

CNN lets YouTube users moderate Dem debate

Candidates will have to take questions submitted via the video-sharing site

By **ABBEY KLAASSEN** and **IRA TEINOWITZ**

aklaassen@adage.com, iteinowitz@adage.com

HILLARY CLINTON HAS already asked them to vote on a campaign theme song. Tom Tancredo wonders how immigration has affected them. And Joe Biden is looking for their ideas to ease U.S. dependence on oil. But on July 23 in Charleston, S.C., Hillary, Barack and Joe will face YouTubers in front of the nation as CNN asks the online-video community: What should be asked of the presidential candidates in the next debate?

As CNN's Anderson Cooper put it to viewers, "I'm going to host it, but, basically, it is going to be your



TOM TANCREDO: Reached out to YouTubers.

questions and your YouTube videos the candidates are going to have to sit through and watch. So make them creative."

The Time Warner-owned network is expected to make an announcement this week about the format of the first Democratic National Committee-sanctioned debate, asking users to upload their questions to YouTube with the

promise that several of them will be put to the candidates that evening.

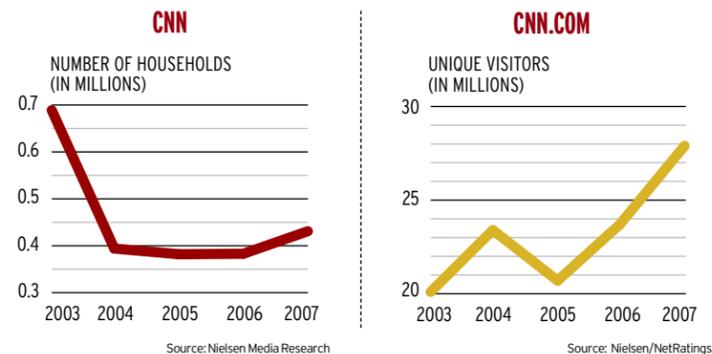
It's the latest example of the digitizing of the 2008 elections, where campaigning includes not only YouTube but social-networking sites and even fringe technologies such as Twitter. The site has created a political section titled YouChoose, and virtually every candidate has a YouTube channel—Mitt Romney, for example, has uploaded 172 videos in four months.

"I don't want to get hyperbolic about it, but it's a good first step," said Pete Snyder, a political pollster turned CEO of New Media Strategies, an Arlington, Va., online-marketing and word-of-mouth firm that recently was acquired by Meredith Corp. "The debate format, period, doesn't work well. If injecting user-generated content into the mix

See **YOUTUBE** on Page 45

GOOD NEWS AND BAD NEWS

CNN.com has soared, while the cable channel has seen steep declines



CNN the TV channel is no match for CNN the website

By **ANDREW HAMPP**

ahampp@adage.com

"I WORRY ABOUT CNN more than I do about CNN.com."

Many news junkies already feel the same way, but when the person expressing concern about the state of the 24-hour TV news network is Time Warner CEO Richard Par-

sons, the guy who ultimately runs both properties, it's pretty telling.

Mr. Parsons, who was discussing the company's entire portfolio at a London media conference last week, was positive on the subject of AOL ("we have it in a nice track") and slightly less effusive

See **CNN** on Page 44

NBC wants 'SNL' to be part of your lunch break

Net, Arby's target office workers in bid to make noon the new prime time

By **BRIAN STEINBERG**

bsteinberg@adage.com

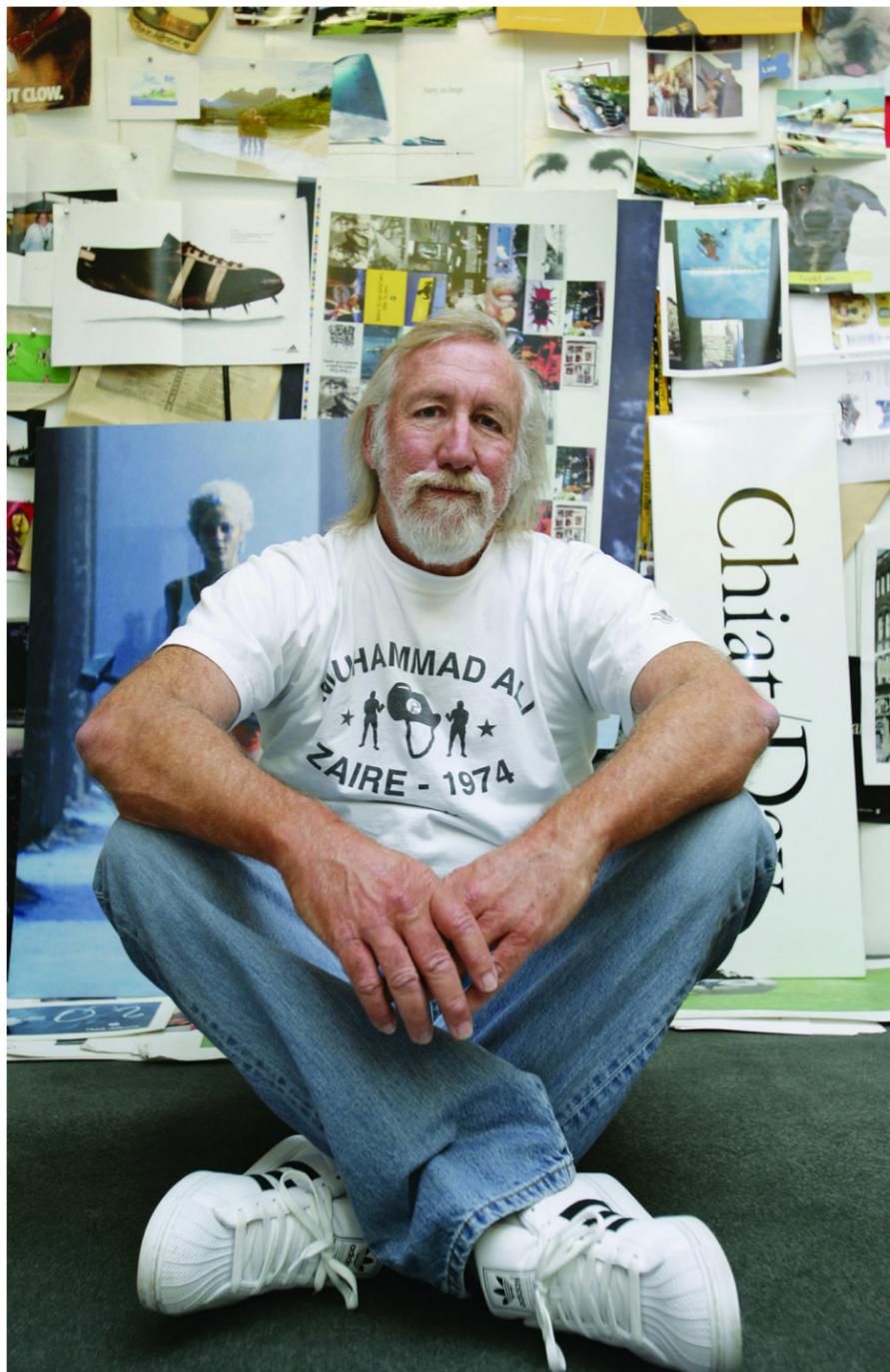
FANCY A QUICK noontime rendezvous with Tina Fey? You can have one while sitting in your office chair, courtesy of Arby's and NBC.

At thelunchbreakshow.com, hungry nine-to-fivers are served up comedic shorts from programs such as "Saturday Night Live" and "The Office"—as well as Ms. Fey's "30 Rock"—between noon and 2 p.m. in their time zones, along with a healthy portion of Arby's ads promoting food from the fast-food chain. The website, which went live in mid-May, is also part of an experiment NBC is conducting to test how much of an appetite consumers have at other times of the day for entertainment typically



KLIAVKOFF

See **PRIME TIME** on Page 44



STEPHANIE DIANI

CANNES 2007

LEE CLOW ON WHAT'S CHANGED SINCE '1984'

By **BOB GARFIELD**

bgarfield@adage.com

CANNES IS UPON US, which means all the big creative mucky-mucks will soon be on the Carlton terrace chewing on black olives and the advertising issues of the day. Tragically, Bob Garfield will not participate this year due to a much better offer elsewhere. So he grabbed an opportunity for a pre-Cannes conversation with TBWA Chairman and ad legend Lee Clow.

Are you an ad guy still?

I guess I'm an ad guy. I've been at it so long that that's, I guess, the moniker. I found my way into advertising because I loved, kind of, the art of communication. I was inspired by the '60s and Bernbach and all that stuff, that it could be smart, it could be artful, it could be interesting. So I always feel a little bit mixed, because advertising has such a, kind of, a damning definition, and at the same time, I love it when it's done well. And that's what I've tried to do for a lot of years.

See **CLOW** on Page 43