GREAT NEWS

[AND SPORTS AND ENTERTAINMENT]



Congratulations, CBSNEWS.com, winner of the prestigious 2006 Eppy Award for Best Overall Network TV/Cable Affiliated Internet Service.

With a combined reach of over 20 million unique users, CBS Digital Media is in a class by itself. This new breed of portal is home to CBSNEWS.com, the premier news destination, with innovative features and Web-exclusive coverage 24 hours a day; CBS.com, the #1 network entertainment site; and the SportsLine Network, reaching more sports-hungry fans than any other sports site.

More consumers connect with CBS in more ways than ever before, making us America's most-watched, most-clicked, most-streamed, most-demanded entertainment, news and sports network.

CBS
DigitalMedia

WHEN YOU GET IT RIGHT, IT JUST CLICKS.



At Deadline

■ BATTLE OVER SHOCK PHOTO RAGES ON

The battle between Hachette Filipacchi Media and photographer Michael Yon over the use of Yon's Iraq War photo on the cover of *Shock* has heated up again, even though the two parties on June 2 were supposed to have reached an agreement. On June 9, Yon dissolved the deal, arguing the publisher had continued to use his image without permission. "I just don't see that they're dealing with us in good faith," Yon told *Mediaweek*. "The original agreement is scuttled." After some back-and-forth with the image on *Shock's* Web site, the image was taken down. Yon now contends the original cover should be taken off the digital edition of *Shock*, available through Zinio. Yon also argued that his photo is being used in promotions in Canada and in the French version of the men's magazine without his permission. "We did not breach any part of the agreement that [Yon] publicly stated was acceptable to him," a Hachette representative said.

■ PPM ADDS FOUR NEW STATIONS

Four of the nation's largest radio groups last week signed multi-year contracts for Arbitron's portable people meter service, set to roll out in the top 50 markets. The four groups, Emmis Communications, Bonneville International, Greater Media and Lincoln Financial Media, join earlier signees CBS Radio, Spanish Broadcasting System and Beasley Broadcast Group. With the addition of the four new radio groups, Arbitron has now signed seven of the top 20 radio groups representing more than \$3.3 billion in radio revenue.

■ MYSPACE BUILDS AD-SAFE HUBS

MySpace plans to launch at least a dozen stand-alone programmed channels designed to offer advertisers more comfortable, and more policed environments to reach the exceedingly popular social networking site's 70 million registered users. Already, MySpace has launched hubs geared for movie and book fans, with new channels for games and sports set to launch in the near future, according to Ross Levinsohn, president of Fox Interactive Media.

■ MOUNTAIN DEW PACTS WITH ADULT SWIM

Adult Swim will offer hip-hop fans a six-pack of free MP3s from Chocolate Industries artists like Lady Sovereign and Money Mark, beginning June 26.

Sponsored by Mountain Dew, the promotion marks the first ad sales initiative between Adult Swim and the beverage manufacturer. Adult Swim will drive viewers to a special "Chocolate Swim" micro site via on-air promotional spots that will begin running a week prior to the site launch. The site will feature branding for Mountain Dew's Code Red brand, as well as links to the company's home page. Since January 2005, Adult Swim has signed 90 new clients.

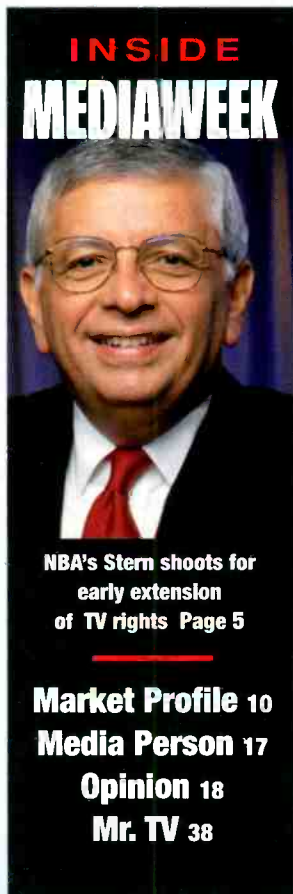
■ FAMILY FRIENDLY SUPPORTS FIVE PRIME SERIES

The Family Friendly Programming Forum has backed five new broadcast network prime-time series that were developed through the support of the Forum's Script Development Fund. The shows are ABC's *Betty the Ugly*, *Notes from the Underbelly* and *Brothers & Sisters*; NBC's *Friday Night Lights* and the CW's *Runaway*. The Forum is made up of more than 40 national advertisers, which represent about 30 percent of all TV ad dollars.

■ ADDENDA:

The focus of telecommunications legislation moves this week to the Senate, following House passage on last week of a bill to ease the way for **Bell companies** to offer TV services that compete with cable. Some senators vow to include measures to protect the Internet that the House rejected, a stance that could hinder passage... David Friend stepped down last week as senior vp of business news at CNBC after three-and-a-half years of holding down the network's top editorial post. Friend will be succeeded by **Jonathan Wald**, who most recently served as executive producer of *On The Money*... **Comcast** on June 9 began carrying ESPN2 HD, the high-def simulcast of ESPN2, in several markets, including San Jose, Calif., and the metro

Philadelphia area... The radio industry's top 25 radio groups aren't expected to post revenue increases above 2.3 percent this year, according to a report from by BIA Financial Network, which also released a ranking of radio groups by 2005 revenue. **Clear Channel**, with 1,171 radio stations, remained the dominant group with revenue of more than \$3.5 billion... **Thom Sherman**, who headed ABC's drama development for five years before leaving to join producer J.J. Abrams' entertainment company, was named executive vp, drama development, for CW.



NBA's Stern shoots for early extension of TV rights Page 5

Market Profile 10
Media Person 17
Opinion 18
Mr. TV 38

Market Indicators

NATIONAL TV: SLOW

All media agencies have registered budgets with the networks, but price negotiations are for the most part stalled. Both sides predict continued, protracted talks for weeks before upfront buying is totally done.

NET CABLE: STALLED

With broadcast moving at a glacial pace, cable waits for its chance to jump into the marketplace. Talks are ongoing, but most networks report that clients have yet to register budgets.

SPOT TV: TIGHTENING

The market continues to tighten, with political gathering momentum. Auto still flat. Telecom, movies, home improvement are active. Third and fourth quarter continue to be the focus of advertisers wishing to avoid the political crunch.

RADIO: RECOVERING

Summer campaigns kicking in, including fast food, home improvement, auto aftermarket and financial. Overall, inventory is available, depending on station and daypart. Network segment is bouncing back after a slow start to the year.

MAGAZINES: GAINING

Media category starting to pick up, due in part to campaigns in weekly magazines for new television shows. Travel also gaining in some financial and men's titles. Detroit starting to motor.

Reps Challenge Martin's Take on Digital Must-Carry

Powerful lawmakers last week warned Federal Communications Commission Chairman Kevin Martin not to grant broadcasters space on cable systems for more than one digital TV channel.

Such a mandate would run counter to the market-oriented philosophy followed during the Bush administration, Rep. Joe Barton (R-Texas), chair of the Commerce Committee and his top telecommunications deputy, Rep. Fred Upton (R-Mich.), warned fellow Republican Martin in a letter last week. The lawmakers said consumer demand should decide what gets carried on cable systems rather than the federal agency.

Martin believes the public would get more programming if cable operators were required to carry all of each local broadcasters' multiple programming streams after the transition to digital TV in 2009. The FCC twice has voted that must-carry rules apply to just one channel per broadcaster.

The issue will likely remain a live one, at least for a while. The FCC last week set back by one week, to June 21, its monthly meeting. No reason was publicly given, but the delay would give the newest FCC commissioner, Republican Robert McDowell, three weeks on the job instead of two before casting his initial votes. —*Todd Shields*

Kaplan Abruptly Exits His Post as MSNBC President

After more than two years as president of MSNBC, Rick Kaplan last week announced his departure from the NBC-owned cable news network.

Kaplan, who was brought on to lead MSNBC after stints at ABC News and CNN, broke the news to his staffers in an internal e-mail in which he touted the network's 25 percent uptick in prime-time viewership since he came aboard in February 2004. Neither Kaplan nor MSNBC elaborated on the impetus behind his exit.

NBC News president Steve Capus said an announcement regarding Kaplan's replacement will be forthcoming, but asked *(Continued on page 6)*

Cable Sneaks In Some Business

Fox, NBC, CW and CBS got a little dealing done, but the surprise is that Turner and MTVN did, too

Not to get all Discovery Channel about it, but while the broadcast networks stamped around the upfront marketplace last week like rival elephants scrapping over a shrinking watering hole in the midst of a drought, two major cable players made like gazelles and snuck some gulps of money under the pachyderms' trunks.

At week's end, sources familiar with the discussions privately confirmed to *Mediaweek* that Turner Entertainment completed its upfront business with Starcom, to the tune of about \$150 million. Earlier in the week, OMD and MTV Networks proudly proclaimed they had cut a significant multiplatform deal—neither party would confirm the dollar amount, but sources with knowledge of the deal said it valued roughly \$300 million.

This isn't to say cable is going to drink up more dollars than expected—probably under \$7 billion in this year's upfront—but it does signal a change from the last few upfronts when the cable nets were made to wait until the broadcasters had drunk their fill.

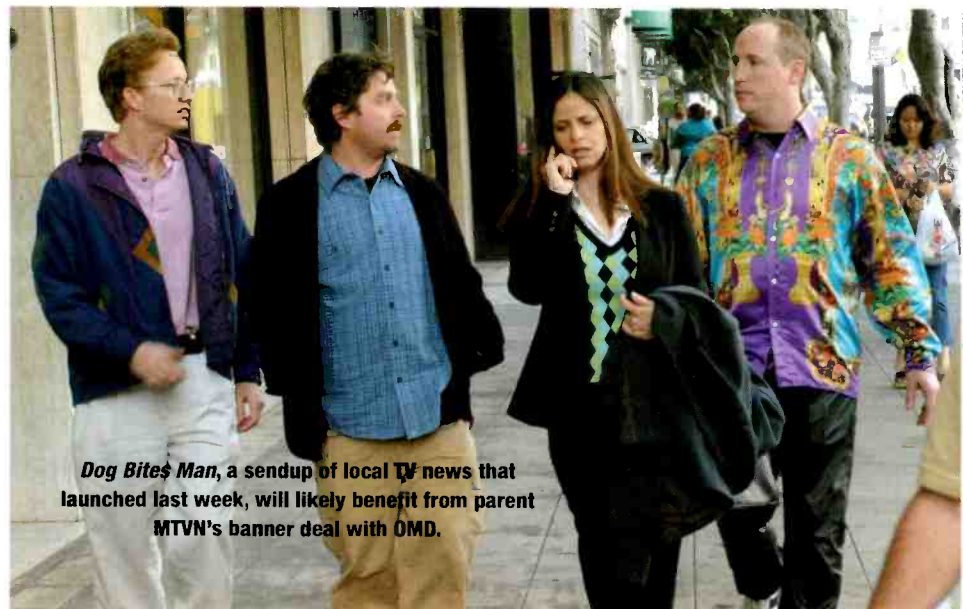
The broadcast nets had started the week promisingly enough. Fox did some quick movie business at cost-per-thousand rate lifts as high as 4 percent, but the studios traditionally pay higher rates than other advertisers in

exchange for selective positioning. And industry sources said Fox's negotiations with advertisers in other categories had stalled over price. CW was also cutting some smaller deals at flat pricing compared to what soon-to-be defunct WB charged in the last upfront.

But as the week progressed, it became clear the market was not going to pick up steam for the broadcast nets. NBC, the network least likely to get a spot at the watering hole—it is widely regarded as the weakest of the Big Four—actually did some business at significant CPM cuts (in the negative 6 percent range) to lay in a base of revenue, said buyers. OMD is reportedly one agency to have done business with NBC at negative CPMs.

ABC, which everyone expects to be the market leader, had still not written any business at press time, several media agencies said.

And there was plenty of misinformation going around, too. One broadcast network sales executive quipped, "I've stopped listening because I can't tell what is true or not true." For example, it wasn't clear at press time just what amount of business CBS had closed. The network was in serious conversations with Group M (MindShare, Mediaedge:cia, MediaCom) execs for much of last week, but hadn't sealed that deal by week's end, according to



Dog Bites Man, a sendup of local TV news that launched last week, will likely benefit from parent MTVN's banner deal with OMD.

insiders. "The agencies were trying to get CBS and the other networks to write business at negative CPMs compared to last year," said one agency executive.

But another network sales exec countered: "Neither the sellers nor the buyers are going to risk rushing to judgment and doing a bad deal." As of late Friday, all the agencies had registered budgets and sent the networks plans, but some had not yet even heard back from some of the sales teams.

Aside from the Turner/Starcom and MTVN/OMD deals—representing less than 7 percent of cable's expected upfront take—the cable upfront market remained all but dormant, too, with few clients even having registered budgets with the networks. "Unless you represent an endemic category, there have been very few budgets drawn up. Almost none," said an ad sales chief at a first-tier cable net. Among those registering budgets, some have cut back their spending this year.

MTV Networks' sweeping multi-network, multiplatform deal with OMD, however, has put the Viacom-owned properties in a better position than a few weeks ago. (Of that figure, about 10 percent has been earmarked for digital media.)

Merrill Lynch analyst Jessica Reif Cohen said that as cable's prime mover, MTV Networks may very well prove to be the big winner in this year's upfront. "Signing a relatively early deal is a positive indication that Viacom's digital platform could help the company outperform its competitors and the general marketplace," Cohen remarked in a note to investors. Viacom CEO Tom Freston said last month that anywhere from 5 percent to 8 percent of the company's upfront dollars this year would be tied to its digital properties—the timing of the OMD deal was the only wild card. "MTV really crashed the party here," said an ad sales exec from a rival younger-skewing network. "OMD got on board before it did much of anything on the broadcast side. That's different."

Joe Uva, president and CEO, OMD Worldwide, declined to comment on his rationale for moving quickly with MTVN, saying only that the deal guaranteed his clients, which include PepsiCo and Cingular, unparalleled access to a young, wired demo.

Details for the Turner/Starcom deal were sketchy, although a source suggested that that agreement also was bundled around a robust off-net package. Starcom clients include Miller Brewing and Macy's—a \$200 million newcomer to national TV.

The slow materialization of upfront sales was also affecting digital ad sales. "It's a continual flow of engagement, but it's too early to

talk about deals," said Alan Schanzer, managing partner of Mediaedge:cia's MEC Interaction. "TV buyers are getting engaged in negotiations and are bringing us in to evaluate digital inventory." But Schanzer said most digital deals are not going to get done until after the broadcast deals are finalized. "We're trying to not get in the way, while

talking to them on an ongoing basis," he said.

Sean Finnegan, U.S. director for OMD Digital, whose team helped put together the OMD/MTVN deal's digital components, said, "The networks are finally putting a lot of these packages together and are recognizing the behavior of the [digital] consumer."—with Mike Shields ■

TV SPORTS BY JOHN CONSOLI

Stern Fast-Tracks Talks

NBA commissioner wants to extend existing pacts

National Basketball Association commissioner David Stern, buoyed by sizable ratings increases during the playoffs, said last week he would like to renew the league's current TV rights deals with partners ESPN/ABC and TNT by the end of this calendar year, which would be 18 months before the deals expire.

"It is our intention to sit down and see if we can extend the deals, and would like to do so with our current partners," Stern said in an exclusive interview with *Mediaweek*.

John Skipper, executive vp of content at ESPN/ABC Sports, said, "We have had some discussions and getting a new deal done by the end of this year is a doable time frame."

David Levy, president of Turner Sports, added, "We have every intention of continuing our relationship with the NBA."

Four years into the current six-year rights agreements, under which ESPN/ABC pays \$400 million annually, and TNT pays \$366 million per year, Stern said everything has come together in the playoffs. The networks are "in a good operating rhythm," he said, from each of their pre-game and in-game announcing teams, to on-air game presentation, to their willingness to cross-promote and drive audience to each others' games.

He said early extension conversations have taken place, but they have mainly been "generalities and us exchanging vows of loyalty and mutual admiration." The camaraderie of the partners could be seen on national TV when Stern was shown on camera in his courtside seats during ABC's telecast of the opening game of the NBA Championship in Dallas on June 8. ESPN/ABC Sports president George Bodenheimer was seated to his immediate right, and Levy was seated directly in front.

Stern said he believes a new rights deal should span between six and 10 years, and added that while he feels the NBA telecast rights are more valuable than they were when the current contract was negotiated, he



Dirk Nowitzki and the Mavericks pulled down a win in game one of the NBA finals last week.

realizes that fee increases will be more modest than they have been in the past.

"We've learned from the NFL, Nascar and PGA deals that the days of high, annual double-digit increases are past," said Stern. "We are not looking to do something volcanic."

ESPN's regular season NBA telecast ratings were flat at 1.2 this season, while ABC's were down slightly from a 2.3 to a 2.2, but ESPN's playoff ratings were up 26 percent to a 3.3 from a 2.6, and ABC's playoff ratings lifted 11 percent to a 3.8 from a 3.4, heading into the finals. TNT's regular season ratings also were flat at 1.3, but its playoff ratings were up 4 percent to a 3.1. ABC's ratings for the Finals' game one, in which the Dallas Mavericks beat the Miami Heat, were up 8 percent to a 7.8 from a 7.2.

All parties see digital rights as playing a more important role in negotiations. "Since the last deal was done nearly five years ago, digital rights have become more of a focus with anyone wanting to do business with us," Stern said, adding that NBA digital rights "are a fertile, not yet strategically developed area."

Added Levy: "As we expand into video-on-demand and wireless, we would like to extend NBA programming along with our brand." ■

department heads to report to him in the meantime.

Despite some recent ratings gains—the news network grew its prime-time audience 14 percent in the first quarter of 2006—MSNBC remains a distant third to Fox News Channel and CNN. According to Nielsen Media Research, MSNBC's average prime-time audience in the first quarter of 2006 was 363,000, less than half of CNN's draw (783,000) and lagging far behind FNC's viewership (1.78 million). —Anthony Crupi

Time Inc.'s Meirs Weighs Magazines' Digital Destiny

The magazine business isn't going to be bowled over by the rapid advancement of disruptive technology, but publishers do need to respond, said Peter Meirs, Time Inc.'s director of alternative media technologies during a keynote address during last week's Meet the Innovators luncheon in New York, hosted by the Magazine Publishers of America.

One technological change that Meirs predicted will gain traction among consumers in the not-too-distant future will be electronic magazine-reading devices, which are in the works at companies like Toshiba and Kodak. "I believe it is going to happen within five years," he said.

Conversely, Meirs is less than bullish on companies like Zinio, which delivers complete digital reproductions of many major magazines to subscribers. "They haven't adapted," he said, pointing to the company's current delivery model, which requires its users to download a proprietary reader.

Among the other potential technological forces facing the publishing world, Meirs was far from enthused about magazine content appearing on cell phones. "I have no idea how to monetize mobile. It isn't a compelling experience [for users]." —Mike Shields

Cablevision Puts Its nDVR Roll Out on Hold Until Fall

Cablevision last week said it will delay the launch of its proposed network digital video recorder service until this fall, as part of an arrangement to accelerate the discovery (Continued on page 8)

WASHINGTON BY TODD SHIELDS

Slime and Punishment

House OKs bill to boost indecency fines to \$325,000

Politicians and regulators say they still have plenty of work to do in addressing broadcast indecency, despite final congressional passage of a measure hiking fines tenfold.

The U.S. House on a 379 to 35 vote on June 7 passed a bill to raise maximum fines to \$325,000. President Bush this week is expected to sign the measure that he said "will make television and radio more family-friendly."



Brownback: Bill is a "victory" for kids.

The bill, which cleared the Senate in May, leaves unchanged federal standards for judging indecency. It omits aspects of earlier House-passed legislation such as lowering barriers to fining performers and jeopardizing repeat offenders' broadcast licenses. The bill's sponsor, Sen. Sam Brownback (R-Kansas), called its final passage "a victory for children and families [that] will raise broadcast indecency fines to a meaningful level."

Some said the fines increase would not reform the airwaves. "If you think the TV in your family room is suddenly going to have every program cleaned up, you are mistaken," said Rep. Greg Walden (R-Ore.), a radio station owner. Walden said the bill does not affect cable or satellite programming. He said broadcasters need better guid-

ance from the Federal Communications Commission, which has decided that words that may draw a fine in some shows are acceptable in others, such as the use of the F-word in patriotic drama *Saving Private Ryan*.

Rep. Fred Upton (R-Mich.), chair of the telecommunications subcommittee, said he would seek a meeting with the FCC to clarify standards. A gathering could be one of several venues for further action. Federal Communications Commission chairman Kevin Martin said the House vote "demonstrates that Congress...has a clear desire for a more meaningful enforcement of our indecency standard." Martin and Commissioner Deborah Tate said they want parents to have more control over programming—language that means support for à la carte, or channel-by-channel, subscriptions for cable TV.

As the House was passing its measure, Sen. John McCain (R-Ariz.) introduced a bill that offers incentives aimed at spurring à la carte, saying it would lower bills and help parents fend off objectionable programming. "Watching cable is not always a family event," noted McCain. The National Cable & Telecommunications Association said Congress should not "disrupt a competitive marketplace."

McCain's bill now faces the uphill task of gaining inclusion in a broader Senate telecommunications bill that could bog down amid controversy on a wide range of issues, including safeguards for the Internet. ■

TELEVISION BY LAURA BLUM AND STEVE MCCLELLAN

Ad Interruptus

Despite rise of HDTV content, few ads made in medium

Picture this: You're kicking back on the couch watching a ball game on your new high-definition TV. The clarity is stunning. Then comes the first commercial, and you remember just how lousy TV can look.

That's because experts estimate that less than 1 percent of all TV ads are produced in the HD format today, a fact that's hard to ignore if you're among the 20 percent of American consumers with an HD set. "We spend a great deal of time thinking about

media strategies that erase the signals that make people aware of commercials," said Pete Denas, vp, director at MediaVest branded entertainment unit Connective Tissue. "Could there be anything more jarring than seeing your beautiful 50-inch HD image slamming into a [standard definition] ad?"

Probably not, agreed Forrester Research principal analyst Josh Bernoff. "What they're basically saying is, 'This is a commercial, so you don't have to watch.'"

THE FASTEST GROWING MAGAZINE IN AMERICA

60%
AUDIENCE
GROWTH



EXPLOSIVE GROWTH

Since last year, In Touch Weekly's audience grew an astounding **60%** to **4.9 MILLION READERS**, the **largest growth among ALL consumer magazines**.*

EXCEPTIONAL AFFLUENCE

With a median **HHI of \$64,000** — In Touch Weekly readers have great spending power.

No other magazine experiences such consistently strong audience growth. Coupled with the best combination of reader youth and affluence, **IN TOUCH WEEKLY DELIVERS AN UNPARALLELED ENVIRONMENT FOR YOUR AD.**

**Become a part of the sensation today,
contact Publisher, Bob Davidowitz (212) 994-4170**

phase of a copyright lawsuit brought against the cable operator by a number of networks and studios.

In a court filing released June 7, Cablevision agreed it will not launch its nDVR service "pending resolution by the Court of the question of liability in this action." A company representative said that in electing to hold off on the nDVR launch, which had been scheduled for this month, attorneys on both sides agreed to speed up pretrial actions that could have taken years to resolve. A hearing in the U.S. District Court for the Southern District of New York will begin on Oct. 30 or 31.

In May, a group of powerful programmers, including broadcast nets ABC, CBS and NBC, sued Cablevision over its nDVR proposal, charging that it would violate their copyrights. Cablevision filed a counterclaim, saying nDVR was protected by fair-use precedents. —AC

OPA Reports the Web Can Help Extend TV's Reach

The Internet can significantly extend the reach delivered by TV when the two media are used in tandem, says a new study released last week by the Online Publishers Association derived from extensive in-person observations and interviews with 350 subjects.

For example, during the early morning, a TV advertiser could potentially reach 42 percent of its target audience with TV. Adding the Web into the mix results in a increase of 51 percent, yielding a new figure of 62 percent. And during the afternoon, the Web can increase TV's reach by 42 percent. The same effect is seen when the Web is combined with consumer magazines, which can double reach numbers, says the OPA.

The new research project, dubbed "A Day in the Life: An Ethnographic Study of Media Consumption," was conducted by Ball State University's Center for Media Design last spring, when 350 individuals had their media consumption chronicled through roughly 80 percent of their waking day.

The study found the Internet to be a primary medium for most users, ranking No. 1 in usage for users at work and second only to TV at home. —MS

It's hard to determine how many ads are now shot in HD. An ABC rep said the network had aired 425 HD spots between August 2005 and May 2006, or an average of 1.4 spots per day. By comparison, each of the four broadcast nets shows an average of 600 ads a day, per Nielsen Monitor-Plus. But nearly all prime-time network schedules are now shot in HDTV, as are a growing number of daytime and sports programs, such as the Super Bowl.

Given the high price of Super Bowl spots (an average \$2.4 million per 30 seconds in the 2006 game) and the \$1 million or more that most clients spend making in-game ads, surprisingly, only 60 percent of this year's Super Bowl ads were in HD, according to ABC.

Mark Cuban, who co-founded HDNet, a niche cable net with all-HD programming, sees the issue this way: "Agency employees don't have HD at home. Where you find agencies with HDTV penetration, they push for HD. Where not, not."

But others argue that the case isn't so

black-and-white. Peter Gardiner, chief media officer at Deutsch, says the medium simply has not reached critical mass. "You have to have the high-def distribution with the viewership to justify the incremental costs. Consumers aren't sitting around saying, 'Gee, where are my high-def ads?'"

Though some research indicates consumers may be noticing, another issue is cost. Dennis Bannon, vp, exec producer at Leo Burnett, says producing in HD can ratchet budgets up to 20 percent. And given that HD spots will only air where there's HD programming, "it's not worth the extra money."

David Perry, director of broadcast production at Saatchi & Saatchi New York, disagrees. He says there are many reasons why HD ads haven't caught on, but argues that cost shouldn't be one of them. Perry cited a production-cost survey by the American Association of Advertising Agencies that concluded the incremental cost for finishing a 35 mm film ad in HD is a modest \$10,000. ■

OUTDOOR BY KATY BACHMAN

Times Square West

CC, Westgate strike eye-popping out-of-home deal

New York's Times Square is getting a desert town-rival. Clear Channel Spectacolor, a division of Clear Channel Outdoor, today will announce a partnership with the developer of the Westgate City Center, a new urban development in Glendale, Ariz., that will occupy a full square mile just west of fast-growing Phoenix. In addition to taking an equity position in the unique project, the 30-year deal gives Clear Channel the rights to manage and lease the largest collective grouping of out-of-home media outside of Times Square.

The Westgate signage will sport the latest in high-tech, eye-popping spectaculars. For the first phase of Westgate's development, due

to wrap in November, Clear Channel is erecting more than 30 electronic signs up to 100 feet high with 80-foot wide panels. All the outdoor media at Westgate, including the more traditional outdoor street-furniture and bulletins, are designed to blend into the architecture and landscape of the center's 500,000 square feet of shops, restaurants, offices, theater complex, convention center, Glendale Arena and the new Arizona Cardinals stadium.

"This isn't just about selling a sign," said Dan Jasper, vp of Spectacolor's branded cities business group, which is already in discussions with several national advertisers. "We have the opportunity to create a strong brand platform for advertisers."

Combining marketing with a business deal, companies can get both category exclusivity in advertising and preferred-provider rights. "With the ability to integrate their products and services into the community itself, we are moving into a new world of truly integrated marketing," said Steve Ellman, chairman and CEO of The Ellman Cos., who refers to Westgate as Times Square West. For example, telecom provider Qwest, in a seven-figure deal, will not only have an advertising presence in Westgate, it also has the exclusive telecommunications rights for the development. ■



The deal creates the largest collective group of outdoor media outside of Times Square.

Reach a Trillion Dollar Market!

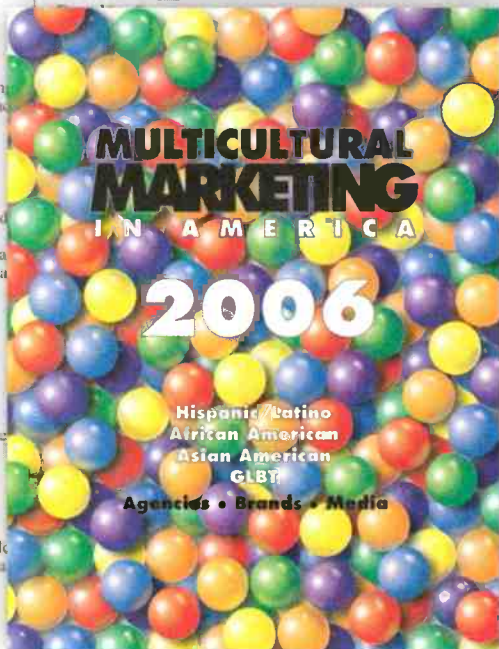
THE 2006 MULTICULTURAL MARKETING IN AMERICA DIRECTORY

DQ Advertising Group
 180 Carwin St., Ste. 1A
 San Francisco, CA 94114
 (415) 621-7517 Fax: (415) 621-6891
 E-Mail: info@dquadvertising.com
 URL: www.dquadvertising.com
Services Offered: Brand Development, Consultation, Cross-Promotion, Entertainment Marketing, *Hispanic Specialty, In-Store/POP/Merchandising, Media Buying/Placement/Planning, Out-of-Home Advertising, Packaging Design, Production, Public Relations, Sales Promotion, Sports Marketing, Strategic Planning/Marketing
Fields Served: Automotive, Beer/Wine/Liquor, Beverages, Computers/Computer Products, Entertainment, Financial Services/Banks/Savings & Loans, Government/State Agencies, Insurance, Jewelry/Watches, Recreation, Telecommunications
Year Founded: 1991
Key Personnel:
 Founder/Pres./Dir., Acct. Servs. Alfredo E. Fernandez
 Co-Founder/Vice Pres./Sr. Strategic Planner/Principal Media Buyer ... Lilia Santia
 Acct. Exec. Juan Manuel Ma

Fields Served: Auto, Restaurants, Food, Recreation
Employees: 135
2004 Billings: \$ 20
Key Personnel:
 Chrm./CEO
 Pres./COO
 Exec. Vice Pres./
 Exec. Vice Pres./
 Exec. Vice Pres./
 Exec. Vice Pres./

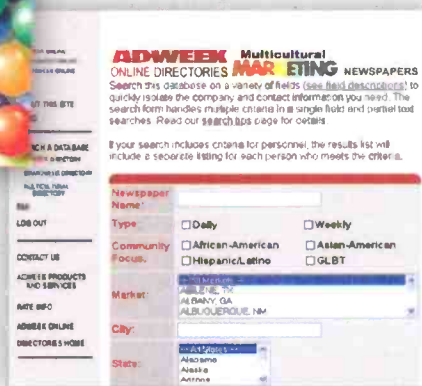
Dastmalchi Enterprises, Inc.
 500 Superior Ave., Ste. 300
 Newport Beach, CA 92661
 (949) 270-2660 Fax: (949) 515-2976
 E-Mail: info@dastmalchi.net
 URL: www.dastmalchi.net
Services Offered: Brand Development, Creative Direct Marketing, Entertainment Marketing, Hispanic Specialty, Infomercial, Production
Fields Served: Automotive, Electronics, Pharmaceutical/Healthcare
Key Personnel:
 CEO Alex Dastmalchi
 Vice Pres., Opns. Shadi Sepehrba
Major Accounts:
 Cybersonic
 Dish Network Satellite TV
 Health Solutions
 Mi Abogado
 Mi Doctor
 Sprint
 T-Mobile Wireless Service

Davis-Elen Advertising, Inc.
 865 S. Figueroa St., Ste. 1200
 Los Angeles, CA 90017-2596
 (213) 688-7000 Fax: (213) 688-7190
 E-Mail: info@daviselen.com
 URL: www.daviselen.com
U.S. Affiliates/Branch Offices:
 Davis-Elen Advertising, San Francisco, CA
 (415) 217-7044



Marketing, Hispanic Specialty, Info, Buying/Placement, Relations, Sales, Planning/Marketing
Fields Served: Food, Insurance, Communication
Employees: 45
2004 Billings: \$ 20
Key Personnel:
 Pres./CEO
 Vice Pres./C
 Vice Pres./C
 Vice Pres./D

Sample Listings Like These, Right On Your Desktop!



UPDATED DAILY!



THE 2006 MULTICULTURAL MARKETING IN AMERICA DIRECTORY

ORDER THE DIRECTORY IN THE FORMAT THAT WORKS FOR YOU!

- Print: \$299 Online: \$499 Print/Online: \$699
BEST OFFER!

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____

Payment Enclosed (Make check payable to ADWEEK Directories)
 Bill Me
 Charge My: VISA MasterCard AMERICAN EXPRESS
 Card # _____
 Exp. Date _____
 Signature _____

E-Mail (Necessary for Online Access) _____

Nature of Business _____

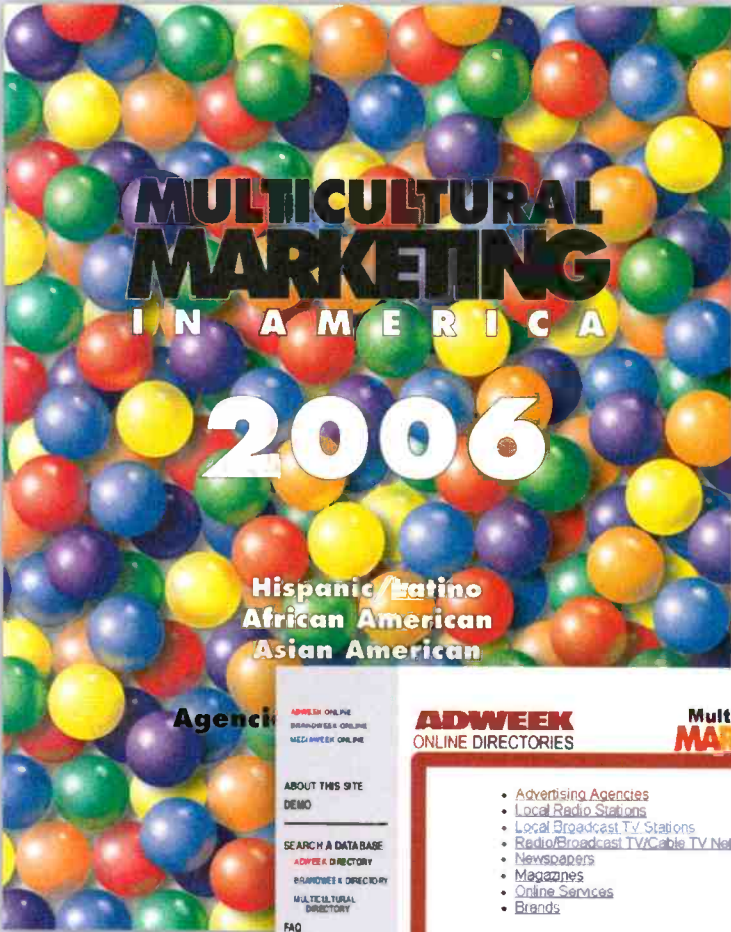
Add appropriate sales tax in CA, DC, FL, GA, MD, MN, MO, OH, SC, TN and TX. Canada add GST.

Please add \$15 for shipping and handling.

For faster service, order online at: www.adweek.com/directories, call toll-free 800-562-2706 or fax 646-654-5518

Call
1-800-562-2706,
Fax
646-654-5518
or Order Online at

www.adweek.com/directories



MULTICULTURAL MARKETING IN AMERICA 2006

Hispanic/Latino
African American
Asian American

Agencies

ADWEEK ONLINE
BRANDWIRE ONLINE
MEDIASWEEK ONLINE

ADWEEK
ONLINE DIRECTORIES

Multicultural
MARKETING

- Advertising Agencies
- Local Radio Stations
- Local Broadcast TV Stations
- Radio/Broadcast TV/Cable TV Networks
- Newspapers
- Online Services
- Brands

ABOUT THIS SITE
DEMO

SEARCH A DATA BASE
ADWEEK'S DIRECTORY
BRANDWIRE'S DIRECTORY
MULTICULTURAL
DIRECTORY

FAQ
LOG OUT

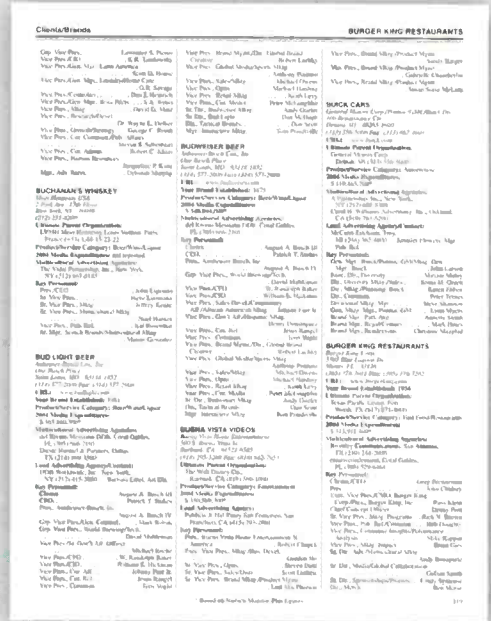
CONTACT US
ADWEEK PRODUCTS
AND SERVICES

RATE INFO
ADWEEK ONLINE
DIRECTORIES HOME

© 2006 VNU eMedia, Inc. All rights reserved. [Terms of Use](#) and [Privacy Policy](#)

THE 2006 MULTICULTURAL MARKETING IN AMERICA DIRECTORY

- Your desktop reference for information on multicultural advertising agencies, public relations firms, brand marketers and media covering the Hispanic/Latino, African American, Asian American and GLBT markets.
- Organized by ethnic group and cross-referenced for added convenience.
- Reach a Trillion Dollar Market!



Postage
Required
Post Office will
not deliver
without proper
postage.

**TARGETED
MARKETS
INCLUDING:**

Hispanic/Latino
African American
Asian American
Gay & Lesbian

THE 2006 MULTICULTURAL MARKETING IN AMERICA DIRECTORY

PO BOX 17018
NORTH HOLLYWOOD CA 91615-7018



**THE MORE THINGS CHANGE,
THE MORE ONE THING REMAINS
THE SAME.**



#1 FOR 13 CONSECUTIVE SEASONS.



NBC NEWS

America's News Leader

msnbc.com

Source: NTI P25-54 AA% regular estimates for The Today Show v. Good Morning America and average of Early Show 1, 2 & 3 season averages 9/20/93-5/28/06 (12/26/05-5/28/06 Live+SD data, tied 9/20/93-9/18/94) including preliminaries. Subject to qualifications upon request.

market profile

SCARBOROUGH PROFILE

COMPARISON OF ALBUQUERQUE

To the Top 50 Market Average

	TOP 50 MARKET AVERAGE %	ALBUQUERQUE COMPOSITION %	ALBUQUERQUE INDEX
DEMOGRAPHICS			
Age 18-34	31	30	99
Age 35-54	40	39	98
Age 55+	30	31	104
HHI \$75,000+	35	20	58
College Graduate	14	10	74
Any Postgraduate Work	12	12	100
Professional/Managerial	27	24	92
African American	12	#	#
Hispanic	15	36	239
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	51	40	78
Read Any Sunday Newspaper	58	44	75
Total Radio Morning Drive M-F	21	18	86
Total Radio Afternoon Drive M-F	18	15	88
Total TV Early News M-F	28	31	110
Total TV Prime Time M-Sun	39	37	97
Total Cable Prime Time M-Sun	15	15	100
MEDIA USAGE-CUME AUDIENCES**			
Read Any Daily Newspaper	70	60	86
Read Any Sunday Newspaper	72	58	81
Total Radio Morning Drive M-F	73	69	95
Total Radio Afternoon Drive M-F	71	65	90
Total TV Early News M-F	69	72	105
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	62	62	100
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	63	59	94
HOME TECHNOLOGY			
Owns a Personal Computer	68	69	102
Purchase Using Internet Past 12 Months	46	46	100
HH Connected to Cable	64	46	72
HH Connected to Satellite/Microwave Dish	24	31	130
HH Uses Broadband Internet Connection	37	25	68

#Respondent level too low to report. *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: 2005 Scarborough Research Top 50 Market Report (August 2004-September 2005)

outlying communities. The two stations also sell local advertising on their satellite outlets.

The market's ABC, NBC and CBS affiliates are in a tight race in both revenue and ratings. In households, KRQE edges the competition in late news when the stations go head to head. For instance, KRQE earned a 10.1 rating/18 share in the May sweeps, well ahead of its rivals (see Nielsen chart on page 16).

However, KRQE does not compete directly in evening news with either KOAT or NBC affiliate KOB.

KRQE is driving to become more competitive in the mornings. KRQE's chief meteorologist Mike Hernandez, who currently does the 4 p.m., 5:30 p.m. and 10 p.m. news, is moving to mornings. As part of that a.m. push, 20-year KRQE veteran Mike Powers, last year moved

from sports director to morning co-anchor. The station also hired Mark Ronchetti as its new chief meteorologist. Ronchetti, formerly meteorologist at rival KOAT, left the market to join KOIN-TV in Portland, Ore. Last December, LIN closed on its purchase of KRQE and four other stations from Emmis Communications for \$260 million.

KOAT, which airs shows like *Oprah*, *Regis & Kelly* and *Entertainment Tonight*, covers the outlying communities through its six news bureaus across the state, more than any other station in the market. It also has the market's only on-site chopper, says KOAT president/gm Mary Lynn Roper.

Meanwhile, KASA has a five-year-old partnership in which KOB produces its hour-long 9 p.m. late news, which is the only contender in the time period. This fall, KASA will launch several new shows in syndication, including *Scrubs*, *According to Jim* and *Still Standing*, and daytime shows *Dr. Keith Ablow*, *Christina's Court* and *The Greg Behrendt Show*, says KASA's Steffens, a 26-year market veteran.

Acme Communications owns market duopoly KASY-TV, the current UPN affiliate, and KRWB-TV, the current WB affiliate. With those two networks merging to form the CW network, KRWB will become the market's CW outlet, while KASY will become an affiliate of MyNetworkTV.

Dom Zarrella, program director for KASY and KRWB, says KASY will likely launch a show that will showcase a high school game-of-the-week from a local school. The program will air Sunday nights, he says. With no professional sports team in the state, high school sports and the University of New Mexico are hugely popular among area residents.

KRWB plans to pick up *Friends* (currently on KASA), as a double run from 9-10 p.m. *My Wife and Kids* will move from 9-10 p.m. on KRWB to KASY.

Albuquerque has a sizeable Hispanic population at 42.9 percent, according to the U.S. Census Bureau. However, it is a very diverse population in that many have lived here for five or six generations and primarily speak English, while others may have just immigrated in recent weeks. For those who prefer to watch their news in Spanish, Entravision Communications' Univision affiliate KLUZ-TV produces the only local, Spanish-language newscasts at 5 p.m. and 10 p.m.

Univision Communications owns TeleFutura affiliate KTFQ, while Ramar Communications owns Telemundo affiliate



LIFE'S
RICHEST
MOMENTS
CANNOT BE
BOUGHT.

Our core audience of upper income adults knows that better than most. That's why FINE LIVING is a premier choice in affluent homes.¹

Providing info viewers need.
Delivering demos you desire.

**FINE
LIVING**

FineLiving.com

1) Source: NPD Fall 2005; Essence Adults 18+. Rank based on % composition among past 7-day viewers. #1 in both HH \$75k+ and \$100k+ homes and #3 in all of cable for median HH.

 SCRIPPS
NETWORKS

market profile

KTEL-TV, licensed out of Carlsbad, N.M. (Sales for KTEL are handled out of Ramar's headquarters in Lubbock, Texas).

Cable penetration in the Albuquerque-Santa Fe market is hampered by the same geographic difficulties faced by the broadcast TV stations. As a result, cable penetration is among the lowest in the country at a paltry 46 percent, according to Scarborough Research. For those same reasons, the market ranks No. 1 among metered markets for satellite and other alternate delivery systems in the country, with a penetration of 33 percent, according to Scarborough.

Comcast is the dominant cable service provider in the market. Its ad sales arm, Comcast Spotlight, serves as the local interconnect. Spotlight reaches 248,460 subscribers, or 96 percent of all wired cable homes in the DMA.

The nation's very first newspaper joint operating agreement originated in Albuquerque in 1933. The local Lang family owns the dominant JOA partner, the morn-

ing *Albuquerque Journal*, while E.W. Scripps owns the other JOA partner, *The Albuquerque Tribune*. The JOA partnership controls the business functions for both newspapers, although they compete with each other in newsgathering. The pact is set to expire in 2022. Executives at the *Journal* could not be reached for comment.

The smaller *Tribune* does not publish a Sunday edition. "We're an afternoon newspaper and there aren't a lot of them anymore," says *Tribune* editor Phill Casaus.

Casaus says that while declining circulation is a concern, he is optimistic that Albuquerque will retain its two voices. He says Scripps, which has owned the *Tribune* since 1923, has been very supportive.

The *Tribune* is enjoying growth in the online space. Last summer, the paper revamped its main Web site, abqtrib.com, with a new look and more relevant content, says Casaus. The *Tribune* also began offering podcasts, a first for the paper, and is breaking more news online, he says. "We used to think



Folklorico dance is part of the Mariachi Spectacular that Albuquerque hosts every spring.

WWW.MARIELSTREETSTUDIO.COM

www.vodisnottheendits.thebeginning.com

aka.comcastspotlight.com

Comcast Spotlight is a registered trademark of Comcast Corporation.

NEWSPAPERS: THE ABCS

that we were running newspapers," says Casaus. "Now we're running a media platform, and that is a 24-hour operation."

The paper hopes to attract more online users and advertisers in a new venture in the offing that would allow area residents to post their children's birth announcements for free, says Casaus. In recent years, many local newspapers, including the *Tribune*, ended their birth announcement sections after hospitals stopped sending out the information because of concerns over federal medical privacy regulations. Casaus says he hopes to roll out the new service in the next few months.

Casaus also says the paper is in the process of hiring additional staff for its arts/features/culture section known as La Vida. An Albuquerque native, Casaus says he wants the section to showcase Albuquerque's burgeoning arts and entertainment scene.

Neither of the Albuquerque newspapers filed their publisher's statements in time to be included in the most recent FAS-FAX report (March 31). The *Journal* had an aver-

	DAILY CIRCULATION	SUNDAY CIRCULATION	DAILY MARKET PENETRATION	SUNDAY MARKET PENETRATION
Bernalillo County: 234,986 Households				
<i>Albuquerque Journal</i>	70,132	102,057	29.8%	43.4%
<i>The Albuquerque Tribune</i>	11,941		5.1%	
Santa Fe County: 57,131 Households				
<i>The Santa Fe New Mexican</i>	21,297	21,297	37.3%	37.3%
<i>Albuquerque Journal</i>	6,078	6,635	10.6%	11.6%
Sandoval County: 35,625 Households				
<i>The (Farmington) Daily Times</i>	16,823	18,576	49.5%	54.7%
<i>Albuquerque Journal</i>	9,378	14,715	26.3%	41.3%
<i>The Albuquerque Tribune</i>	831		2.3%	
Valencia County: 23,644 Households				
<i>Albuquerque Journal</i>	4,277	6,287	18.1%	26.6%
McKinley County: 21,064 Households				
<i>The Gallup Independent</i>	8,257	9,876	39.8%	47.6%
<i>Albuquerque Journal</i>	1,366	1,620	6.5%	7.7%

Data is based on audited numbers published in the Audit Bureau of Circulations' Spring 2006 County Penetration Report.

www.mytargeteatsbreathesandsleepsports.com

aka.comcastspotlight.com

Comcast Spotlight is a registered trademark of Comcast Corporation.

market profile

age paid circ Monday-Saturday of 106,878 for the six-month period ended Sept. 30, 2005. The Sunday *Journal's* circ was 149,443. The *Tribune's* daily circ was 11,960.

While the *Tribune* and *Journal* are news rivals in Albuquerque, they also compete with

The Santa Fe New Mexican in that part of the market. The newspaper, owned by the McKinney family of New Mexico, bills itself as the West's oldest newspaper, serving Santa Fe and northern New Mexico since 1849. The family also owns weekly newspaper, *The*

Taos News. Other local publications include the *New Mexico Business Weekly* and alternative *Weekly Alibi*. The market also supports several Spanish-language and bilingual weeklies including *El Hispano News* (the market's oldest in that category), *La Razon*, *El Semanario* and *La Voz de la Nuevo Mexico*, which is published by *The Santa Fe New Mexican*.

Fronteras, a Spanish-language weekly that had been published by a subsidiary of the *Albuquerque Journal*, ceased publishing after a year in December 2005.

In radio, the main broadcasters include Citadel Communications, Clear Channel Communications, Univision and American General Media. Albuquerque and Santa Fe are separate radio markets, ranked 70th and 236th respectively. That said, some Santa Fe stations are among Albuquerque's most listened-to stations, including Univision's Hip-Hop KKSS-FM, its sister Spanish Oldies station KKRQ-FM and American General Media's Classical KHFM-FM.

Citadel's News/Talk KKOB-AM is the perennial leader in both ratings and revenue. The station earned a 7.6 average-quarter-hour share (in listeners 12-plus) in the winter 2006 Arbitron survey, well ahead of second place American General's Regional Mexican KLVO-FM, which earned a 5.6 share, and third-ranked KKSS, which got a 4.9 share.

KKOB, which airs University of New Mexico sports and the National Football League's Dallas Cowboys games, earned \$6.6 million in 2005, according to BIA Financial Network estimates, besting siblings Soft Adult Contemporary KMGA-FM (\$3.2 million) and Country KRST-FM (\$3.1 million).

Citadel owns eight radio stations in the market, although it recently put one of those, Classic Rock KBZU-FM, into Last Bastion Station Trust. Eleven Citadel stations were placed in the trust to be sold as part of the company's acquisition of ABC Radio, pending the Federal Communications Commission's approval. The trust is being operated independently by Media Venture Partners.

Among recent changes in the market, in March, Univision launched KKRQ-FM, "Recuerdo 105.1," a Spanish Oldies format. The station primarily targets the adults 18-49 and 18-34 demographics.

Clear Channel Communications dominates the local outdoor market, which saw \$18.5 million in revenue in 2005, flat with its 2004 level, according to Nielsen Monitor-Plus. CC offers bulletins and 30-sheet poster panels. The major thoroughfares that run through Albuquerque are I-40 and I-25. ■

ARBITRON RADIO OWNERSHIP

OWNER	STATIONS	AVG. QTR.-HOUR SHARE	REVENUE (IN MILLIONS)	SHARE OF TOTAL
Citadel Communications	3 AM, 4 FM	54.6	\$18.0	38.2%
Clear Channel Communications	1 AM, 6 FM	21.9	\$11.0	23.3%
Univision Communications	5 FM	14.4	\$7.4	15.6%
American General Media	5 FM	14.4	\$5.4	11.4%
Last Bastion Trust	1 FM	1.7	\$1.2	2.6%
Entravision Communications	1 AM, 1 FM	2.4	\$1.1	2.2%
Don Davis	2 AM	2.7	\$0.7	1.5%
Calvary Chapel Inc.	1 FM	1.5	\$0.7	1.5%

Includes only stations with significant registration in Arbitron diary returns and licensed in Albuquerque or immediate area. Some stations also rated in Santa Fe. Share data from Arbitron Winter 2006 book; revenue and owner information provided by BIA Financial Network.

NIELSEN RATINGS/ALBUQUERQUE

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

TIME	NETWORK	STATION	RATING	SHARE
4-4:30 p.m.	CBS	KRQE ⁺	3.9	10
	NBC	KOB ⁺	2.7	7
4:30-5 p.m.	CBS	KRQE ⁺	4.5	10
5-5:30 p.m.	ABC	KOAT ⁺	6.2	13
	NBC	KOB ⁺	4.5	9
	Fox	KASA [*]	2.6	5
	Univision	KLUZ	2.4	5
	WB	KWBQ ⁺	1.4	3
	Telemundo	KTEL ⁺⁺	1.2	3
	UPN	KASY [*]	0.8	2
	CBS	KRQE ⁺	6.6	13
5:30-6 p.m.	CBS	KRQE ⁺⁺	8.1	15
	ABC	KOAT ⁺	5.9	11
	NBC	KOB ⁺	6.2	11
	Univision	KLUZ [*]	3.5	6
	WB	KWBQ ⁺⁺	2.7	5
	Fox	KASA [*]	1.8	3
	UPN	KASY [*]	1.3	2
	Telemundo	KTEL ⁺	0.2	#

Late News

9-10 p.m.	Fox	KASA	3.5	6
10-10:30 p.m.	CBS	KRQE ⁺	10.1	18
	ABC	KOAT ⁺	7.6	14
	NBC	KOB ⁺	7.6	14
	Fox	KASA [*]	2.5	4
	Univision	KLUZ	2.4	4
	WB	KWBQ ⁺⁺	2.1	4
	UPN	KASY [*]	0.7	1
	Telemundo	KTEL ⁺⁺⁺	0.4	1

*Non-news programming. **National News. #Below minimum reportable level. +Parent station plus satellite/repeater station. Source: Nielsen Media Research, May 2006

IDEAS. THEY ARE WHAT EVERYONE
EVERYWHERE IS LOOKING FOR.
FIND OUT WHY MAGAZINES ARE
WHERE THEY LOOK FIRST.



VISIT MAGAZINE.ORG/BEYONDTHEPAGE

WHODUNIT?

WAS IT A TEENAGER DREAMING OF HIS
FUTURE RIDE? OR A RECENTLY PROMOTED
EXECUTIVE READY TO STEP INTO THE BIG TIME?

EITHER WAY, AN IMAGE IN A MAGAZINE DOESN'T
STAY PUT. IT MOVES FROM THE PAGE TO
THE MIND. AND SOMETIMES, TO THE GARAGE.



MAGAZINES.

IDEAS THAT LIVE BEYOND THE PAGE.

FIND OUT HOW MAGAZINES CAN IMPROVE YOUR RESULTS.
VISIT MAGAZINE.ORG/BEYONDTHEPAGE



MEDIA PERSON
LEWIS GROSSBERGER

New Stage of Evolution

MEDIA PERSON HAS LONG championed the invasion by advertising of virgin territory, believing as he does that ultimately advertising must be present in every facet of human life, awake and asleep, for America to fulfill its manifest destiny. Thus MP was greatly cheered by the news that commercials have come to the theater.

So far it's merely a bridgehead, but from tiny bridges grow gigantic heads, as Kierkegaard used to say. Or perhaps Wittgenstein. One of those guys.

An audience recently assembled for an off-Broadway play titled *Stomp* (MP isn't sure but he thinks it's about a herd of renegade elephants stampeding through a pygmy village) was treated to a bit of precurtain dramaturgy featuring live actors who extolled the virtues of London as a tourist destination. (This had been arranged by an outfit called Visit London.) Voila! The first live theater commercial known to mankind.

That the audience did not boo, hurl rotten fruit, storm the stage, hang the actors upside down and mutilate their bodies must be considered a promising omen for the theatrical advertising concept. However, Media Person believes it may be a bit soon to take a shot at Broadway, where theatergoers are still digesting the "premier ticket" strategy, i.e., being charged \$250 for the better seats.

Nonetheless, that is the obvious target and the logical end result: commercials not only on Broadway but in London's West End, in touring companies, in summer stock, in high school, college and amateur productions everywhere. The men and women of advertising must

prepare! They must study the new and challenging medium of theater to ready themselves for the coming revolution. And as always, Media Person stands ready to help. Here then, MP's Short Course in the Theatrical Arts for Advertising Personnel:

What Is Theater? It's an entertainment medium very much like the movies except there is no screen up front and no popcorn sold in the lobby. Etiquette note: Sometimes it can be hard to tell when the show is over because the closing of the curtains may signal only something called an "intermission" and that is not the proper

time to go home.

What Is a Play? A play is similar to a TV series episode except it's a bit longer, very talky and may contain something called "an idea," an obsolete tradition that producers retain only to humor the writers. Some curious facts: For some bizarre reason, there is only one writer for each play. And no executive producers. Unbelievable as it may seem, a play can be seen only by a few hundred people at a time, due to primitive technology. But a successful play may be in rerun for years.

What Is a Curtain? A curtain is a large piece of fabric that is used in place of a credit roll to cue the audience to provide applause, without which a play cannot end.

What Is the History of the Theater? Oh, who cares? Aeschylus, Shakespeare, O'Neill, Molière, Elton John, blah blah blah. Next question.

O.K., How Do I Exploit This Thing? Ferociously! Here are some examples. Let's say you have the Cialis account. First thing you do, you go out, you sew up all the advertising rights to *Hamlet*, a famous play about a very depressed guy who is always wondering whether to do himself in or not. After the contracts are signed, whenever *Hamlet* plays anywhere, at some point, the lead character comes out, sits on the lip of the stage and says, "To be or not to be? Hey, I don't even ask myself that anymore. With Cialis, I'm like, be, be, be all the way. Hey, Ophelia! C'mere, babe." (You might also want to think about selling the product in the theater lobby after the performance.)

Cialis might also do wonders for the hero of the current Broadway revival of Sondheim's *Sweeney Todd*, a rather sad and no doubt unfulfilled fellow, but that otherwise jolly musical would be the perfect venue to pitch Tabasco sauce, no? Imagine Sweeney's pal, the unlovely Mrs. Lovett, dropping a few lines about how meat-pie sales have skyrocketed since she started providing customers with the popular hot sauce, previously unknown in 19th-century London.

Or say you have Jeep Wrangler for a client. Oh, does Media Person have a show for you! Can't you just see Tarzan himself, star of that big, green Disney musical, driving the product right onto the stage? As he does, he sings: *No more stupid vines for me/I've something better now, you see/Don't need to swing from tree to tree/I'm going ape over my new SUV*. In the background, you might consider a kickline of female gorillas showing a lot of leg—but that is your choice. Media Person doesn't want to crimp anyone's creativity. ■

Unbelievable as it may seem, a play can be seen only by a few hundred people at a time, due to primitive technology.



OPINION

ARTHUR A. ANDERSON

Trading Spaces

Backed by Wal-Mart, the time for an e-media marketplace is now

THE POSSIBILITY OF AN online auction trading exchange matching buyers and sellers of media inventory is here. Championed by the Association of National Advertisers and backed by Wal-Mart and other big media spenders, this is good news indeed. It is even better news that senior media agency executives are involved in this supportive dialogue.

It would be even better news if media sellers also got on board by engaging in supportive dialogue with their advertiser customers and their media agency intermediaries. After all, is not the customer (media user) king?

This is a big idea whose time has come, and the ANA is to be complimented in moving it along. It is now a much more substantive organization that can look at the merit of ideas, even if a particular individual member may not support it due to its particular point of view. The beauty of a good idea is that it is universal. After all, it's not who's right, but what's right.

I was a pioneer in the 1970's in launching the first full-service discount stock brokerage firm. The New York Stock Exchange yelled bloody murder, necessitating a rule by the Securities and Exchange Commission, which enjoined the NYSE from trying to prevent an idea whose time had come. Instrumental to making the discount stock brokerage idea work was the then-new NASDAQ electronic marketplace, which traded NYSE-listed stocks between nonmembers of the exchange.

Every big idea has a compelling difference. The compelling difference for discount stock brokerage was that stock buys and sells had a transaction cost unrelated to the NYSE's fixed commission cost. The true transaction cost was related to processing (computer) costs and not to the value or amount of the transaction itself. Whereas the NYSE charged a minimum (monopoly) commission based on price and volume, a discount stock brokerage charged a price per transaction, regardless of the number of shares or price. The only variable, given an efficient market, was the cost of overnight capital, or the carry cost. The transactional cost of the buy/sell was unbundled from the value or amount of the transaction.

The compelling difference of an online media marketplace is that the negotiating cost of the transaction is not the salary of the people to negotiate and approve the transaction, plus related overhead and process costs, but rather the execution (computer) cost, the intellectual capital that goes into deciding what to pay and when, and the

carry cost if any. I believe that this will simplify and revolutionize media buying and selling and in due course, everyone, once adjusted to the new scenario, will prosper: media owners, sellers, buyers and intermediaries.

In today's environment, the cost of entry is low if there are enough players (advertisers) and media sellers to get a pilot off the ground. As envisioned by Wal-Mart's Julie Roehm and her task force, \$50 million in media inventory to begin with is loose change when the names also include Hewlett-Packard, Mars, Microsoft, Philips and Lexus. These companies alone spend billions in measured media every year. When others join in, \$50 million is a blip on the media-spending screen. It would appear that the TV networks are not part of the initial planning, but I suspect they will be when they see new profit opportunities for themselves inherent in this effort.

Moving forward, expect the following scenarios:

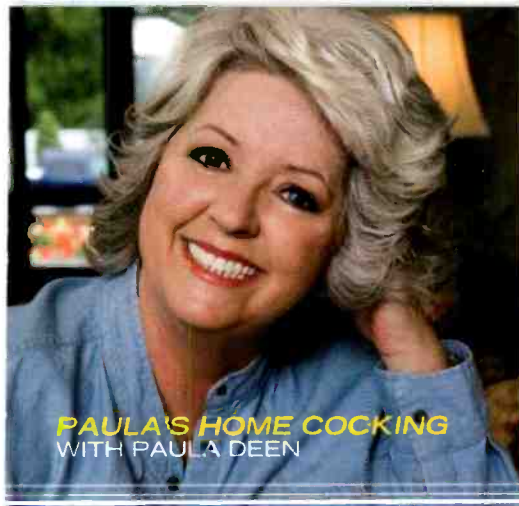
■ Large agencies and holding companies may develop new, large revenue streams from "media trading" for their own account (as disclosed principals, not agents, to their clients). It enables the holding companies to use their knowledge in a way that increases their profit margins and adds liquidity to the marketplace. Who knows, maybe agencies will work for clients without any profit margin because the trading opportunities are so attractive. The analogy here would be the trading departments of the better known investment banking firms such as Goldman Sachs.

■ Risk-oriented private equity firms and hedge funds enter the space to take risk, use their own capital and make money. Goldman Sachs has more loss days in its trading operations than profit days, but when all is netted out, the firm makes tremendous annualized profits from its trading operations.

■ There will be derivative instruments, much like the new one for hedging and speculating on the housing market on the Chicago Mercantile Exchange. I can see aficionados of *American Idol* seeing the power of this programming early on and putting their investment dollars to work where their hearts and their business savvy are.

Let the media exchange begin, and let many advertisers collaborate in this effort. ■

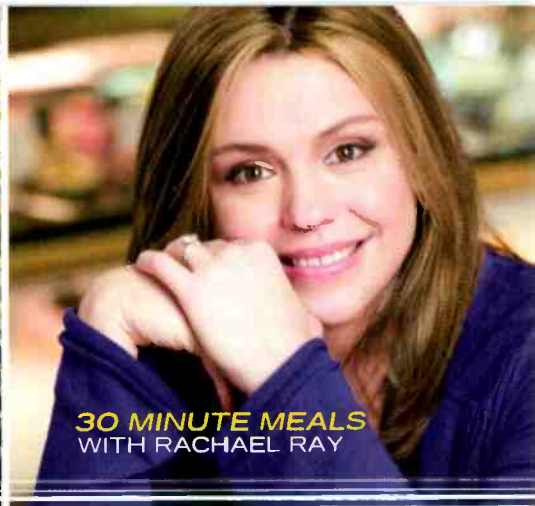
Arthur A. Anderson is a managing principal of Morgan Anderson Consulting, New York, marketing communications management consultants. He can be reached at aanderson@morgananderson.com.



PAULA'S HOME COOKING
WITH PAULA DEEN



EVERYDAY ITALIAN
WITH GIADA DE LAURENTIIS



30 MINUTE MEALS
WITH RACHAEL RAY

THEIR BEAUTY IS IN THEIR RATINGS

FOLLOWING THEM FROM WEEKENDS TO WEEKDAYS, LOYAL FEMALE VIEWERS HAVE PUT **EVERYDAY ITALIAN**, **PAULA'S HOME COOKING** AND **30 MINUTE MEALS** AMONG THE TOP 5 SHOWS IN THEIR DAYTIME AND FRINGE SLOTS.*

DRAWING TALENT THAT DRAWS RATINGS. IT'S A BEAUTIFUL THING.



Ratings are consistently strong across all dayparts, but the beauty of weekend daytime is that it's even higher than prime. It's an opportunity to reach the audience just as they're poised to do the heaviest shopping of the week.

-Karen Grinthal SVP, Ad Sales

Food Network Programming and Marketing Opportunities

Food Network's marketing platforms include targeted promotions, convergent opportunities and cross-channel visibility across Scripps Networks. **Season's Eatings**, **Chocolate Obsession**, **Primetime In the Kitchen** and **Wedding Weekend** all return, while franchises **Iron Chef America**, **The Next Food Network Star** and **Food Network Challenge** provide a highly effective showcase for your message.

Quarterly promotions **Dine-In**, **Dine-Out** and **Ultimate BBQ**, along with customized vignettes like **Food Bytes** and **A Good Taste** strengthen your association with our brand. New in 2007, the **Food Network Awards** delivers a fun, slightly irreverent tribute to innovators in the food world.

Food Network's programming lineup is enjoying unprecedented popularity. In **The Kitchen** ratings

FOOD NETWORK 1180 Avenue of the Americas, New York, NY 10036
Launched: 1993 (acquired by Scripps Networks in 1997)
Coverage: 89 Million HH Key Demographics: Adults 25-54

Program Franchises: Iron Chef America, Paula's Home Cooking, Everyday Italian with Giada De Laurentiis, Rachael Ray's 30 Minute Meals, Barefoot Contessa, The Next Food Network Star, Food Network Challenge
Other Cable Network Affiliations: Food Network is a subsidiary of Scripps Networks, which includes HGTV, DIY Network, FINE LIVING and Great American Country

grabbers **Everyday Italian** and **Barefoot Contessa** have paved the way for Nigella Lawson's **Nigella Feasts** and **Healthy Appetite with Ellie Krieger**. In primetime, Emeril Lagasse and Alton Brown are joined by **Ham on the Street's** George Duran, who serves food facts funny side up, and Duff Goldman, who combines sculpting with baking in **Cake It to the Limit**. In **Throwdown with Bobby Flay**, the popular host challenges unknown chefs to a culinary "OK Corral" and Paula Deen heads to primetime for **Paula's Cooking Party**.

Specials **Trick or Treat Weekend**, **Season's Eatings** and **The Next Food Network Star** all return, joined by the four-part **Giada in Paradise** and an all-new edition of **Chefography**.

Food Network. Beauty and the feast, all day, every day.

President: Brooke Johnson
Head of Sales: Karen Grinthal
Marketing: Laura Galletta, VP, Ad Sales Marketing; Michael Smith, SVP, Marketing & Creative Services; Susie Fogelson, VP, Consumer Marketing
Head of Programming: Bob Tuschman
Head of PR: Mark O'Connor

FOR MORE INFORMATION VISIT FOODNETWORKADSALES.COM

*Source: Nielsen Media Research, 9/26/05-3/26/06. W25-54 AA (000). Rank based on program half-hour among all ad supported cable. Subject to qualifications available on request.

Editor's Note: Effective with this Letters column, Mediaweek will now include letters responding to stories on mediaweek.com.

Showtime Deserves Support

I just read your Mediaweek.com article on Les Moonves' comments about Showtime [Mediaweek.com, May 30]. All I can say is, I'm glad I don't work for him. Aside from the fact that he probably did nothing to make current Showtime employees feel very good about the work they do, I have to wonder if Mr. Moonves has ever actually watched the network he plans to "shake up."

I guess he equates shows like HBO's *The Sopranos* and *Sex and the City* with being "commercial" because they both became pop-culture phenoms. In reality, neither show was considered "commercial," which is why they ended up on HBO. Aside from the fact that they are both well-written, well-acted and expertly produced, HBO also spent the money that was necessary to promote them. This fact, Mr. Moonves, is what you seem to ignore.

Showtime has always been the bastard stepchild of its corporate parent. Mr. Moonves should have gone out of his way to thank the staff at Showtime for the excellent work they have done with so little support from on high. Then Mr. Moonves should have pledged to shake up the marketing budget for the network so it would not have to rely on the kindness of critics (and the Golden Globes) to spread the word about first class original series like *Weeds*.

If you want to put it in terms Mr. Moonves and his bean-counters can understand: it was "off, off Broadway" programming like *Queer As Folk*, *The L Word* and *Weeds* that convinced me to drop HBO in favor of Showtime. Give credit where credit is due, Mr. Moonves. Showtime deserves your support, not your misguided derision.

Ron Hebsbie
Los Angeles

Mags Creating Digital Destiny

My, Lisa Granatstein sounds depressed! ["I Want My iMag," *Mediaweek*, May 22] It's really not so bad. Time Inc. has about a dozen ideas on how to translate our magazine content in the ways she envisions. And I don't think we're far from realizing some of

them. It's clearly not easy to be going through such massive change. But there is a very big difference between what we are facing now and what we faced, for example, with the pressure of competition of cable TV and special-interest programming that threatened magazines audiences. Despite the

MySpace-mania of the moment, we know that we can translate our trusted brands to digital form. In fact, we can do it easily. The same things that make magazines good (quality journalism, editing and design) also work in the digital realm. And doing it well gets us big audiences and big business opportunities.

John Squires
Co-COO, Time Inc.
New York



Don't Forget My So Called Life

Mr. Television, you left a show out of your top ten ["Sad Finales," May 8]: *My So Called Life*. It was the ABC teen-angst drama that launched Claire Danes into the public consciousness. It was critically acclaimed and yet still underperformed, only to be cancelled well before its time. It deserved better and we deserved more.

Brian Reich
Senior Strategic Consultant
MindShare Interactive Campaigns, L.L.C.
Boston

NBC Missing The Originality Boat?

Mr. Television, Am I the only one who thinks that NBC is missing the boat with *Friday Night Lights*? ["The Real Survivor," May 22]. Airing a show on Friday night about playing football on Friday night where the community comes out to watch seems like a no-brainer. Also, *30 Rock* and *Studio 60 on the Sunset Strip* feel similar. Couldn't they come up with an original premise?

Howard Rosenstein
Managing Director,
Meredith Integrated Marketing
New York

Mediaweek welcomes letters to the editor. Address all correspondence to Editor, Mediaweek, 770 Broadway, New York, NY 10003 or fax to 646-654-5368 or e-mail to mburgi@mediaweek.com. All letters subject to editing.

MEDIAWEEK

Editor: Michael Bürgi
Managing Editor: Jim Cooper
News Editor/Editor, Mediaweek.com: Lisa Granatstein
Editor, Special Reports: Patricia Orsini
Copy Editor/Media Elite Editor: Lauren Charlip

Senior Editors: Katy Bachman, Marc Berman, John Consoli, Alan J. Frutkin
Washington Editor: Todd Shields
Senior Reporters: Anthony Crupi, Mike Shields, Stephanie D. Smith
Associate Editor: Robin Eldridge
Market Profile Editor: Eileen Davis Hudson
Media Person: Lewis Grossberger
Contributing Editor: Catharine P. Taylor
Contributing Writers: Tony Case, Keith Dunnivant, Eric Schmuckler

Design Director: Paul Virga
Senior Photo Editor: Kim Sullivan

Information Marketing: Director Mary Barnes;
Assoc. Dir: Michael Nass; Mgr: Nathan Mickelson
List Rental Info: JJ Single 845-731-2731
Subscriber Services: 1-800-562-2706
Customer Service: mediaweek@espcomp.com
Reprints: Wright's Reprints 877-652-5295
Advertising: Amy Blod 646-654-5106

Publisher: Geraldine FitzGerald
Regional Sales Director Midwest: Tina Balderas,
Regional Sales Director West: Eric Scott
Sales Assistant Amy Blod 646-654-5106

Account Managers NY: Liz Irving, Kevin Johnson, Colleen Kurrus, Scott Stewart
LA: Reena Johar; New England: Scott Stewart

ADWEEK CUSTOM MEDIA
Editorial Director: Colby Coates
Account Manager: Barbara Riehl

CLASSIFIED: Sales Director Brian Chester 646-654-5301
Sales Mgr: Malvin Moore, Sam Stahl, Karen Sharkey
Asst: Sales Michele Golden; Assistant Tatiana Ridley
Marketing Services Director: Robert Kuwada
Senior Graphic Designer: Ehren Seeland
Marketing Services Manager: Andrea Taylor
Marketing Services Coordinator: Hannah Doblick

Mediaweek Online Group Brand Mgr: Boris Park
Directories/Publishing Dir: Mitch Tebo
Director of Conferences and Special Events: Shanny Bang
Conferences and Special Events: 1-888-536-8536
Mgr. of Conferences and Special Events: Rebeka Dolid
Coor. of Conferences and Special Events: Dana Gerber
Online Address: www.adweek.com/adweekconf

Director of Operations: Adeline Cippoletti
Production Director: Elise Echevarrieta
Production Mgr: Cindee Weiss
Asst Mgr: Noah Klein, Michele Deroche Production
Coordinator: Eileen Cotto Assts: Sai Destro

Online Advertising Director: Samantha Jacobs
Vice President/Marketing: Mary Beth Johnston
Vice President/Sales: Randel P. McDowell
Executive Vice President/Sales: Wright Ferguson, Jr.

MARKETING/MEDIA & DESIGN GROUP
President Michael E. Parker
VP General Manager H. Todd Hittle
Business Manager Akira F. Sugihara

vnu business publications

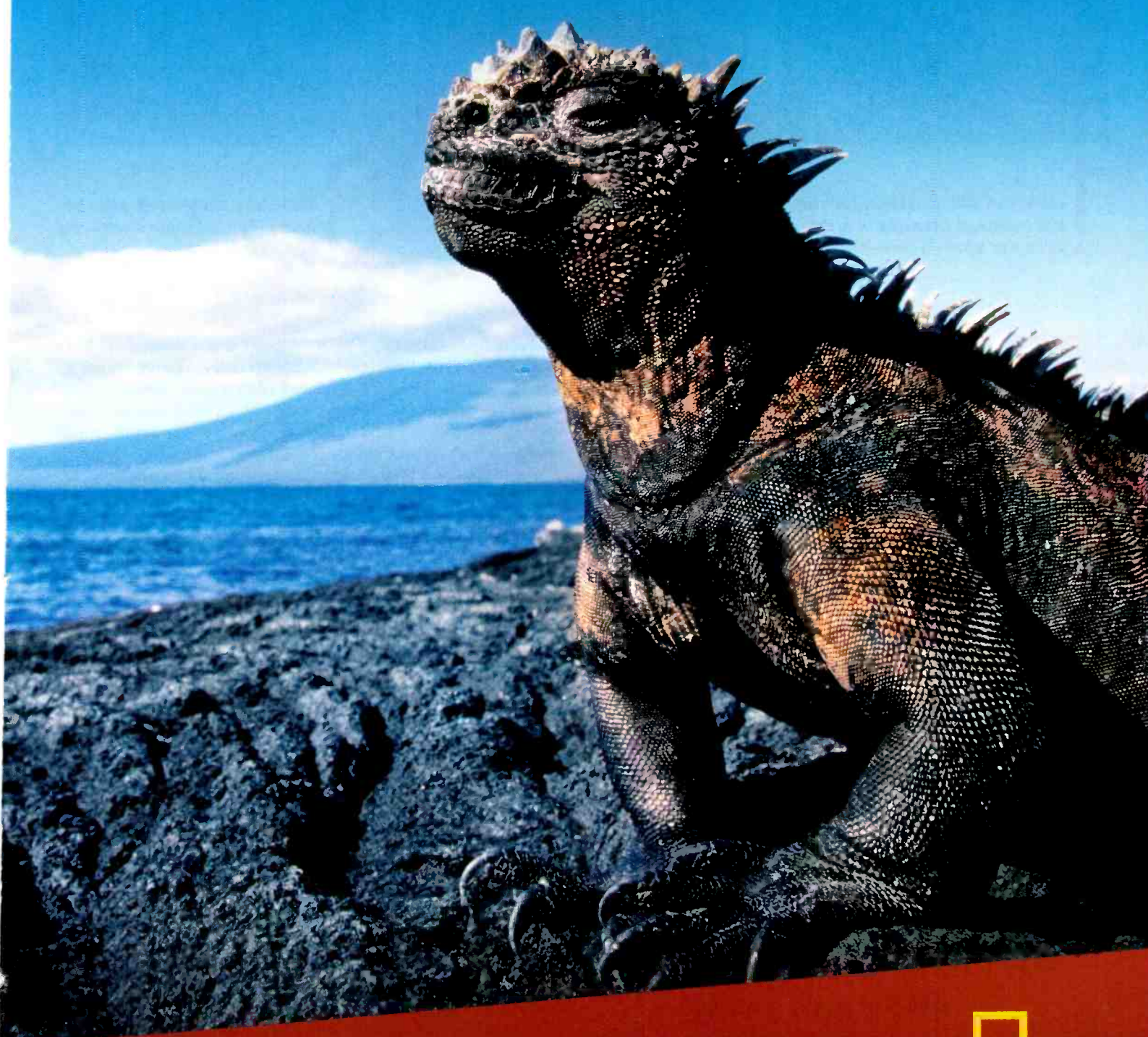
President & CEO Michael Marchesano
Group Presidents Mark Holdreith (Retail), John Kilcullen (Music & Literary), Richard O'Connor (Travel and Performance), Michael E. Parker (Marketing/Media & Design), Tony Uphoff (Film & Performing Arts).
Editorial Director Sid Holt
Vice Presidents Jennifer Grego (Manufacturing and Distribution) John Lerner (eMedia); Joanne Wheatley (Information Marketing)

vnu business media

President & CEO Michael Marchesano
Chief Financial Officer Derek Irwin
President - VNU Expositions Greg Farrar
President - eMedia and Information Marketing Toni Navitt
Senior Vice President/Human Resources Michael Alicea
Vice President/Communications Deborah Patton
Vice President/Licensing and Events Howard Appelbaum
Vice President/Business Planning and Development Jonathan Gordon

ONE INCREDIBLE EARTH.

ONE AMAZING NETWORK.



OWN THE WORLD ALL YEAR LONG WITH THE NATIONAL GEOGRAPHIC CHANNEL.

The Right Channel for distinct Specials like *Galapagos*, compelling Series, Digital Platforms and Custom Marketing Solutions. It's all Right Here.



CABLE NETWORKS. ngcadsales.com



NATIONAL GEOGRAPHIC
CHANNEL.

DARE TO EXPLORE 



1 **AMERICAN IDOL (TUESDAY)** Fox's ratings juggernaut was expected to slow down after a few seasons—it didn't!

2 **AMERICAN IDOL (WEDNESDAY)** This season's finale delivered a whopping 14.1 in adults 18-49.

3 **DESPERATE HOUSEWIVES** ABC's hit Sunday show lost a little steam—can it get its mojo back?

The Shows That Matter

Are the rich getting richer in prime time, and will that affect pricing for the few remaining megahits?
By Eric Schmuckler

Adweek Magazines Special Report Upfront: Marketplace Analysis

WHICH ARE THE TELEVISION shows that really matter? In an historical sense, the list might include *I Love Lucy*, which invented the sitcom; *All in the Family*, that landmark breaker of barriers; *M*A*S*H*, an antiwar influence in the waning days of Vietnam; consciousness-raising movies *Roots* and *The Day After* and *Murphy Brown*, which proved such a hot "potatoe" for Dan Quayle.

For the business side of television, the scorecard is vastly different. To broadcast networks and the advertisers who foot the bills, the shows that really matter are the ones atop that little list maintained by Nielsen Media Research. These shows are the locomotive that propels the network choo-choo. In the just-concluded season, only five shows topped an 8 rating in adults 18-49 (all ratings are based on this ad-friendly demo unless noted); only 16 rose above a 5 rating. Most buyers can tick them off with their eyes closed, but for those of you not so steeped in scheduling minutiae, they appear elsewhere in these pages. They are The Dozen Shows That Matter. (Since *American Idol* and *Survivor* are counted twice, consider this a baker's dozen.)

This is not to say that the shows ranked 60th or 90th are without value; some of them are even cool. But the dozen are what really ring that network cash register. And as broadcast ratings continue their long, slow descent into the primordial ooze—the four nets this season collectively dropped another half of a rating point, or 3 percent—these top shows seem more important than ever. Along with the Super Bowl, the Oscars and a blessed few others, they are the only big numbers still for sale—the vehicles that can drive awareness and deliver on the mass reach that is network TV's brand promise.

As the profusion of viewing options conspires to push ratings ever-downward, it sure feels like big shows are thinner on the ground—the heaviest hitters are pulling away from the bunch in the middle of the ratings pack. To what extent is this so? Simple economics dictate that scarcity could drive these top shows, already premium-priced, to more dizzying heights. The prospect of the rich getting richer, relatively speaking, could spell trouble for advertisers and their media agents.

As any TV salesperson knows, there are countless ways to slice the ratings salami. No surprise, then, that sorting out the relationship between the dozen and the pack is not so straightforward. Several measures suggest these top shows have not lengthened their lead, but one keen analysis demonstrates that they are, indeed, more important now than ever.

Consider the top five programs, the top 10 programs and a design-



4 **GREY'S ANATOMY** The hottest scripted show on television will really put ABC in the race on Thursdays.



5 **CSI** There's apparently a limitless appetite for procedural dramas on TV, and this CBS hit still beats them all.



nated middle 10 (those ranked 51-60) in the adult demo this season, versus five and ten seasons ago, according to Nielsen data provided by Carat USA. The top 10 was 109 percent above the middle 10 this season, 119 percent above in 2000/01 and 71 percent above in 1996/97. So the top 10's advantage has grown over a decade, but not versus five years ago. Conversely, the top five versus that middle 10

showed a bigger spread a decade ago (+179 percent) than it does this year (+154 percent). No clear trend emerges here.

That does not surprise Barry Fischer, executive vp/market strategy at Turner Broadcasting. He splits network programs into thirds, admittedly a more blunt instrument. He reports that the top third lost 42 percent of its audience over a decade; the bottom third lost 45 percent.





6 **HOUSE** This edgy medical drama has come into its own this year as a bona-fide hit on Tuesdays.

7 **SURVIVOR: GUATEMALA** Another CBS performer that buyers thought would peter out, but has settled in.

8 **LOST** ABC's Wednesday hit may have lost a ratings step, but it still generates the most watercooler buzz.

This season, the top third was 2.5 times higher than the bottom third; ten years ago, it was 2.8 times higher. "So the relationships haven't changed much for the four networks," says Fischer, who has long been on a mission to warn advertisers away from this dread lower-tercile.

The former network buyer anecdotally suggests that even network hits just don't matter as intensely as they used to. "Remember sitting

15) is nicely balanced and NBC (0 for 15) is uniformly mediocre.

This dependence on a handful of smashes is rising. Looking back five and ten years ago, removal of its top three programs never cost any network more than 14 percent of its audience. Even at the '95/'96 apogee of Must-See Thursday, NBC lost just that amount after subtracting *Seinfeld*, *Friends* and *E.R.* The power of that extraordinary

night elevated unworthy placeholders *Caroline in the City*, *The Single Guy* and *Boston Common* to the next three slots, while NBC scored four more in the top 20 to earn its robust average rating.

Perhaps this increasing reliance on a few supernovas explains why some experienced observers instinctively believe the rich are getting richer, ratings-wise. "It definitely feels that way," says Armando, "although there's a lot of bouncing around in any one year." For one thing, the upper-midrange seems to be fading away, he says. "*Idol's* at a 29 [household share], then there are a few big ones at 19 to 21 shares, then it drops to a lot of 10s and 11s. The range used to be pretty full, but now the gaps have widened between the

haves and the wannabes."

These ratings giants carry a heavier load, suggests John Rash, senior vp, director of broadcast negotiations at Campbell Mithun. "Top-rated, immediately understood programs are more important than ever in a fragmented media landscape," he says. "For audiences and advertisers alike, networks are increasingly defined by one or two or three key shows."

This argues for a hairsplitting difference between the handful of shows that matter and others that are merely very successful and profitable. For Fox, this obviously includes *Idol*, *House* and *24*; failed satellite *Unanimous* need not apply, its 10th-place finish making it a latter-day *Suddenly Susan*. ABC boasts the trinity of *Housewives*, *Grey's* and *Lost*; buyers are unconvinced that *Extreme Makeover: Home Edition* belongs in such august company, even if sponsor Sears is a believer.

CBS has two *CSIs* and *Survivor*, but *Without a Trace* doesn't get the same kind of love. As for poor NBC, well, *E.R.* kinda sorta still matters—at least it's the closest thing the net's got. *The Apprentice* used to matter but that's ancient history, more than a year ago. *Deal or No Deal* just doesn't matter in this way, says a buyer, no matter how adequate its rating.



"We're still trying to reach a lot of people in a short time in an impactful way, and these shows can do it big-time." DONCHIN

at the upfronts wondering, 'How are they gonna ambush the other guy? How will they block that?'" Fischer asks nostalgically. "It was a blood sport, but they just don't have that mentality anymore." It seems like all the nets can muster is just one battle a year, he says, in this case the touted Thursday face-off between *Grey's Anatomy* and *CSI* this fall.

Geri Wang, ABC's senior vp of prime-time sales, uses another path to a similar ratings destination. ABC clocks how many shows are 5 ratings points higher in the demo than the four-network average. This year presented four such shows—two *Idols*, *Desperate Housewives* and *Grey's* (*CSI* was close enough under horseshoe rules). Last year there were also four ratings monsters, and that upper class has stayed in the four-to-six show range for nine of the last 13 years. "It really is rather consistent," says Wang.

By now, this appears to be an open-and-shut case, but a fresh perspective blows in from Sam Armando, Starcom Worldwide's newly minted senior vp/director of television research. He removes the top three regularly scheduled performers for each network and voilà! ABC's average rating drops by 22 percent, Fox's by 27 percent, CBS' by 11 percent and NBC's by 6 percent. This demonstrates how heavily Fox and ABC bank on their biggest guns. Meanwhile, CBS (with five of the top



9 **MONDAY NIGHT FOOTBALL** This institution shifts to ESPN, but NBC's Sunday night game could revive t.



10 **CSI MIAMI** With MNF gone, CBS can expect to pick up even more male viewers at 10 on Mondays.



Okay, maybe it's not precisely a dozen. But there's still a financial point to be made here—the reason why this mattering matters. The top shows have always fetched a hefty CPM premium—they are “indexed” anywhere from 10 to 25 percent above the norm for pricing purposes, say buy-side sources. Even if evidence is mixed that the dozen are pulling ahead of the ratings pack, they may loom

larger than ever psychologically. How do buyers and sellers see it, and has that affected the premiums paid for the biggest guns?

Buyers acknowledge the tremendous importance of the top shows, but hesitate to state definitively that premiums are expanding. “We’re still trying to reach a lot of people in a short time in an impactful way, and these shows can do it big-time,” says Andy Donchin, senior vp,





11 **EXTREME MAKEOVER: H.E.** This may have the least buzz of the top 15, but it's a solid family draw.



12 **UNAN1MOUS** This reality entry lost half its *Idol* leadin, so don't count on it coming back.



13 **SURVIVOR: PANAMA** Tan bod-les, sweat, gross-out stuff...it pulls in audiences of all ages.

director of national broadcast for Carat. "They are fewer and further between, and I do think psychologically they are of extra importance. I don't know if the price gap has increased. But when you get the season finale of that big-rated show, it is extremely attractive to us—maybe even more so than ever."

Steve Grubbs, CEO of PHD, cites the law of supply and demand.



"It definitely feels [like the rich are getting richer]... The range used to be pretty full but now the gaps have widened between the haves and the wannabes." **ARMANDO**

"The scarcer a commodity, the more its value increases," he notes, "and generally speaking, that makes these shows more valuable. When the average home gets 102 channels, there are only a handful of tent-pole shows out there—shows that can have a real impact in awareness. But are premiums greater than they used to be? I don't know about that."

Ed Gentner, Mediavest's senior vp, group director, is dubious that things have changed much. "The bar has been lowered overall," he says, "but I don't think you're looking at that many fewer hits versus the industry average." Nor has he noticed "a big difference in the [CPM] gap between those hit shows and the average shows. But that could change if all of a sudden there are fewer marquee shows going forward."

Viewing this debate from the cheaper seats of cable, Bruce Lefkowitz, FX Networks' president of ad sales, takes a contrary view. "I do believe [broadcast] premiums are going up," he says, "and they'll continue to go up in an era driven by DVRs and event-television. It's definitely psychological." (His next logical step, of course, is to wonder about the "cost/value relationship" for big broadcast hits and to ask whether "audiences can be garnered with lower-rated shows.") Lefkowitz is confident that premiums are higher despite buyer denials: "They'll never tell you because that's their report card," he says.

For the record, network sellers take pride in their hits but would never be so gauche as to flaunt their indexing in public. "We enjoy doing business with new clients in new categories as a result of our improved performance, and that's part of our pricing strategy," says Wang.

"Scarcity drives value in all areas of economic activity," says Jon Nesvig, president of sales for Fox Broadcasting. "Top-tier broadcast shows remain a marketer's best value in building reach quickly."

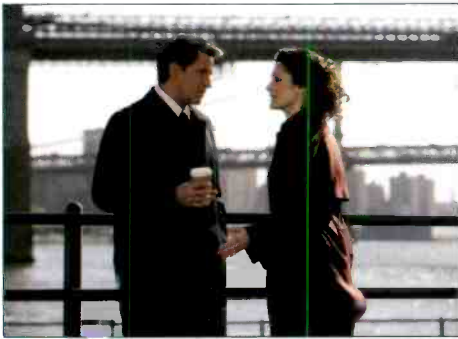
Dig a little deeper, though, and more complicated smoke signals emanate from sellers who ask not to be identified. "Premiums haven't changed in the upfront, which is driven by volume," says one network sales source. "You have a wide range of clients, from packaged goods to finance to movie companies, all of them have their price points, and we have to do business with everyone. But it could be true when you get to scatter, which has a narrower range of avails. There are much more dramatic [price] swings there, and you can put that huge premium on those five or six ratings monsters. And it may be true that premiums have

grown in individual categories."

But there are limits to how high is up. A veteran buyer, for instance, says that Fox was not fully able to monetize its runaway *Idol* ratings this season. "They had so many GRPs to sell, especially when the show was on three times a week in February and demand wasn't so high," says this source. "It wasn't cheap, but you could get deals. The same thing happened to ABC with *Millionaire* a few years ago." This buyer firmly believes the biggest factor moderating premiums in recent years has been the overall languor of the network marketplace.

Another theory on why prices haven't run away for the few surviving prime-time hits comes from Steve Sternberg, executive vp and director of audience analysis at Magna Global. "It used to be that the highest rated shows were bunched on one network," he says, referring to the halcyon Must-See Thursday. "Now they're more evenly distributed. It's very different when most of the shows that matter are all on one net."

Ultimately, size isn't everything, say those on both sides of the table. Big ratings "have that 'wow' factor," says Wang, "but any time you get a secondary target—a huge 18-34 VPH, male comp, upscale—you generate higher demand." Others note that shows that do better on the Coasts can fetch a prettier penny than those that



14 **WITHOUT A TRACE** CBS' least-heralded hit, this drama must prove its mettle on Sundays.



15 **24** Is there a more wicked and cool show on TV? It's the granddaddy of serial thrillers.

wow 'em in Dubuque. And don't discount buyer support—the shows the media community actually watches—to give a relatively low-rated show like *Alias* a relatively high premium. One buyer adds that even low-rated but prestigious cable offerings like CNN and USA's *U.S. Open* tennis coverage can rake in eye-popping premiums because “they're easy to explain to the CEO.”

Size doesn't matter any more or less than it ever did, suggests Starcom's Armando. “Some clients want the biggest audience and most buzz,” he says, “but ultimately it's about how well the concentration of a show matches your target. If I have a male target, the huge rating of [chick magnet] *Grey's Anatomy* doesn't do me any good. You want to target on strategy, not on the size of the rating.”

**It's 9PM.
DO YOU KNOW
WHERE YOUR
BRANDS ARE?**

NICK@NITE
We Play Favorites

Nick@Nite is where viewers and advertisers go for family-friendly, funny and familiar favorites. No wonder we're #1 with women and adults (18-49 and 18-34).

© 2006 Viacom International Inc. Nick@Nite and all related titles and logos are trademarks of Viacom International, Inc. All Rights Reserved. Source: Nielsen Media Research, 12/26/05-3/25/06. Based on A18-49, W18-34 & W18-34 (OOO) in each network's respective total programming day for all basic cable networks. NAN = Su-Th 9p-6a. Subject to qualifications made available upon request.

MOVERS

MAGAZINES

Meredith Kopit was named publisher of Atlantic Media's *02138*, a magazine dedicated to Harvard alumni. Kopit was most recently associate publisher of *The Atlantic Monthly*. ... **Stacey Newman Weldon** and **Andrew Mataraso** were each named account director, a newly created position, for *WebMD the Magazine*. Newman Weldon was most recently Eastern Advertising Sales Manager for *Budget Living*. Mataraso has worked in sales at Eli Lilly and Entrepreneur Media, Inc.

RADIO

John Gehron has joined Harpo Radio as general manager. Gehron was most recently regional vp and market manager for Clear Channel's stations in Chicago...

Charlotte Lawyer was named to the new post of vp of audience measurement for Cumulus Media and Cumulus Media Partners. She was formerly the director of corporate research for Susquehanna Radio. ... **Tom Poleman**, senior vp of programming and marketing for Clear Channel in New York, takes on operations manager duties for WHTZ-FM. **Sharon Dastur** was promoted to program director of WHTZ, from assistant program director. **Darren Pfeffer**, marketing director for WWPR-FM, takes on those responsibilities at WHTZ...



Tom Poleman

Aidan McCann earned senior account executive stripes at Clear Channel Radio Sales online sales in San Francisco. CCRS online is a division of Katz Media. ... **Bob Freedline** has joined Citadel Broadcasting as vp and COO. He hails from Viacom, where he served as vp, treasurer. **Patty Stratford** was moved to senior vp of finance and administration/assistant secretary, from acting COO.

MEDIA AGENCIES

Tyler Schaeffer, a veteran media agency executive, was named senior partner, worldwide strategic planning director, at MindShare North America, where he will oversee the American Express account. Schaeffer joins MindShare from (Continued on page 30)

media elite

EDITED BY LAUREN CHARLIP



Class act (l. to r.) Jeff Zucker, NBCU president; Williams; Steve Capus, NBC News president.

THE PEABODY COMMITTEE was lucky to have Jon Stewart host this year's awards for excellence in broadcast media—or so he told them. Director Horace Newcomb introduced the "Secretary of Satire," Stewart, as if he were government official. "That's why I love the Peabodys," Stewart replied, "Normally I'm a comic." A comic, he explained, falls between mime and stripper in the showbiz continuum. "But a satirist, that's very important what I do, and you're lucky to have me," he joked. Four

different news outlets won awards for Hurricane Katrina coverage: **WLOX-TV** in Biloxi, Miss., **WWL-TV** in New Orleans, **CNN** and **NBC Nightly News**. NBC anchor **Brian Williams** thanked all who helped jury-rig the telecast as conditions in New Orleans grew worse, and delivered one of the more sobering lines of the ceremony. "I'll accept this for the people of New Orleans who had the misfortune of simply being residents... They were failed by their government," Williams said. ■

Spotlight On...

Marcia Hertz managing director, SGPTV

ALTHOUGH PBS IS CAREFUL to avoid using the word "commercials" when discussing its sponsorship agreements, the broadcaster relies on its client business to keep programming operations afloat. As such, its sponsorship team takes great pains to keep PBS visible to media buyers, especially during this time of year.

Marcia Hertz, managing director, marketing and client services of the Sponsorship Group for Public Television, PBS' national sponsorship department based at WGBH-TV in Boston, says the broadcaster is always on the lookout for new spot partners.

"We pay close attention to the buying cycles because we always want to make sure that we're on the radar screens of the folks with the media dollars," Hertz says. PBS has put together some unique sponsorship deals: a series of Google spots supports its *Nova* franchise and both Arby's and Green Dog (Macy's children's apparel brand) defray the costs of producing live-action series *FETCH! with Ruff Ruffman*.

SGPTV has been increasingly nimble in aligning sponsors, says Hertz, who notes that PBS "is much more flexible" about the length of its sponsorship agreements. "We used to get season-long commitments, but the reality is the clients just don't buy like that any more," Hertz says.

Sponsoring a PBS program lends a certain prestige to a brand, Hertz says. "There's a value in aligning yourself with PBS that goes beyond television." —Anthony Crupi

MUSIC CHOICE[®]

THE LEADER IN ON-DEMAND PROGRAMMING

- Original shows, FREE music videos and exclusive artist interviews
- Averaging over 25 million views per month and growing
- Highly targeted to young adult viewers
- Guaranteed delivery measured by Rentrak

ORIGINAL SHOWS



MUSIC LOVERS NOW HAVE A CHOICE, ADVERTISERS DO TOO.

For more information contact Ad Sales Department at 646.356.9088

media elite

MOVERS

Foote Cone & Belding, where he worked for 25 years in the agency's media department...**Tom Hickey** has been promoted to media director at McKinney. He joined the agency in 2005 as a group media head. Before signing on to McKinney, Hickey served as vp, group communications director at Universal McCann in San Francisco...**Sue Zeiler** will head up a new MindShare Interactive Campaigns office in Chicago. She is formerly director of interactive services and strategy at Noble-BBDS.

CABLE

Lifetime Networks tapped former NBC Universal executive **Dan Suratt** to fill the newly created position of executive vp, digital media and business development.



Dan Suratt

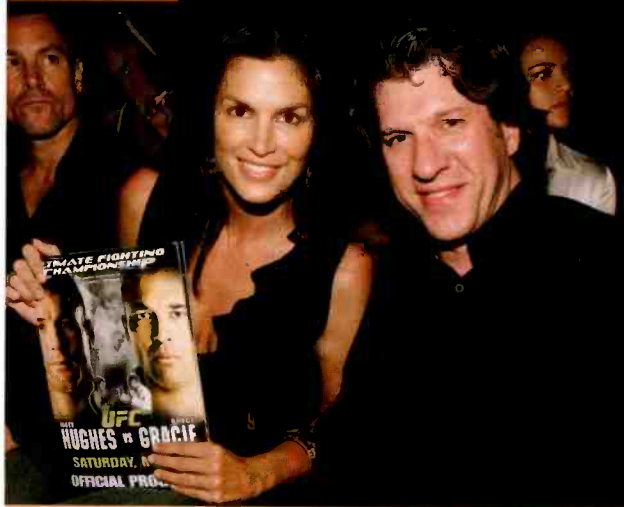
In his new role, Suratt will be responsible for operations, editorial and business development for Lifetime's Web site, wireless initiative and interactive platforms...**Lisa Wagner** has been upped to the newly created

position of director, ad sales, at YES Network. Before joining YES last year, Wagner had been an account executive at WPIX-TV in New York since 1983...**Benjamin Tatta** has been named senior vp of business development for Rainbow Advertising Sales Corporation, the advertising subsidiary of Rainbow Media Holdings...**Bob Greene** was elevated to the newly created position of executive vp, advanced services of Starz Entertainment Group. Greene, who had previously served as senior vp, advanced services, joined Starz three years ago...Comcast announced last week that **David Fellows** will step down as chief technical officer in January 2007, transitioning into a part-time executive fellow role. Fellows joined Comcast in 2002 following the MSO's acquisition of AT&T Broadband, where he had served as CTO.

INTERACTIVE

Linda Fisk has been named vp of marketing for iFilm. Before joining iFilm, Fisk served as vp of online marketing and analytics for Scripps Network.

DISH



◀ The good fight: Cindy Crawford and Brian Diamond, Spike TV's senior vp of sports and specials, ringside at UFC 60 at the Staples Center in Los Angeles May 29. UFC welterweight champion and former star of Spike's *The Ultimate Fighter*, Matt Hughes, was pitted against legend Royce Gracie.

▶ Eat your heart out, Beau Brummell: *GQ* editor in chief Jim Nelson had the fellas over for cocktails at the Museum of Modern Art June 2, in honor of menswear nominees for the Council of Fashion Designers of America 2006 Fashion Awards. Nelson (right), *GQ* associate publisher Michael Wolfe (left) and designer Tommy Hilfifer all cut a dashing figure at the party. The menswear designer of the year award went to Thom Browne on June 5.



◀ Idol worship: The team at United Stations Radio Networks are huge fans of *American Idol*. The love was returned when *Idol* winner Taylor Hicks—fresh off of the season finale—stopped by the USRN studios for interviews with Launch Radio Networks and affiliates May 30. Hicks, who refers to his fan base as the "Soul Patrol," cheerfully gave 13-14 interviews. From left to right: Dave Ankers, director of operations, Launch Radio Networks, Hicks and satellite tours director Eileen Sullivan.

1.4 million new subscriber orders in just 6 months!

Pretty impressive for a launch, huh?

Call publisher Pete Haeffner at 212.852.7423 for more details.



Source: TV Guide Circulation
Department: 800,000 renewals,
600,000 new orders

CALENDAR

■ The **Breakaway Brand** will take place June 13 at the Time & Life Building in New York. Senior marketing execs will explore the differentiators of the world's most recognizable and successful brands. Go to NYAMA.org for details.

■ Paragon Media's **Planning and Buying Seminar** will be held June 14 at New York's Crowne Plaza. Advertisers, media sales reps, ad agencies and buyers will learn how advertisers translate goals into solutions, and how media is selected and purchased. Go to paragonmedia.com.

■ The **Circulation Management Conference and Expo**, for newspaper and magazine circulators, will be at the Hyatt in Chicago June 14-16. It will cover fresh approaches to circulation challenges, and will discuss partnership marketing. Go to circmanshow.com for info.

■ The **Online Video and Advertising Forum** will happen June 16 at the Puck Building in New York. Panels will discuss whether video should be part of an interactive marketing and advertising strategy, and what determines the success of an interactive marketing campaign. Register at registration@incisivemedia.com.

■ National Sports Marketing Network will host the **Sports Licensing Summit** at Licensing 2006 International on June 20. The event will feature major sports properties and leagues. Licensing execs will discuss emerging trends, wireless opportunities, and licensing. Pre-register at sportsmarketingnetwork.com.

■ American Research Foundation will hold its first **Annual Audience Measurement Symposium** June 20-21 at the Millennium Hotel in New York. It will discuss the new alternative measurement systems. For more info, go to thearf.org.

■ *Mediaweek* will host the **Media Plan of the Year** awards on June 21 at the Rainbow Room in New York. More than 300 top media, marketing and advertising professionals will be at the luncheon to honor the most effective and creative media plans of last year. Contact ablod@adweek.com for more info.

TiVoCast Shifts Web Videos to TV

TiVo last week launched TiVoCast, which allows subscribers to transport video content from the Internet to their televisions. Subscribers can search for and select specific content through TiVo's Showcase and search menus, and then download that content for viewing on their TVs. As part of the launch, TiVo announced several new content distribution deals, including pacts with the National Basketball Association, the Women's National Basketball Association, *The New York Times*, Heavy.com, iVillage and CNET, all to supply video footage to TiVoCast.

FX Picks Up *The Shield* for 7th, Final Year

FX has picked up its gritty police drama, *The Shield*, for a seventh and final season of 13 episodes. The sixth season, which will consist of 10 episodes, will kick off early next year. Season five of *The Shield* averaged 2.8 million total viewers during its Tuesday night premiere runs. With repeats, the show lured an average audience of 5.65 million. FX has also ordered 13 episodes of a new one-hour drama series, *Dirt*, to be produced by Courtney Cox and David Arquette.

Gannett Acquires Tribune's WATL-TV

Following Tribune's recently announced intention to sell its non-core assets and buy back \$75 million shares of its stock, the company is selling WATL-TV in Atlanta to Gannett Broadcasting, owner of 21 TV stations, for \$180 million. The deal will give Gannett its third duopoly, with one in Jacksonville, Fla. and one in Denver, pending the acquisition of KTVD-TV. WATL-TV will become a MyNetwork TV affiliate in September and will be paired with WXIA-TV, Gannett's NBC affiliate in the market.

World Cup Games Air on FM Radio

For the first time, World Cup soccer games (June 9-July 9) will be heard on FM frequencies, notably on Entravision Communications' KLYY-FM in Los Angeles. In addition to L.A., the Games will also be broadcast on Entravision's KZMP-FM in Dallas, KQRT-FM in Las Vegas and KSVE-FM in El Paso, Texas. National and local advertisers have signed on to sponsor the broadcasts, including McDonald's, Coca-Cola, Home Depot, Budweiser, Best Buy, Verizon Wireless and others, depending on the market.

Final Score to Compete With SportsCenter

Directly competing with ESPN's *SportsCenter*, FSN on July 3 will premiere a nightly 30-minute national sports highlights show called *Final Score*. The show will run across FSN's network of 21 regional sports channels. It will feature revolving hosts, thereby focusing on the actual highlights, rather than the commentary. *Final Score* will air live Monday through Fridays at 11:30 p.m., Saturdays at 10:30 p.m. and Sundays at 9 p.m.

JP Morgan Wins in Impressions Per Hour

According to Nielsen Sports' Sponsorship Scorecard, a comparative analysis that evaluates the effectiveness of sponsor-placed media across multiple sports, JP Morgan Chase, the top sponsor of golf's U.S. Open Men's Final on CBS, achieved 162 million impressions per hour, beating out Motorola, the Super Bowl's top sponsor on ABC, which earned 157 million. Lowe's Home Improvement, the top sponsor in the NASCAR Daytona 500 on Fox, achieved 110 million impressions per hour, above Citibank, the Rose Bowl's top sponsor on ABC, which earned 95 million. The scorecard measures televised impressions or viewers of a sponsor's logo on screen during the sports telecast.

HBO Takes *Entourage* to NY Sports Clubs

HBO has hit the gym, through a deal with Zoom Media to promote the third season of *Entourage* and the DVD release of season two. New York Sports Clubs aired season two over a private TV network, which reaches 300,000 members, last week, leading up to the third season premiere on June 11. Besides the sampling campaign, HBO also tapped Zoom's venue networks to display billboards throughout 150 gyms and 135 bars and restaurants in New York and Los Angeles.

CBS Radio Reaches Listeners Via Texts

Through an agreement with mobile content provider Vibes Media, CBS Radio is going interactive. In New York, Los Angeles and 16 other top markets, 25 stations will be equipped with Vibes' iRadio instant response text-messaging platform, allowing CBS stations to interact with listeners through text-messaging on cell phones. Listeners can make song requests, comments or votes through texting. Advertisers can also take advantage of the new platform through sponsorships tagged to the messages. ■

EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$57 per line monthly; \$343 per half-inch display monthly.** ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Karen Sharkey at 1-800-7-ADWEEK. Fax 646-654-5313.

play monthly. ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Karen Sharkey at 1-800-7-ADWEEK. Fax 646-654-5313.

ADVERTISING & MEDIA

SAVVY FEMALE ADVERTISING EXEC,

Knows all the players - negotiates best ad rates for you. Let's cut out wasted dollars and focus on what over 20 years placing media, lets me know will work My clients rave about what I've done for them, and so will you! If needed, killer creative available. FREE ONE HOUR CONSULTATION. I'LL BRING THE LATTE'S
LET'S TALK! (212) 239-0764
 Helaine Rose, President
Expert Media Solutions

AGENCY MANAGEMENT

Take a Stand For Your Brand.
 by Tim Williams - "Terrific"
www.adbuzz.com - all credit cards

ART/DESIGN SERVICES

MikeHolmesAdDesign.com

INVISION GRAPHICS

INVISION GRAPHICS offers the most creative and dynamic graphic concepts from start to finish.

- ➔ WEB DESIGN
 - ➔ COMPANY PRESENCE
 - ➔ CAMERA READY ART
 - ➔ ADVERTISING
- Call STEVE At: 718-544-7670

ART STUDIO

10 Macs. Zero hacks.
www.tengastudio.com/aw

BANNERS

FREE 68 PAGE CATALOG OF BANNERS, TENTS, FLAGS, T-SHIRTS, ETC.
 800-426-9496
WWW.BRITTENBANNERS.COM



BROCHURES

The boring brochure is over. Today, it's branding, positioning,...with flair. We're ex-DDB, O&M and Wells creatives. We can help. 203-698-1478 or bonniekatcher@verizon.net

COPY/CREATIVE

Copy: funny, serious. Smartwords@aol.com

www.CreativeCopywriter.com
 732.571.9672

COPY/HUMOR SPEECHES

www.thecorporatecomedywriter.com

COPYWRITING

www.BordenWritesCopy.com

DIRECT MARKETING

CONSULTING/CREATIVE
www.EdwardNash.com

DIRECT RESPONSE TELEVISION

Charting the Return Path to Your World.
 for more information, visit
www.backchannelmedia.com

INTERNET MARKETING

Intuitive, Engaging, Dynamic!
 The Digital Marketing Specialists
 The Glovin Group, LLC
 917.670.2944/ mglovin@theglovingroup.com

JINGLES

PARODY JINGLES - ParodyJingles.com
 Impact your target demo with the music of their generation! 954-483-3654

LOYALTY & INCENTIVE PROGRAMS

Performance Driven Marketing
 Complete program design, development & reward fulfillment on state-of-the-art web platform.
www.incentivegroup.com 914-948-0904

MARKETING SERVICES

HEALTHCARE ADVERTISING SPECIALIST
 To the Consumer. To the Trade. To the Point.
 David Upright: 973.726.9655
uprightadvertising@hughes.net

MEDIA BUYING & TRAINING SEMINARS

www.mediabuyingacademy.com

MEDIA PLANNING & BUYING SERVICES

www.DirectResponseTV.com

MEDIA SEMINARS

paragonmedia.com/mediaseminars.html

PUBLIC RELATIONS

www.presscounselgroup.com

RADIO PRODUCTION

DAVE n' JER's COMEDY RADIO
 Now Playing at:
www.princeradio.com 310-508-4020

SWEEPSTAKES

SWEEPSTAKES: FOR TURNKEY SERVICES
 CENTRA MARKETING & COMMUNICATIONS
 Contact Bob Bell, COO 516-997-3147, ext 12
 or bbell@centramarketing.com

SWEEPSTAKES, GAMES & CONTESTS
 Call Marla Allberg at Ventura Associates
 (212) 302-8277 ext 3003 or
maltberg@sweepspros.com

VOICES

www.VOProfessionals.com

RADIO PRODUCTION

Think of us as your
 Department of Really Good Radio.

We write and produce radio spots...in English and Spanish.

GREAT DAY RADIO

Contact Michael Niles for demo CDs
 323/337-9033 www.greatdayradio.com Los Angeles

VOICE-OVERS

Voiceovers At The Speed Of Sound
 Rates Negotiable
www.InstantVoiceovers.com

VOICE OVER TALENT

French Canadian Female Voice-Over
 ISDN Studio 800-596-1770. fvvoice@hotmail.com

Catch A Creative Genius With Adweek Classified

OFFERS & OPPORTUNITIES

SHARE SPACE

SHARE SPACE

Sublet Midtown Space in an Agency at Far Below Market Rates.

Great space. Perfect location. Ideal for designers.

For details: 212 869-7323

FOR SALE

PUBLISHING

Perfect for sales/marketing person

Hot area, B2B, national, 6 figure net. Explosive growth, print and online. Home based OK, \$225,000.

Burbank Group 781 239-3399

EMPLOYMENT

New Business Developers

Finelight-a full-service agency that specializes in traditional and not-so-traditional marketing and advertising is currently in search of talented, sales-driven **New Business Developers** to be located in any of Finelight's five offices. Finelight seeks to grow its business in the pharmaceutical, financial services and luxury brand industries. If you are interested in creating your own opportunities and making your mark in this rapidly growing company, please apply to hr@finelight.com.

Finelight

Human Resources

101 West Kirkwood Avenue, Suite 100
Bloomington, IN 47404

www.finelight.com

Bloomington • Chicago • Jacksonville • Louisville • New York

Finelight

ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means to confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISITADWEEK.COM

In print and online,

ADWEEK MAGAZINES Classified is

THE HIRE AUTHORITY

EMPLOYMENT

MOVADO GROUP INC.



time
...irreversible
...irreplaceable
...yet, always
in fashion at
Movado



Rapid growth, at Movado Group, Inc.,

is constantly creating new opportunities. We are a global leader in the manufacturing and marketing of legendary timepieces, fine jewelry and gift designs because of our unwavering commitment to the satisfaction of our professional associates, business partners and international clientele.

Our people and products have established our prominence in the highly charged world of fashion.

We have exciting opportunities for experienced professionals in our Media Department in Paramus, NJ.

We offer attractive compensation with outstanding benefits.

Please apply on-line at <http://www.movadogroup.com/careers/>

Movado Group, Inc. is publicly traded on the NYSE.

www.MovadoGroup.com

INTERNATIONAL MEDIA MANAGER

Partner with our SVP-Media in developing media strategy to be implemented worldwide. Provide direction and oversight to our subsidiaries and agencies throughout the world. Serve as liaison for meetings and activities among multiple groups and organizations. Travel required.

U.S. MEDIA MANAGER

Partner with our VP-Media in managing all aspects of U.S. media plans, including research and analysis, strategy, implementation, merchandising and presentations.

Candidates for either position need to have: BA/BS in related field; 5+ years of general media experience; MS Office proficiency including Word, Excel, PowerPoint and Outlook; excellent presentation skills; supervisory experience. Candidates for International Media Manager also need to have 2+ years of international media experience.

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK

Classified Manager: Karen Sharkey Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$221.00, 1/2 inch increments: \$110.50 week. Rates apply to EAST edition.

Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples. The identity of box number advertisers cannot be revealed. Confidential Service: To answer box numbers ads and protect identity: (1) Seal your reply in an envelope addressed to the

box number; (2) In a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Adweek, Classified Advertising, 770 Broadway, New York, NY, 10003. If ADWEEK must typeset ad, charge is \$25.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.

HELP WANTED

Account Manager

visit imc2.com

3 years total experience; 1 year online and/or SEO experience.

Send resume to: jobs@imc2.com
Job Code: AM.SEO.NYC

EDE

DO WORK THAT MATTERS

Public Interest needs superstars who want to apply their considerable experience and talents to making the world a better place.

Immediate openings include COO/CFO, Creative Director, Managing Director, Copy writer, Long Form Writer, Art Director, Graphic/Web Designer, Account Manager, and Traffic Manager.

Send a short e-mail with your resume or a link to your work to jobs@publicinterest.tv

www.publicinterest.tv



SR. OOH Media Planner/NYC

OOH media specialist firm seeks seasoned buyer with 3-5 years experience. Interviewing candidates in NYC or willing to relocate there. Short-term training in Atlanta. Full benefits include medical, dental, 401K, etc.

Submit your resume to gsmith@wilkins-media.com or fax to 770-804-0029.

No phone calls please.

**ADWEEK MAGAZINES
THE HIRE AUTHORITY**

When it comes to cutting edge solutions for your staffing needs - we deliver more - more impact - more reach and more qualified applicants, ready to step in and fill those openings!

We can target one area of the USA or the entire country.

We will publish your ad in our award-winning magazines, and send your message across the world with our ADWEEK classifieds on-line!

Check out our classifieds at www.adweek.com, you'll be impressed by how much ADWEEK on-line has to offer!

Please call 1-800-7-ADWEEK, and we will prove how fast we can fill your jobs with great people, and how much money you'll save doing it!

Classified Advertising
1-800-7-ADWEEK

What would you do if given a chance?

As a senior level copywriter, you're a self-starter whose portfolio includes copy for a broad range of media as well as detailed corporate communications. You're at your best when you're juggling a challenging, demanding and heavily diverse workload. While your writing is compelling, responsible, product specific and grammatically correct, it is always a joy to read.

AAA Mid-Atlantic's Corporate Marketing Department located in Wilmington, DE is responsible for the implementation of the organization's global brand strategy. You'll be an integral part of a high level, talented Creative Services team, always maintaining overall quality and consistency in alignment with our AAA brand. Position requirements:

- Minimum writing experience—5 yrs. advertising copy in a corporate or agency environment, 3 yrs.—direct response.
- Ability to work in a fast-paced, highly detailed environment with strict deadlines.
- Excellent desktop computer skills.
- A high degree of professionalism and integrity.

©2006 AAA Mid-Atlantic

To apply, send your resume to: avittori@aaamidatlantic.com



aaa.com

V.P, Client Services - Yellow Pages Business Unit

Knowledge Networks/SRI, has an opening for a Client Services Vice President, Yellow Pages in our New Jersey office. VP will play a major role in marketing the Yellow Pages service, particularly the YPMR syndicated service and managing client projects. 10+ years quantitative media/ custom market research experience, preferably some supplier side.

To apply, please send a cover letter and resume to jobs@knowledgenetworks.com.

Conference/Event Director

Adweek Magazines seeks a Conference/Event Director to manage approximately eight annual events and conferences and develop new, innovative, profitable events. This position is based in New York City.

Responsibilities include creating and managing P&Ls for all events, hotel/venue contract negotiations, development of marketing plan, collaborate with sales management on the creation of sponsorship packages and marketing materials for programs, management of two staff positions responsible for executing events, utilize division/company resources for opportunities for program enhancements and new product development, work proactively with industry organizations/associations to enhance programs, liaise with industry leaders and panelists to secure keynote and figurehead speakers, work with editorial staff, publisher and/or outside consultants on development of content.

Candidate must be highly organized, have strong financial and budgeting skills, be able to establish relationships at all levels of the organization including the most senior levels. Must be able to delegate and multi-task under tight deadlines and possess a professional demeanor.

A bachelor's degree in Marketing or Business Management is preferred. 5+ years of multi-project event planning experience with budget management, proficiency in attendee marketing development and meeting planning.

To apply please send your resume, cover letter and salary history to: mmroportunities@vnuusa.com.

Be sure to reference job code CDMK-AW in the subject line.

Adweek Magazines

VNU Business media is an Equal Opportunity Employer.

**JOBHUNTERS:
Log Onto Adweek Online Today**

- Help Wanted Ads – by job type – from all six classified regions of Adweek, Brandweek, & Mediaweek
- Contacts – the names and addresses you need from fully searchable databases
- Stay Up - to - date on current news, people moves, key industry issues, account changes

Visit our Website at: <http://www.adweek.com>
e-mail: adweek@adweek.com

**BROADCAST TRAFFIC
MANAGER**

Fast-paced creative agency based in Miami looking for experienced broadcast traffic professional. Must be organized, flexible, with excellent communication skills, to handle several national accounts. A minimum of 2 years experience in the broadcast traffic field required. Salary commensurate with experience.

Please submit all resumes to: jobs@cpbgroup.com

Crispin Porter + Bogusky

**THREE AUDIENCES
FOR THE PRICE OF ONE**

For one low price, your Classified ad appears in three different magazines:

**ADWEEK Classified,
BRANDWEEK Classified,
and MEDIaweek
Classified.**

THREE FOR ONE . . . not a bad idea.

Call
1-800-7-ADWEEK
or just Fax it to:
(646) 654-5313

**ATTN:
FREELANCERS**

ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, you need to advertise now.

Call for info
1-800-7-ADWEEK

Culture Trends

NIelsen MEDIA RESEARCH

TOP ONLINE

PUBLIC SERVICES ADVERTISERS

U.S., Home and Work

Week ending May 21, 2006

Company	Impressions (000)
1. GUS Plc	1,135,900
2. American InterContinental Univ.	989,769
3. Apollo Group, Inc.	426,514
4. U.S. Federal Government	55,442
5. DeVry Inc.	52,839
6. Notre Dame de Namur Univ.	32,722
7. ImpactOnline	27,162
8. DonorsChoose, Inc	26,160
9. Red Cross and Red Crescent	23,368
10. Care	15,845
TOTAL	3,096,679

SOURCE: Nielsen //NetRatings AdRelevance

Note: AdRelevance reporting data reflects advertising activity served on pages accessible via the World Wide Web and not within AOL's proprietary service.

THE HOLLYWOOD REPORTER'S BOX OFFICE

THIS WEEK	LAST WEEK	PICTURE	WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS
1	NEW	THE BREAKUP	39,172,785	3	39,172,785
2	1	X-MEN: THE LAST STAND	34,017,247	10	175,348,409
3	3	OVER THE HEDGE	20,647,284	17	112,357,940
4	2	THE DA VINCI CODE	18,610,187	17	171,966,151
5	4	MISSION: IMPOSSIBLE 3	4,684,544	31	122,669,375
6	5	POSEIDON	3,492,361	24	51,760,587
7	6	RV	3,204,449	38	61,710,810
8	7	SEE NO EVIL	2,041,172	17	12,405,131
9	22	AN INCOVENIENT TRUTH	1,356,387	12	1,937,361
10	8	JUST MY LUCK	854,653	24	15,600,317

For week ending June 4, 2006

Source: Hollywood Reporter

Your Complete Advertising News Source

Provides comprehensive coverage of the advertising industry by reporting the inside stories on client-agency relationships, new campaigns and successful strategies in advertising.



Subscribe Today!
Savings of over \$46!

- Industry Media Forecast • Q&A with John Wren
- Bob Greenberg on Digital Content • Marian Salzman's '06 Predictions
- Technology Curve Balls by Catharine P. Taylor
- Blogs Gone Wild by Tim Nudd
- The New Boutique by Eleni Theria Parpis
- Stock Analysis by Alan Gottesman

REASONS TO SUBSCRIBE:

- Definitive source for advertising and agency news, information and opinion.
- Special Reports such as Agency Report Cards, Creative All-Stars, and Agency of the Year.
- 24/7 access to exclusive web content with your print subscription.



YES!

Please sign me up for one year (49 issues) of ADWEEK at the special price of \$149! That's a \$46.50 savings off the cover price. My subscription will include one year access to "Subscriber Only" content on ADWEEK.com.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail (Necessary for Online Access) _____

Nature of Business _____

Payment Enclosed

Bill Me

Charge My: VISA MasterCard AMERICAN EXPRESS

Card # _____

Exp. Date _____

Signature _____

- Canadian subscriptions \$199; Foreign \$319 (Canadian residents please add GST)
- U.S. subscriptions add appropriate sales tax in DC, GA, MA, MO, SC, & TN.
- Your subscription may be tax deductible.
- U.S. funds only.

For faster service, subscribe online at:
www.adweek.com/subscribe
Call toll-free 800-562-2706 or fax 646-654-5518

WWW.ADWEEK.COM

Creative Best Spots



There's a trend in creative spots... (text partially obscured)

... (text partially obscured)

National News

At 4A's, Harsh And Uncertain

Media change is coming fast... (text partially obscured)

MEDIA 2005 AGENCY REPORT CARDS

More Shifts, Competitors

NewBusiness

Global Media Agency of the Year

OMD Worldwide

Global Agency of the Year



ADWEEK

WPP-Benetti Dispute Takes Odd Turn

Omnicom Extends Its Reach in China

Failed Names Feuerman CD

DMA Will Map

Find your target audience throughout the U.S.

In-depth information on your local area.

Adweek covers the entire scope of marketing communications, including advertising, public relations, direct sales promotion, and entertainment and sports marketing.

• Creative section highlights reviews of current campaigns from a cultural perspective and rotates among trends, key players and issues.

• Special Reports including Global Agency of the Year, Agency Report Cards and Global Media Agency of the Year.

• New Business and National News covers developments in creative, interactive advertising, budgets and more.

Adweek's user-friendly Web site and e-newsletters deliver vital industry news quickly and effectively right to your desktop. Coverage includes incomparable and in-depth coverage of regional advertising markets, comprehensive creative coverage, and a valuable database of archived material for research and trend information.



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 956 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK SUBSCRIPTION DEPT
PO BOX 16569
NORTH HOLLYWOOD CA 91615-9458



These examples are only a glimpse of what Adweek and Adweek.com have to offer.

SUBSCRIBE TODAY!



The future starts July 17th

Will you be there?

Conference Update:
GENERAL SESSIONS SPEAKERS



Judy McGrath,
Chairman & CEO
MTV Networks



June Blocklin
Vice Chairman
Young & Rubicam Brands



Steven Levitt
Author
Freakonomics



Donald McDonald
Vice President and
General Manager
Digital Home Group,
Intel Corporation

Register now for the
2006 CTAM Summit
in Boston and think differently
about your business.

- ▶ Emphasis on the 4Ms: New Media, New Mobility, New Marketing, and New Management
- ▶ Convenient new Monday through Wednesday schedule
- ▶ Hurry! Hotel discounts end June 23. Log onto ctamsummit.com to book through the Boston Housing Bureau and save!

 **THE NEW WORLD**
CTAM SUMMIT · 2006 · BOSTON MON. JULY 17- WED. JULY 19

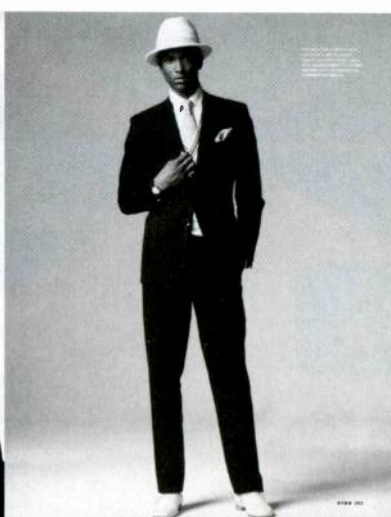
Go to CTAMSUMMIT.COM or call 703.549.4200

BY STEPHANIE D. SMITH

New Sense of Style

Vibe this fall will spin off V-Style, a lifestyle supplement that takes aim at African American men

TARGETING FASHION-FORWARD MEN IS HARD ENOUGH FOR PUBLISHERS, BUT taking aim at stylish African American males has posed a bigger challenge. *Hustler's* Larry Flynt published *Code* in 1999, but the magazine closed two years later. Since then, the genre has remained largely under-



Vibe's fall supplement (prototype pages above) will focus on everything from grooming and fashion to spirits and cars.

served, with men's magazines barely touching upon the style sensibilities of African Americans. The range of titles include the more debonair offerings of Condé Nast's *GQ* and Hearst Magazines' *Esquire*—the monthly has named hip-hop producer Pharrell and musician André 3000 Best Dressed Men in the World—as well as the laddie-inspired *King*, published by Harris Publications, and Star Media's *Smooth*.

But now the publishers at *Vibe* believe there's a market for an urban men's fashion magazine somewhere in between the two extremes. In September, *Vibe* will debut *V-Style*, a stand-alone lifestyle supplement for progressive African American men that will cover the best in fashion, footwear, cars and spirits. The supplement will be polybagged with 200,000 copies of *Vibe's* October issue, and mailed to *Vibe's* male subscribers over 21.

"*V-Style* is where they can come to learn about fashion and accessories—what's the right cigar, the right wine, the right books to have in your library, not just the ones to say you've read, but the ones you should have read to transition from a boy to a man," said Len Burnett, *Vibe's* group publisher.

Added Jeff Mazzacano, *Vibe's* corporate accounts director, who spearheaded the project, "While *V-Style* men love sneakers and rims, they don't need to be inundated with it in every book they pick up."

V-Style expands upon the widening *Vibe* franchise, which now includes women's fashion and beauty quarterly *Vibe Vixen*; *Vibe.com*, a video-on-demand channel carried on Comcast; the Vibe Awards; the Urbanworld Vibe Film Festival and Mobile Vibe. The new offering will be published in partnership with liquor conglomerate

Diageo and other advertisers (who are yet to be determined). Diageo's brands, such as Johnnie Walker and Crown Royal, will also be woven into the magazine's editorial.

Vibe will publish one issue this year tied to New York's fall Fashion Week and another tied to next spring's Fashion Week. *Vibe* and Diageo will host events nationwide to be taped and rebroadcast across *Vibe.com*, *Vibe's* VOD channel and its new MyVibe.tv streaming video network that will launch June 16. If readers and advertisers respond favorably, Burnett said *V-Style* has the potential to be spun off into its own magazine.

Burnett recognizes the challenge in wooing advertisers to a magazine that caters strictly to an urban audience. "We always get Phat Farm and Sean John, but unfortunately the big houses don't buy into the fact that this audience sets the trends and pushes them forward," said Burnett. "Or if they do, they're not investing in it." There are some high-end labels in *Vibe*, however, including Dolce & Gabbana and Izod.

Vibe has struggled as of late with its ad pages. Through July, pages fell 8.2 percent to 624, reports the *Mediaweek* Monitor.

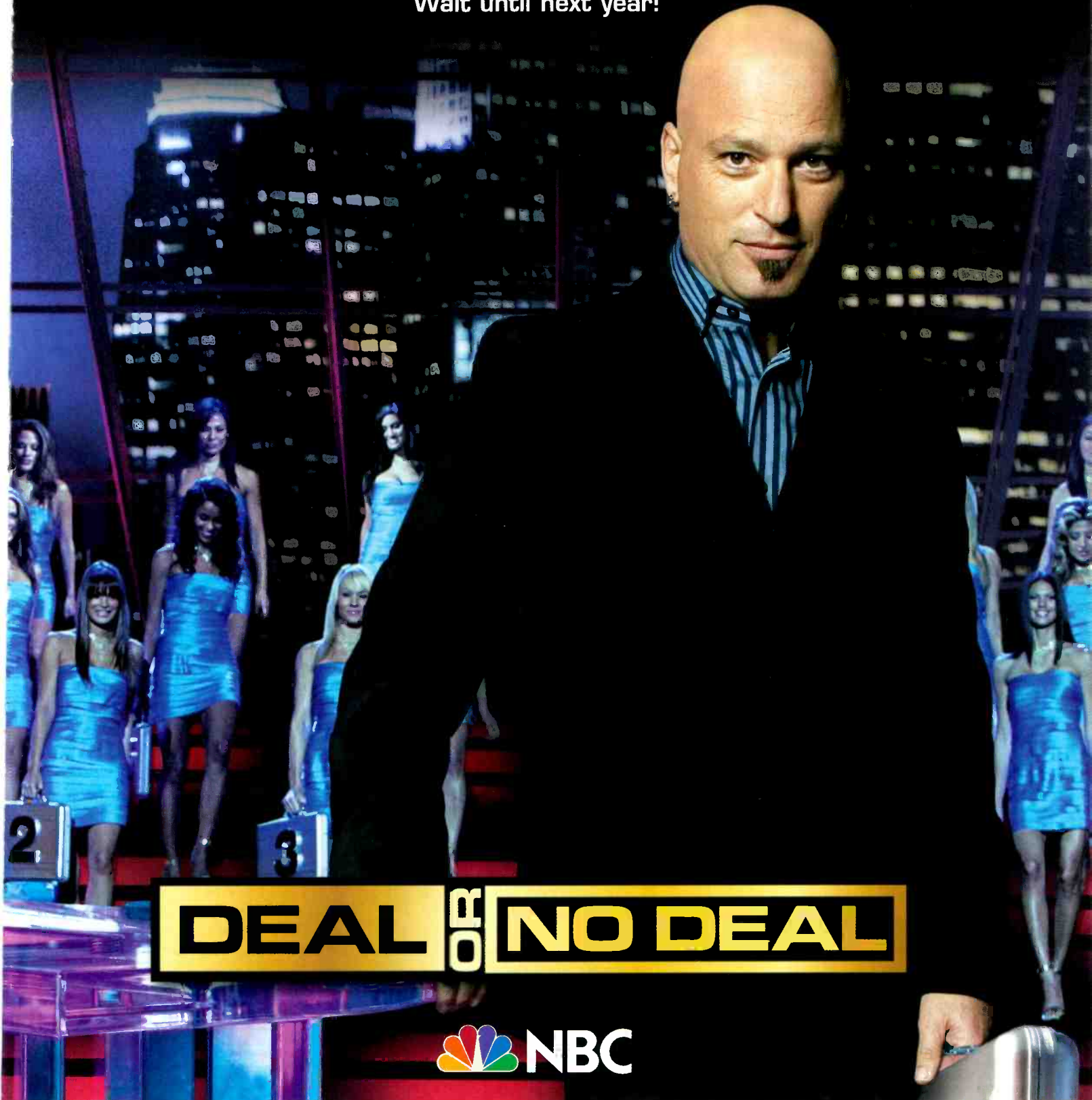
To ensure it had a strong ad base at launch, *Vibe* reached out to Diageo to be the supplement's main sponsor. Not only will the high-end feel of *V-Style* mesh with Diageo's top-shelf liquor bands, the partnership allows Diageo to safely place its ads into a 21-year-old plus environment. "*V-Style* is eclectic, [covering] technology to different people in the entertainment industry. It makes the aspirational piece a sound focus more than just the run of the mill hip-hop magazine," said Jacquie Lee, Diageo's director of multicultural marketing services.

Vibe's strategy to test *V-Style* as a supplement also lets the magazine extend the brand to new areas without risking a huge amount of capital, especially after the failure of Condé Nast's men's magazines *Cargo* and *Vitals*. Media buyers believe *V-Style* has potential. "It's an interesting concept," said Beth Fidoten, senior vp, director of print services for Initiative. "They're hedging their bet and

BIG DEAL

OVER 100 MILLION VIEWERS
#1 SHOW ON TV LAST WEEK

Wait until next year!



DEAL OR **NO DEAL**



NTI MidMinute P+P P2+ mid-minute quarter hour reach data with 75% unification Live+7 GRP(000) estimates for NBC Deal or no Deal regular & special programs 12/19/05 - 5/21/06. NTI P2+(000) estimates for regular & specials Live Same Day 5/29 - 6/4/06 (includes preliminaries). Subject to qualifications upon request.

MEDIAWEEK

MAGAZINE MONITOR

BIWEEKLIES JUNE 12, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	5-Jun	56.31	6-Jun	51.40	9.55%	595.53	654.48	-9.01%
Forbes ^F	19-Jun	211.75	20-Jun	167.11	26.71%	1,586.08	1,528.38	3.78%
Fortune [@]	12-Jun	120.62	13-Jun	75.03	60.76%	1,278.53	1,293.42	-1.15%
National Review	3-Jul	16.60	4-Jul	13.80	20.29%	230.20	212.80	8.18%
Rolling Stone	15-Jun	90.46	16-Jun	72.91	24.10%	599.71	628.33	-4.55%
CATEGORY TOTAL		495.74		380.25	30.37%	4,290.05	4,317.41	-0.63%

F=Numbers include ForbesLife; @=One less issue in 2006 than in 2005.

WEEKLIES JUNE 12, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	12-Jun	46.82	13-Jun	43.31	8.10%	1,138.80	1,176.95	-3.24%
The Economist [@]	3-Jun	41.00	4-Jun	35.00	17.14%	910.00	944.00	-3.60%
Newsweek ^E	12-Jun	38.40	13-Jun	44.71	-14.11%	829.06	810.03	2.35%
The New Republic	DID NOT REPORT					115.29	110.68	4.17%
Time ^E	12-Jun	45.33	13-Jun	35.72	26.90%	901.80	898.32	0.39%
U.S. News & World Report	12-Jun	32.41	13-Jun	47.39	-31.61%	688.20	689.06	-0.12%
CATEGORY TOTAL		203.96		206.13	-1.05%	4,583.15	4,629.04	-0.99%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	12-Jun	26.23	13-Jun	24.12	8.75%	526.38	524.14	0.43%
Entertainment Weekly	9-Jun	45.90	10-Jun	53.05	-13.48%	675.85	726.48	-6.97%
Golf World	9-Jun	57.00	10-Jun	60.83	-6.30%	596.55	623.17	-4.27%
In Touch	12-Jun	19.00	13-Jun	17.50	8.57%	345.36	270.98	27.45%
Life & Style ⁺	12-Jun	14.33	20-Jun	9.00	59.22%	193.61	167.64	15.49%
New York	12-Jun	45.90	13-Jun	119.70	-61.65%	1,370.30	1,271.60	7.76%
People	12-Jun	76.14	13-Jun	79.32	-4.01%	1,649.77	1,737.03	-5.02%
Sporting News	12-Jun	18.25	17-Jun	10.08	81.05%	333.78	346.50	-3.67%
Sports Illustrated	12-Jun	38.13	13-Jun	47.22	-19.25%	881.69	880.29	0.16%
Star	12-Jun	25.50	13-Jun	23.55	8.28%	445.33	385.25	15.60%
The New Yorker ^{@L}	12-Jun	96.15	13-Jun	114.29	-15.87%	783.82	969.59	-19.16%
Time Out New York	7-Jun	58.75	8-Jun	48.13	22.07%	1,412.96	1,405.96	0.50%
TV Guide (redesign) ^T	12-Jun	15.78	N.A.	N.A.	N.A.	365.48	N.A.	N.A.
Us Weekly	12-Jun	42.52	13-Jun	41.00	3.71%	839.99	831.32	1.04%
Woman's World	13-Jun	7.00	14-Jun	6.67	4.95%	167.66	157.99	6.12%
CATEGORY TOTAL		586.58		654.46	-10.37%	10,588.53	10,297.94	2.82%

WEEKEND MAGAZINES

American Profile	11-Jun	13.32	12-Jun	9.10	46.37%	241.21	231.35	4.26%
Life ^{@@}	16-Jun	11.98	17-Jun	9.67	23.89%	189.65	153.73	23.37%
Parade	11-Jun	16.48	12-Jun	8.31	98.32%	314.23	299.44	4.94%
USA Weekend	11-Jun	12.77	12-Jun	10.57	20.81%	330.85	306.15	8.07%
CATEGORY TOTAL		54.55		37.65	44.89%	1,075.94	990.67	8.61%
TOTALS		845.09		898.24	-5.92%	16,247.62	15,917.65	2.07%

@=One less issue in 2006 than in 2005; E=Estimated page counts; +=One more issue in 2006 than in 2005; L=double issue in 2005; T=Relaunched Oct. 17, 2005, with lower rate base; @@=Two less issues in 2006 than in 2005.

CHARTS COMPILED BY ROBIN ELDRIDGE

doing it in a way that's sponsored. That way they can see what the market demand is."

Meanwhile, *Vibe's* paid circulation fell 2.8 percent to 836,611 through the second half of 2005, missing its 850,000 rate base, according to the Audit Bureau of Circulations. Newsstand sales grew 8.1 percent. Burnett noted that total circ declined in part to Hurricane Katrina.

PreSSing On

MMR unveils latest survey

Over the years, reader engagement has been a hot buzzword, but until recently there has been little in the way of accurate data.

Last year, though, the tide began to turn. Monroe Mendelsohn Research developed the Publication Readership Satisfaction Survey, or PreSS, to help measure the qualitative attributes of magazines. The service was created to help advertisers and media buyers measure reader involvement and satisfaction from 16,000 survey participants, allowing for side-by-side comparisons between magazines.

On June 14, MMR will release its most comprehensive report to date. The 2005 PreSS survey will measure engagement across 17 metrics for nearly 200 magazines.

The survey "gives the advertising agencies the ability to take a look at how good the brands really are," said Bob Shullman, MMR senior vp and PreSS' chief architect. "This brings a new dimension to decision-making

as it effectively demonstrates the strengths of a publication vis-à-vis its competition."

Participants provided answers to questions such as how often they read a particular magazine and how enjoyable, entertaining and informative that magazine is. The survey also asked participants about the visual elements of the magazine; for example, how memorable its covers were. The responses were then assigned a numerical rating, which advertisers can compare in a multitude of ways. For example, an advertiser can weigh a group of newsweeklies based on how many times a reader read the magazine in a given month, or how many minutes subscribers spend reading the magazine.

A sampling of the latest data reported that *National Geographic* and *Guideposts* scored high in overall excellence, while Sunday magazine *Parade* and the bimonthly *AARP the Magazine* were the top two magazines for reader loyalty.

While magazines often conduct independent subscriber studies that show reader involvement, "It's an apples and oranges comparison when one magazine [compares] does it to another," said Coleen Kuehn, executive vp, chief strategist for MPG. "With PreSS, it's an apples-to-apples comparison."

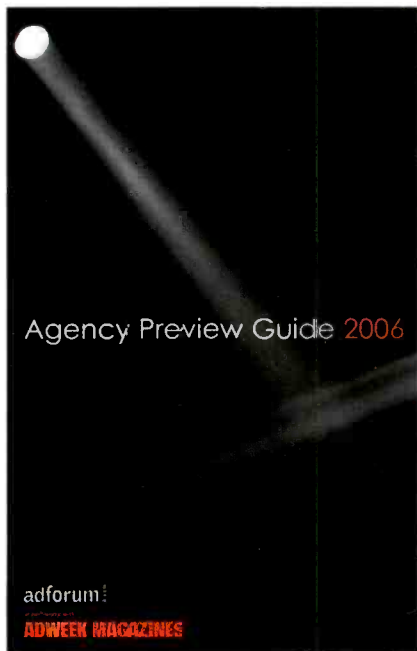
So far, many of the major media agencies including MindShare, MediaCom, Media-Vest, Starcom, OMD and MPG subscribe to the service. Interestingly, magazine publishers have so far been slow to sign on. Only two magazines from Time Inc. (*Business 2.0* and *Cottage Living*) and two from Hearst Magazines (*Veranda* and *Esquire*) are on board, in addition to independent titles *The Sporting News* and *The Economist*.

"It's the one ingredient that has been missing from media analysis, especially from the perspective of advertising agencies," said Sims Bray, publisher of Hearst's *Veranda*. The hesitancy on the part of publishers could come from the fact that the product is unproven and expensive—the PreSS study is an additional \$30,000 to \$50,000 on top of the standard Mendelsohn Affluence data that costs approximately \$60,000. "Magazines are spending a small fortune on research as it is," said Bray.

On the heels of the release of PreSS, Simmons Research this fall will unveil its own Multi-Media Engagement Survey that measures engagement for magazines, Web sites, and television in both English and Spanish. Later this year, PreSS also will expand its reach for its 2006 survey to cover cable TV networks and Web sites of both magazines and popular destination sites. ■

GET CAUGHT

...by marketers who see your product or service in the spotlight



Promote your agency in the *2006 Agency Preview Guide*, a valuable reference for marketers, containing detailed agency information including listings by city and profiles of select agencies.

- Reach 17,000 of the most high-powered executives through *Adweek* and *Brandweek* magazines
- Appear with the year's most-referenced issues: *Best Spots/Media Plan of the Year* and *Superbrands* (the Guide will be polybagged with these issues)

Please book by June 22!

Call 646-654-5110 or e-mail briehl@adweek.com.

The Guide is jointly produced by **adforum**.com and **ADWEEK MAGAZINES**.

BY MARC BERMAN



HBO's Midlife Crisis

SINCE THE WORST OF THE SOPRANOS IS STILL BETTER TV THAN MOST scripted dramas on television, even a disjointed season like the one just concluded left this fan craving for more. But after waiting two long years for this latest batch of 12 episodes, another seven-month delay for the

final eight shows is absolutely maddening. It's excruciating! And the decline in ratings for *The Sopranos* this year tells me that HBO had better find a solution to this haphazard scheduling, or more viewers are unlikely to find their way back to the premium channel (which won't be so premium for much longer now that *Sex and the City*, *Six Feet Under* and *Oz* are history and *The Sopranos* and *Deadwood* are heading for the land of the fishes). Can you imagine a broadcast network only airing 12 episodes of one series in two years?

The programming on HBO may be good (extraordinary, at times) but nothing—not even *The Sopranos*—is worth waiting that long for, particularly given the rise in alternative programming options. By delaying the start of *The Sopranos*, and putting other shows like *Curb Your Enthusiasm* on indefinite hiatus (When was the last time we saw an original episode of the Larry David sitcom?), the cable network is setting itself up for a fall. A viewer will only stay interested for so long, after all.

Even a stellar *Sopranos* would have been disappointing this season. The long delay inflated expectations. After waiting two years, we expected a miracle. When we didn't find one, we bitched, we moaned and now we are annoyed that the season is over already. And when you piss off a fan, the results in the long-run can negatively impact the entire network.

Although the rules on cable may be different, the priority is still the audience. HBO

has to learn that you cannot play with the emotions of a loyal TV fan by holding back for 24 months, whetting his appetite, then pulling back again.

Six seasons into *The Sopranos* we have seen just 77 episodes. I have debated the value of quality versus quantity, and often side with quality. But the dozen we had this season were nothing extraordinary. Tony on the verge of death, Paulie Walnuts learning the truth about his mother and lazy A.J. wandering about were nothing more than soap-opera ploys that you can find in daytime. And in the two years since we bid adieu to Carrie, Miranda, Charlotte and Samantha, nothing (including failed *The Comeback* and upcoming *Lucky Louie*) has come close to matching the flawless chemistry of *Sex and the City*. Let's face it: HBO is in a slump, and the demise of *The Sopranos* will only make matters worse.

Is HBO the NBC of cable? Could it eventually rebound?

I give HBO credit: It morphed from a destination movie channel to one that shaped the cable landscape with its made-for movies

such as *And the Band Played On* and *Barbarians at the Gate*, then became the home of must-see regularly scheduled TV that all but guaranteed its participants Emmy accolades.

But right now HBO is at a low point. Even an "A" list show like *Entourage* is too inside-Hollywood to appeal to a large audience, and the amount of original programming on the channel is limited. HBO once had a knack for satisfying the appetites of many with fare we could all relate to. But, does something like the recently introduced *Big Love*, a tale of a polygamist and his family, play all that well outside of the big cities? So far it hasn't. A troubled man talking to his therapist about family and work problems, four single New York women, and a dysfunctional family who ran a funeral business all worked because we recognized these types of people. A spoiled, neurotic actress on *The Comeback* didn't because we could not identify with Lisa Kudrow's obnoxious character.

While there is more hope with comedian Louis C.K. as a perennially out-of-work middle-aged auto mechanic emasculated by his more successful, bread-winning wife on *Lucky Louie*, my gut tells me I would be happier with repeats of *Everybody Loves Raymond*, a show with similar appeal, on TBS. *Lucky Louie* doesn't sound very original to me, and originality is what has set HBO apart.

HBO certainly won't go away. It has come too far to not forge ahead. But in order to move forward it needs to find the next generation of hit programming. And to do so it must avoid perennial long-term absences by upping original-episode orders. Though I might choose quality over quantity, not everyone will. Waiting another seven months for just eight more episodes of *The Sopranos* will alienate more viewers. ■

HBO has to avoid the perennial long-term absences of its hit TV shows by upping the original-episode orders.

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

MEDIAWEEK (ISSN 1055-176X, USPS 885-580) is published 46 times a year. Regular issues are published weekly except 7/3, 7/17, 7/31, 8/14, 8/28, 12/25 by VNU Business Publications USA., 770 Broadway, New York, NY 10003. Subscriptions: \$149 one year, \$249 two years. Canadian subscriptions: \$199 per year. Other foreign subscriptions \$319 (using air mail). Registered as a newspaper at the British Post Office. Canadian Publication Mail Agreement No. 40031729. Return Undeliverable Canadian Addresses to: Deutsche Post Global Mail 4960-2, Walker Road, Windsor, ON N9A 6J3. Periodicals postage paid at New York, NY, and additional mailing offices. Customer Service Email: mediaweek@espcomp.com. Subscriber Service (800) 562-2708. MEDIAWEEK, 770 Broadway, New York, NY, 10003. Editorial: New York, (646) 654-5250; Los Angeles, (323) 525-2270; Chicago, (312) 583-5500. Sales: (646) 654-5125. Classified: (800) 7-ADWEEK. POSTMASTER: Address changes to MEDIAWEEK, P.O. Box 16809, North Hollywood, CA 91615-9467. If you do not wish to receive promotional material from mailers other than ADWEEK Magazines, please call (818) 487-4582. Copyright 2006, VNU Business Media Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the publisher. For reprints, please call Wright's Reprints (877) 652-5295.

HE CYCLYSM



And on the 23rd day, a new king shall rise.



Tour de France contender, Jan Ullrich

©2006, Outdoor Life Network

Cycling fans are ready and waiting to see who will succæd Lance as King, and they'll be tuning in to OLN in droves for the Tour's 23-day run. Make sure our affluent, active and brand loyal audience sees you there. Call your OLN representative or log on to chmediakit.com today.

comcast Networks



Contact us at 212-852-5100

**THE CYCLYSM: The Men Who Would Be King
Tour de France
July 1-23, LIVE 8:30AM ET, Enhanced Prime at 8PM ET/9PM PT**

I'm more than a player. I'm a field general.

I am the NFL

I live for putting it all on the line. Live Primetime Thursday and Saturday games and exclusive game re-airs, only on NFL Network.

DONOVAN MCNABB
PHILADELPHIA EAGLES

