

THE SHAPERS

NEW YORK MEDIA 200

MOGULS. THEY RUN THE COMPANIES. THEY HAVE THE POWER

FRANK BENNACK/final years of steady Hearst stewardship.
CATHIE BLACK/leadership and salesmanship boost Hearst.
MICHAEL BLOOMBERG/large ambitions, including news.
LOU BOCCARDI/steering AP to new role in digital age.
STEVE CASE/AOL on top in merger; sharing power for now.
ANDREW HEYWARD/faces on-air succession issues at CBS News.
PETER KANN/Dow Jones c.e.o. keeps eye on Journal.
ANDY LACK/top-ranked NBC News, MSNBC, CNBC in his domain.
GERALD LEVIN/he's a survivor but it's AOL's ship now.
RUPERT MURDOCH/global entrepreneur; Fox TV on the rise.

DONALD NEWHOUSE/billionaire oversees family papers.
S.I. NEWHOUSE/billionaire brother who runs Condé Nast.
RICHARD PARSONS/another chief in AOL-TW mix.
SUMNER REDSTONE/still in control at Viacom-CBS.
RICK SMITH/he is a solid, long-running Newsweek c.e.o.
HOWARD STRINGER/made deal with Sony, now living with it.
ARTHUR SULZBERGER JR./number one news organization; his NYT facing e-challenge and editorial succession.
DAVID WESTIN/every day at ABC brings a new adventure.
BOB WRIGHT/now in his 15th year as top-rated NBC c.e.o.
MORT ZUCKERMAN/it's his money and those are his opinions.

NEWSPAPERS. THE AGENDA SETTERS, STARTING WITH THE TIMES

STEVE ADLER/WSJ investigative editor, now deputy m.e.
XANA ANTUNES/new editor; but same old Post.
WAYNE BARRETT/Voice houses tough investigative reporter.
FELICITY BARRINGER AND ALEX KUCZYNSKI/bad news? Times duo will find it.
ROBERT BARTLEY/WSJ's conservative voice since 1972.
GERALD BOYD/seasoned executive; pioneering work on race.
SUSAN CHIRA/recasting the Times's Week in Review.
RICHARD COHEN/insightful Washington Post columnist in NY.
STANLEY CROUCH/unpredictable Daily News columnist.
DON FORST/keeps up with 20-somethings at Village Voice.
TOM FRIEDMAN/NYT eloquent foreign policy analyst.
MICHAEL GOODWIN/makes the Daily News run.
BOB HERBERT/prominent NYT voice for disadvantaged.
DAN HERTZBERG/Journal go-to guy; newsroom leader.
RICHARD JOHNSON/everybody reads Page Six.
PETER KAPLAN/knows his audience in irreverent Observer.
MICHIKO KAKUTANI/tough NYT critic, the queen of books.
BILL KELLER/number two in Times newsroom; what's next?
ED KOSNER/magazine techniques improve Daily News.

JOE LELYVELD/innovation amid tradition at the Times.
STEVE LIPIN/WSJ expert, call him "the M&A King."
MIKE LUPICA/word for word, still best in sports.
TONY MARRO/top editor, top paper; will NY Newsday re-emerge?
ADAM MOSS/a real magazine editor within a newspaper.
PHIL MUSHNICK/leads Post's passionate sports report.
NEW YORK TIMES PAGE ONE TEAM/Lelyveld-Keller choose, then Bodkin, Boyd, Geddes, Siegal, Whitney do it.
LES PAYNE/outspoken columnist, top editor for Newsday.
JOHN PODHORETZ/Murdoch himself couldn't get it right-er.
FRANK RICH/when he writes, still among the most insightful.
TINA ROSENBERG/gifted NYT opinion writer.
AMITY SHLAES/darling of free marketeers; now at FT.
MIKE SILVERMAN/AP m.e. sets agenda from general desk.
LIZ SMITH/still in place but the opposition is gaining.
PAUL STEIGER/steady, creative hand shapes the Journal.
PHILIP WEISS/perhaps the wildest of Observer gang.
JIM WILLSE/Star-Ledger, how good can it get?
MATT WINKLER/making Bloomberg a real news operation.

TELEVISION-RADIO: WHAT THEY SEE IS WHAT YOU GET

ROGER AILES/his Fox News Channel is changing cable news.
ROONE ARLEDGE/wisdom on high now, but ABC still listens.
MARIE BARTIROMO AND JIM KERNAN/will Money Honey and Kahuna ride out the roller coaster at CNBC?
BRADLEY ROONEY/STAHL/WALLACE/KROFT/the faces of 60 Minutes, and they just keep shining.
TOM BROKAW/NBC's top dog in ratings and around New York.
DICK EBERSOL/NBC's sports guru, but do we need the XFL?
JEFF GREENFIELD/CNN's political wise man.
DON HEWITT/still ticking at 60 Minutes.
DON IMUS/he'll sell your wares.
PETER JENNINGS/majestic millennium; a little ordinary now.
PAT KIERNAN/unique wake-up on NY One.
MATT LAUER AND KATIE COURIC/best in the morning.
DAVID LETTERMAN/monologues are biting commentary.

RUSH LIMBAUGH/anti-New Yorker broadcasts from NY.
TIM McCARVER/ex-baseball player with major league insights.
PHYLLIS MCGRADY/NBC secret weapon; enterprise specials.
LORNE MICHAELS/SNL's best presidential parody ever.
BILL MOYERS/nobody's better at serious television.
JANE PAULEY/the familiar face at Dateline NBC.
DAN RATHER/off the wall election night, but all journalist.
GERALDO RIVERA/still plugging despite ups and downs.
CHARLIE ROSE/knight of his own chat-filled roundtable.
DIANE SAWYER/helping ABC morning rebound.
DICK SCHAAP/perfected TV sports interview; now, a book.
NEAL SHAPIRO/the brains behind NBC's Dateline.
HOWARD STERN/do we have to? ... he's still going strong.
BARBARA WALTERS/It's the persistence and hard work, stupid.
BETSY WEST/60 Minutes II; her latest CBS success.

ON THE RISE

JOEL CHEATWOOD/CBS O&O news chief will do anything for ratings.
VICTOR GANZI/likely successor to Frank Bennack as Hearst c.e.o.
MEL KARMAZIN/ruthless cost-cutter; Redstone choice to head Viacom.
PETER OLSON AND DAN BREWSTER/Bertelsmann's commanders in New York.
ROBERT PITTMAN/he'll be running AOL Time Warner day to day, no matter what the titles.

ALIX FREEDMAN/writers like her are what make the Journal a great paper.
NICHOLAS KRISTOF/strong writer; moves into NYT management role.
JOANNE LIPPMAN/launched the Weekend Journal, now a deputy m.e.
MICHAEL ORESKES/on the masthead but the new assignment is tough; Times TV.
HOWELL RAINES/the clear voice on Times editorial page, with a bright future.
SELENA ROBERTS/a different NYT perspective on sports.
ANDY ROSENTHAL/Times foreign editor could follow in father's footsteps.
JON WOLMAN/new executive editor at AP; made Korea story work.
MICHAEL MILLER/WSJ front page editor; making a mark.

FRANCESCA AND RUSSO/no, it's not a restaurant; hot sports talk from WFAN.
SEAN MCMANUS/riding with Super Bowl; Tiger Woods as CBS sports guru.
JIM NANCE/CBS's best sports face; you'll see a lot of him this year.
BILL O'REILLY/lots of opinions for Fox, and a best-seller too.
BRIAN WILLIAMS/NBC's Prince of Wales to Brokaw's king.

MAGAZINES: MANHATTAN IS TRULY THEIR CAPITAL

WALTER ANDERSON/under the radar; Parade flourishes.
KEITH BLANCHARD/Maxim's sex formula keeps working.
MYRNA BLYTH/makes Meredith magazines work.
MARIE BRENNER/still takes on the big ones for Vanity Fair.
STEVE BRILL/Content is just one of many balls he has in air.
TINA BROWN/will she vanish into a Hollywood black hole?
KEVIN BUCKLEY/Playboy is just one of his triumphs.
BETSY CARTER/launched My Generation; facing age head-on.
GRAYDON CARTER/Vanity Fair, gossipy but compelling writing.
JOHN MACK CARTER/still listened to at Hearst.
BILL COLSON/keeps Sports Illustrated rolling.
ART COOPER/old pro keeps GQ competitive.
FRANK DE FORD/talking more on NPR; writing less.
DOMINIC DUNNE/perfect match with Vanity Fair.
BARBARA EPSTEIN AND ROBERT SILVERS/still The NY Review.
DAVID GRANGER/brings new life to Esquire.
MONICA GREENWOOD/Essence, magazine and business.
JIM HOGE/making some news at Foreign Affairs.
ROBERT HUGHES/who is Time's super-critic feuding with now?
WALTER ISAACSON/new role, new owner.
JOE KLEIN/top political insights; just don't be anonymous again.
LEWIS LAPHAM/Harper's remains an intellectual meeting place.
ELLEN LEVINE/godmother of women's magazines; fixing GH.
CAROLINE MILLER/New York searching for glory days.

JOHN PAPANЕК/ESPN-The Magazine; new ideas work.
NORMAN PEARLSTINE/what will be his role with AOL?
PICK SIX: NEW YORKER WRITERS/William Finnegan, Malcolm Gladwell, Adam Gopnik, Philip Gourevitch, Hendrik Hertzberg, Jeffrey Toobin.
ANNA QUINDLEN/column in Newsweek; books too.
JOSH QUITTNER/Time technology guru and columnist.
STEVE REDDICLIFFE/don't underestimate power of TV Guide.
RICK REILLY AND GARY SMITH/SI's top writers.
DAVID REMNICK/leads New Yorker renewal; writers' heaven.
CARLITO RODRIGUEZ/The Source; hip hop's top magazine.
ATOOSA RUBENSTEIN/CosmoGirl; spin-off a hit with teens.
STEVE SHEPARD/Business Week editor just knows how to do it.
MARTHA STEWART/put her picture on cover every time; it worked.
JOEL STEIN/Time's trendy wiseguy; fame is fleeting.
CALVIN TRILLIN/he makes us laugh and think.
JAMES TRUMAN/now if we knew what he really did.
CAROL WALLACE/in the People tradition of great editing.
JACOB WEISBERG/Slate's man in NY.
JANN WENNER/his Rolling Stone is still rolling along.
MARK WHITAKER/settling in as Newsweek's top editor.
OPRAH WINFREY/not in New York but her magazine is; it's a hit.
ANNA WINTOUR/battles for the glamour award at Vogue.
MICHAEL WOLFF/New York's media writer fires big guns.
STEVE YAHN/hard-edge news upgrading E&P.

KATE BETTS/her own person at Harper's Bazaar.
JOHN HUEY/in the age of money, he's restored Fortune; adds corporate duties.
JIM KELLY/the new m.e. of Time; filling big shoes.
RICH LOWRY/young conservative voice of National Review.
RUTH REICHL/she knows her beans and her Gourmet magazine shows it.
ALEXANDER STAR/a thirty-something whiz editor; Lingua Franca.
CYNDI STIVERS/founding editor Time Out NY, new model for city magazines.
KATRINA VANDEN HEUVEL/enhancing the Nation.
FAREED ZAKARIA/made a mark at Foreign Affairs, now heads Newsweek International.



BOOKS: AUTHORS & EDITORS & AGENTS. NY IS STILL THEIR PLACE

KEN AULETTA/media guru now taking on Microsoft.
ROBERT CARO/when do we get the next LBJ part?
JOAN DIDION/coming up: a collection of essays.
ANITA DIGGS/unique multicultural appeal.
JOHN GREGORY DUNNE/observer of scabrous mores.
MORGAN ENTREKIN/downtown hipster has the Beat.
JASON EPSTEIN/still casts a long shadow over book industry.
JONATHAN GALASSI/erudite heir apparent at Farrar Straus.
NAN GRAHAM/literary midwife to Frank McCourt.
PHYLLIS GRANN/Putnam gives us Clancy and Dickens.

DAVID HALBERSTAM/next he'll look at US foreign policy.
MORT JANKLOW AND LYNN NESBITT/agent partners in work and life.
LARRY KRAMER/last angry man working on autobiography.
ALICE MAYHEW/edits Bob Woodward and Stephen Ambrose.
PETER OSNOS/serious political books keep flowing.
ANDRE SCHIFFRIN/the John Reed of book publishing.
AMANDA URBAN/super-agent list includes Bret Ellis, Tobias Wolff.
ANDREW WYLIE/clients include Hitchens, Rushdie, and Gore.
TOM WOLFE/fiction now; but still a journalist.

ANN GODOFF AND SONNY MEHTA/dueling gladiators within Random House empire.
JANE FRIEDMAN/on a roll; Murdoch's US books chief.
MICHAEL PIETSCH/youthful new head of Little Brown.

OTHERS: THESE DON'T FIT IN ANY CATEGORY

JAMES GOODALE/former Times lawyer has mini-media show.
PICK SIX: HALL OF FAMERS/Jimmy Breslin, William Buckley, Harry Evans, Pete Hamill, Norman Mailer, Abe Rosenthal.
NANCY MAYNARD/a solid voice of reason and experience.
THE REAL POWER/Doug Arthur, William Drewry, Kevin Gruneich, Tom Wolzien, Jessica Reif-Cohen, Henry Blodgett; Wall Street media analysts decide fates.
STEVE RATTNER/ex-journalist; heads media investment firm.

GENE ROBERTS AND ANN COOPER/the team that's building Committee to Protect Journalists into a global factor.
TOM ROGERS/Primedia chief expanding; ready to deal.
JAY ROSEN/Civic journalism argument stirred the news world.
HOWARD RUBENSTEIN/manages the news for politicians.
PEGGY SIEGEL/prime party-giver; you should see her list.
GARY TRUDEAU/cartoonist; Doonesbury walks NY streets.

NEW MEDIA

KURT ANDERSEN AND MICHAEL HIRSCHORN/they still believe in Inside.com and the Internet future.
JASON CALACANIS/chronicles Silicon Alley.
RICH JAROSLOVSKY/has found Web success with WSJ online.
MICKEY KAUS/Slate's emerging voice on politics.
JONATHAN KLEIN/veteran producer pioneers interactive news.
HOAG LEVINS/rebounding at Ad Age; dot-com guru.
THOMAS WEBER/WSJ e-columnist.