

CNN might pluck 'Moneyline' anchor from rival

By PHYLLIS FURMAN

Daily News Business Writer

CNN will look to competing business networks as part of its search to replace "Moneyline News Hour" anchor Lou Dobbs, who resigned suddenly from the network and is leaving tomorrow.

"There are people on other business news networks who are interesting," Jeff Gralnick, an executive vice president in charge of the highly profitable CNN show told the Daily News.

While Gralnick would not cite potential candidates, he

likely will look to poach talent from rival CNBC, the cable channel that dominates business news, in addition to considering choices from within his own ranks.



But Gralnick won't have an easy time snaring one of CNBC's biggest names—such as Maria Bartiromo, Ron Insana or Tyler Mathisen—since most are under exclusive contracts.

"I'd be flattered if they went after our people," sniped Bruce Cohen, who heads business

news for the General Electric-owned cable network. "I'm confident CNN won't be able to hire away our key people."

Dobbs' departure marks a major setback to "Moneyline," CNN's flagship financial show.

Over nearly two decades, the financial news titan came to personify the business show in the same way Ted Koppel is synonymous with "Nightline." Without Dobbs, CNN faces a threat to one of its most powerful franchises: "Moneyline" is among the network's most profitable shows because it

draws an extremely affluent audience that commands premium rates from advertisers.

"The loss of Lou Dobbs is a big blow to the network," said Kris Magel, an ad buyer at DeWitt Media.

"He was the man with the access to all the important money people."

Gralnick, who joined CNN just three months ago after working as a top producer for ABC and NBC, said he will take his time in announcing a new anchor.

In the meantime, several CNN financial news anchors will sit in at the anchor desk for Dobbs: long-time substitute Jan Hopkins; CNN "NewsStand" anchor Willow Bay; two CNN financial news anchors well-known for their years in New York local news, Tony Guida and Jack Cafferty; and CNNfn anchors Terry Keenan and Donald Van de Mark.

While Gralnick will be mak-



TONY GUIDA: One of many substitute anchors.

ing big changes at "Moneyline," David Bohrmann, executive vice president of CNNfn, the sister all-financial network, claimed Dobbs' departure would do nothing to change the direction of his network.

"We will move on," Bohrmann said yesterday. "The only real change is that we report

directly to [CNN chairman] Tom Johnson."

Bohrmann said that, yesterday morning, he got a call from Time Warner chairman Gerald Levin. "He told me he is his biggest fan and that he and Time Warner are committed to the network."

Johnson and Dobbs held a meeting in New York yesterday in which the two traded praise. Nonetheless, some staffers were still shell-shocked over Dobbs' sudden departure.

"There is some sense inside of not believing it," one executive said.

Looking for loose change in space

By KENNETH LI

Daily News Business Writer

Earth to Lou Dobbs: How are you going to make money now?

That was the looming question yesterday after the multimillion dollar CNN "Moneyline News Hour" anchor and president of CNNfn shocked the TV and business worlds with the news that he's leaving to help launch a Web site called Space.com.

The elusive front page for the site [www.space.com], which displayed a lone quote by John F. Kennedy on traveling to the moon, did nothing to answer the question.

Industry analysts speculated that Space.com—devoted to delivering news and entertainment on space exploration—would sell Internet ads and products from the site.

Exactly who would advertise

or what the site would sell remains a mystery.

Forrester Research senior analyst Mark Hardie said Dobbs' decision to start Space.com—its launch date is July 20, the 30th anniversary of the first moon walk—will be tough, even with his considerable contacts on Wall Street.

"To go from financial services to the final frontier is risky," Hardie said.