

# MEDIAWEEK

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## Cable Connections Falter

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*Distribution deals set with 'Chicago Trib', 'Denver Post'*

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### NEW MEDIA

#### Sign Here For Free Web Access

*Ad-supported ISP service set to launch this week*

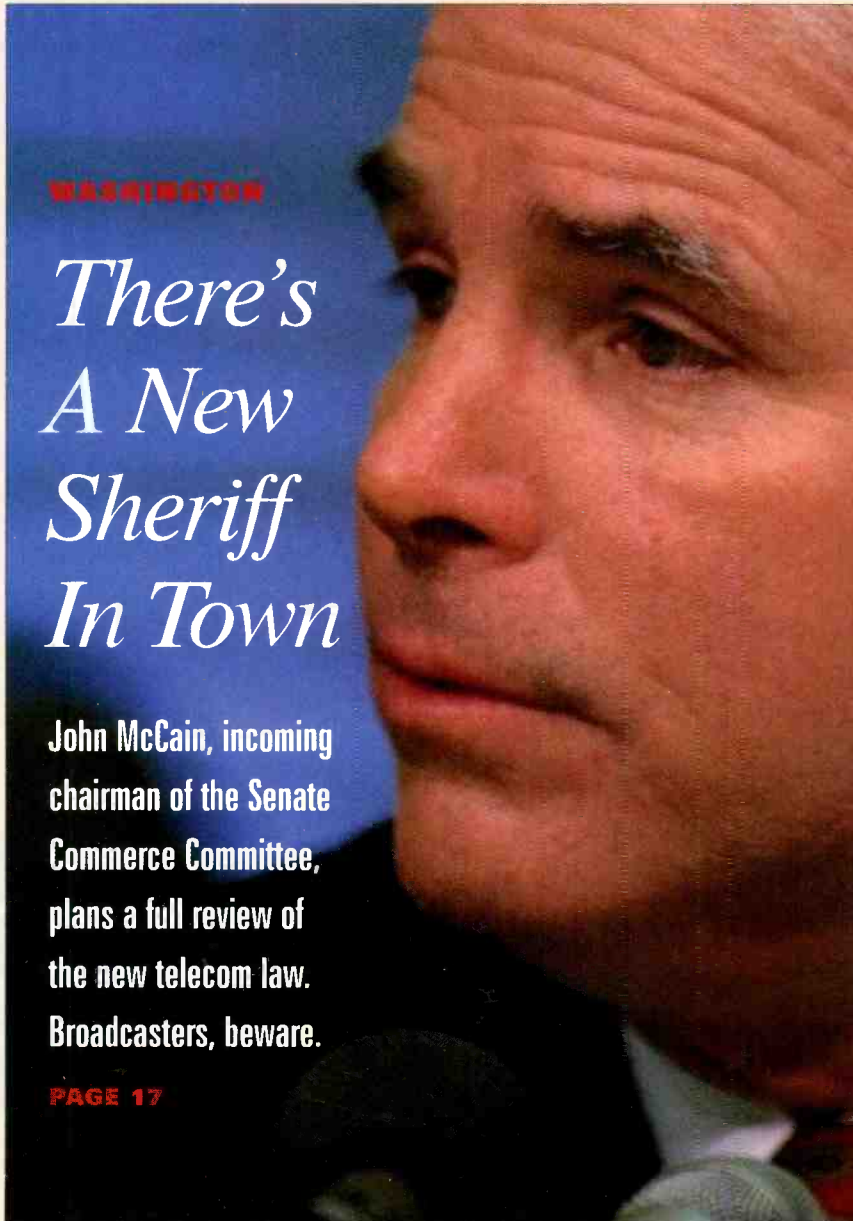
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### TELEVISION

#### Nets Nudge Nielsen

*Push for new ratings plan by NATPE*

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WASHINGTON

## There's A New Sheriff In Town

**John McCain, incoming chairman of the Senate Commerce Committee, plans a full review of the new telecom law. Broadcasters, beware.**

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### MARKET INDICATORS

#### National TV: Strong

It's a premium-priced marketplace, with both fourth quarter and first quarter '97 well sold. Pricing is running 15-20 percent above upfront.

#### Net Cable: Slowing

Fourth quarter is about wrapped for everyone, even small-to-mid sized networks. First-quarter activity has picked up, with more nets and agencies registering budgets, but no sizable deals have been cut.

#### Spot TV: Lulled

Early birds are flying in for first-quarter buys, but not in huge amounts. It looks like a buyer's market so far.

#### Radio: Mixed

Fourth quarter has been uneven. Some stations are reporting strong business, others are holding half-empty stockings. First quarter should be stronger than the tail end of '96, but buys are coming slowly.

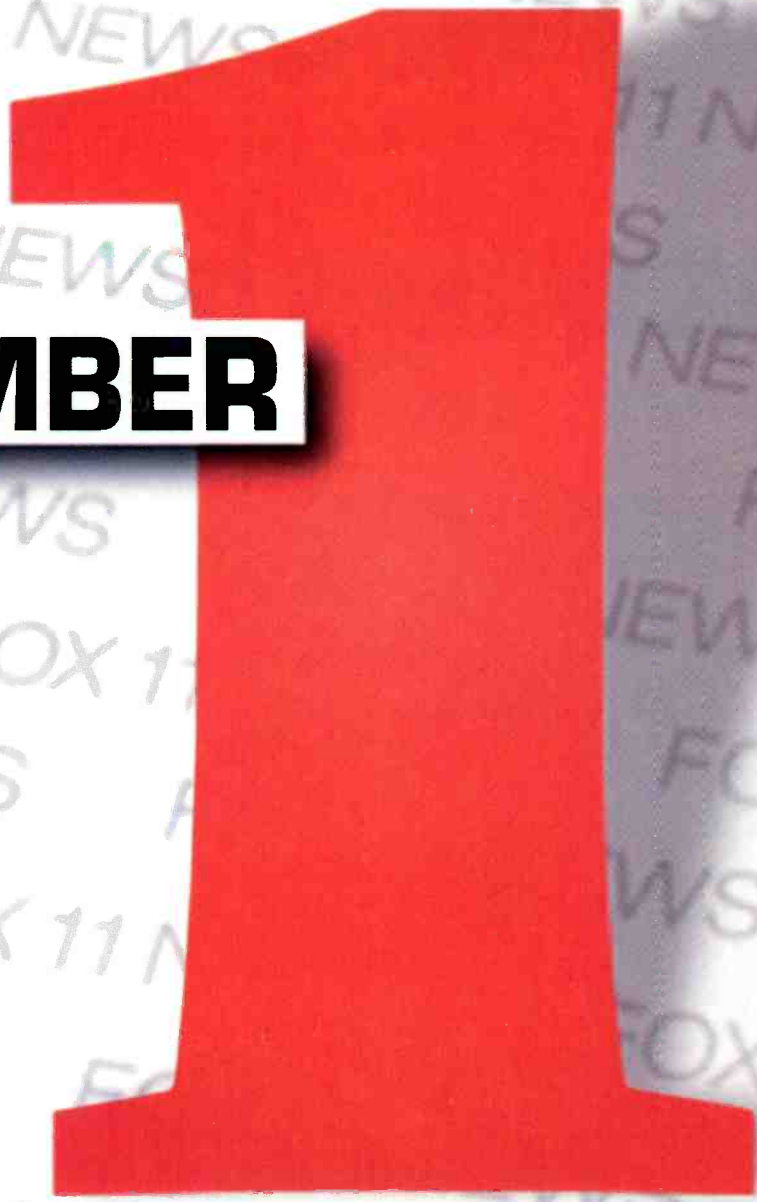
#### Magazines: Crazy

As the industry prepares to shut down till January, publishers and buyers are anxious to make deals for '97. But increasingly noncommittal advertisers are keeping publishers on pins and needles.



DENNIS BRACK

# FOX 11 NEWS AT 10:00



**NUMBER**

**Thanks for making us the  
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10 o'clock newscast...**

**AGAIN!**



**M-F & M-S 10-11pm, November 1996 NSI HH**

Laura K. Jones

DEC 27 1996

# AT DEADLINE

## Local Spot TV Up 8%, Nat'l. Gets 6% Boost

Local TV ad sales rose 8 percent and spot TV rose 6 percent in the first nine months of 1996 compared with the same period last year, the Television Bureau of Advertising reported last week. Network television sales gained a whopping 21 percent over the last nine months, while syndication posted a smaller gain, 3 percent. In sum, broadcast television ad sales were up an aggregate 13 percent over last year for the same period, due in part to brisk network sales in Olympic and political ads.

## Unusual Network Ads Slam Nielsen

The four major broadcast networks have banded together to underwrite a trade ad campaign breaking today questioning Nielsen Media Research. "Our confidence in Nielsen is DOWN," says the ad, which appears in *Mediaweek* and other publications. The logos of the four networks appear over a litany of complaints about the ratings service, which network execs have said does not adequately reflect TV-viewing habits. A Nielsen spokesperson said no one at the service had seen the ad late Friday and declined comment.



**Dick Stolley (top) and Bob Peterson will get the MPA's highest honor**

chairman emeritus of L.A.-based Petersen Publishing, and Richard B. Stolley, senior editorial adviser of Time Inc., will receive their awards at a black-tie dinner in New York on Jan. 29.

## Iger Said to Be on Eisner's Short List

Among the names circulating around Hollywood to succeed Disney No. 2 Michael Ovitz: Robert Iger, the chief executive of Capital Cities/ABC who has become close with Disney chief Michael Eisner in the year since Disney acquired the company; and Judson

Green, who runs Disney's theme parks. Insiders were saying late last week that Eisner may pluck a seasoned exec from outside the studio system. "The company will continue to say he doesn't need anyone, but the board [of directors] and Wall Street will force him" to name an heir apparent, said a former senior Disney executive.

## TV Program Ratings Headed for Trouble

A tough-talking Jack Valenti is already defending a ratings system for TV shows even before it is announced sometime this week. Washington lawmakers, parents and educational groups are asking for a more specific system to rate show content. Valenti, who led a TV industry group in forming the ratings, said the TV industry

would accept no other system. Some Hollywood production execs had suggested a system that would give details on the sexual or violent content of shows, but the ideas were not incorporated into the plan.

## Filling Florsheim's Shoes

Incoming WABC-TV president and gm Tom Kane (the soon-departing gm of WPVI-TV in Philadelphia) has not made a decision on who will succeed outgoing news director Henry Florsheim at the New York O&O. But an informal survey of senior news executives hints that Kane's choice may come from within. The best bet: current WABC assistant news director Bart Feder. The dark horse: *Extra!* executive producer David Friend. Another outside candidate is said to be news veteran Dave Davis, WPVI's current news director.

## ISL Execs Start New Firm

Peter Sprogis, formerly managing director of television for ISL Marketing AG; Stephen Dixon, formerly ISL managing director of soccer; and Tom Hipkins, formerly ISL legal executive vp, have started Prisma Sports and Media in Zug, Switzerland. The three were the key negotiators for the \$2.15 billion FIFA World Cup television contract covering 2002 and 2006 with the Kirch Group. The new company will specialize in TV production, event management, and TV rights and advertising negotiations.

**Correction:** In an article in the Dec. 9 issue of *Mediaweek*, Simmons Market Research Bureau president and ceo Rebecca McPheters' name was misspelled.

## 'Mediaweek' Takes a Holiday

The next edition of *Mediaweek* will be published on Jan. 6. The staff would like to wish our readers the happiest of holidays and a most prosperous 1997.

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# Sand in The Lines

## Friction ensues as operators and nets set different agendas

**CABLE TV** / By Michael Bürgi

**T**he cable industry's leaders at last week's Western Show convention in Anaheim, Calif., invoked historical references to explain what is painfully evident: operators and programmers are speaking an increasingly different language.

John Malone, the chairman of Tele-Communications Inc. and the cable industry's most powerful figure, talked of Egyptian pharaohs having the foresight to store grain feed for the people who built the pyramids, to help explain why cable networks should ease up on affiliate fee increases. Ted Turner referred to trench warfare in World War I as a way of describing the competitive marketplace. In short, the state of relations between cable programmers and cable operators is at about its all-time worst.

Faced with sagging stock prices and a wary investor market, operators are taking steps to rein in spiraling programming costs by cutting cable networks from their lineups and threatening others that they will be dropped as well if license fees are increased.

"We would ask all the programmers to go back and figure out their business plans without [TCI's] 18 million subscribers," Malone told a roomful of programmers and other operators. "When a programmer decides that just because he has leverage in the marketplace, he can have a paradigm of ever-increasing rates, that paradigm doesn't match

our paradigm. If it's for purely extractive purposes, we're not going to have a warm and fuzzy relationship."

Meanwhile, at no other time in the last five years has the cable programming business been in such a state of flux. Battle for control of USA Networks is continuing in the executive suites of Viacom and Seagram, the networks' two owners. Following the announcement last week by General Electric that it was no longer interested as a buyer, Bertelsmann, the German media company with significant publishing and music holdings in the U.S., surfaced as the latest suitor for the networks. Disney and Westinghouse remain interested, according to insiders at USA, though the latter has yet to stop by to look at the books. Disney is said by sources close to USA to have begun the due diligence process, poring over USA's books.

An interesting twist to the latest round of negotiations is that the price tag for USA—at a hefty \$3.8 billion—could come down if an interested buyer would agree to carry some Paramount and MCA programming for a period of years.

USA is only one of several cable networks that could soon change hands. Gaylord Entertainment Co., which owns Country Music Television and The Nashville Network, is quietly searching for a buyer, according to reports. Also, International Family Entertainment, owner of The Family Channel, continues to search for some sort of strategic partner.

"We're open to a variety of strategic relationships," said Tim Robertson, president of IFE, who said that a major buyout of the company is not imminent. "There are a lot of ways you can create that relationship without involving an exchange of equity."

E! Entertainment Television may have to wait as long as two months to sort out its ownership questions, according to sources close to Time Warner, a half-owner of E! and the channel's managing partner. Two scenarios await the nervous staffers there. The first has the other half-owner, a group of cable operators including Comcast, Cox and Continental Cablevision, buying out Time Warner's stake. Privately, E! executives say they hope that scenario will pan out. The alternative—Time Warner buying out the operators—would mean the network could be jammed into the Turner Broadcasting division, bringing on a major staff overhaul and layoffs.

The Travel Channel also remains on the block. Travel's owner, the privately held Landmark Communications, passed on Discovery Communications' \$150 million offer in May, hoping for a better offer from others. Problem is, no one else bid. Rumors of CBS/Westinghouse buying the network to use its 17 million-subscriber base as a launch pad for CBS Eye on People were scoffed at by executives at Group W Satellite Communications, who will launch the Eye service in March. The executives explained that Group W could spend less by putting cash on the table to gain carriage



**Ted Turner, Time Warner vice chairman (left), and Gerald Levin, Time Warner chairman and ceo, throw the switch marking the start-up of CNN/SI at the Western Show**

space from scratch than to pay \$150 million or more for Travel's subscribers. Plus, the Group W executives noted, Travel's affiliate contracts are onerous because they provide little or no leeway for any kind of programming changes at the service, much less a complete makeover like converting to Eye on People.

Rumors also have resurfaced that Discovery Communications could go public as early as fourth quarter 1997. Considering the company's ever-expanding reach—through retail outlets, multimedia offerings and the new Animal Planet network—a public offering could go well. But Mark Riely, a principal with Media Research Group, an investment advisor firm based in New York, cautions that those rumors have circulated before.

It certainly is no rumor, though, that the pervading feeling among cable networks is that the symbiotic relationship they have had with operators has been permanently altered, if not trashed altogether. The mood of many programmers at the convention was one of frustration, either at having to factor in the costs of paying for carriage or at knowing that getting onto a cable system no longer means that carriage is a permanent lock.

and Outdoor Life, points out that the lion's share of those networks' subscribers come from the partners. Speedvision is now in some 8 million homes and Outdoor Life reaches 5 million homes. "By design, this has been a partnered launch," Werner said.

The debate over cash-for-carriage revealed a rare difference of opinion between Ted Turner, Time Warner vice chairman, and his principal lieutenant, Terry McGuirk, who now oversees all of Turner Broadcasting System. During one convention session, McGuirk said networks would have to "ramp down programming in order to meet these goals" of paying off operators. The next day Turner stated pretty much the opposite position. "When you get distribution [by paying for it], you're improving the value of the network," said Turner. Just make sure it doesn't come out of your programming costs, Turner added.

Paying cash to get onto cable systems can work only if the systems have the channel space. Operators continue to hope that a short-term fix to that dilemma could be in the cards, courtesy of the Supreme Court. The Court is

Roger Werner, chairman of two cable networks owned by a consortium of cable operators, Speedvision

currently discussing the topic of must-carry, a government ruling from 1992 that forces cable operators to carry all broadcast stations in its marketplace. More and more cable executives expect the Supreme Court to overturn must-carry legislation on First Amendment grounds sometime this spring, and say they plan to drop stations that don't have any value to make room for the multitude of cable networks waiting to get onto cable. But at the Western Show, FCC commissioner Susan Ness warned operators that they shouldn't drop stations wholesale from their line-ups—unless the industry wishes a new wave of regulation.

There are actually a few bright spots on the cable industry's horizon, though, mostly stemming from competing distributors' woes. For the first time since it launched two years ago, DirecTV, the leading direct broadcast satellite company, generated fewer sales in November than the previous month. "The shortfall in DBS is alarming," noted McGuirk. Added Peter Barton, president of Liberty Media, TCI's programming arm: DBS will never be as big as cable—the economics are incontrovertible."

Practically no mention was made at the show of the telephone industry and its competitive advances, just as there was less talk of making telephony a significant part of cable service. Michael Bloomberg, president/ceo of Bloomberg, a news provider to the cable and radio industries, was the lone voice warning the industry not to write off the telcos. "They are the biggest threat," he said. "They are going to rent out their infrastructure" to anyone looking for another way into people's homes. "And telephone's geography is better than anyone else's. They have copper into every home," Bloomberg noted.

Another bright spot is the continuing advances in compression technology, and one company involved in it had arguably the hottest booth on the convention floor. Imedia offers hardware that can fit 24 digital program signals into the same space as one analog channel. After Malone made mention of Imedia's system in his comments, operators large and small swamped the booth with questions and orders. Though Efi Arazi, Imedia ceo, said that TCI remains the company's only client, he expects to announce several other MSO deals in the next few weeks. Imedia also is pitching the technology to telephone companies and satellite distributors.

Still, the rollout of digital set-top boxes holds the key to cable's future. TCI's Malone

predicted that in three years, 25 percent of TCI's subscriber base will be using digital set-top boxes. And he strongly hinted to programmers that those who work with him to provide programming for that digital platform will get preferential status down the line.

Meanwhile, the war between media giants Time Warner and News Corp. continues to escalate. News Corp. is threatening to yank its owned-and-operated stations, as well as New World Fox affiliates, on Jan. 1 from Time Warner cable systems in some markets where retransmission negotiations are now taking place. That would deprive viewers of those systems of the opportunity to watch the Super Bowl on Fox unless they installed traditional TV antennae and a cable/broadcast switch. Viewers who did so would find it more convenient, and often cheaper, to drop cable altogether and sign up with a DBS service. Lawsuits are filed in Tampa; other markets that could be affected include Detroit; Milwaukee; Atlanta; Kansas City, Kan.; Austin, Texas; Birmingham, Ala.; and Greensboro, N.C.

Separately, the posturing in advance of next year's negotiations for NFL cable TV rights is growing more frenzied. TNT, which shares a cable package of Sunday-night games with ESPN, will have to mount a goal-line stand to hold onto its games in the face of extreme interest from CBS, Fox and Disney. CBS needs football back on its schedule; Fox wants more football; and Disney wants more football on ESPN. Brad Siegel, TNT president, pointed out that Turner is prepared to cough up a lot more money for its package and said he feels the network has flexibility in its schedule that no other bidder will have.

And TNT, after all, has Ted Turner, who, for all intents and purposes, stole the whole Western show. He was everywhere, including in the arms of the 12 Playmates of the Year who were shilling for Playboy TV, on the convention floor. He also, with Time Warner ceo Gerald Levin, threw a massive, symbolic switch that marked the inaugural telecast of CNN/SI, the new sports news service. Turner also announced to the assembled cable executives that Michael Ovitz had in fact left the presidency of the Walt Disney Co., and then he offered the following analysis of the position of Disney chairman Michael Eisner: "Eisner's a great person, but he's got a bum ticker. If he goes, there's no one to take his place."

Turner was at his most public in hurling bile at his nemesis, Rupert Murdoch, who was not at the convention but was nonetheless a frequent topic of conversation. "He's the only guy that gets my dander up," Turner told a crowd assembled at the convention hall. "I like everybody else, now that Hitler's dead." ■

# 'Times' Expands National

*'Tribune', 'Post' will distribute; 15,000 extra sales seen on Sunday*

**NEWSPAPERS / By Jeff Gremillion**

**T**he *New York Times* will make a big push next year to convert the paper's national influence into a wider profit margin, initiating a series of editorial, production and distribution changes. In addition to a new Northeast Edition, set to debut Jan. 20, and a widely reported switch to color in the news section when *The Times* moves its production facilities to Queens next September, the paper has inked deals with third-party distributors to broaden its reach.

"By changing our production schedules, providing an early Sunday edition and negotiating distribution agreements with third parties, such as the *Chicago Tribune* and the *Denver Post*, we are expanding our availability across the country and growing our circulation," president Janet Robinson told the PaineWebber Media Conference in New York last week. "We have currently contracted with 27 newspapers. We expect growth of 7,000-10,000 weekday copies and 10,000-15,000 Sunday copies by year-end." Robinson said that as of Jan. 1 a national magazine-distribution company will exclusively handle retail distribution, reaching 120,000 retail outlets.



**The Times moves to recast itself as a vehicle for more national ads**

With the addition of a Northeast Edition, which breaks down into Boston- and Washington-focused news sections, there will be three daily editions of *The Times* Monday through Friday, Robinson said. The restructured editions are: the current three-part National edition; the four-part Northeast edition; and the main Metro edition, which will grow to at least six sections—national news, metro news, sports, culture, home and food.

The paper will take these changes to national advertisers, which already make up more than half of the paper's ad business. Robinson said the push for new advertisers will include a new nationwide branding ad campaign aimed specifically at the automotive, telecommunications, travel, financial services and insurance categories.

The *Times* president said that having three editions will offer clients national and regional options for advertising buys.

"This new strategy," said publisher Arthur Sulzberger Jr., "will turn *The Times* into a powerful national advertising revenue producer, matching the broad scope of our news report." ■

# Broadcasting on the Net

*"Push" delivery of customized content is the current killer app*

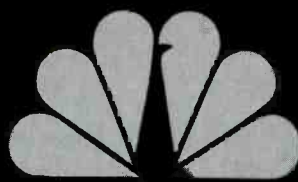
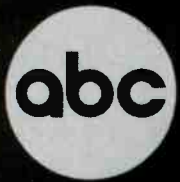
**NEW MEDIA / By Cathy Taylor**

**P**ushy, pushy. That's one way to describe the cacophony of pitches for new Internet solutions last week at Fall Internet World in New York. The show amply demonstrated that pushiness, so to speak, is well on its way to becoming the primary method by which content reaches Net users. It's the digital equivalent of newspaper publishers that deliver the morning edition on a doorstep rather than requiring readers to drop by the newsstand.

Purveyors of so-called "push" technologies

were sprinkled liberally throughout the convention floor, touting products with such names as Messenger, Arrive, BackWeb, Marimba and InterMind. "Media is about making a habit," said Andrew Anker, ceo of HotWired, which has distribution deals with a number of push media companies. "What happens in the subscription model is very nice."

The preeminent push technology, PointCast, demonstrated that its software, which pumps data to the desktop as sort of an information-packed screensaver, is not old news. PointCast



# Our Confidence In Nielsen is

## Each of the Networks has informed Nielsen that:

- The people meter sample is insufficient in today's TV environment.
- The in-tab sample rates for key demographics are the lowest in 10 years.
- Their national sample does not reflect the national demographic profile.
- There is a growing disparity between local overnight ratings and national ratings.
- Unexplained fluctuations in critical audience measurements are alarming.

**“Nielsen is not responding adequately to the industry's concerns.”**

**DOWN**

# May We Have Your Attention?

14 products offer free access

**THE INTERNET** / By Cathy Taylor

**J**ust when everybody thought that Internet access for a flat rate of \$19.95 per month was going to become the standard, one company is looking to give it away for free.

FreeRide Media, which launches its service this week, asked consumer products to pay the access bill for those willing to look at a little on-line advertising. Thus far, the New York-based company has signed deals with American Home Products, Clairol, Duracell, Hefty, IBM, Johnson & Johnson, Kodak, Lever Brothers, Nabisco, Newsweek, Prince Sports Group, TDK and Wenner Media magazines *Rolling Stone* and *Us*. Advertisers "basically pay only for sales or for qualified interaction, which they designate," said Jordan Stanley, president of FreeRide.

Obviously, consumers aren't quite getting something for nothing. People who signed up in advance for FreeRide—more than 70,000—build up credits for free Internet access by interacting with brands in a number of different ways. "FreeRide offers marketers combined promotion, research, equity building, continuity, relationship marketing and proposition testing," said Michael Perry, director of media at Nabisco.

For instance, a consumer can collect points by buying a product such as Oreo cookies, in which case the proof-of-purchase seal is sent to the manufacturer, or by going to the FreeRide Web site and responding to marketing surveys or clicking through to sponsor Web sites.

The program so far has signed with only two Internet service providers, EarthLink and InfiNet. Both ISPs will accept FreeRide points for access credit. Stanley also said that the company is in talks with other ISPs, including Netcom and AT&T WorldNet.

The service, which has been in the works for more than a year, was originally conceived at Mezzina/Brown, the New York-based ad agency. The agency has spun off the unit, FreeRide Media L.L.C., in which it retains a minority interest. ■

partnered last week with Microsoft to become the "premier content provider" on Microsoft Internet Explorer 4.0 Active Desktop—a product that is expected to transform computer screens from static presentations of data to something closer to a TV monitor. The product will comingle computing and Net needs on the PC monitor, and under the terms of the PointCast deal, the PointCast Network (which in turn has deals with media entities including CNN, *The New York Times* and now, MSNBC) will become a sort of default network that displays onscreen when the computer is not being used.

As a content provider, it's easy to see the ramifications of actively pushing media "downstream." HotWired, which has deals with PointCast, Netscape In-Box Direct, Intermind and others, believes it will attract a large base of built-in daily users from its push deals. Anker

said the company estimates that 10-20 percent of the 1.7 million PointCast subscribers, most of whom receive the service in their offices, have chosen to subscribe to the HotWired offering on that service. HotWired also gets 50,000 subs from its distribution via In-Box Direct. Anker wants to sign deals with as many different push distributors as possible. "You'll pick the push media you like the best," he said.

The services differ, sometimes markedly, in their technology and business models. While PointCast and Ifusion's Arrive, among others, ship masses of data to subscribers' desktops, others such as Intermind send users a small file, outfitted with hyperlinks back to the content provider's Web site. Such distinctions underscore how difficult it will be for media companies to make appropriate distribution decisions in the digital arena. ■

## Air Travel's World Wide Wait

Airport-terminal ads get more exposure via security crackdown

**OUT-OF-HOME ADVERTISING** / By Mark Hudis

**I**t's a touchy sell, but at least one airport-display company is telling potential customers that these security-conscious times may be good for business. Since July, when security measures were increased at all U.S. airports in the wake of TWA Flight 800's unexplained crash, air travelers have been spending, on average, 33 percent more time in airports before departure, according to a study released last

week by P&D Consultants/CTE Engineering, Inc., one of the nation's leading airport engineering firms.

For AK Media/Airport, a member of The Ackerly Media Group and the largest owner of airport displays in the country, this extra waiting time has resulted in increased exposure for all of its airport-based out-of-home displays.

**More time in the airports? A boon for display ads.**

"No medium has ever surged so dramatically as [this one] has and maintained the increase," said Jeffrey S. Brickman, national sales director for AK Media/Airport. According to the P&D/CTE study, the num-

ber of airline passengers who arrive 90 minutes before their scheduled departure time has doubled in the last six months.

The Dallas-based International Airline Passengers Association supports the findings, noting that the average time passengers wait in lines at airports has increased at least 25 percent since the summer. "Any time you can increase the rate of exposure, you increase value for your clients," said Flettene Parks Neal, vp and group media director for BBDO West.

AK Media/Airport isn't directly benefiting from the increased impression time, but the agency says it wants to pass the added value on to its customers and is working to spread the word.

In the world of outdoor advertising, airport outdoor is regarded as a good way to target affluent consumers. Studies consistently place the spending and earning numbers of airline travelers above those of the general population. "Honestly, these people love to spend," Brickman said.

The wide-open spaces of airport terminals allow varied out-of-home media to thrive, including large, long-term displays for products such as luxury cars, interactive kiosks and take-ones, and four-color dioramas.

The trend shows no signs of abating. "These numbers have maintained," Brickman added. "We see no signs that they're going to diminish." ■





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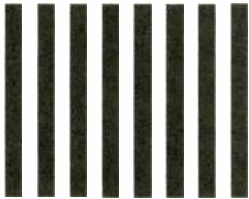
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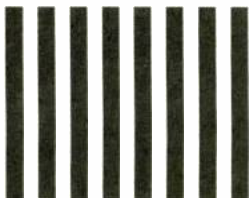
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# Seeking No-Sweeps Allies

*CBS affiliates cheer Moonves' call to end rating-month frenzy*

**TELEVISION** / By Claude Brodesser and Scotty Dupree

**C**BS is leading the march to end ratings sweeps by convincing Nielsen Media Research to spread out audience measurement over 52 weeks. An informal survey of network affiliates found widespread support for CBS Entertainment president Leslie Moonves' call for "an end to sweeps as we know them."

The network first broached the idea of ending sweeps months at a meeting with its affiliate board in October, but the board has yet to discuss or take a vote on proposal. Moonves raised the subject again earlier this month. CBS has also discussed with Nielsen the scrapping of the current measurement system.

In fact, industry execs say they expect Nielsen will propose testing an alternative measurement cycle, as well as a new business plan, at a panel on the ratings controversy next month at the NATPE convention in New Orleans.

A Nielsen rep said the company currently has no plans to unveil an alternative measurement proposal at NATPE. But "I wouldn't rule it out," said the spokesman, Jack Loftus.

A few weeks ago, the American Association of Advertising Agencies denounced the sweeps-based rating system because of the measurement distortions caused by TV stations using "watch and win" contests and stunts (*Mediaweek*, Nov. 11).

Moonves has been vocal about the network's interest in ending sweeps, which would allow the webs to spread out programming resources rather than concentrating them in three months per TV season—November, February and May.

Ending sweeps "certainly would be a plus for viewers," said John Hutchinson, president of Jefferson Pilot Communications, general manager of WBTV in Charlotte, N.C., and

soon-to-be installed CBS affiliate board member. "It would certainly be a more rational allocation of production resources," Hutchinson said.

Ending sweeps will probably not auger well for radio advertising. Eliminating sweeps "would probably compromise radio ad sales, because sweeps generate a lot of radio ads," said Hutchinson.

"A lot" barely covers it. In New York, the largest single buyer of radio ads are television stations promoting their sweeps line-ups—\$23 million a year—according to Dick McCauley, vp for broadcast sales at Competitive Media Reporting (CMR). According to McCauley, TV station sweeps ads are the third-largest source of radio ad revenue in San Francisco and Philadelphia, and the fourth-largest in Houston.

Moonves said that by concentrating resources on sweeps months, networks are left vulnerable to rival program sources, such as cable, during non-sweeps months. Broadcast networks concentrate their programming assets during sweeps as a service to their affiliates, because ratings in those months are used to set TV ad rates. The networks, on the other

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## SYNDICATION

**He's done commercials** for donuts and diet food and soft drinks. Now former New York City mayor Ed Koch has found a new TV job—as judge on a fall 1997 revival of Warner Bros.' *People's Court*. Unlike its half-hour strip predecessor (1981-93) hosted by judge Joseph Wapner, the long-expected revival with Koch will be an hour-long strip based on actual small-claims cases filed in New York. Response from New York station reps to Koch's signing was generally favorable. Katz Communications' Bill Carroll noted that the former mayor is "more of an opinionated personality than a politician these days." However, Carroll said it's too early to tell if stations will offer higher-quality, early fringe time periods (3-7 p.m.) for the hour-long show before seeing a pilot, which has not yet been produced. Nevertheless, Carroll suggests that stations may find *People's Court* an easier fit for time periods currently being occupied by underperforming talk shows. Warner Bros. had no station group deals to announce immediately for the Stu Billet and Ralph Edwards production. Meanwhile, ITC Entertainment Group is offering up *Comedy Court*, a half-hour strip with Steve Landesburg (from the sitcom *Barney Miller*) serving as judge as standup comedians play attorneys for small-claims litigants.

**Who thought Fox Sports** NFL analyst and four-time Super Bowl champion Terry Bradshaw was interested in fashion, cooking, and lifestyle trends? Well, the affable and animated former Pittsburgh Steelers quarterback has thrown his hat into the talk show ring and agreed to host a spring or fall 1997 daytime strip, *The Home Team*, which will be distributed by Fox's Twentieth Television syndication division and produced by C3 (Comcast Content and Communications). Planet Hollywood, the theme restaurant chain, is also joining in, with a pledge to provide access to its stable of celebrities, in-house chefs and fitness/lifestyle experts. The question of how Bradshaw will relate to female-dominated daytime audience prompted one competing syndication executive to wise crack, "What is this? Martha Stewart-meets-Monday Night Football?" —By Michael Freeman

hand, are monitored every day of the year by Nielsen's NTI service, which uses People Meters to gather viewer information, including demographics. Local TV stations, even in markets that are monitored on a daily basis, can get demographic information only during sweeps months. The four major sweeps are November, February, May and July, and a short list of top markets are measured again in October, January and March.

A move to extend measurement to 52 weeks a year could be accomplished by in-

creasing fees about 20 percent in those markets that already receive overnight ratings, said David Poltrack, executive vp of research for CBS. The cost in other markets, said Poltrack, could be subsidized by the entire industry, including the networks, the agencies, advertisers and Nielsen itself. "To maintain the integrity of their product and to get rid of the distortion, Nielsen should make an investment in this as well," said Poltrack. He advocates that the ratings firm reduce its fees to accommodate a 52-week rating system. ■

## Ratings System for the Net

*The battle is on again over Internet censorship and the courts*

**NEW MEDIA /** By Cathy Taylor

**T**he formation of the Internet Content Coalition last week is the latest indicator that the struggle over what constitutes "indecent" content on the Internet is far from over. The ICC, a non-profit organization composed of some 70 content providers, had been in the works for almost a year. Whether by coincidence or not, the group's incorporation came less than a week after the U.S. Supreme Court agreed to hear an appeal of the Communications Decency Act case.

Until the high court announced its decision, it was easy to think of the CDA as being in hibernation, if not comatose. No matter, "it is far from truly dead," said Maria Wilhelm, president of The Well, who conceived of the ICC idea early this year with Jim Kinsella, now general manager of MSNBC.com, when the two executives were at Pathfinder. After a three-judge panel in Philadelphia last June termed the law, in provocative legalese, a "constitutionally intolerable result," the Web cognoscenti seemed to

turn their attention to business issues, such as advertising models and whether or not to charge consumers for content.

Although many legal experts believe the Philadelphia ruling bodes well for those who oppose the legislation, people on both sides of the CDA say that the game is far from over. No matter how the court rules, there's proba-

ably a "son or daughter of CDA" lurking right around the corner, Stephen Balkam, executive director of Internet rating organization RSAC, said last week. Balkam's group is trying to make its rating system [see sidebar], in which parents set limits on what their children are allowed to see, an industry standard that will help to solve thorny issues over content regulation without government intervention.

The battle over Internet censorship pits some unusual personalities against each other—such as NBC anchor Tom Brokaw and former Gary Hart girlfriend Donna Rice Hughes. Brokaw opened the first meeting of the ICC last week, addressing a membership that included such diverse organizations as *The Wall Street*

### How Ratings Work

**G**iven the task at hand—rating every Web site for sex, violence and bad language—it's amazing that Stephen Balkam appears to be so normal. Balkam, executive director of the Recreational Software Advisory Council, is taking the lead on nudging the Internet towards self-regulation. Practically speaking, it may be the only way. The organization, which got its start in 1994 rating computer games, developed a fairly complete approach for the Net. Participating site managers—about 11,200 at last count—go to the RSAC Website (located at rsac.org) where they answer a battery of questions about content. Based on the answers, software determines a rating from 0-4 in each of four categories: nudity, sex, violence and language. For instance, the computer game *Doom* rated only a 3 in violence because the player only shoots when he's in danger. Parents take the next step by setting up their Web browsers (currently only Microsoft Internet Explorer works with the RSAC system) to screen out inappropriate and unrated sites. The concept of parents doing the final screening is central to the RSAC philosophy, which believes that determining appropriate content cannot be done along age or cultural lines. Says Balkam: "What we're saying is we shouldn't have an American nudity level and a French nudity level." —CT

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## CABLE TV

After winning the prime-time cable ratings race for the first time ever this year, TNT wants to ensure it can repeat the achievement in 1997. Among basic cable networks rated by Nielsen Media Research, TNT won with a 2.1 universe household rating, delivering 1.443 million homes. USA Network came in second with a 2.0/1.339 million homes, followed by TBS with a 1.9/1.321 million homes; Nickelodeon/Nick at Nite with a 1.8/1.201 million homes and ESPN with a 1.6/1.069 million homes. The ratings do not include the final four weeks of the year. TNT president Brad Siegel and Barry Koch, vp of research, said the network got to the top with some subtle but important strategy shifts over the last three years. First, it reduced its output of original films, making a dozen higher budget movies (between \$7-\$10 million a pop) rather than 19 less-expensive ones. As a result, ratings increased from an average 5.3 universe rating for an original film in 1992 to an average 8.4 universe rating in '96. (Ratings are based on the first three telecasts of each film because TNT has only a single satellite feed as opposed to a West coast feed.) An increase in sports programming has also contributed but Siegel estimated that, even without sports, the network could have drawn as high as a 1.9 rating. Sports does not include wrestling, which has proven to be a ratings workhorse for TNT, particularly in the delivery of younger men. TNT won the ratings race for adults 18-49 and adults 25-54. Siegel also attributed the win to the acquisition of more contemporary programming, particularly movies. The average year of TNT's movie library went from circa 1955, when TNT launched in 1988, to circa 1980.

**The cable programming** community is once again promoting responsible kids' television and viewership this April in an initiative called "Tune in To Kids and Family." In what is described as the kids version of the cable industry's Voices Against Violence initiative in 1996, 75 cable networks will schedule family-friendly shows in prime time the week of April 7-13. The effort will be spearheaded by Josh Sapan, president/ceo of Rainbow Programming Holdings. —By Michael Bürgi

*Journal*, *Prodigy* and *Playboy*.

Rice Hughes is marketing and communications director of Enough Is Enough, a Fairfax, Va.-based non-profit organization that advocates the need for a federal Internet decency law.

Both sides believe that they are doing what is best for the Internet. For her part, Rice Hughes says that the setting of boundaries will only benefit the industry, explaining that parental concerns that children will be exposed to inappropriate material have kept many families from exploring the medium's benefits. She is uncomfortable, however, with the RSAC procedure in which parents must set controls themselves. "Certainly, parents are the first line of defense," Rice Hughes said. "But in no other part of our society do we put



**No monkey business:**  
Rice Hughes

all of the responsibility on the parents."

The ICC feels that the CDA and other attempts to regulate Internet content have already had a chilling effect. "There are these [proposals] that wind up essentially creating an unstable atmosphere for doing business," Kinsella said. Large content providers could probably

pay the freight of defending themselves against alleged violations of Internet law, Kinsella and Wilhelm said. But smaller content providers see the ICC as providing strength in numbers against prosecution or lawsuits. ■

## Saturday-Morning Chores

*CBS affiliates have time on their hands after weekend kids cuts*

**TV STATIONS /** By Michael Freeman

**A** shift away from kids-oriented animated programming to adult-targeted news and talk programming is remaking the entire weekend-morning TV landscape. In order to expand its morning news and talk show programming to seven days a week, CBS is downsizing its Saturday children's slate to three hours of educational programming. The move to Saturday-morning news will mean CBS O&Os and many affiliates will have to come up with new local newscasts as lead-in programming.

The nagging question is how many affiliates—especially those in markets below the top 100—will be able to afford expanding or launching new Saturday-morning newscasts. Also still to be decided are exactly when *CBS News Saturday Morning* will air (9-11 a.m. seems most likely, say sources) and where the network's educational children's programming will be squeezed into the weekend schedule.

Stations that have never done a Saturday-morning newscast before may be in for a pleasant surprise. "We have been doing a Saturday news block [7-9 a.m.] for the last three years, and although it was a slow growth proposition, weekend news has opened a whole new avenue to adult consumers with real buying authority," says Allan Howard, vp and general manager of CBS affiliate KHOU in Houston, an A.H. Belo Corp. station. "What we're finding is that stations like ours who have pioneered weekend morning news/talk blocks are spread-

ing the gospel about how much better it is to reach the adult rather children demos."

Howard contends that KHOU's 7-9 a.m. newscast, *The Spirit of Texas This Morning*, has sold out its ad inventory for "much of the rest of this season." In the November sweeps, KHOU's Saturday-morning newscast averaged a 4.0 rating/13 share in households—a full share point better than its weekday-morning edition. Across town, NBC affiliate KPRC does as well with its 9-11 a.m. news block, averaging a 5.1/13 during the November sweeps.

John Smith, program director of Meredith Broadcasting-owned KPHO in Phoenix, says his station will supplement the kids educational lineup with syndicated kids programming. "We might think about expanding our news operations down the road, but right now we just don't have the manpower to start weekend-morning operations," Smith says.

CBS-owned KUTV in Salt Lake City has a unique answer to the manpower problem, as well as reaching out to kids. The station is actively recruiting area high school students to produce and anchor a half-hour news program. Students from 28 area high schools volunteered to work on the new magazine, set for launch in February, says Con Psarras, KUTV news director. "This is the youngest market in the country," Psarras says. "It's the best and probably only way to reach kids and get them into news that comes from their own perspective." ■

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## FORUM

### How has your local advertising market this holiday season improved or declined from the fourth quarter of last year?

#### Bill Gilreath

*General Sales Manager  
KNEW-FM/KSAN-FM  
San Francisco*

"We're finding it to be healthier than it was a year ago. Retailers are spending more and seem to be getting earlier results than they were last year. People are shopping earlier, spending more, and when retailers have an early year, it's [good for our business]. It just seems, too, that retailers are more excited, more 'up.' Many of the boutique and specialty shops are having a good year, better than last. They're not just sitting around complaining that the malls are killing them."

#### Bill Pulliam

*General Sales Manager  
KTXL-TV (Fox)  
Sacramento, Calif.*

"We're up close to 20 percent this December over last and we're having a huge fourth quarter. The automotive category has been gangbusters all year, but it seems to be especially strong right now. Fast-food and movies are also doing well. But I'm really surprised business is this good. We expected it to be up this year, but we expected single-digit increases, not double. I don't think the entire market is as strong as we are, but it's also doing well, probably up about 9 to 11 percent. That said, first quarter is kind of slow going. Nobody seems to be in a hurry to order first quarter."

#### Carey Merz

*President and General Manager  
WEMP-AM, WAMG-FM, WMYX-FM  
Milwaukee*

"Business was really good early on, in October and November, but December seems slower than nor-

mal in most categories and I'm really not sure why. It's been a great holiday season so far for retailers, from all accounts. I've talked to other radio folks and all the usual suspects are there—the jewelry stores and the department stores and the larger retailers, but we usually see more activity than we're seeing this December. The little guys don't seem to be advertising. First quarter looks very good, but holiday business isn't what we were expecting. We hit Dec. 1 and...business slowed down considerably."

**"Our business is first-rate. We're a good bit ahead of last year. November and December were very strong months for us across the board. We're seeing a lot of energy in the whole economy."**

**David Lawrence Jr.**  
*Publisher  
'The Miami Herald'*

#### Jim Gabbert

*Owner  
KOFY-TV (Independent)  
San Francisco*

"This year has been strange. Local business was up significantly, but national business was down or flat. The first two quarters of this year were on fire, but then third quarter slowed down and fourth didn't quite get going. We ended up being up 6 percent on the year, but we had hoped for 8 percent. On a local level, we're running 14 percent to 15 percent ahead of last year. But the national business, for whatever reason, is just stuck.

At the moment, January feels good—it's pacing 26 percent ahead of last year—but that could be people just booking early. We really thought with this year being an Olympic and election year [that] we'd have a banner year. It just didn't happen. It's not a catastrophe for us, but the numbers just didn't hit our expectations."

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11 PM **2** **3** **4** **30** **News** :35  
**5** **Mad About You** (CC)—Comedy 78921  
 Jamie and Paul are separated en route to her surprise birthday celebration. Ricky: John Fleck. Subway Passenger: Mark Schiff.  
**9** **Jenny Jones** (CC)—Discussion 1:00 37977  
 Scheduled topic: reuniting with an unfaithful ex.  
**11** **Seinfeld** (CC)—Comedy 45335  
 George buys a car thinking it was once owned by Jon Voight; Kramer tries to save a mom-and-pop store.  
**20** **LAPD: Life on the Beat** 94267  
**25** **Bloomberg Information Television** 83199  
**41** **Noticias**  
**47** **Noticiero** 78903  
**49** **Symphony for the Spire** 1:00 36373  
**55** **Next Generation** (CC) 1:00 68847  
 11:30 **5** **Roseanne** (CC)—Comedy 98118  
 After Roseanne throws her back out, Bev (Estelle Parsons) arrives to help out—and to help spoil the grandkids. Mark: Glenn Quinn.  
**11** **Cheers** (CC)—Comedy 27002  
 Cliff opposes crews tearing down his house to build a store, but his mother (Frances Sternhagen) wants the money so she can go to Miami. John Ratzenberger, George Wendt.  
**13** **Finding Financial Freedom** (CC) 1:30  
 "Nightly Business Report" commentary on handling personal

**NIX** **Odd Couple**—Comedy 826118  
**SC** **Sports Innerview**—Ann Liguori 465000  
**TLC** **Paleoworld**—Science 276170  
**USA** **Silk Stalkings** (CC) 1:00 513793  
 Chris and Lipschitz search for a stalker on college students. Rob Estes, Charlie Sheen.  
 11:35 **2** **3** **Letterman** (CC) 1:00 9331557  
 Scheduled: Martha Stewart; John Cleese.  
**4** **30** **Jay Leno** (CC) 1:00 9326625  
 Scheduled: Tom Selleck, singer Pat Benatar.  
**7** **Nightline** (CC)—Ted Koppel 465000  
**MAX** **\*\*\*\*\*** **Goodfellas** (CC)  
 —Drama 2:25 58603712 Ray Liotta, Lorraine Bracco.  
**SHO** **\*\*\*\*\*** **Legends of the Fall**  
 —Drama 2:15 99567083  
**FAM** **Three Stooges** (TV) 1:00  
**FNC** **O'Reilly Report**—Current  
**FX** **Picket Fences**—Drama  
**HBO** **M** **Malicious** (CC)  
**MSG** **Jets/Giants Report**  
**NSN** **Internight**—  
**MTV** **Idiot Savant**  
**NIX** **Taxi** (CC)  
**SC** **Mad About You**

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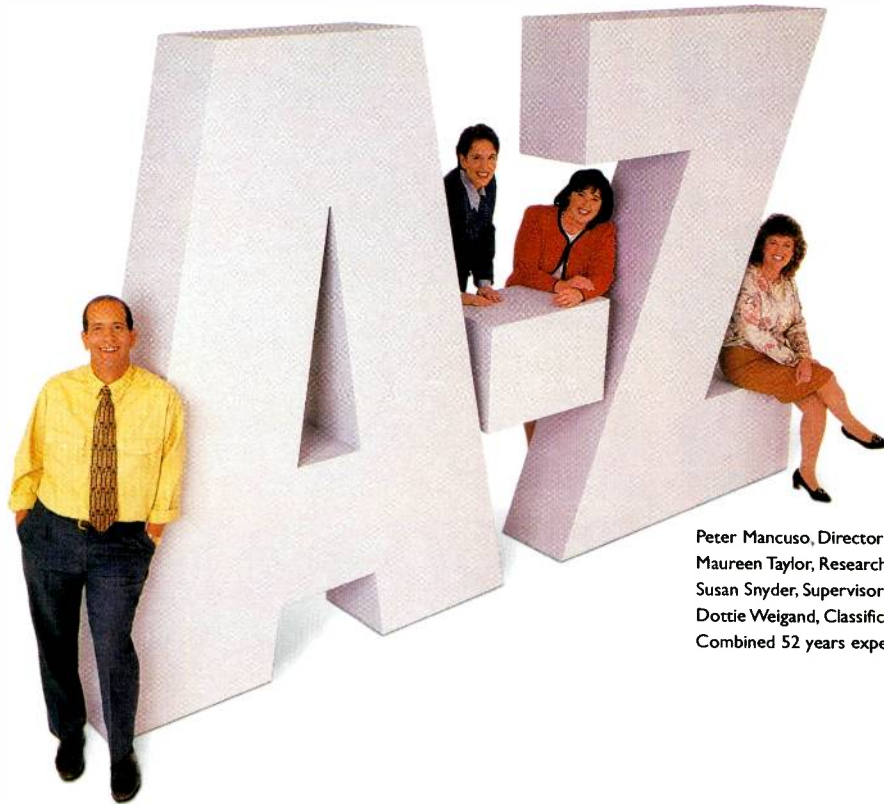
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**WASHINGTON**  
**Alicia Mundy**

# Big John Takes Charge

The telecom law will get a full review when Sen. McCain steps up to run the Commerce Committee



They're doing a remake of *Gunfight at the O.K. Corral* on Capitol Hill. The new sheriff in town is Sen. John McCain, who has strapped a six-shooter on his hip to walk down the streets of Dodge City, scattering lobbyists and other hired guns as he passes. McCain (R-Ariz.) has been hearing a lot of the din of iniquity in the den of iniquity, and he wants to level the playing field for the telecommunications business and for consumers.

This is not how the telecom world anticipated spending their Christmas break, prepping for a new lawman. Folks at telco companies and in the broadcast industry figured that they'd be doing business as usual in 1997 with Sen. Larry Pressler, (R-N.D.), who had been the

ineffectual and malleable chairman of the Senate Commerce Committee. But despite the transfusion of massive amounts of cash contributions from telecom-related conglomerates to his campaign, Pressler lost his reelection bid in November, and suddenly the telecom industry's worst nightmare was coming true: Big John was taking charge. Frankly, says one industry lobbyist in Washington, "We'd rather have Pressler, and then [Sen. Fritz ] Hollings, because Hollings is on our side." McCain, you see, carries a lot of baggage—that baggage is called "principle."

McCain is one of the last true "free market" politicians in Washington. Big business always talks a good streak about the importance of deregulation and free market forces. But everyone, including McCain, will tell you that these conglomerates and their lobbyists—not to mention the politicians who pimp for them in Congress—would run screaming for cover if anyone actually moved for real deregulation and free market rules. The idea of unfettered competition, and paying a fair share to the government for use of resources and costly services is not what companies have in mind here when they babble about free enterprise. But, as the Chinese always warned, "Don't wish for something too much: You might get it."

In an interview with McCain, *Mediaweek* learned how the senator plans to spend the first months of his new tenure at the top of the Commerce Committee. McCain was pretty specific (for a politician) and pretty realistic about the opposition he is going to face on a number of fronts. But the senator was, as he usually is, consistent—an adjective rarely used in a sentence describing anyone on Capitol Hill or in the White House.

The biggest issue on McCain's agenda is one that many lobbyists and businesses thought was already settled—the Telecommunications Reform Bill. Surprise. McCain really is a free market kinda guy, and his view is that you can't call for free market deregulation in some areas and then want government protection in others so you can wipe out competitors or screw the public. In McCain's Wild West, fair is fair. So brace yourselves: "I think there has to be a full review of the Telecommunications Bill," says the senator, adding ominously, "[of its] intended and the unintended consequences."

Since the bill was passed last summer, "there's been a disturbing trend in increases in cable rates and long-distance phone rates," McCain says. "It's exactly the opposite of what was intended by the bill. We have to look at how the provisions of the bill are being used and abused by companies."

As part of the general review of the telecom law, McCain says, "we will then look at duopoly rules and possible changes, at the Bells, and at



A rustic garden scene featuring a wooden door with a handle, a shovel leaning against a wall, and various green plants and flowers. The scene is dimly lit, creating a moody atmosphere.

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## WASHINGTON

cable deregulation.”

“The telecom bill, I said at the time, was not a deregulatory bill,” the senator says. “Now costs have gone up. The legislation has to be reviewed. And it’s critical that it be done with bipartisan support.” McCain mentions Senators Daniel Inouye (D-Hawaii), Wendell Ford (D-Ky.) and ranking Commerce Democrat Hollings (S.C.) as people he has worked with on bipartisan projects.

But Hollings wants something from McCain that could lead to some trade-offs. Hollings and his pal Sen. Joe Lieberman (D-Conn.) want restrictions on TV con-

tent at certain hours. Hollings in particular is looking to legislate a “safe harbor” provision for child-friendly TV during certain hours. McCain admits: “I’m very uneasy with those issues. I understand the impact of TV on young Americans, but I worry about getting involved in censorship. But it goes back to what is in the public interest”—which is FCC chairman Reed Hundt’s mantra.

“I’m frankly worried when I hear a network executive say, ‘We are pushing the envelope,’” McCain says. “What is the point of pushing the envelope? To show a little more sex or grisly violence or use stronger language. Why?”

“The networks are their own worst enemies here. We in Congress don’t belong in the censorship role. But now we find ourselves in the position of censor.” There are many vocal groups who will take their complaints about TV to the Hill and find open ears, McCain warns. “The networks will have no one to blame but themselves if we end up in hearings here,” he says.

Another big issue that McCain expects to take on is

a lot of distance between itself and the issue, leaving only FCC chief Hundt to carry the agenda.

The reason was simple: It was an election year, stupid. Logic says that in an election, you don’t go ticking off broadcasters if you can avoid it. Eventually, Dole backed down, and the Telecommunications Act of 1996 was passed without spectrum auctions in it.

Well, like those irritating relatives who turn up every holiday, *they’re baaaack*. Yes, spectrum has been resurrected, and though it’s anybody’s guess what will happen, McCain thinks he’s on the side of the angels. He may win this round.

What’s different this time? First, McCain is running Commerce. He is a forceful leader, respected by Democrats. Lott, the new majority leader in the Senate, has the title, but not much more clout, than McCain, who has built up a constituency on both sides of the aisle

because of his reasoned stands on so many matters. It’s a whole different world from when Larry Pressler was running things.

Second, it’s no longer an election year. Like they say over on the Social Security subcommittees, “Gee, now we can talk about things truthfully and get down to business.” McCain says. “I’m sure they’ll all come back up—the spectrum issues—this session of Congress. And soon.”

Why? The balanced budget, McCain explains. “The budget the President submits to Congress will have provisions for a spectrum auction this time,” he says. “The budget committees will have to come up with a reconciliation (of different plans to balance the budget).

“If we’re going to achieve a balanced budget, there’s no way around it [spectrum auctions]. That’s one big way to cut a chunk out of the deficit. It’s the right thing to do.”

Them’s fightin’ words for McCain. He knows he’s going to have to face down the modern-day version of the James Brothers—the National Association of Broadcasters—and its friends, on the Hill. “That will not dissuade me,” the senator says, smiling.

“I want to see taxpayers get value from this resource, which the spectrum is. It’s not visible like most natural resources, like an oil resource, or public land, a gold mine you can see or touch.

“And I agree that there is certainly some legitimacy to the argument that broadcasters want to make this transition to [digital TV], and need time to change over. But to get this absolutely *free*,” he says, warming up. “No way.”

And what about those James Brothers? “Oh yes,” McCain nods. “I’m very aware of the opposition of the broadcasters and their very significant support here in Congress. The broadcasters are one of the most powerful influences here in Washington. They descend upon Congress like locusts at the first notice of the word auction.”

### Since the telecom law passed, “There’s been a disturbing trend in increases in cable rates and long-distance phone rates,” McCain says.

### McCain knows he’s going to have to face down the modern-day version of the James Brothers—the NAB—and its friends, on the Hill.

But Pressler, then chairman of Commerce, was a no-show on the matter, Republican colleague Trent Lott (Miss.) of the Committee wasn’t supportive, and ranking Democrat Hollings was vehemently opposed. The White House, while mouthing words about fairness, was putting

the rational righteousness of his cause. First: the White

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\*Source: NTL Average Audience estimates (including preliminary estimates), NBI November sweeps period 10/31/96-11/27/96, M-F 7:30a-8:30a and 3p-5p, Saturdays 8a-12p, all Fox Kids Network programming. Subject to qualifications which will be supplied upon request. Goosebumps® & © 1995 Parachute Press, Inc. All rights reserved. Published by Scholastic, Inc. Power Rangers ZEO characters, names and related indicia are © & ™ 1996 Saban. All rights reserved. Saban's Big Bad BeetleBorgs characters, names and related indicia are © & ™ 1996 Saban. All rights reserved. © 1996 Fox Children's Network, Inc. All rights reserved.

## WASHINGTON

House, which was pressed by Republicans like Trent Lott to promise a balanced budget plan. It can't be done without spectrum auctions, and McCain feels certain that the President will follow through with his budget provision.

Second, McCain says, "I am pleased that at least chairman Hundt is looking at this issue." Looking? Hundt is salivating at the prospect of a Commerce Committee chair who sides with him on auctions. Whenever McCain's name comes up in his presence, Hundt gets that lovesick-cow look Romeo gets when talking about Juliet.

Not that McCain and Hundt are in cahoots here. "We have to be very careful in our relationship," says McCain, noting that his committee has oversight and budget control of the FCC. In other words, McCain and Hundt can't be seen holding hands.

Another item on McCain's agenda affecting the media: campaign finance reform. This is another McCain love-child that couldn't get any respect in the last Congress. But after the presidential election, with voters and pols howling for reform and investigations of both parties and their pattern of contributions, McCain's idea is getting a second chance.

"I think the issue of campaign reform will go directly to the floor of the Senate, bypassing committees," he says. That's significant, because one of the most anti-



**Pay for play: Hundt shares McCain's desire for broadcast-spectrum auctions**

In fact, he's looking at January. Burns has been asked by McCain to take charge of the Senate Commerce Telecommunications Subcommittee, an organization that was practically moribund under Pressler's tenure. This logistical change by McCain may affect the disposition of some issues simply by providing another outlet.

Liquor ads will get their airing in Burns' group first, says McCain, in part because of the "complexity of the issue." McCain has not taken a stance on the matter yet. "I think there's so much complexity to the issue that I'd like to give Senator Burns a chance to review it, and see the results of a hearing," McCain says.

But the issue of violence on TV, the new proposed ratings system for violence, and the V-chip are headed for the full Commerce committee, says McCain. He adds that he knows that many groups are not pleased with the limited scope of the proposed age-based ratings, which are similar to those used by the movie industry. "Those who don't agree will be able to ventilate their views in an open hearing," McCain says, adding that the issue of station licenses and responsibility to the public interest are going to be raised along with this matter. These hearings will probably get on the agenda quickly, he notes.

Tobacco ad restrictions? McCain says they're not yet on the agenda. The Labor and Human Resources Committee, under moderate Republican Jim Jeffords of Vermont, has primary oversight of the Food and Drug Administration. But Commerce could get involved if the issue of free speech and business activity—as opposed to health issues—becomes the focus.

One issue that McCain hopes is now closed to debate is digital TV standards. The computer industry (well, Microsoft) was opposed to the coalition of broadcasters and TV companies that had proposed a compromise. "I didn't want the government... setting standards," says the senator. "I was very pleased that they got an agreement. We would have had hearings on it otherwise." But if the agreement falls through, expect McCain and Burns to put the issue on the schedule. "But it's much better if Congress isn't setting the standard," McCain says. ■

**"I'm frankly worried when I hear a network executive say, 'We are pushing the envelope.' What is the point of pushing the envelope?"**

reform Senators, Republican Mitch McConnell (Ky.) has sworn to box up campaign reform in committee. "But," McCain explains, "significant attempts will be made to address it early on, and bring it directly to the full Senate. At least I certainly hope so."

That leads to the issue of TV providing more free air time to candidates. "That," McCain says carefully, "is very important. Congress will have to evaluate that and look at broadcasters' responsibility when they are acting in the public interest." That's a terrifying statement, because it leads to devilish ideas. As McCain explains: "Broadcasters get their licenses and the free spectrum because they say they act in the public interest." But do they? he asks. "We will look at what they do on children's TV, and on violence on TV, and other issues including TV for political campaigns." It all comes down to the question, "What are their obligations when they get a license?" says McCain, echoing the FCC's Hundt again.

»» **NEGLECTING YOUR CORPORATE IMAGE  
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SEE GRAPH BELOW.**



A lack of corporate advertising can be devastating to a business. Especially in today's economy. Yet many companies are willing to forgo long-term advertising for the quick return promised by a short-term promotion. Ironically, a promotion designed to get a business off the ground, over time, actually drives a business into it.

Studies conducted on the PIMS (Profit Impact On Market Strategy) database prove that the smaller the ratio of brand advertising to promotion, the lesser the return on investment.<sup>1</sup>

Not surprisingly, research by Aaker and

Jacobson found that firms experiencing the largest gains in brand equity saw their stock return average an increase of 30%.<sup>2</sup>

In addition, original research by Opinion Research Corporation (ORC) found that, on average, 8% of the variance in a company's stock price is accounted for by corporate equity.<sup>3</sup>

Evidently, nurturing a brand's image is one of advertising's most important jobs. Which makes choosing the media for your message paramount. This is precisely why more and more brands choose The Wall Street Journal. The stature and prestige of The Journal is unmatched by any other publication. Pick

up any issue and you'll witness an impressive list of corporations building brand equity with strong and consistent corporate communications.

That said, some companies will undoubtedly still continue to sacrifice corporate advertising for promotions. Which, admittedly, will pay off in the short-term. And in the long-term?

Refer to graph above.

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## TV Production

By T.L. Stanley

One of Hollywood's  
brightest television  
promotion outfits  
is eager to jump  
into the pool  
to create shows

### Electric's Kool TV Test

**T**ed Eccles has spent years promoting television shows, cutting to the essence of the story line and creating image campaigns designed to sell projects to networks, advertisers and viewers. Now he wants to create the shows himself. Eccles, chairman and ceo of Electric Entertainment, is launching an in-house TV production unit to develop everything from sports specials and action hours to telefilms and kids programming. The company already has two half-hour shows, *FilmTown USA* and *Reel Planet*, which have been sold internationally. Domestic distribution is in

the works. *FilmTown*, targeted to movie buffs, offers behind-the-scenes looks at movie-making, and *Reel Planet* delves into flicks for kids and teens.

Eccles says the production division is a logical step for the company, which will remain primarily a promotion and marketing shop for such clients as Columbia TriStar Television Distribution, Tele-TV, DirecTV, ABC, Fox, f/X, E! Entertainment Television, MGM and others.

"The process you go through when you craft a promotion is similar to the process you go through to

develop a show," Eccles says.

Electric Entertainment, which recently changed its name from Electric Ideas, will distribute the shows it creates through partnerships with its clients. The company also has a development deal near completion.

The move into production, which will be done from the company's Santa Monica, Calif., headquarters, will be gradual at first.

"We're not going to hang out our shingle tomorrow and try to be Steven Bochco," Eccles says. "But there are tremendous opportunities in television now and that's

where we want to grow."

To start, Electric executives expect to draw heavily on their experience creating promos and sales reels for such shows as Eyemark's *Wings of Gold*, a *Top Gun*-meets-*Baywatch* syndicated series, and an ABC movie of the week, *For Hope*, with Dana Delaney and Bob Saget. A 60-second promo for the telefilm, featuring the folksy John Hiatt song "Have a Little Faith in Me," helped propel the movie ahead of the highly touted CBS miniseries *Titanic* in the ratings when it aired Nov. 17.

Electric will focus on shows that have the greatest potential for international sales (which eliminates sitcoms) and are the most promotable, Eccles says. The projects likely will be syndicated domestically, giving Electric more autonomy on the promotional campaigns.

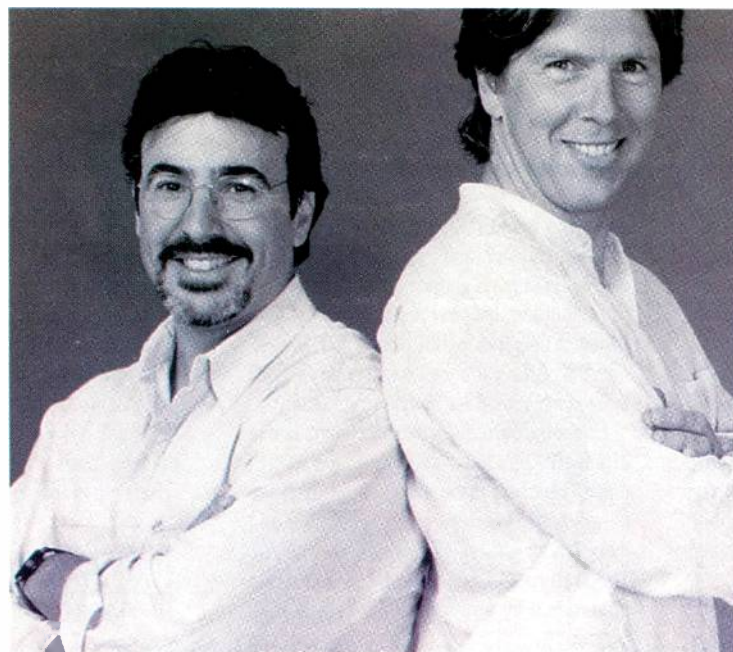
The company, which was founded three years ago, is growing in nearly all directions these days. In addition to the new production unit, Electric has formed a full-service print division and an international division to create promotions for the worldwide market. The company also plans to step up its activity in feature-film trailers, which account for a significant portion of its business.

Electric's executive ranks also have swelled. Geoff Calnan, who as Fox executive vp of advertising and promotions helped create the network's irreverent brand identity, joined recently as president of Electric's creative affairs. "There are a lot of good promotion shops out there, but there's no real dream team," Calnan says. "We want to become that."

### 'Something So Right' Team Take Cleaver Family, Shake Vigorously

Their show has been dubbed a *Brady Bunch* for the '90s, but that's not exactly what Judd Pillot and John Peaslee had in mind when they created *Something So Right*.

The partners, who have been writ-



Producers Judd Pillot (left) and John Peaslee are married to the idea that families can actually be romantic

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## TV Production

ing and producing together for 18 years, wanted to create a family show that reflected their own lives and those of their friends. By their own admissions, those lives are far from squeaky-clean or perfect.

"If anything, it's the underbelly of *The Brady Bunch*," Pillot says of his Universal-produced sitcom. "It's hard to find a *Leave It to Beaver* family now. That's such a fantasy."

*Something So Right*, which airs on NBC at 8:30 p.m. Tuesdays, centers on a couple of newlyweds (Mel Harris and Jere Burns) who have tried before and failed at a few marriages each. They bring their emotional baggage, their teenage kids—and their hopes—to the new relationship.

"We wanted to do a show about people who really want their relationship to work, and the deck is completely stacked against them," Peaslee says.

"They want so much to get it right this time," Pillot says. "We thought it would be interesting to look at the most complicated way people can get together."

Pillot and Peaslee say they have always been intrigued by relationships between men and women; in fact, they began their comedy writing careers on *Duet*, the Fox sitcom that aired from 1987–89. For *Something So Right*, the pair continue to draw on their own relationships. Peaslee is going through a divorce from his second wife ("I don't know if it's life imitating art, or art imitating life," he says), and Pillot has one divorce behind him (and a happy current marriage). Both men are children of third marriages.

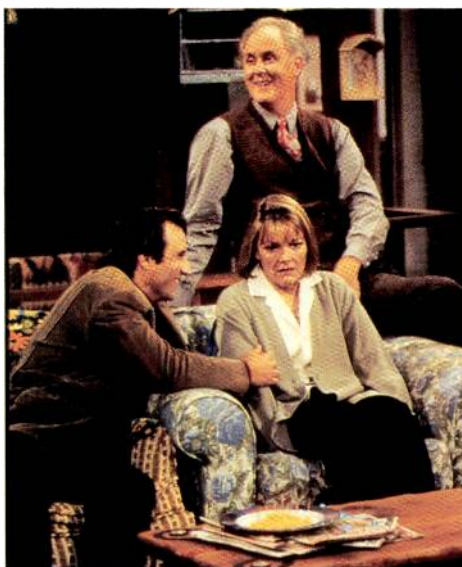
The characters in the sitcom deal with an array of stepfathers, half-sisters, visiting ex-spouses and cousins several times removed. The youngsters have a working knowledge of alimony and talk matter-of-factly about their blended family.

The show, which regularly wins its time slot and has become a bright spot on Universal's slate, has forged

new ground in prime time by mixing urban, sophisticated comedy into a family show. NBC, which picked up the series moments after hearing the pitch, has urged the writers to push the envelope on its subject matter.

Pillot and Peaslee, who started working with Universal eight years ago on *Coach*, recently signed a four-year comedy development deal with the studio. While they will devote their energy to *Something So Right* for now, they expect to write a pilot for early '98. Their first love, so to speak, is romantic comedy. But their next project could be much different, something as high-concept and bold as *3rd Rock From the Sun*, they say.

"*Something So Right* takes a lot of focus because we try to put lots of heart and reality into it," Pillot says. "But for the next thing, we'll have space to get crazier."



Seeing triple: *3rd Rock's* Lithgow (top, with costar Jane Curtin and Bronson Pinchot) will get the 3-D treatment

### '3rd Rock' to Try 3-D NBC Adds a New Dimension to Hit Show

Though the production details are still being hammered out, NBC's *3rd Rock From the Sun* plans to go 3-D for its season finale in May.

3-D ideas for the special epi-

sode of the Carsey-Werner-produced show are still being batted around, say industry sources, with the series' producers, Bonnie and Terry Turner, giving special consideration to stunts that will take full advantage of the technology made popular in the 1950s. 3-D movies have been shown on television in the past, but the gambit has been used only sparingly in live-action network sitcoms. Fox's *Married...With Children* tried a 3D episode in 1993, leading in to a broadcast of *Revenge of the Nerds* in 3-D.

The *3rd Rock* episode, which will use 3-D in segments, will be hyped in a cross-promotion between NBC and Barq's Root Beer, known for its hip advertising and twisted promotional programs. Barq's will dispense the 3-D glasses

needed to view the episode with its soft drinks; consumers will have to buy Barq's to get the glasses. Beginning in April, the company, a division of Coca-Cola, plans to air television and radio spots and point-of-sale ads in support of the promotion. Special displays are expected in supermarkets, convenience stores and other retailers.

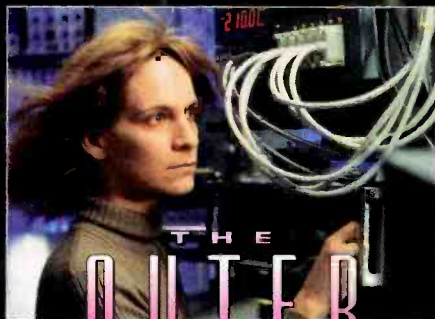
NBC also will tout the 3-D episode in print ads and on-air commercials. A national contest will give away NBC merchandise and three 1962 Ramblers, replicas of the car driven by the *3rd Rock* characters.

The show, which stars Emmy-winner John Lithgow, continues to pull in solid numbers for NBC in its 8 p.m. Sunday-night slot. On Dec. 1, leading into the network's repeat airing of *Jurassic Park*, the show earned an 11.9 rating/18 share for a rerun, beating a new episode of *The Simpsons* on Fox but not quite reaching the heights of CBS' *Touched by an Angel*, which earned a 13.5/20 for the 8-8:30 p.m. time period. ■



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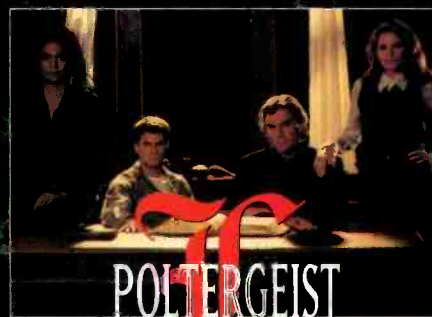
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# Magazines

By Jeff Gremillion

The respected  
journal of journalism  
will add coverage  
of the business side  
under new editor  
Marshall Loeb

## 'CJR': Under Review

**W**alter Cronkite has called it the "conscience" of American journalism. It ranks alongside *The New York Times* and *The Wall Street Journal* as one of the 10 most influential news media in the country, according to a recent Erdos & Morgan survey of business and political leaders. And now that magazine, the 35-year-old bimonthly *Columbia Journalism Review*, will begin to extend its coverage to journalism's business side as its editorship tensely changes hands. Marshall Loeb, a much-respected legend in financial journalism, will take over

in January as editor. He will replace Suzanne Braun Levine, the dynamic former *Ms.* editor who in her eight years at *CJR* transformed a dry, holier-than-thou journal into a sometimes controversial must-read.

Among the review's noteworthy pieces under Levine (this reporter's

rent issue's cover story intertwines a profile of new *U.S. News & World Report* editor James Fallows with a defense of controversial, so-called "civic journalism.")

Loeb, currently a columnist and broadcast commentator, will leave the Time Inc. nest after more than

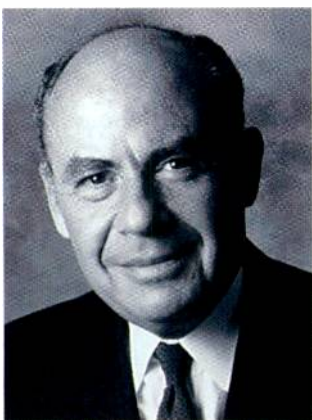
organizations] are doing financially."

Loeb points to Hearst Magazines president Cathleen Black and her still-unfolding scheme for that company's revitalization. "Presidents and publishers have a great deal of influence over editors and reporters," he says. "What's going on at Hearst? Whatever it is will certainly have an impact on the editorial side. All marketers, ad salespeople and public relations consultants should have an interest in journalism. We should reach out to them, without for one minute diluting our journalistic franchise." Additionally, Loeb says he plans to "build on" *CJR*'s mix of "issues and ideas and personalities and trends" affecting journalism.

Levine—by all accounts responsible for that current mix, and for shepherding the review's coverage into the cyber age—has put her best foot forward in a graceful exit, telling reporters that she is eager to edit a magazine with a broader focus. But the journalist who helped Gloria Steinem establish *Ms.* as an icon of the feminist movement 25 years ago admits some frustration in a resignation that seems more *CJR* publisher Joan Konner's idea than her own.

"We've struggled back and forth for eight years," says Levine of her relationship with Konner. "I think journalism is about questions. I think she would say it's about answers. I think she would say a magazine should tell people what to think. I think a magazine is a place for diversity, dialogue and controversy. I don't think she has any understanding of the delicate balance of a magazine—the pacing, the personality."

Levine says that she has resisted Konner's inclination to use the magazine as a "platform" to espouse the good deeds of the Columbia Graduate School of Journalism, under



**Change at the top: Loeb takes over in January from Levine (right), who clashed with Konner but moved *CJR* ahead during her tenure**

mentor since I worked at *CJR* as an editor) was a March/April 1995 article on the pervasive, damaging effects of journalistic cynicism. The cover story created a buzz on the Internet and spawned follow-up articles in major newspapers. A May/June 1994 piece critical of top reporters on the Whitewater story, and a piece in this year's January/February issue on *60 Minutes*' notorious tobacco segment, also created industry stirs. The cur-

40 years to take the *CJR* post. He is a former managing editor of both *Fortune* and *Money*, and he has held several editing posts at *Time*.

The editor says he will add more business-side coverage to the review's mix. "I would think that if I were an [advertising] salesperson, I would want to know what's happening in journalism," says Loeb, who calls *CJR* an "urgent, influential" book. "And journalists should be very interested in how their [media

whose auspices *CJR* is produced and which Konner also served as dean for eight years.

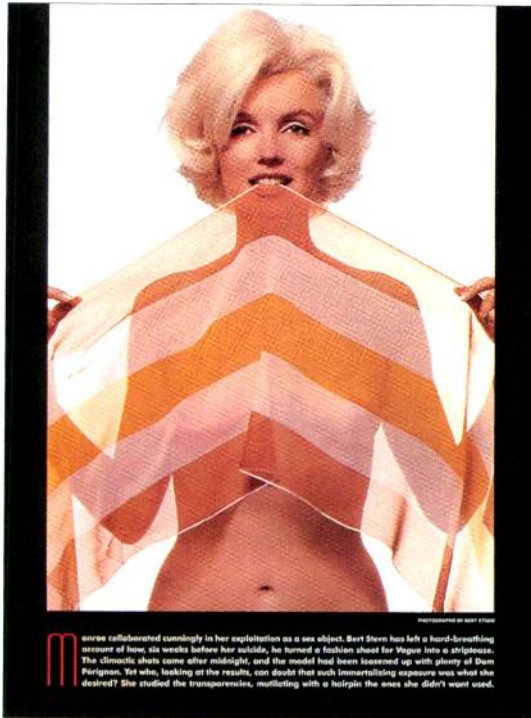
Konner, who stepped down as dean last summer to focus more attention on *CJR*, says that she has never imposed her will on the magazine. She says Levine's charges of philosophical differences were "never brought to the table," and that the editor should have quit long ago if she did not share Konner's vision. "I've joked that all I've ever done [as publisher] was raise money so that the magazine could survive," the publisher says. "I've made suggestions that were roundly and 100 percent ignored."

Konner says she likes to feature Columbia journalism-school doings in the magazine, "not to highlight the school, but to highlight things journalists would enjoy that happen at the school."

Levine says that Konner, in her fervor to gather donations supporting the non-profit review, sees bringing in Loeb as a way to boost visibility for the title and raise more money. In recent years, Columbia has refused to cover *CJR*'s losses, as it had for decades, making zealous fund-raising essential. "She didn't have anything to fund-raise around," says Levine. "Marshall gives her that."

Konner says the accusation that Loeb's viability as an aid in fund-raising was a principal reason for hiring him "just isn't true." Yet the publisher is sure to use *CJR*'s new editor as a selling point. Loeb says that he and Konner have spoken only about the magazine's content, not its quest for donations.

"There is no question that [Konner's fund-raising] has given *CJR* the underpinning of financial success it has," says Alex Jones, a member of *CJR*'s advisory board and host of NPR's *On the Media*.



**Monroe doctrine: Playboy periodically dips into its trove of Marilyn pics for new features**

"Joan's responsibility is to try to enhance the reputation of the review, to do anything that would draw attention. But I think she just wanted her own editor. It's her prerogative, and she took it."

Levine already has been rumored as a candidate for several top editing jobs, including the open managing editor post at Time Inc.'s *Life*. It's also said that Levine, a longtime friend of Cathie Black, could end up at Hearst.

### Marilyn, Back in 'Playboy' Hef Dusts Off An Old Reliable

*Playboy* has returned to a familiar favorite. Marilyn Monroe, dead for nearly 35 years, is Hugh Hefner's cover girl for the January issue, hitting newsstands now.

"I used to think the Marilyn thing would wear itself out," says *Playboy* photography director Gary Cole of Monroe, who appeared on the very first *Playboy* cover back in 1953. "But now I don't think so. Every time a new set of men comes

of age, they discover her. We still find that exuberance, beauty, freedom—and that vulnerability—very appealing."

Monroe has had seven major features (one about every six years) and several smaller spreads in the magazine. Most recently, she was part of a January 1994 piece featuring some of *Playboy*'s most beloved beauties. The magazine owns more than 100 nude photographs of the legendary actress. The new issue's cover shot had never been published, and the feature includes several never-published pictures and two "new" photos—separate images digitally created from one accidentally double-

exposed negative.

The January feature was Hefner's idea, perhaps the result of a 70-year itch, adds Cole. "Marilyn would be 70 now, and he turned 70 this year," Cole says. "Hef was definitely the energy behind this." ■

## Must-Reads

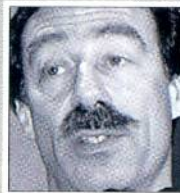
A compendium of praiseworthy articles from recent issues:

**"I'm Sorry, Mr. President,"** Richard Reeves' December *American Heritage* essay on the lack of respect the press has for public officials

Roy Blount Jr. states his case against humor in the workplace in his **"Modern Man"** column in the December/January *Men's Journal*

The seventh sign of the Apocalypse: *Time*'s Dec. 16 cover story, **"Finding God on the Web,"** by Joshua Cooper Ramo

## 60 SECONDS WITH...



### Frank Lalli

Managing editor of *Money* and president of the American Society of Magazine Editors

**Q.** What will be the big edit-side issues for 1997?

**A.** ASME will issue guidelines for new media, in cooperation with the MPA, that we think will set a

standard. In new media, it's very difficult to distinguish edit from ads. There are advertisers who are purposely blurring the lines. **Q.** What about the explosion of brand-building efforts? Any concerns that all these spin-offs could weaken the core magazines? *'Money'* is way out there in the branding boom, with books, newsletters, seminars... **A.** You have to think of extensions as a way to increase your reach so you can serve more people. That's what drives editors, and, certainly along the way, we think we'll make more money. **Q.** For a financial book, *'Money'* has a lot of Gen-X and women readers. **A.** Educated women coming out of college, married or not, know that ultimately they're going to be responsible for their own financial lives. They know that half the marriages in this country do not last. And they know that women live longer than men. We edit with those readers in mind. **Q.** There's also a feeling among younger people that personal finance is fun. Isn't it kind of trendy? **A.** It's always fun to make money.

## MOVERS

### NETWORK TV

Lindy DeKoven has been promoted to executive vp of miniseries and motion pictures for television, NBC Entertainment, and long-form programming for NBC Studios. DeKoven joined NBC in March 1993 as senior vp for miniseries and motion pictures for television, NBC Entertainment.

### CABLE

USA Networks promoted Rafael Pastor to the new position of president, USA Networks International. He will oversee all aspects of USA's international channels. He had been executive vp/managing director of the unit...Cable Networks hired Ann Simley to be its national sales manager for the L.A. office. She most recently was a sales exec with Adlink, the Los Angeles interconnect...MSG Network, the regional sports network serving the New York area, promoted Michael McCarthy from executive producer to senior vp and executive producer...In ESPN's international sales unit, Michael Fox was named director of worldwide advertising at ESPN International. He had been director of international ad sales. His old position will be filled by Terrence Sekel, who had been manager of international ad sales.

### NEWSPAPERS

John Bollinger has been promoted to publisher of News Communications' New York City weekly papers *The Westsider* and *Chelsea Clinton News* and has been named associate publisher of *Our Town* and *Manhattan Spirit*. Bollinger was associate publisher of the first two titles.

# The Media Elite

BY MARK HUDIS AND ANYA SACHAROW

## 'Mediaweek' Brings Stars to Broadway

New York's Marriott Marquis Hotel on Broadway was the venue on Dec. 10 as *Mediaweek* and the advertising and media businesses toasted the 1996 Media All-Stars at a luncheon. Some 500 media and advertising industry people turned out for the festivities. Sponsors included NBC, Nickelodeon and *The New York Times*. NBC News anchor Brian Williams showed his lighter side in serving as the master of ceremonies. The 1996 All-Stars marked the 11th year of the annual celebration.

Photos by Robert Simko



Brian Williams, NBC chief White House correspondent and anchor of 'The News With Brian Williams' on MSNBC



Harvey Ganot, MTV Networks (left), with Neil Braun, president of NBC



Media Director of the Year Beth Gordon of The Media Edge with TME's Glen Berkowitz



(From left) Susie Watson, Timex; the 1996 Media All-Star for Magazines, Lisa Denzer of Fallon McElligott, Minneapolis; Lisa Seward, Fallon McElligott media director; Ellen Rohde, Lee Co.; and Alys Powell, Fallon McElligott



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# MEDIA DISH

## ABC Radio Hosts First New York Upfront



Spotted at the radio network's upfront event, which included a sneak preview of Disney's *101 Dalmatians*, were Lyn Andrews, senior vp of advertising sales, ABC Radio Networks; a movie star; and Bob Callahan, president, ABC Radio

## 'Newsweek' Fete Celebrates Top Newsmakers



Hobnobbing at the Four Seasons' Grill in New York at a cocktail party honoring the winners of the magazine's 'Top Newsmakers of 1996' poll (from left): Maynard Parker, publisher, 'Newsweek'; newsmaker Michael J. Fox, 'Spin City'; Richard Smith, president, 'Newsweek'; and newsmaker George Stephanopoulos



(From left) Ed Goldenberg, NBC prime-time sales; Steve Grubbs, BBDO and the 1994 Media All-Star for National Television; and Gary Montanus, WorldVision Enterprises



(From left) Radio winner Shari Levine, formerly of Ogilvy & Mather, now with GSDM, both in Chicago; and Out-of-Home winner Donna Baum, Leo Burnett, Chicago, with husband Brent

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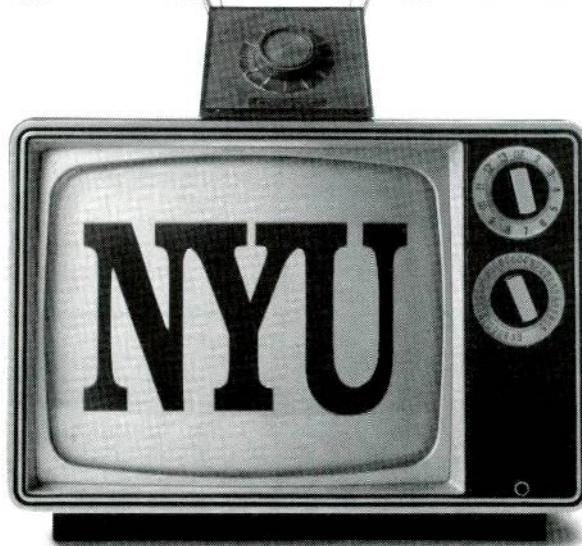

\*Audits & Surveys 1996

Call Cathleen Pratt-Kerrigan in New York at 212-751-2220, x5121 or Fernando Barbosa in Miami at 305-461-4710, x4211.



The Media All-Star for Newspapers, Jack Cohen of DDB Needham, New York

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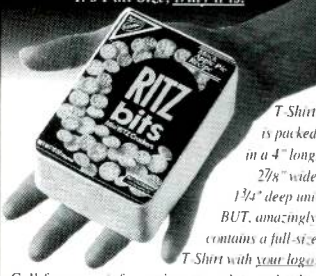
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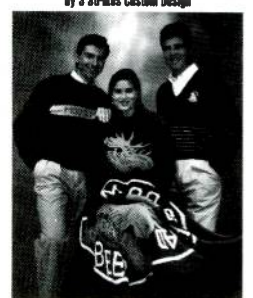
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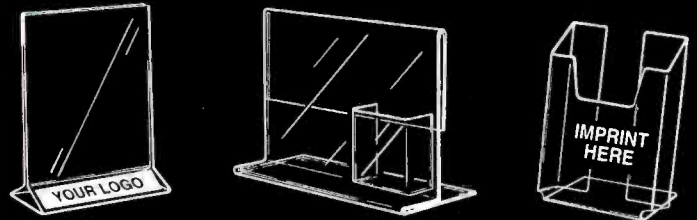
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Reach your ad community in  
**ADWEEK CLASSIFIED**

**RADIO COMMERCIALS**

Our Productions Sound Great  
Until You Hear Our Prices.  
Then They Sound Unbelievable.  
800/789-RADIO  
Sounds Almost Too Good To Be True.

Good Spot. That's a good Spot.  
Ad Dog 1 (800) 9AD DOG9

USA's #1 discet radio DR buyer 212-740-7788

**EASTERN SERVICES & RESOURCES**

**RADIO COMMERCIALS**

Radio creative  
or production

**COMEDY,  
DRAMA,  
PATHOS**

(and the other  
Musketees)



Call Mark Savan

(800) 443-2020 • (213) 462-3822 Fax

**RADIO PRODUCTION**

**YOU CAN  
GET TO US  
BY PHONE,  
FAX, ONLINE,  
WEB & BUS.  
SO IF YOU  
CAN'T FIND  
THE RADIO  
RANCH, YOU  
CAN'T FIND  
DICK.**

PHONE: 213.462.4966  
FAX: 213.856.4311  
AOL: DORANCH  
CSERVE: GO CREATE  
WWW.RADIO-RANCH.COM  
GREYHOUND BUS:  
800.231.2222

**RADIO PRODUCTION**

**Radiolana**  
Wieden & Kennedy.  
Nike.  
Coca-Cola.  
Gallo.  
The Pearlstein Group.  
Hardee's.  
Tillamook Cheese.  
Lennox.  
DDB Needham.  
Pepsi.  
Adidas.  
503-224-9288.

**TELEVISION**

Nat'l TV Lead Generation & Pl. 212-740-7788

**TRANSLATIONS/  
LANGUAGE SERVICES**

ALL LANGUAGES/VO & TRANS. 888 4VOICE

**SPANISH**

Your brochures, ads, releases, manuals. 307/366-2290

SPANISH COPY/VOICING 212-744-2280

**TRADEMARKS**

**Litman Law Offices, Ltd.**  
Trademark Services Searches • Registration Expedited Service  
**R** Near Trademark Office  
**1-800-472-8368**

**TV PRODUCTION**

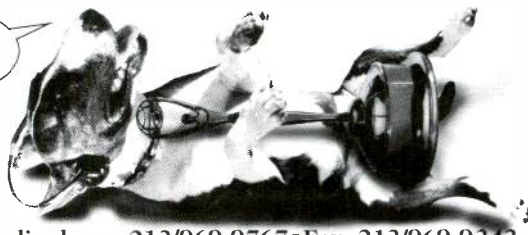
Phenomenal Film And Video Productions  
For Limited Budgets. Call Joan at Richman  
Films 212-582-9600

Reach your ad community in  
**ADWEEK CLASSIFIED**

**RADIO PRODUCTION**

**Cookie loves her Clios.**

Wheeee!  
I'm naked!



Call for our radio demo. 213/969-9767 • Fax: 213/969-9343

**Sarley, Bigg & Bedder**  
Radio at its best

**RADIO PRODUCTION**

**Account Execs Pick Cadaver!**



Why use research to dig up stiffs like this for testimonial spots? The original **Man-on-the-Street** interviewer Mal Sharpe uses only *live people*, freshly caught on Main Street. Your client deserves the best.

**FREE!** 30th Anniversary TV special just aired on S.F.'s PBS station KQED.

**Man-on-the-Street Productions**

Call (510) 843-7655 (CA)

**SLIDE CHARTS**



**Slide-Charts  
Wheel-Charts  
& Pop-Ups**

Top quality dimensional marketing products designed to fit your budget.

**Already have a Slide-Chart or Pop-Up? Call us for special introductory pricing.**

**AMERICAN**  
SLIDE-CHART CORPORATION

P.O. Box 111, Wheaton IL 60189-0111  
630/665-3333 800/323-4433 Fax 630/665-3491

AW 09/96

**Catch a Creative Genius  
ADWEEK  
CLASSIFIED**

**YELLOW PAGE SERVICES**

O'Halloran Advertising, Inc.  
National Yellow Pages Specialists Since 1972  
Call for FREE Evaluation  
Mark O'Halloran, Sr. Vice Pres. (800) 762-0054

**"I SHOULD HAVE USED ADWEEK CLASSIFIED"**

When you run Help Wanted ads in general publications, unsuitable applicants spring up in droves. They're impossible to interview, slow the process down, and you lose time and money. That's why, for important jobs in advertising, marketing and media, it pays to use the industry leader ADWEEK CLASSIFIED.

Fax - (212) 536-5315

OR CALL 1-800-7ADWEEK

## OFFERS & OPPORTUNITIES

### REQUEST FOR PROPOSALS

# WE'RE LOOKING FOR A PROMOTION

The University of Connecticut in Storrs, Connecticut is soliciting proposals to develop a multi-year prioritized image-building plan for the University. The selected firm will have demonstrated success in corporate branding programs and creative marketing. Working with University staff, strategies will be designed to help position the University as one of the nation's best public institutions. To obtain a request for proposal, contact Penny Guerin at the University of Connecticut Purchasing Department, (860)486-2621. Proposals must be submitted by January 15, 1997.

## The University of Connecticut

The University of Connecticut is an equal opportunity employer.

### OFFICE SPACE

#### A stimulating and civilized environment...

Beautiful renovated space for 2 or 3 persons. \$1025 monthly. Small office ideal for solo writer, \$450 monthly. French glass doors. Chelsea. Near subway. Call Courtney at 212-255-8423.

#### PARK AVE & 28TH ST PRIVATE OFFICE FOR RENT

Join us in renting all new, gorgeous executive offices, conference room, phones, all services. Ideal for 2-4 people. Service co, furnished.

386 Park Ave So.  
A. Marx 212-683-2015

#### SUPERB SUBLET

Midtown, Furnished, 5 windowed offices available. Ideal for Ad Agency, PR or Media Services. Creative Groups on premises, Receptionist, Fax, Copiers, Large Conf Rm, Multi Files, Storage area. Reasonable. Call Phillippe 212-302-5500

CALL 1-800-7-ADWEEK

### FOR SALE

#### QuarkXpress

MacIntosh and IBM 3.32 latest versions. In original box with manuals. Only \$385.

Call Gary 1-770-945-1336 HM  
or 1-770-451-9300 X283 Day

## EMPLOYMENT

### We're A Lot Like The Brady Bunch Only We Don't Date Each Other.

It could make you sick how we get along... whatever. Here we are, this UK-based recruitment ad agency (see <http://www.ak.com/>) and we have more new business than Greg had bellbottoms. So we need to bring in more creatives.

Chicago agency needs FULL-TIME, FREELANCE, PART-TIME:

- **Art Directors** (full-time requires 2-5 years adv. exp.)
- **Ad Production/Design** (high volume adv. exp. a plus)
- **Copywriters** (full-time is entry level only)

We also need an experienced adv. COPYWRITER (3-5 years) for our San Francisco and New York agencies.

MUST, MUST, MUST send non-returnable samples, or we can't even consider you. Send it all to:

Austin Knight, 303 West Erie, #210, Dept. Marsha, Marsha, Marsha, Chicago, IL 60610. EOE.

**Austin Knight**

### SALES & MARKETING MANAGER

Based In New York

The THIRTEEN Design Group, at Thirteen/WNET, creates high-end video products for our growing roster of outside clients. The Design Group's concentration is currently extending from our traditional focus on Broadcast Design to areas incl Commercial, Broadcast Promo & Long Form Contract Productions.

This expansion has created an exciting oppy for an entrepreneurial prof'l with a BS/BA in Mktg, Sales, Commercial Arts or related field & 4+ yrs of Sales/Mktg mgmt exp. Proven business development track record is essential. Excellent verbal/written communication/interpersonal & organizational skills are req'd. PC proficiency is nec; Internet familiarity a+. We offer an excellent salary + comm & benefits. For consideration, pls submit resume & salary req's to:

Thirteen/WNET  
Attn: Mgr, Compensation  
& Staffing, AGRF-0819  
356 West 58th Street  
New York, NY 10019  
FAX: 212-582-3297  
EOE

**Thirteen·wnet**

### EASTERN SALES REPRESENTATIVE WANTED

Excellent opportunity to join leading professional photographic trade publication which is expanding into digital imaging marketplace. Candidate should have 2 years ad sales experience. Selling to retail accounts and knowledge of photo, desktop publishing, and pre-press markets a plus.

Fax resume to:  
Associate Publisher  
c/o PDN (212) 536-5224

### HOLIDAY DEADLINE

### EARLY CLASSIFIED DEADLINE

Because of the Holidays, ADWEEK magazines classified will have early deadlines. Services & Resources for January issues will close Thursday, Dec. 19, 1996 at 3:00 pm. Employment & Offers & Opportunities ads for the Jan. 6, 1997 issue must be received by Tuesday, Dec. 31, 1996 at 1 pm.

There is no issue for the week of Dec. 30, 1996.

Thanks to all our customers. Have a Happy Holiday.

### Use ADWEEK MAGAZINES to get National Exposure

#### RATES for Employment and Offers & Opportunities

MINIMUM: 1 Column x 1 inch for 1 week: \$158.00, 1/2 inch increments: \$79.00 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: \$30.00/week. 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.

#### 1-800-7-ADWEEK Classified Manager: M. Morris

#### Classified Asst: Michele Golden

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$20.00. 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, 1515 Broadway, 12th fl. New York, NY 10036. 1-800-723-9335 Fax: 212-536-5315.

## HELP WANTED

**WE NEED A GREAT BOSS.**

Great broadcast. Great print. Great with clients. Great in new business presentations. Great with raises – *as hard as we work, it shouldn't be hard.*

Our agency is looking for a creative director/copy. We're located in a great ad town – Richmond, Virginia. We're Edelman Scott. Look us up in the Red Book.

Send reel (we will return), five recent print samples and salary requirements to our soon-to-be ex-boss who is now making room for you to help us grow and do great work.

Dick Scott  
CEO/Creative Director   
Edelman Scott, Inc.  
1111 E. Main St. – Suite 1601  
Richmond, VA 23219

**Edelman Scott, Inc.**

**SENIOR MARKETING COORDINATOR**

Group W Satellite Communications is a leader in the programming, sales, and marketing of several nationally-broadcast cable networks. We are currently seeking a Senior Marketing Coordinator for our Stamford, CT facility.

In this position, you will independently manage all affiliate promotion activity for TNN, representing TNN to customers, vendors, printers and agencies, and overseeing the development of all collateral material for TNN, including the annual Motorsports guidebook. You will also act as liaison with all functional departments for financial information, assisting the Business Manager with day-to-day financial transactions.

The qualified candidate must have a minimum of 3 years marketing/communications experience, preferably in the cable television industry. The position also requires a minimum of three years managing outside vendors, printers and suppliers.

For immediate consideration, please forward your resume to: Human Resources Dept., 250 Harbor Drive, Stamford, CT 06904. FAX: 203-965-6117. GWNS is an equal opportunity employer.

**GROUP  
W  
SATELLITE  
COMMUNICATIONS**

**Sr. V.P., BUSINESS RECRUITMENT**

Corporation involved in a wide variety of public and private initiatives relating to economic development offers a unique opportunity at senior management level to lead and market this corporation's new business recruitment efforts.

This dynamic individual should have the following qualifications: strategic planner, strong presenter, communicator with ability to interact with high level business leaders and proven management ability. This proven professional will oversee division responsible for developing strategic plan for recruiting businesses to New York City. Must have the flexibility to travel nationally and internationally.

We offer an excellent benefits package. Please send or fax resume & salary history to: **DEPT A/SVPBR, PO BOX 1723, NEW YORK, NY 10017. Fax: 212-312-3907.**

Women & minorities encouraged to apply.EOE.

**COME JOIN THE FASTEST GROWING AGENCY IN BALTIMORE  
WE NEED EXPERIENCED, SAVVY, FUN PEOPLE  
ACCOUNT SUPERVISOR  
SENIOR ACCOUNT EXECUTIVES (2)  
ACCOUNT EXECUTIVE  
ASSISTANT ACCOUNT EXECUTIVE**

Come help us manage our growth and enjoy a great lifestyle in the thriving Baltimore area. We are a rapidly growing regional agency known for our award-winning creative and strategic focus. We have just landed multiple national accounts and are seeking experienced people. If you are interested in helping to put a local agency on the national map, please fax your resume and salary requirements to:

Barbara Gehring  
Trahan, Burden & Charles  
(410) 986-1298, or e-mail [gehring@tbcadv.com](mailto:gehring@tbcadv.com).

Use ADWEEK MAGAZINES to get National Exposure

**GENERAL MANAGER  
MAGAZINE PUBLISHING**

New York-based publisher of leading trade magazines seeks a financial and operations professional with extensive experience in magazine publishing industry. Responsibilities include overall management of all operating budgets, planning, cost saving strategies, and, most importantly, working closely with senior department managers on all planning aspects of a fast growing business. 5-7 years experience in magazine operations a big plus. This position reports to the President, includes a generous salary and a bonus based on performance.

If you have great financial and planning skills, are an excellent communicator, can create and implement long range business plans, and want to excel in a fast-paced and highly market-driven environment, send your resume and salary history to:

**ADWEEK Classified, Box 3928  
1515 Broadway, 12th fl.  
New York, NY 10036**

WE'RE AN EQUAL OPPORTUNITY EMPLOYER

**FILM & TV JOBS**

Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For info., Entertainment Employment Journal: (800) 335-4335 (818) 901-6330

**SENIOR COPYWRITER**

Top Atlanta ad agency seeks experienced copywriter with well-rounded portfolio. National accounts, print and broadcast. Fax resume to Marjorie Gippert at Adair Greene (404) 351-1495.

## HELP WANTED

**MARKET RESEARCH/STRATEGIC PLANNING  
ADMINISTRATIVE ASSISTANT**

Exciting opportunity in the Market Research/Strategic Planning Dept. of a major advertising agency, for a dedicated, organized "go-getter" individual. PC experience required. Excel software a+. Excellent communication and interpersonal skills a must. Terrific entry-level opportunity for college graduate. Salary low 20's. Full benefits packages. Mail or fax resume to:

**Chris Martin**  
445 Park Avenue, 13th Fl.  
NYC, NY 10022  
Fax: (212) 326-9152

**Media  
Planner**

Our Corporate Sales and Marketing Department has an excellent opportunity for a marketing media professional to develop effective media positioning in specific categories and support sales efforts for Time Inc. magazine properties. Our ideal candidate will have at least 3-5 years of agency experience encompassing expertise in the use of research in media planning, full knowledge of other media and strong marketing sense. Experience developing strategies and tactics for specific categories is required. The ability to work independently, strong customer orientation and solid computer skills will be essential. For consideration, please send resume to: Human Resources, Time Inc., 1271 Avenue of the Americas, Room 40-08, New York, NY 10020. An Equal Opportunity Employer.

**Time Inc.****TECHNO WRITERS  
WANTED**

Flatiron District AD Agency seeks...telecommunications writers for a Fortune 100 Client. Candidate should be well versed in Data Communications, must have 5+ years experience and be extremely detail oriented. Please contact:

**President, ImageNet Inc.**  
35 E. 21st St., NYC, 10010  
(No Phone Calls Please)

**ADMIN ASSISTANT**

Small Madison Avenue direct marketing agency with Fortune 500 client list seeking a teampayer with good communications skills. Working knowledge of computers a must. Duties include answering phones, office administration and assisting on account projects. Excellent location, great opportunity. FAX resume to:

212-758-9499

**MORE RESPONSIBILITY  
More \$\$\$ To \$27,000**

Very creative ad agency has extremely promotable optys w/diverse duties for those w/acct mgmt focus. Traffic or new media exp a huge plus. Please fax resume attn: Kim Tannu at 212-818-0216.

**CHIEF EDITOR**

Atlanta-based Shore-Varrone, Inc., a rapidly growing, award-winning trade publishing company is seeking **CHIEF EDITOR** for a retail/marketing focused magazine. Requirements: 10 yrs editorial exp with 5 yrs as a chief/sr editor, 3-5 yrs as a supervisor, exp in magazine or newspaper publishing, business issues, bachelor's degree, entrepreneurial spirit and strong organizational skills. Ideal candidate: high energy level, ability to travel, skills to develop a highly visible presence in the industry.

Benefits include relocation costs, stock options, 401(k)/profit sharing and a competitive salary. Fax resume, salary requirements and 3 writing samples to: 404-252-4436, or mail to:

**Shore-Varrone, Inc.**  
HR/AW1216,  
6255 Barfield Rd., Suite 200  
Atlanta, GA 30328-4300

No phone calls, please. EOE.

**RADIO**

**WILLIAMS WORLDWIDE, INC.** seeks a radio project manager to work on a project by project basis to help facilitate the startup of our new radio division. requirements include: minimum of 5 yr's of radio buying and or selling exp. & the ability to work independently as well as with others in a team atmosphere. EOE. Fax or mail your resume to: HR Director, 3130 Wilshire Blvd., 4th floor, Santa Monica, CA 90403

Fax: (310) 829-4908

**MEDIA BUYERS**

McCann-Erickson Worldwide is seeking motivated individuals for Buyer positions in the Los Angeles office. Candidates must have experience buying major markets on spot TV and radio. 3+ years required, computer skills a plus. Send resumes to:

**McCann-Erickson**  
750 Thlr Avenue  
New York, NY 10017  
ATTN: Maureen McClafferty

**SALES ASSISTANT**

Take charge individual to assist the publisher and ad sales staff of a cutting-edge hair and beauty trade magazine. Fast-paced office but a fun place to work. Competitive salary, excellent benefits. Knowledge of Word Perfect and ACT a must. Send or fax resume to:

**Publisher**  
American Salon Magazine  
270 Madison Avenue  
NY, NY 10016  
FAX: (212) 481-6562

**NEW MEDIA ADVERTISING SALES DIRECTOR**

Fast growing new media studio seeks ad sales Director to sell interactive, online ads and promotions. Ideal background includes minimum 3-5 years media ad sales, internet/online knowledge, sports (golf, skiing, etc), and solid interpersonal skills. InterZine Productions is a fast growing, privately held, entrepreneurial company whose sports oriented sites are the rage of new media.

Fax resume to Pete Moritz at (203) 838-2766.

Salary plus commissions commensurate with experience.

Stock Options. Full medical/dental.

**ADVERTISING/  
PROMOTION/  
PUBLIC RELATIONS**

\$40 Million direct marketing company located in New York is exploding and needs a hard working advertising and promotion person who's not afraid to roll up his or her sleeves to help us grow. Job involves some copywriting, preparing press releases, trade show coordination and advertising placement in the media and online. MAC experience helpful (Quark).

For immediate consideration  
fax your resume to 212-576-1129

to the attention of our

V.P. of Marketing.

**ACCOUNT ASSOCIATE  
NEW YORK CITY**

responsible for coordinating admin. aspects of co. services & programs. Essential functions: maintain editorial calendars, build strong industry & press relations, draft press releases, prepare press-kits, coordinate press tours & events, conduct audits, & write reports. Requires 1 yr. related exp. in high-tech or PR. BA/BS deg. Superior comm. & writing skills a must. Demonstrated ability to contribute as a team member. We offer full benefit package, training opportunities, & an outstanding work environment. EOE. Resume & cover letter to: Wilson McHenry Co. 2929 Campus Dr. San Mateo, CA 94403. FAX 415-638-3434 Attn: HR: e-mail mjason@wmc.com

**\*IMMEDIATE OPENING\***

Media billing supervisor needed for fast-paced, Washington, D.C.-based media buying service. Candidate's responsibilities will include all billing functions, with some client contact. Knowledge of MM+/Smart Plus preferred. 3+ years experience recommended.

Fax resume to:  
Phil at 301-656-3528

**SENIOR ART DIRECTOR**

Top Atlanta ad agency seeks experienced art director with well-rounded portfolio. National accounts, print and broadcast.

Fax resume to Marjorie Gippert at  
Adair Greene (404) 351-1495.

**Art Director**

Growing communications firm needs thinking, *au courant* art director to supervise and/or execute award-winning print, internet, and video graphic design. Good leader and collaborator; Great taste and unexpected concepts; Photoshop and Quark expertise a plus.

Send a cover letter, resumé, and three samples of your best work to:

Medical Broadcasting Company  
attn: art director position  
229 S. 18th Street  
Rittenhouse Square  
Philadelphia, PA 19103



mbcnet.com • fax (215) 545-4440

**SPOT BUYER**

**WILLIAMS WORLDWIDE INC.**, seeks a seasoned media buyer for our growing spot department. Requirements include: minimum of 2 yrs. Buying or selling DR media time, strong negotiation and problem solving skills, ability to work on multiple projects in a fast-paced environment, computer proficient (Word & Excel) and excellent writing skills. Candidate must be willing to relocate to the Los Angeles area. Great benefits, ocean view and only a few earthquakes to rock your world. EOE. Fax or mail your resume to: HR Director

3130 Wilshire Blvd., 4th floor  
Santa Monica, CA 90403  
Fax: (310) 829-4908

**FREELANCE  
COPYWRITER**

Northern NJ ad agency needs versatile, smart copywriter for advertising and promotional copy. Business to business, packaging, direct mailers, some technical. Work on-site and/or at home, occasional client meetings.

Fax samples, rate info.  
and general availability to:  
(201) 746-8180

**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-ADWEEK.

**FOR CLASSIFIED ADVERTISING CALL  
1-800-7-ADWEEK**

## HELP WANTED

**RETAIL. YES. HIGH FASHION, IT'S NOT.**

We're looking for smart, "take-charge" energetic individuals who understand in retail terms what it means to "hit the ground running."

**ACCOUNT COORDINATOR**

Individual with 6 months-1 year agency experience who has boundless energy, enthusiasm and motivation. Attention to detail and organizational skills are a must. Knowing how "to get the job done" will be your top priority.

**MEDIA SUPERVISOR**

4 years experience, at least two of which dedicated to a retail/service type of business. Work with local TV, radio and print. Must be a strategic thinker, planner and implementer.

**COPYWRITER and ART DIRECTOR**

Looking for creative and dynamic individuals/team who want the opportunity to break the mold in retail advertising. You should have proven ability to work independently on multiple projects in a deadline-driven environment. Both positions require individuals who have experience creating and print, collateral television and radio commercials.

**ACCOUNT EXECUTIVE**

Minimum 3 years experience on a retail oriented account. Must have strong account management skills, as well as excellent written, verbal and presentation skills. Involves direct client contact and superb follow up skills.

**BROADCAST PRODUCER**

Experienced individual who has worked on retail broadcast accounts. Total familiarity with broadcast production process.

**BROADCAST TRAFFIC**

Proven experience handling broadcast traffic on retail accounts.

Please send or fax (212-463-8419) resume with cover letter and salary requirements to:

**BOZELL WORLDWIDE**  
BOX LSS  
40 W. 23rd Street  
NY, NY 10010

**MANAGING DIRECTOR  
FIELD MARKETING**

National sales promotion agency seeks a managing director for its Chicago office to manage the development and execution of account specific programs. We're looking for a self-starter with an understanding of promotional techniques and strategies as well as classes of trade, particularly in the food & beverage categories. A good creative sense and customer marketing experience are required. You must have: BA/BS degree and 8+ years of agency and/or client experience in marketing and promotions along with the proven ability in the areas of concept development, strategic planning and execution. Previous experience in the beer category is required.

If you possess outstanding verbal and written communication skills coupled with the ability to manage simultaneous projects, we can provide you with an entrepreneurial environment that allows you to do your best work and grow your business.

Qualified candidates may send their resumes with salary history to: (please mention source of ad in response)

**Human Resources**  
**Ryan Partnership**  
55 Post Road West, Westport, CT 06880  
or via fax 203-454-7047

Equal Opportunity Employer

M/F/D/V

*MasterCard*  
*International*



# Marketing Communications

MasterCard International, with headquarters in Purchase, New York, is a global payments company and one of the world's most recognized and respected brands. We seek two key individuals to join our growing Global Marketing Department.

**Strategic Communications Development**

We need a globally minded, creative, results-oriented professional to build the MasterCard brand through development and execution of effective, integrated marketing communications plans and programs (business-to-business and consumer). The successful candidate will have at least ten years' experience in marketing communications planning and implementation, working with a variety of media and a wide range of programs/products. Corporate plus agency (or in-house Marketing Services) background preferred. Strong people management and team-building skills essential.

**Art Director**

This results-oriented individual will build and oversee an in-house design and pre-production department. The successful candidate will have at least seven years' management experience, preferably running a corporate graphics department. Excellent conceptual and design skills, solid understanding of brand identity, and successful track record managing fast-paced, high-demand studio environment are required.

*Both positions require creativity and vision, exceptional interpersonal and communication skills, a high level of flexibility, and the ability to excel within a team environment.*

MasterCard offers a dynamic and fast-paced work environment, competitive salary, and comprehensive benefits package. For immediate and confidential consideration, please send resume (with salary history) to:

**MasterCard International**  
2000 Purchase St., Purchase, NY 10577-2509  
Fax: 914-249-4128, Human Resources, Dept. ALX  
Internet Home Page: <http://www.mastercard.com>  
Equal Opportunity Employer M/F/D/V

ONE SHOW.  
CA.  
CANNES.

THE KALAMAZOO ADDYS.

Obviously, we've been seen in all the right places. Some we'd like to frequent more. This former Lawler Ballard shop sells and produces some of the best work around. (Just ask Gary Johns or Gary Floren.) Writers or ADs weary of focus groups, glory-grabbing bosses and spineless bureaucracies should call Kathi O'Reilly at 1-800-366-1687.

**REACH YOUR AD COMMUNITY**  
**ADWEEK MAGAZINES**

## HELP WANTED



A world leader in interactive media sales and marketing programs seeks experienced sales professionals to join our sales team.

### Vice President, Regional Sales

Responsible for the collective performance of 4-5 sales team within the organization. Qualified candidate must have 5+ years selling and 3+ years sales management experience – media sales preferred; full familiarity with the marketing process and extensive experience in coaching and training (SPIN selling model a plus). Must have demonstrated performance in a new business development capacity and strong established relationships with buyers of traditional and new media are essential. 4 year college degree and excellent computer skills required. Location: New York.

### Account Manager

Manage the collective selling and servicing activities of a sales team in a regional market. 5+ years outside sales and marketing experience. Computer, print or online sales preferred. Extensive experience in territory management. Strong established relationships with buyers of traditional media and new media. 4 years college degree and excellent computer skills required. Locations: Dallas, New York, San Francisco.

### Account Executive

Work with Account Manager and Sales Coordinator as a member of a sales team for ad sales on the Internet. 2+ years inside sales experience. Computer print publishing and online sales experience a plus. Extensive sales planning and proposal work, customer service and detail oriented. 4 year college degree and excellent computer skills required. Locations: Atlanta, Boston, Chicago, Dallas, Los Angeles.

### Sales Coordinator

Support sales team in research, proposals, telesales, lead qualifications and sales coordination for ad sales on the Internet. Ability to handle multiple tasks simultaneously, excellent organizational skills and strong administrative and computer skills required. 4 year college degree preferred. Locations: Boston, Chicago, Los Angeles, San Francisco.

SOFTBANK Interactive Marketing Inc.

Human Resources, Dept 12/16

2361 Rosecrans Ave., El Segundo, CA 90245

Fax 310.643.2670 / E-mail Majadi\_Pruitt@slmweb.com

### RESEARCH ANALYST

Interactive Media Research firm needs Research Analyst. Requires related college degree, 2+ years research experience, excellent computer/communication skills and interest in the online environment. Great opportunity for smart self-starter with growing firm!

Fax resume to 212-227-8482 or email to bertel@northstar.com

### RESEARCH PROJECT MANAGER

Interactive Media Research firm needs Project Manager. Requires related college or advanced degree, 5+ years research experience with supplier, excellent communication skills. Extensive client contact, report writing, qualitative/statistical data analysis and management of ongoing projects will be critical components. Good computer skills and a strong desire to learn about the online environment are required.

Fax resume to 212-227-8482 or email to bertel@northstar.com

### THE SEGASOFT EMPLOYMENT MODEL:

SHOW UP.

PROMOTE GREAT ENTERTAINMENT EXPERIENCES.

DOMINATE THE MARKET.

GET PAID. GO HOME.

Major talent. Backed by major players, we're developing entertainment experiences for PCs, next-generation consoles, and the Internet. We are seeking driven professionals to join us.

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# CULTURE TRENDS

Culture Trends is a compilation of data collected from *Billboard*, *The Hollywood Reporter*, MTV and Nielsen Media Research to track current trends in the movie, television, video and recorded music marketplaces.

## Billboard's Top 20 Albums

Compiled from a national sample of retail, store and rack sales reports, for the week ending December 7th, 1996 provided by *Sound Scan*.

| This Week | Last Week | Peak Pos. | Wks on Chart | Artist   | Title                                     |
|-----------|-----------|-----------|--------------|--|---|
| 1         | New       | 1         | 1            | <b>Bush</b>                                    | Razorblade Suitcase                       |
| 2         | 1         | 1         | 2            | <b>Snoop Doggy Dogg</b>                        | Tha Doggfather                            |
| 3         | 3         | 3         | 47           | <b>No Doubt</b>                                | Tragic Kingdom                            |
| 4         | 2         | 1         | 3            | <b>Makaveli</b>                                | The Don Killuminati :<br>The 7 Day Theory |
| 5         | 4         | 1         | 37           | <b>Celin Deion</b>                             | Falling into You                          |
| 6         | New       | 6         | 1            | <b>Mobb Deep</b>                               | Hell On Earth                             |
| 7         | New       | 7         | 1            | <b>Foxy Brown</b>                              | Ill Na Na                                 |
| 8         | 13        | 8         | 2            | <b>Soundtrack</b>                              | Space Jam                                 |
| 9         | 7         | 2         | 8            | <b>Kenny G</b>                                 | The Moment                                |
| 10        | 9         | 2         | 23           | <b>Toni Braxton</b>                            | Secrets                                   |
| 11        | New       | 11        | 1            | <b>The Artist Formally<br/>Known As Prince</b> | Emancipation                              |
| 12        | 15        | 12        | 4            | <b>Soundtrack</b>                              | Romeo + Juliet                            |
| 13        | 19        | 12        | 4            | <b>Alan Jackson</b>                            | Everything I Love                         |
| 14        | 8         | 4         | 9            | <b>Soundtrack</b>                              | Set It Off                                |
| 15        | 5         | 2         | 3            | <b>Mo Thugs Family</b>                         | Family Scriptures                         |
| 16        | 14        | 1         | 76           | <b>Alanis Morissette</b>                       | Jagged Little Pill                        |
| 17        | 23        | 3         | 20           | <b>Leann Rimes</b>                             | Blue                                      |
| 18        | 10        | 1         | 5            | <b>Van Halen</b>                               | Best of Volume 1                          |
| 19        | 16        | 15        | 2            | <b>Soundtrack</b>                              | The Mirror Has Two Faces                  |
| 20        | 17        | 16        | 3            | <b>Reba Mcentire</b>                           | What If It's You                          |

© 1996 Billboard/Soundscan, Inc./Broadcast Data Systems

## Nielsen's Top 15 Network Programs

These are the top 15 Network programs for the week ending November 10, 1996.

| Rank | Program                     | Network | Rating | Share | Rank | Program                    | Network | Rating | Share |
|------|-----------------------------|---------|--------|-------|------|----------------------------|---------|--------|-------|
| 1    | <b>E.R.</b>                 | NBC     | 24.9   | 41    | 9    | <b>Touched by an Angel</b> | CBS     | 15.2   | 23    |
| 2    | <b>NFL Football</b>         | FOX     | 22.3   | 36    | 10   | <b>60 Minutes</b>          | CBS     | 13.8   | 22    |
| 3    | <b>World Series, Game 4</b> | FOX     | 21.6   | 33    | 11   | <b>Cosby</b>               | CBS     | 13.2   | 21    |
| 4    | <b>Seinfeld</b>             | NBC     | 19.2   | 30    | 12   | <b>CBS Sun. Movie</b>      | CBS     | 12.6   | 19    |
| 5    | <b>Friends</b>              | NBC     | 18.0   | 29    | 13   | <b>20/20</b>               | ABC     | 12.4   | 23    |
| 6    | <b>NBC Sun. Movie</b>       | NBC     | 16.1   | 24    | 13   | <b>Drew Cary Show</b>      | ABC     | 12.2   | 19    |
| 6    | <b>The Single Guy</b>       | NBC     | 16.1   | 25    | 15   | <b>Grace Under Fire</b>    | ABC     | 11.7   | 18    |
| 8    | <b>Mon. Night Football</b>  | ABC     | 15.9   | 27    |      |                            |         |        |       |

Source: Nielsen Media Research R=Repeat S=Special

## MTV's Buzz Clip

Buzz Clips are usually by new, up-and-coming artists who MTV believes have special potential. Of the 40 videos that MTV designated as Buzz Clips since January 1994, more than 75% have been certified gold or platinum.

Week of 12/9/96

Artist/Group: **Prodigy**  
Song/Video: **Firestarter**  
Director: **Walter Stern**

The Prodigy story started in February 1991, with a 12" EP, entitled *What Evil Lurks*, which changed the sound of dance/rave music forever. They've since left their mark everywhere from Iceland to Japan gaining critical acclaim every step of the way -- and now it's our turn. What the band's new single "Firestarter" will bring to America is anyone's guess -- as Prodigy member Keith Flint makes his vocal debut with his insane sneering growl and uninhibited rage he adds and even punkier edge to their bombastic sound.

Artist/Group: **Tool**  
Song/Video: "Track #1"  
Director: **Adam Jones**

Ask almost anyone what Tool's image is, and they won't be able to give a direct answer. Actually, the band takes pride in the fact that they haven't had to play any "lame fashion games." They've always been able to put art first. As *The New York Daily News* put it "...Can metal achieve beauty without selling out? Ask Tool. This L.A. quartet marries the gorgeously melodic vocals of Maynard James Keenan (vocals) with riffs as grotesquely brutal as a plane crash..."

Artist/Group: **Cake**  
Song/Video: **The Distance**  
Director: **Mark Kohr**

Rather than ignore contradiction, Cake revels in it. Testifying to the broad scope of their audience, the band has already appeared on concert bills with artist ranging from the Meat Puppets and the Ramones to Al Green, the Meters, Jonathan Richman and the Monks of Doom. With their self-produced second album *Fashion Nugget*, Cake delves deeper into the maelstrom -- searching for an elusive place where romance and rejection can tango together, where humor and tragedy can share a few beers.

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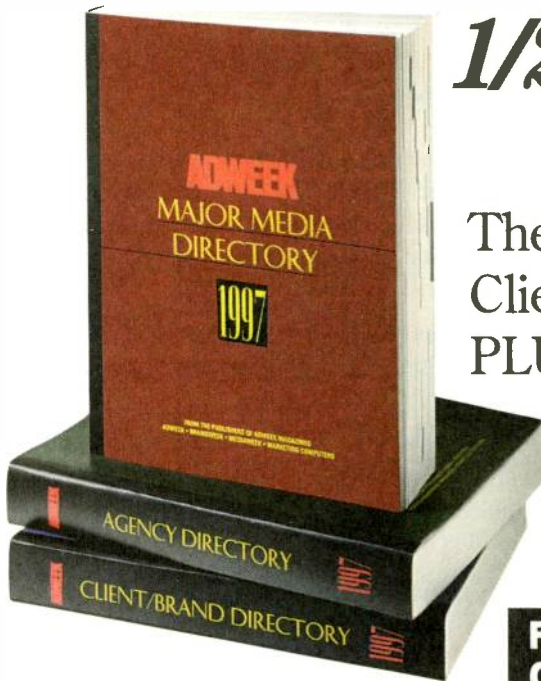
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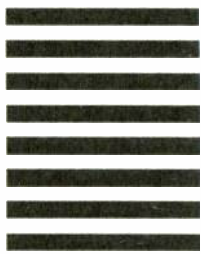
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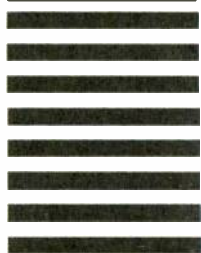
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## CALENDAR

**New York Women in Film & Television** presents its annual gala holiday luncheon Dec. 17, at the New York Grand Ballroom and Towers. The 1996 Muse Award for Outstanding Vision & Achievement will be presented to Mary Tyler Moore, Rosie O'Donnell, Rita Moreno, casting director Juliet Taylor and independent filmmaker Christine Vachon. Contact: 212-838-6033.

**The National Association of Television Programming Executives** will hold its 34th annual program conference and exhibition Jan. 13-16 at the Ernest Morial Convention Center in New Orleans. Contact: 310-453-4440.

The 19th annual **International Sport Summit** will be held Jan. 15-16 at the Marriott Marquis in New York. David Downs, vp of programming for ABC Sports, will be among the featured speakers. Contact: 301-986-7800.

**The Cabletelevision Advertising Bureau's 10th annual Sales Management School** will be held Jan. 16-18 at the Del Lago Conference Center in Houston. Contact: 212-508-1235.

**The Association of National Advertisers** will present an advertising management conference Feb. 2-4 at the Ritz Carlton Palm Beach Hotel, Manalapan, Fla. Contact: 212-455-8021.

**The Television Bureau of Advertising** will hold its annual marketing conference April 7-8 at the Las Vegas Hilton. Contact: 212-486-1111.

# Media Notes

## NEWS OF THE MARKET

### Kane to Head WABC

Tom Kane has been named president and gm for the ABC O&O WABC-TV in New York, the nation's largest TV market. Effective Jan. 6, Kane replaces Walter Liss, who recently was promoted to chairman of Buena Vista Television. Kane was previously president of WPVI, Philadelphia's ABC O&O. *Mediaweek* (Nov. 11) had named Kane as high on the short list for the WABC job.

### AT&T May Sell LIN Stake

AT&T has informed LIN Television, the Providence, R.I.-based owner of eight large- to medium-market TV stations, of its intent to review its 45 percent stake in LIN, which industry watchers say is part of an effort by AT&T to concentrate more on core telecommunications businesses. AT&T holds 13.5 million shares of LIN stock valued at \$567 million based on last week's \$42 per share trading price. The stake in LIN was originally acquired by AT&T in 1994, when it completed an \$11 billion buyout of McCaw Cellular Communications Inc.

### ESPNews Advertiser List Grows

ESPNews, the 24-hour all-sports news channel launched on Nov. 1, has signed another five advertisers beyond the initial five charter sponsors. The new advertisers are Campbell's Soup, Fila, Foot Locker, Holiday Inn and Pennzoil. Meanwhile, the network is adding more cable subscribers, having signed a carriage deal with Garden State Cable, an operator that serves 205,000 subscribers in the Philadelphia area. ESPNews now counts approximately 1.7 million subscribers. In related news, sister service ESPN2 has passed

the 40 million-subscriber mark, reaching 40.5 million subs.

### U S West Media To Add Subs

U S West Media Group, the cable arm of the Denver-based regional Bell, last week announced plans to acquire cable systems serving 40,000 homes from Booth American Communications Co. The systems, based in Birmingham, Bloomfield and Summit-Leoni, Mich., are contiguous to Continental Cablevision system that U S West owns.

The tax-free deal transaction will consist of \$50 million in U S West preferred stock and \$25 million in debt.

### WUSA Prevails in D.C.

In the hotly contested Washington, D.C., local news market, the final Nielsen November sweeps numbers are in: CBS affiliate WUSA-TV bounced back by two-tenths of a point to an 8.3 Monday-through-Friday rating for news. Preliminary (18-day) sweeps data provided to *Medi-*



**Hanks has \$50 million in HBO backing for Apollo series**

## Hanks Shoots For 'Moon'

In the continuing stampede of feature filmmakers to the small screen, Tom Hanks will executive produce a 13-hour anthology for HBO called *From the Earth to the Moon*. The series, set to begin production in February, will have an estimated \$50 million behind it

from HBO, making it the most expensive original project ever in cable. Hanks, a well-known space buff and star of *Apollo 13*, will work with Imagine Entertainment's Brian Grazer, Ron Howard and Michael Bostick as producers. Hanks made his writing and directing debut last summer with *That Thing You Do!*

*From the Earth to the Moon* will be based in part on Andrew Chaikin's book *A Man on the Moon*, about the 12 manned Apollo missions and the astronauts who flew them. The HBO series, intended to be 13 cinematic stand-alone hours, is expected to launch in December '97 or January '98. Following a pattern carved out by shows such as *Homicide*, *ER* and the upcoming *Gun*, big-name directors will be brought in for the series. Among those recruited for individual episodes are Lili Fini Zanuck, Ted Demme, Frank Darabont and James Foley. Hanks will direct the first episode and write the final one. He is not scheduled to act in any of the installments, which will have an estimated \$4 million budget each.

# Media Notes

CONTINUED

week (Dec. 2) had indicated WJLA edging out WUSA-TV by a tenth of a point. Thus, WUSA-TV remains No. 2 in the D.C. market, edging out third-place ABC affiliate WJLA-TV, which earned an 8.1 rating in November.

## Guida Signed by WBIS+

Tony Guida has a job again, after being let go as part of the mass layoff of anchors at CBS O&O WCBS-TV in New York back in September. Guida has been picked up as lead anchor at superstation WBIS+, a joint venture of ITT and Dow Jones. New York-based WBIS+ will be a 24-hour business, sports and entertainment broadcast channel, set to launch Jan. 21.

## Anastos Anchors Again

Ernie Anastos is taking the local again. Anastos, the distinctively coiffed longtime New York news anchor (WABC and WCBS, for a total of 20 years ending in 1994), has been signed as coanchor at UPN flagship station WWOR-TV. Starting Jan. 6, Anastos will do the 10 p.m. nightly news from the Secaucus, N.J.-based UPN station serving the New York-New Jersey metropolitan area. Since leaving WCBS in '94, Anastos did a brief stint at CBS News, then became the ringmaster on Lifetime's recently shelved how-to show *Our Home*.

## 'Woo' Moves to SNICK

Responding to kids' pleas for another mystery show, Nickelodeon has added *The Mystery Files of Shelby Woo* to its SNICK lineup. The show, in its second season, moves from its Sunday evening slot to Saturday at 9 p.m. beginning Jan. 4. To make room, *Space Cases* bumps to Sunday. Shelby Woo, which stars Irene Ng

(*The Joy Luck Club*) and Pat Morita (*Happy Days*), now is paired with Nick's long-running series *Are You Afraid of the Dark?*

## DirectTV Adds QVC to Lineup

DirectTV has entered into an agreement with QVC to add the electronic retailer to the DirectTV programming lineup in 1997. QVC has been authorized to sell the DSS package, a system that can receive DirectTV programming.

## 'Cosmo'-Brand Baubles, on QVC

Hearst's *Cosmopolitan* has spawned yet another brand extension: The magazine has partnered with QVC to launch a line of jewelry. The line of "fashion" jewelry to be sold on the shopping channel, includes a "changeable pendant set," a "high dome ring" and a "pave hoop earring."

## Frito-Lay Sponsors 'SI' Edit

Time Inc.'s *Sports Illustrated* has developed a new editorial section that the Frito-Lay Co. will sponsor exclusively. The "SI View" spread, to run in the front of the book, will include editors' picks for the best TV sports events of the week. Frito-Lay ads will run across the bottom third of the spread. SI View will first appear in the Dec. 23 issue.

## 'Salley' Scores Fox Stations

Buena Vista Television has scored major-market clearance deals for its June 1997 syndication launch of *The John Salley Show*. Ten Fox Television Stations group outlets and 12 of its soon-to-be-acquired New World Communications Group stations will pick up *Salley*, starring the former NBA star. The show will fill 11 p.m.-1 a.m. time slots available since Fox recently postponed plans to launch a network soap opera

Click on clips:  
The Sci-Fi Channel lets cutting-edge techies get Web peeks at its shows

## Sci-Fi Cyber-Promo

The Sci-Fi Channel is using a new Web-based vehicle to promote its programming. The technology, through Web site [www.gist.com](http://www.gist.com), will allow users to download 15- and 30-second video clips of Sci-Fi shows by clicking onto the banner of Gist's home page. "Sci-Fi tends to attract cutting-edge technology users, so this couldn't be a better fit for us," said Ellen Kaye, vp of enterprises for Sci-Fi. Rotating ads kicked off last week for *Sightings*, a Christmas movie marathon; a *Twilight Zone* marathon; and new series *Flash* and *Robocop*. Gist is in discussions with other cable and broadcast networks to use the technology.

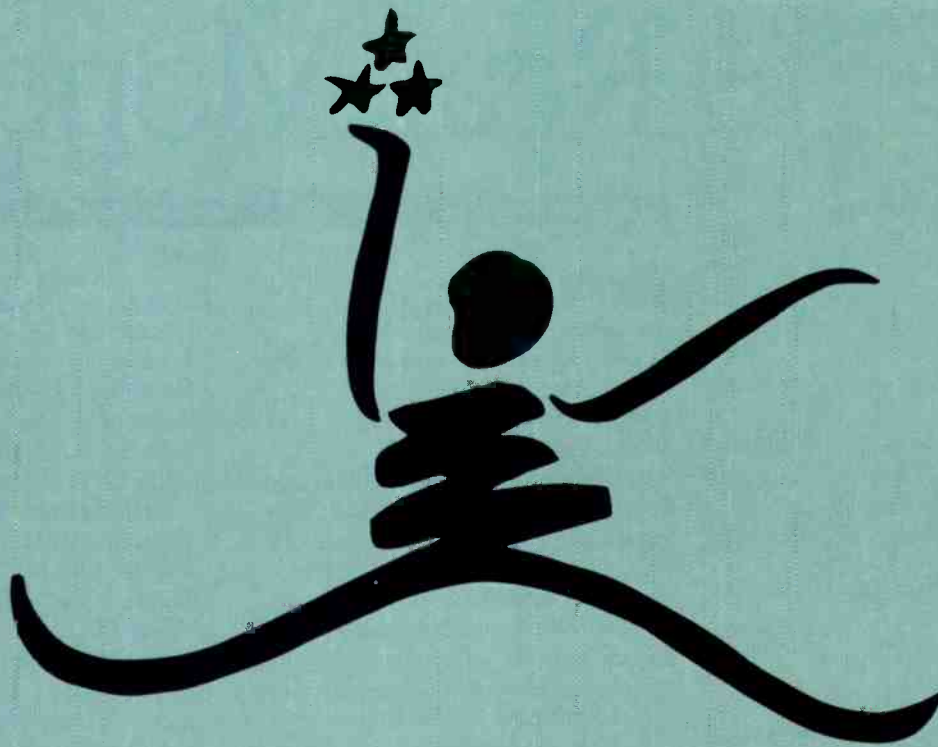
called *13 Bourbon Street*. The 22 Fox-New World stations account for about 40 percent U.S. broadcast coverage. In related news, BVT has secured a charter group deal with Chris-Craft/United Television's eight top-market stations for the fall 1997 action-adventure weekly, *Honey, I Shrunk the Kids—The Series*.

## 'Judge' to Be CBS Miniseries

Writer Steve Martini has signed a deal with Jaffe/Braunstein Films to develop his bestseller, *The Judge*, into a four-hour miniseries that will air next season on CBS. The author has partnered with Jaffe/Braunstein and CBS before, for *Undue Influence*, which aired in September to strong ratings. *The Judge* centers on an attorney who must defend his longtime rival in a murder case. Brian Dennehy, who played the same attorney in *Undue Influence*, is expected to reprise the role.

## CAN Presents Media Awards

CAN, the Community Action Network, a nonprofit public service group, recently held its Ninth Annual Media and Corporate Awards. It drew 192 entries from newspapers, magazines, television, radio, cable, ad agencies, national advertisers and outdoor ad companies. The winner for "best coverage of a community problem solving project, initiated by an individual or nonprofit group" was *The Sun News* (Myrtle Beach, S.C.) for "Re-claiming the Streets," describing a community effort to fight drug problems. "Best coverage of a community problem-solving project, initiated by the media" went to Cox Broadcasting's ABC affiliate in Charlotte, N.C., WSOC-TV, for its exposé "Carolina Crime Solutions." The award for best public service ad campaign went to Rodale Press' "National Men's Health Week."



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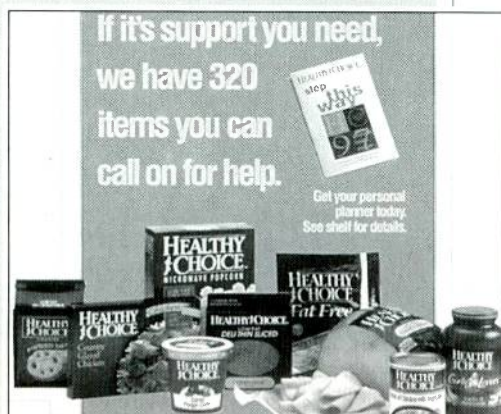
## BIG DEAL

### HEALTHY CHOICE

**Advertiser:** ConAgra  
**Agency:** Campbell Mithun Esty, Minneapolis  
**Begins:** January  
**Budget:** \$12.5 million  
**Media:** TV, print, in-store

ConAgra has resolved to double spending behind its annual post-New Year's advertising push for the Healthy Choice line.

ConAgra, in Omaha, has budgeted \$12.5 million for the first-quarter program. Individual Healthy Choice brands will be supported with \$8 million in TV and print ads; another \$4.5 million will promote a new multimedia program called "Step This Way," which will include



### Lower-fat, higher spending

everything from e-mail sent to consumers' computers to in-store floor graphics promoting a personal health planner.

Print and TV executions for individual brands will focus on low-fat frozen entrees. ConAgra in the past has advertised heavily in January, when many consumers begin diets. The company spent \$6.2 million during first quarter '96, according to Competitive Media Reporting.

The Healthy Choice name now is on more than 300 foods, but frozen meals continue to be its flagship line. Frozen entrees and dinners category sales were up 1 percent to \$3.4 billion for the 52-week period ending Aug. 25, according to Information Resources Inc. Healthy Choice's entree sales were \$321.4 million, an increase of 4.7 percent over the year-earlier period. —Ellen Rooney Martin

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

### SHOUT

**Advertiser:** S.C. Johnson  
**Agency:** Foote, Cone & Belding, Chicago  
**Begins:** Late December  
**Budget:** \$12 million  
**Media:** Undisclosed

S.C. Johnson will pump \$12 million into its Shout stain-fighting line next year, highlighted by a \$5 million outlay for Shout Wipes, a new product that introduces portability to the \$205 million category.

Shout Wipes, which ships later this month, comes in a 12-count package that's designed to be carried around in a purse or briefcase, like moist towelettes. Cost will be about \$2. S.C. Johnson will drop a 50-cent FSI on Feb. 23 for the wipes.

In the year ended Nov. 3, Shout had \$72.5 million in sales, up 2 percent from the year before, per Information Resources Inc. No. 2 brand Spray 'n Wash, from DowBrands, was right behind with \$70.6 million in sales, up 2.5 percent. Together, the two brands control about 70 percent of the category.

S.C. Johnson wouldn't comment, but the company hopes that the wipes give it a technological edge over Dow as well as an additional user "occasion" to capitalize on. Last year, S.C. Johnson spent just under \$6 million on Shout laundry stain remover, per Competitive Media Reporting. DowBrands put \$2.8 million behind Spray 'n Wash, per CMR. —Sean Mehegan

### PANASONIC DIGITAL VIDEO DISC PLAYER

**Advertiser:** Panasonic  
**Agency:** Grey Advertising, N.Y.  
**Begins:** March (proposed)  
**Budget:** \$10 million  
**Media:** TV, print

Panasonic is readying an estimated \$10 million launch for its digital video disc player by targeting the growing market of consumers accumulating "home theater" electronics packages.

Panasonic ads, via Grey Advertising, N.Y., should break sometime in late first-quarter '97 and focus on the picture quali-

ty of DVD. The campaign will include one TV spot and several print executions, all featuring the tagline "Made possible by Panasonic." Panasonic is seeking a movie studio to tie in on an offer of DVD software discounts in exchange for purchases of the DVD player.

But Panasonic may have to phase the introduction of the DVD by region to coincide with the rate of availability of DVD movies. Still uncertain is the availability of movie software for the player over the next year, but officials at Matsushita Electric, Panasonic's parent company, are expecting enough titles available to help them sell 1 million DVD units in the U.S. within the first 12 months. Thus far, Time Warner is the only studio to have released any movies on DVD, which takes a CD-sized disc.

Meanwhile, all other major consumer electronics firms plan entries in the category: Thomson/RCA plans a \$10 million push largely behind DVD next year (*Brandweek*, Oct. 14), plus Sony plans a high-end model for TV; Philips will also do an intro. —Steve Gelsi

### EASY OFF KITCHEN CLEANER

**Advertiser:** Reckitt & Colman  
**Agency:** McCann-Erickson, N.Y.  
**Begins:** Now  
**Budget:** \$5 million  
**Media:** Undisclosed

Reckitt & Colman will ante up \$5 million on the launch of Easy Off Self-Scrubbing Kitchen Cleanser, a new product that seeks to apply Easy Off's grease-cutting heritage to the entire kitchen.

In the year ended Nov. 4, Easy Off had \$37 million in sales, good for more than half of the \$68 million oven cleaner category, per Information Resources Inc. Reckitt's Lysol line, which includes kitchen cleaners, had \$121 million in sales. Formula 409 from Clorox did \$71 million, while Fantastik, from Dowbrands, had \$32 million. IRI has no estimates on the size of the household cleaner category.

Through September, Reckitt spent just over \$1 million on Easy Off advertising, per Competitive Media Reporting.

—Sean Mehegan



# CMR Top 50

A Weekly Ranking of the Top 50 Brands' Advertising in Network Prime Time

Week of Nov. 25-Dec. 1, 1996

| Rank | Brand                         | Class | Spots | Prime-Time Ad Activity Index |
|------|-------------------------------|-------|-------|------------------------------|
| 1    | MCDONALD'S                    | V234  | 49    | 1,301                        |
| 2    | BURGER KING                   | V234  | 36    | 956                          |
| 3    | WENDYS                        | V234  | 26    | 690                          |
| 4    | K MART                        | V324  | 20    | 531                          |
|      | RADIO SHACK ELECT STORE       | V341  | 20    | 531                          |
| 6    | SEARS DEPT                    | V321  | 19    | 505                          |
| 7    | BLOCKBUSTER VIDEO RNTLS       | V341  | 18    | 478                          |
|      | POLAROID ONE STEP             | G230  | 18    | 478                          |
| 9    | TACO BELL RESTAURANTS         | V234  | 17    | 451                          |
| 10   | DURACELL                      | H220  | 16    | 425                          |
| 11   | JC PENNEY                     | V321  | 15    | 398                          |
| 12   | EVEREADY                      | H220  | 14    | 372                          |
|      | SEGA SATURN                   | G450  | 14    | 372                          |
|      | SNICKERS                      | F211  | 14    | 372                          |
| 15   | ACE HARDWARE STORE            | F131  | 13    | 345                          |
|      | AT&T LONG DISTANCE (RES.)     | B142  | 13    | 345                          |
|      | NIKE                          | A131  | 13    | 345                          |
|      | SEARS (AUTOMOTIVE)            | V321  | 13    | 345                          |
|      | SEARS (BUILDING SUPPLIES)     | V321  | 13    | 345                          |
|      | WARNER BROS. (SPACE JAM)      | V233  | 13    | 345                          |
| 22   | 1-800-COLLECT                 | B142  | 12    | 319                          |
|      | AMERICAN HOME                 | D218  | 12    | 319                          |
|      | BURLINGTON COAT FACTORY       | V311  | 12    | 319                          |
|      | HALLMARK                      | B321  | 12    | 319                          |
|      | INFINITI AUTOS                | T112  | 12    | 319                          |
|      | TRUE VALUE HARDWARE STORES    | V345  | 12    | 319                          |
|      | WAL-MART                      | V324  | 12    | 319                          |
| 29   | HEWLETT PACKARD               | B312  | 11    | 292                          |
|      | INDEPENDENCE DAY (VIDEO)      | H330  | 11    | 292                          |
|      | MASTERCARD                    | B150  | 11    | 292                          |
|      | PAYLESS SHOE SOURCE           | V313  | 11    | 292                          |
|      | PHILIPS MAGNAVOX              | G561  | 11    | 292                          |
|      | PIZZA HUT                     | V234  | 11    | 292                          |
|      | UNIVERSAL (DAYLIGHT)          | V233  | 11    | 292                          |
| 36   | 7 UP                          | F221  | 10    | 266                          |
|      | BRITA                         | H235  | 10    | 266                          |
|      | LEVIS                         | A116  | 10    | 266                          |
|      | PIER ONE IMPORTS FURN. STORE  | V344  | 10    | 266                          |
|      | TARGET DISCOUNT STORES        | V324  | 10    | 266                          |
| 41   | ELIZ. TAYLOR WHT DMD (FRAGR.) | D113  | 9     | 239                          |
|      | MIRAMAX (SCREAM)              | V233  | 9     | 239                          |
|      | MISSION IMPOSSIBLE (VIDEO)    | H330  | 9     | 239                          |
|      | NORELCO                       | D126  | 9     | 239                          |
|      | NUTTY PROFESSOR (VIDEO)       | H330  | 9     | 239                          |
|      | RED LOBSTER                   | V234  | 9     | 239                          |
|      | SEARS DEPT (MEN'S APPAREL)    | V321  | 9     | 239                          |
|      | TIMEX WATCHES                 | G212  | 9     | 239                          |
|      | TYLENOL EXTRA-STRENGTH GLTB   | D211  | 9     | 239                          |
|      | USSB SATELLITE SYSTEM         | H320  | 9     | 239                          |

## WOODBIDGE WINES

**Advertiser:** Robert Mondavi Winery

**Agency:** Ketchum, San Francisco

**Begins:** April

**Budget:** \$1 million

**Media:** Print

Robert Mondavi Winery will introduce new packaging and advertising for its Woodbridge line of varietals in April that will paint the brand as one that obsesses on quality winemaking so consumers can relax and enjoy.

The Woodbridge campaign will take its quality message to broader-based publications like *GQ* and home magazines, as well as the more expected food and wine publications. Spending for the three-month effort will hit an estimated \$1 million.

Woodbridge isn't the only winemaker looking to branch out of the narrow confines of the food and wine books. Fetzer, a Heublein brand, is also preparing a spring print campaign that would put pages in a diverse array of lifestyle magazines like *Outdoor* and vertical publications targeting skiers. E. & J. Gallo is on the air with ads for Turning Leaf, its upscale line of varietal wines, which showcase a houseful of yuppie men and women convivially imbibing.

Three-dollar jug wines labeled plainly red, white or blush, ruled the market through the '70s and '80s, but varietals, made of a particular grape like chardonnay and merlot, retailing on average for \$6 to \$8, are achieving the highest percent unit increases in recent years.

"It's like the same thing that happened with coffee, people are willing to spend a little more on certain luxuries," said Gayle Dardan, marketing manager for Woodbridge.

With Gallo's and Heublein's Fetzer and Glen Ellen brands putting money into upscale packaging and advertising, the competition is there, too, hence Woodbridge's redo. Previously a radio advertiser in spot markets, ad spending will double with this print campaign. The creative will try to position Woodbridge as something that is made using fine winemaking techniques like barrel aging, but also something to enjoy every day. —*Elaine Underwood*

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots. Spots indexed to average spots for all brands advertising in prime time, i.e., if McDonald's Index=1308, McDonald's ran 1208 percent more spots than the average.

Source: Competitive Media Reporting

# Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

## Merry Christmas

WONDERING WHAT TO WATCH ON TV AS THE YULE-tide season approaches its scary climax? There's

something here for every member of the family as Media Person presents his annual guide to the best of holiday viewing. (Health advisory: Excessive immersion in Christmas specials may result in a rise of blood sugar to dangerous levels. Consult your physician for proper dosage.)

*Savage Animal Attacks on Santa* (Fox, Dec. 18, 9 p.m.): Actual footage of St. Nick being torn apart by pit bulls, neurotic pythons, rabid hamsters, paranoid parrots, and huge, slobbering mastiffs as the jolly old elf comes down chimneys in homes with poorly trained pets. Hosts: Ed McMahon, Tickle Me Elmo.

*Walker, Texas Ranger* (CBS, Dec. 24, 10 PM): In this poignant holiday episode, Chuck Norris forgets it's Christmas eve and brutally kicks a dozen hoods into submission as usual. Reminded that it's a time of peace on earth and good will to men, he blushes and shrugs in his clumsily endearing way.

*A White House Christmas* (NBC, Dec. 18, 10 p.m.): Bill and Hillary team up with Beavis and Butt-head, the cast of *Melrose Place*

and the Harlem Boys Choir to sing traditional carols around the fireplace. Then they all join in a merry verbal attack on special prosecutor Kenneth Starr.

*An X-Files Xmas* (Fox, Dec. 22, 10 p.m.): A new side of Scully and Mulder emerges as the versatile feds dance and sing Christmas songs with all the monsters, aliens and telepathic killers featured on the show. Highlight: Swamp thing (David Caruso) drags Scully (Gillian Anderson) to the bottom of a weed-choked bog and serenades her with an underwater version of "Silent Night."

*ER* (NBC, Dec. 23, 10 p.m.): The ghosts of Dr. Kildare, Ben Casey and Marcus Welby haunt grouchy Dr. Benton (Eriq LaSalle) after he refuses to operate on an injured reindeer

that Santa has carried into the hospital. Dr. Ross (George Clooney) is horrified when he wakes up in bed Christmas morning with a nurse from a hospital show on another network.

*Star Trek: Voyager* (CNN, Dec. 16, 4 p.m.): The starship Enterprise lands on a poverty-stricken planet where it's Christmas every day and the skeletal, exhausted inhabitants have time only for shopping.

*Post-Chanukah Wrap-up With Dr. Laura*

**On 'A Very Microchristmas', host Bill Gates chats with Dennis**

**Rodman and Courtney Love about the true meaning of Christmas.**

(ESPN, Dec. 18, 9:30 p.m.): Feisty radio shrink Dr. Laura Schlessinger talks about the importance of family in the Jewish tradition with guests Woody Allen, Philip Roth, Claire Bloom and Roseanne as paramedics and riot troops stand by.

*A Very Microchristmas* (MSNBC, Dec. 24, 8 p.m.): Host Bill Gates chats with guests Dennis Rodman and Courtney Love about the true meaning of Christmas in the post-modern era: It's not really about receiving gifts but about browsing the Web for religion sites using Microsoft's new Faithomatic software (\$49.95, Windows & Mac).

*Snoop Doggy Dogg's Def Kwanzaa Jam* (BET, Dec. 19, midnight): The Snoopster and his homies get down with celebrity MFs,

bitches and hos, fire up some blunts, then head for a hip-hop club to live large and beef with some wack gangstas over who's the realer crew. Result: Good cheer, good music and multiple fatalities.

*Martha Stewart's The Morning After Christmas* (NBC, Dec. 26 8:30 a.m.): America's super-homemaker stays in bed with a huge hangover as her army of servants, flunkies and stooges cleans up the unbelievable mess following Martha's giant Christmas orgy for 16,000 upscale guests.

*Genesis This* (Discovery, Dec. 12, 4 a.m.): A distinguished panel of atheists, scoffers, unbelievers and heathens jump Bill Moyers in a dark alley and beat the crap out of him.

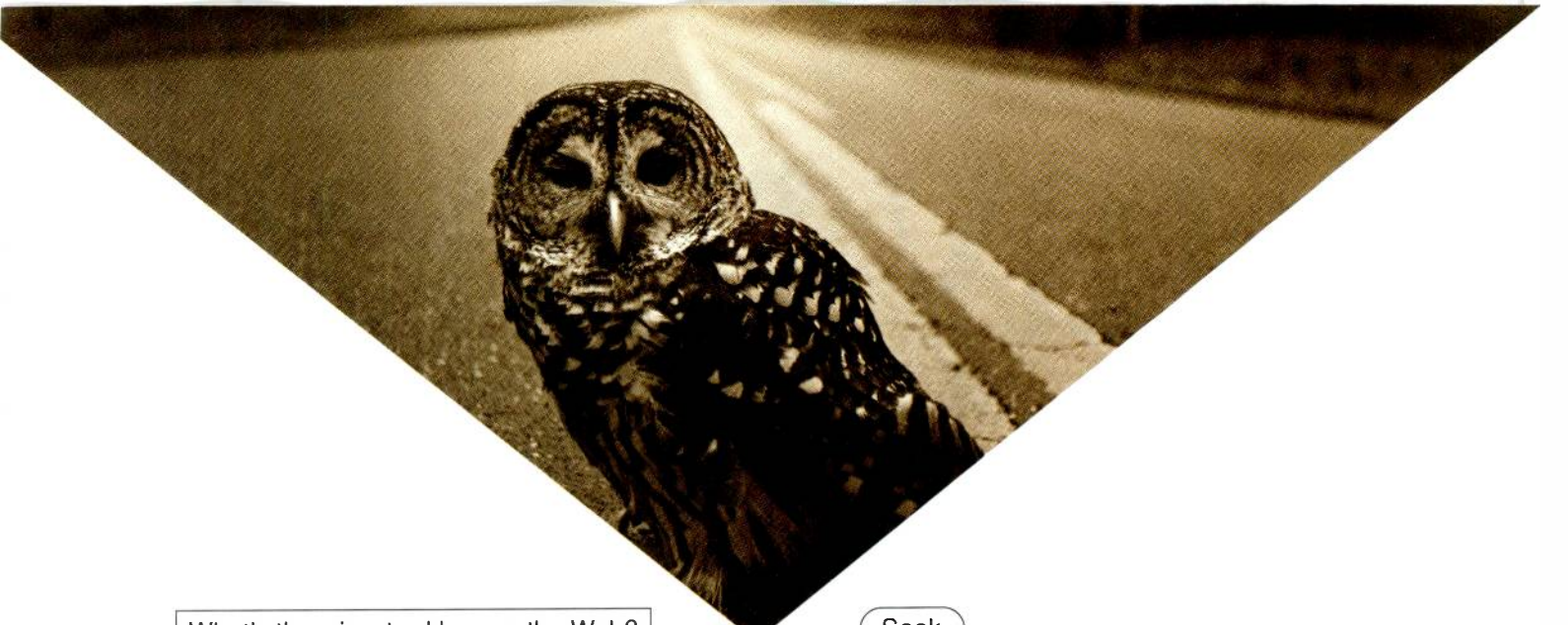
*Cops Christmas Blast* (Fox, when you least expect it): Cameras capture all the action as drug-raiding DEA agents break into the wrong home on Christmas eve and terrorize an innocent suburban family of five sitting down to their holiday dinner.

*It's A Not-So-Hot Life* (AMC, Dec. 24, 7, 9 and 11 p.m.): In this '90s made-for-TV version of the beloved Christmas classic, Drew Carey stars as a ruined banker who jumps off a bridge when the angel who was supposed to intercede and show him the bright side of things fails to appear because he was downsized out of his job due to budget cuts in heaven.

*Sabrina, the Teenage Witch* (ABC, Dec. 20, 8:30 p.m.): Sabrina's Christmas plans are spoiled when an ambitious district attorney charges her with running a Satanic murder cult.

*Dr. Quinn, Medicine Woman* (CBS, Dec. 23, 8 p.m.): While sawing off the leg of a drunken mountain man run over by a stage coach during a blizzard near a camp of starving Indians besieged by bigoted outlaws, the brave frontier doctor (Jane Seymour) tells a Christmas story from her childhood to keep up everyone's spirits.

*At Home with the Stalkerazzi* (E!, Dec. 17, 9:30 p.m.): Top celebrity photogs armed with telephoto lenses peer into Hollywood's most exclusive windows to bring us candid shots of stars celebrating intimate holiday moments with their families, pets and, in some cases, groupies.



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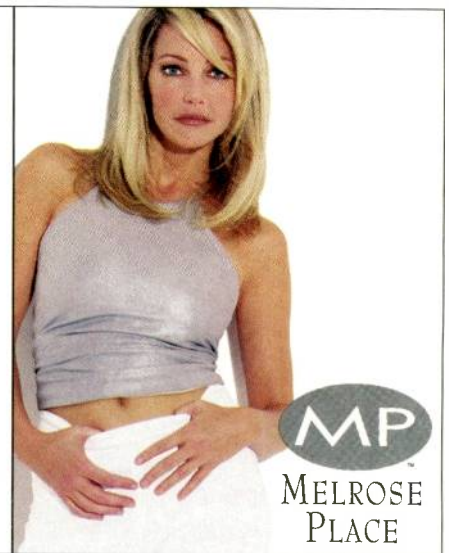
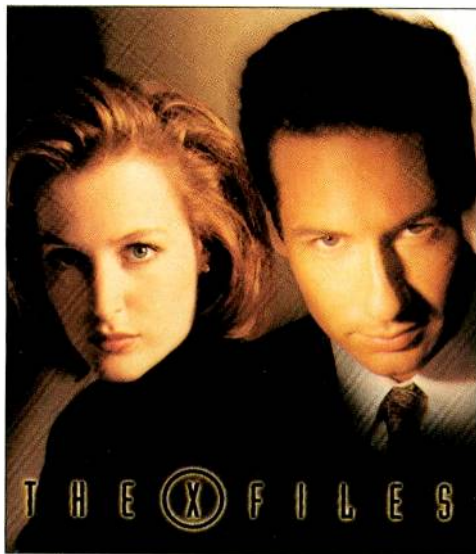
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