

MEDIAWEEK

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Impasse in Upfront

Cable nets and agencies battle over size of CPM hikes **PAGE 4**

CHARGES OF RACISM

Al Sharpton stages a protest on Madison Avenue over the amount advertisers spend on ethnic media. **PAGE 4**

In radio, Spanish and urban-format stations are often No. 1 in the ratings but rarely at the top in ad revenue. **PAGE 14**



AP/WIDE WORLD

MARKET INDICATORS

National TV: Slow

Buyers are being cautious about third-quarter scatter; many are waiting to see how summer programs fare before spending. There's a lot of inventory available.

Net Cable: Heating

Nets are seeing large volume increases in business as cable takes center stage in upfront market. MC's \$150 million cable budget has nets confident about CPMs staying at least in the high single digits.

Spot TV: Slowing

Ad sales remain strong in auto, retail and fast food. However, lazy days of summer are expected to cool spring buying fever.

Radio: Brisk

Summer movies, footwear and fast food are filling up inventory. Prime spot rates have doubled over last few months. June avails are almost gone in some markets; July is selling fast.

Magazines: Mixed

Auto remains weak. Publishers eye corporate brand ads, which appear to be heating up. Upscale pet food is the cat's meow.

TV SPORTS

Goodwill Losses Seen Narrowing

Turner projects Games will play better with Time Warner's support **PAGE 6**

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Big Toronto Daily Shifts on Circ

Affiliation with BPA International enables 'Star' to report cut-rate subscriptions as paid circulation **PAGE 8**

TV PROGRAMMING

Solomon Mines H'wood for Hits

Studios USA chief looks to pump up prime-time performance of former Universal production unit **PAGE 22**



Hey, you've got your
UPSCALE HOUSEHOLDS
in my mass audience!

Well, you've got your
MASS AUDIENCE in my
upscale households!



UPSCALE HOUSEHOLDS:

#1 in both delivery and composition of adults
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MASS AUDIENCE:

#3 among all cable networks
in delivery of adults 18-49 and
#1 in delivery of women 18-49

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Laura K. Jones

JUL 13 1998

AT DEADLINE

Miller Sues Bates, Zenith Over TV Demos

Miller Brewing Co. last week filed a federal suit against Bates USA and Zenith Media claiming that the agencies' failure to deliver on the target audience of TV buys cost the brewer more than \$6 million. The suit, filed in U.S. District Court in Milwaukee, also accused Bates of double-billing Miller for \$937,997. In December 1996, Miller yanked the entire media account from Bates affiliate Zenith and awarded agency-of-record status for media buying and planning, worth \$250 million, to Leo Burnett. Miller is seeking compensation for the monetary losses and is also seeking unspecified damages. "We've tried to work with them to get an amicable resolution—they've declined to even acknowledge us," said Miller representative Scott Bussen. "It's almost mind-boggling to us." Rich Hamilton, CEO of Zenith, responded: "This lawsuit is utterly ridiculous and without merit. We will defend it with great rigor. The suit relates to alleged guarantees in local TV. The alleged guarantees were not made."

Ebersol, Schanzer Rise at NBC

NBC Sports president Dick Ebersol has taken on the new title of chairman of NBC Sports, and promoted Ken Schanzer to replace him as president in charge of the division's day-to-day operations. Schanzer had been executive vp of NBC Sports since November 1995. He will report to Ebersol, who will primarily run NBC's Olympic coverage and oversee the network's proposed professional football league in conjunction with Time Warner.

Clear Channel Buys Dame, More

San Antonio-based Clear Channel Communications last week acquired Dame Media for \$85 million, inheriting 21 radio stations in the process. Clear Channel also won its bidding war with French media company Decaux to buy British outdoor giant More Group L.L.P. for approximately \$932 million.

GM Takes Big Spender Honors

Ad spending by the top 25 advertisers in all media increased 10 percent to \$73.2 billion in 1997 compared to \$66.7 billion in 1996, according to data released last week by Competitive Media Reporting. For the third straight year, General Motors spent the most of all advertisers by shelling out \$2.2 billion, a 30 percent increase over 1996. By category, outdoor advertisers showed the largest increase with 32 percent growth, while cable television rose by 22 percent. Network television, operating from a


bigger base, rose 5.4 percent while spot TV spending increased by 3.6 percent.

Rupp Bros. Said to Close *Financial World*

Financial World magazine reportedly shut down last week. The struggling business book had sought out a new investment partner. The 96-year-old publication saw its ad pages plunge by 45 percent to 361 pages in the first half of '97, following a 31 percent decline in 1996. Brothers Barry and Steven Rupp reduced circ from 503,000 to 425,000 when they and a group of investors purchased the magazine from Carl Lindner in December 1995.

Addenda: CBS and Warner Bros. Television have separately signed *ER* star **George Clooney** to two-year deals to develop and produce series and long-form projects for the Eye network. Clooney, who owns his own Maysville Pictures banner, will make next season his last on *ER*. He is expected to shift his acting career from TV series to movie projects... Investment firm Hicks, Muse, Tate & Furst, through its radio group Chancellor Media Corp., last week invested \$25 million in **Z Spanish Media**, which operates 22 Spanish-language stations in California, Texas, Arizona and Illinois... Young Broadcasting-owned **KCAL-TV** in Los Angeles has entered into a new seven-year broadcast deal through the 2004-05 season with the L.A. Lakers of the NBA. The arrangement is said to guarantee \$140 million (\$20 million per season) through the new contract... About 100 managers and sales staff at 17 radio stations formerly owned by Nationwide Broadcasting were laid off last week by new owner **Jacor Communications Corp.** The firings are the result of Jacor's deal to acquire Nationwide... President Clinton delivered an unusual taped message dubbed in Spanish for **Univision's** pregame telecast leading up to yesterday's U.S.-Iran matchup in the World Cup soccer tournament. Clinton said that he hoped the game "can be another step toward ending the estrangement between our two nations."

INSIDE



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Correction: In the June 15 issue, Nielsen ratings for the premiere week of Twentieth Television's syndicated *Forgive or Forget* were a 1.6 rating/5 share household overnight average (NSI, June 8-12), which marked no decline from May 1998 ratings and a 27 decrease from lead-in programming (2.2/7). Last week's ratings for the talk show were down 6 percent from the previous week, to a 1.5/5.

MEDIA WIRE

Sharpton Leads Ethnic Media Demonstration Outside Y&R

Continuing his attack on corporate America's level of advertising spending on ethnic media, civil rights leader Rev. Al Sharpton staged a protest last Thursday on the Madison Avenue doorstep of Young & Rubicam. With more than 100 protesters in attendance, Sharpton criticized the worldwide ad agency, Pepsico, Macy's and Katz Radio Group as high-profile companies that depend on minority consumers but do not spend the ad dollars to properly woo those consumers.

The rally was Sharpton's latest move calling for corporate advertising accountability since the publication in April of an in-house memo by Katz Media, the advertising rep firm, that defined minority consumers as "suspects not prospects" (see *Local Media section on page 14*). Sharpton said the companies' lack of commitment to ethnic media "reflects exclusion and division." He demanded that the companies' CEOs meet with his group, New York-based National Action Network, within the next 10 days.

Y&R issued a statement at the rally noting that the agency places more than \$150 million worth of ads in minority-owned media each year. Representatives of Pepsico and Macy's said their companies also target ethnic consumers. A Pepsico rep said a "good percentage" of the "several million dollars" the company spends on radio ads each year goes to ethnic stations and that it is a top advertiser on cable's BET network and in newspapers with high African American readership including *The Amsterdam News* in New York. Macy's said it spends very little on radio in general but advertises in Hispanic newspapers. —*Mira Schwartz*

Chi. NBC Station Hires 3 More Execs Away From ABC O&O

Phyllis Schwartz, the new vp of news and creative services at NBC O&O WMAQ-TV in Chicago, has recruited more key executives from crosstown rival WLS-TV in an effort to boost her station's No. 2 standing in the local news ratings. Schwartz, former news director of market-leading ABC O&O WLS, jumped to WMAQ in May. (continued on page 6)

A Line in the

Cable expects \$2.8 billion upfront, but agencies balk

THE MARKETPLACE / By Jim Cooper and John Consoli

It's now a waiting game to see if the bullish-minded cable networks active in the upfront will get the rate increases they are seeking. All told, sales executives still hope for the 1998-1999 market to hit \$2.8 billion, up \$600 million from last year. Meanwhile, upstart broadcast network PaxNet finds itself competing with the cable nets for remaining upfront dollars as many ad agencies have allocated their broadcast upfront budgets.

Agencies such as Zenith, TeleVest and Grey are nearly done. Chiat Day, Y&R's Media Edge, Ogilvy & Mather, McCann-Erickson, True North, Leo Burnett's Starcom and BBDO are all deep into their cable business. By last weekend, Turner, A&E, Lifetime and Discovery had about 80 to 85 percent of their business registered and were expected to hammer out deals this week and into next.

Late last week, cable network ad sales executives anxiously awaited a \$150 million windfall from MCI, a sum that could tighten the market and make it harder for some agencies with lingering business. At deadline MCI was closing deals with some nets, including A&E and History, which together netted a total of about \$20 million.

"The MCI money is looming. When it comes down—and MCI pays a good rate—it's immediately going to tighten things up," said one network sales senior vp on Friday who was waiting for the call from MCI. Other sales executives were holding the same vigil for MCI, via SFM Media in New York. MCI could spend \$10 million apiece on several smaller mid-sized networks and as much as \$40 million on ESPN.

"MCI is sitting on a enormous chunk of cash. When that piece falls—which it will in the next four days—it's going to be mayhem for people who haven't closed their business. And they're going to be getting nothing below 13 percent," said one cable net senior vp.

There's another side to the story, however. Though buyers last week were not exercising the options to reopen negotiations with the broadcast networks that are part of most network deals, several interviewed for this story said they planned to hold their ground with cable. "Cable is being bullish with double digits

and we're saying no way in the light of the CPMs we got in broadcast," said one major television buyer who asked not to be named.

There have been some stare-downs. Turner and Grey only closed about a third of their usual business after walking away from the table two weeks ago. USA and Zenith also walked from each other. But with the Big Six wrapped and all eyes now on cable, ad sales executives expect to close their doors by July 4th weekend with the average CPM increase hovering around 9 percent. That number dips and spikes depending on the network, but



A&E's new *Cater Street* (left) is selling well; E!'s Cassaro says lots of dollars are still lurking.

increases have generally held to high single digits. Big-spending categories include autos, software, pharmaceuticals and telecom business.

"There's a lot of money out there, and there's nobody buying or selling who won't tell you that," said David Cassaro, senior vp, ad sales, E!

Disney/ABC Eyes All

TV STATIONS / By Michael Freeman

Walt Disney Co./ABC is in talks to acquire the Allbritton Communications station group, including flagship WJLA-TV in Washington, D.C. "We are interested in all of the stations, but we're also going to evaluate the ones which best enhance our geographic presence," said a top-level ABC station group executive who requested anonymity. "Clearly, the Washington station is

Sand

at excessive CPM hikes

Entertainment Television. "The volume has exceeded our expectations," concurred Arlene Manos, vp advertising sales for A&E.

FaxNet is apparently not having the same luck. Though the network will launch on Aug. 31, the would-be seventh network is still searching for buyers. Richard Hamilton, president of Zenith Media, said his buyers were looking at programming packages provided by PaxNet, but had not yet closed any deals. Most other media buyers contacted by *Mediaweek* said they had not yet done business.

"We've not written any business with them yet," echoed John Rash, director of broadcast negotiations at Campbell Mithun Esty. "For what their mission is, they have the programming, but they don't have the sales infrastructure yet to be as prevalent in the upfront. We will have scatter dollars available."

"We looked at their pricing and they had no clue," said Jon Mandel, senior vp at Grey Advertising. "They were asking close to network rates."

"They're just not a factor," said David Martin, president and CEO of Pentacom, the buying unit for Chrysler. "We've got enough places to spend tens of millions of dollars."

Karen Schmidtke-Lincoln, PaxNet's senior vp of network sales, said her network has written some business in the fast food, pharmaceutical and packaged goods categories. She added that 10 accounts have registered budgets with PaxNet. Schmidtke-Lincoln said that since broadcast upfront budgets were set before PaxNet announced its schedule last month, the network is competing with cable this year. ■

Allbritton's 8 Affils

the gem and profit center."

Media analysts estimated that the eight-station Allbritton group is worth more than \$800 million, based on an industry average 12 to 15 times multiple of the stations' cash flow (\$67 million in fiscal 1997). Some analysts suggested the sale price could go as high as \$1 billion. All of the group's stations are ABC affiliates. Allbritton and Disney/ABC executives officially declined to comment.

Telemundo Shifts Direction

Hispanic network abandons 'novelas,' tries updates of U.S. hits

TV PROGRAMMING / By John Consoli

With an influx of new financing from Sony Corp., Telemundo hopes to make significant inroads into Univision's growing dominance in the U.S. Hispanic TV market beginning this fall. "We promise to use all Sony resources to provide top-quality Spanish-language programming," Jon Feltheimer, executive vp of Sony Pictures and president of Columbia TriStar TV Group, said last week at the network's upfront presentation in New York.

Telemundo shareholders last week approved the \$500 million sale of the network to Sony and three partners, including Liberty Media Corp., a unit of Telecommunications Inc. The deal awaits FCC approval.

Since a tentative agreement on the sale was reached last November, Sony has spent more than \$2 million to fund pilots for 12 new programs that will air on Telemundo this fall.

Sony is acquiring a network whose share of the U.S. Hispanic TV audience has fallen sharply in the past five years, from 30 to 13 percent. Univision claims an 87 percent share.

Telemundo will offer an alternative to the programming that rival Univision has built its ratings success on. Univision airs three hour-long *novelas* each night during its 7-10 p.m. prime time. Telemundo this fall will abandon its *novelas* to air sitcoms, drama series and variety programs in prime. Several shows will be updates of classic American programs that Sony

holds licenses for, including *Angeles* (*Charlie's Angels*), *Living En America* (*One Day at a Time*) and *Los Recien Casados* (*The Newlywed Game*). Other new series will be based on *Star Search* (*Suenos de Fama*), *Rescue 911* (*Rescate*) and *Starsky & Hutch* (*Reyes y Rey*). All the shows will be produced in the U.S., in Spanish, and will be updated to appeal to U.S. Hispanics.

"Univision imports its *novelas* from Mexico," noted Roland Hernandez, Telemundo president. "We believe television needs to be produced in the U.S. specifically for our Hispanic audience. The formats we are utilizing are the most successful formats on network television. They drive English television and we believe they also will successfully drive Hispanic TV in the U.S."

Telemundo hopes the lineup attracts younger viewers, which Hernandez believes have lost interest in *novelas*.

Joe Zubi, executive vp of Zubi Advertising in Miami, believes Telemundo's new direction is a positive for the Hispanic market as a whole, since the different strategy could broaden the ad base. And for viewers who may not want to tune in to a serial every week, Zubi noted, Telemundo offers an alternative to Univision. *Novelas* run 26 weeks, so viewers who are not interested after the first few episodes have somewhere to turn.

Jon Mandel, senior vp of Grey Advertising, said Telemundo's new programming is "very legitimate." Mandel expects the network will make some inroads into Univision's share. ■



Homegrown: Hernandez slots U.S.-produced fare.

In Washington, the country's seventh-largest TV market, WJLA was in third place at a 4.4 rating/11 share average sign-on to sign-off during the May sweeps (NSI). According to Dennis McAlpine, a media analyst for Josephthal, Lyons & Ross, WJLA also is third in the market in ad revenue, with \$95 million in '97.

The Washington-based Allbritton group as a whole had \$173 million in revenue last year. The other properties are: WHTM, Harrisburg-Lancaster, Pa.; WJXX, Jacksonville, Fla.; KATV, Little Rock, Ark.; KTUL, Tulsa, Okla.; WSET, Lynchburg-Roanoke, Va.; WCIV,

Charleston, S.C.; and WCFT, Tuscaloosa, Ala. The addition of Allbritton's outlets would give the ABC group an additional 4.2 percent national coverage (for a total of 28.1 percent) via 18 stations.

Top-level executives of other groups that have been buying up ABC affiliates—including Hearst-Argyle, A.H. Belo, Cox and Scripps—all said last week that they had not been approached to bid on Allbritton. One analyst speculated that all the groups are "aware of the implicit threat of losing [ABC] affiliations if they trying going up against Disney." ■

MEDIA WIRE

Frank Whittaker, former assistant news director at WLS, soon followed Schwartz to WMAQ, where he's now news director.

Last week, the exodus of WLS execs to WMAQ continued. Vickie Burns, former executive producer at WLS, will serve as assistant news director. Chris Myers, former producer of WLS' 10 p.m. newscast, has become executive producer of WMAQ's 10 p.m. news. And Toni Falvo is trading in her research director hat at WLS for one at WMAQ.

WLS executives say they are not concerned about the defections to their chief news competitor. "We've still got the bench strength," said Fran Preston, the station's programming director. "It takes more than three or four people to make a No. 1 station." —Megan Larson

Scientific American Sets Its Course for Explorations

Scientific American will boldly go where it has never gone before. This fall, the monthly will launch a family magazine called *Explorations*, geared to parents of kids 6 to 12. "We're just trying to help the parent become a facilitator in their child's science and technology education," said SA publisher Kate Dobson, who has signed on as *Explorations*' publishing director.

The 200,000-circulation quarterly will be available on newsstands for \$2.95 and via subscription. No more than 30 percent of *Explorations*' 64 pages will be ads, Dobson said.

The first issue, due Oct. 1, will include a national directory of science and technology center exhibits, an Issues & Answers column for parents and a family vacation section. The SA spin-off will also have an eight-page pullout designed for kids called Young Explorer.

An editor for *Explorations* is expected to be appointed soon. —Lisa Granatstein

CNN Places a New Bet On an Hour-Long Moneyline

In a move that positions Lou Dobbs as one of CNN's most visible anchors, beyond the business news role he has played, the network beginning today will expand *Moneyline With Lou Dobbs* to a one-hour show that includes general news. It's the latest effort (continued on page 8)

Goodwill Haunted...

...by continued losses, but Time Warner still believes in Games

TV SPORTS / By Jim Cooper

New Yorkers will be inundated beginning this week by a \$40-50 million media blitz for the Goodwill Games, as Time Warner and Turner Broadcasting System turn up the heat to support the quadrennial event. But even before the first runner hits the track, Time Warner knows it will again lose money on the Games—this time about \$10-20 million, a smaller loss than four years ago.

The marketing push behind the Games—which will take place in New York City and Nassau County, Long Island from July 19-Aug. 2—comes as Turner sold out its 16 sponsorship slots to such clients as Anheuser-Busch, Snapple, MCI, Johnson & Johnson, Sony and Swatch. The major sponsor deals will make up about 70 percent of the Games' ad revenue, which is expected to total \$50 million. Lesser-spending sponsors include Home Depot, Simmons Mattress and the New York Stock Exchange, according to Mark Lazarus, executive vp of Turner Sports Sales. Additional revenue from overseas business and ticket sales are expected to narrow the overall loss to \$10-20 million, based on \$100 million in expenses, said Turner executives. The 1994 Games in St. Petersburg, Russia, lost \$39 million and the 1990 Seattle Games lost \$44 million.

Turner executives remain unfazed by the deficits, choosing to concentrate on the

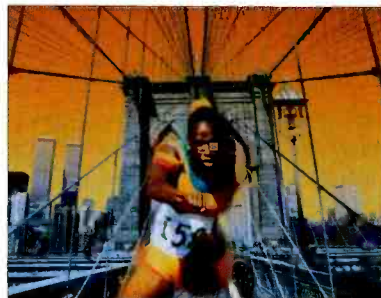
Games' potential as a powerful sports rights franchise wholly owned under the Time Warner tent. "We control all the vertical marketing now," said Lazarus. More than 25 divisions of TW, including magazines, television, entertainment, merchandising and licensing units, will support the fourth edition of the Games with promotional ads and other exposure.

Media buyers have mixed opinions about both the importance and viability of the event. "It's not a priority for people to watch, and it's

not a priority to buy. I bet if you went out on the street and asked 10 New Yorkers what they were, eight wouldn't know," said one major sports buyer, who added that his clients steered clear of the event. Another buyer is concerned that the number of sports in the Games has been pared to 15, from 24 in '94.

Lazarus responded that the Games have been streamlined to make a more exciting TV package, with fewer, more high-profile events (TW cable networks will carry 56 hours of coverage and CBS will offer 10). Lazarus denied speculation that other TW divisions had their clients come to the Games' rescue, noting that TW deals with virtually every major national advertiser in some form.

"This year is a make or break year for them," another buyer noted. "It's in New York, they got some very high-profile athletes, and if they can make it a media event, it can have a future." ■



Gotham will be jumping: Jackie Joyner-Kersey is set to compete.

An Ocean of Local Promotion

Promax crowd wowed by Warner's plans for launch of 'Friends'

TV STATIONS / By Susan Hornick

Broadcast promotion directors attending the annual Promax/Broadcast Design Association (BDA) confab last week in Toronto got a taste of the big push to come this fall behind the debut in syndication of Warner Bros. hit series *Friends*. Warner Bros. Domestic Tele-

vision Distribution is providing a record 700 promotional spots for the show. "We utilized focus groups, a television station advisory committee comprised of station creatives representing 50 percent of the country, significant market research and target demographics to put together the largest campaign ever launched in syndi-

AGENCY PERCEIVED AS A DINOSAUR?

BE A HERO.

BLOW THE WHOLE

WAD

ONLINE.

You walk in. Take a deep breath. Look the client directly in the eye. And say, "Yahoo! Leader of the fastest growing medium in history." They say, "Bold move, Stevens. I like your moxie. Give my love to Samantha."

YAHOO!

The world's largest online audience.

MEDIA WIRE

of CNN president Rick Kaplan to draw in more appointment viewing at the all-news network. The expansion of *Moneyline* to 6.30-7.30 p.m. puts the show more head-to-head against rival cable news networks and broadcast network newscasts. Kaplan said he believes the network news shows are more vulnerable than ever to competition.

Another motivation behind the expansion of Dobbs' duties is financial. Larry Goodman, president of ad sales for CNN, said that *Moneyline* draws the network's highest CPM, around four times that of *CNN World Report*, which has occupied the 6:30-7 p.m. slot. *Moneyline* is expected to increase ratings in the time slot; *World Report* has averaged a 0.4 Nielsen rating, while *Moneyline* draws an average 0.6. —Jim Cooper and Michael Bürgi

Western International Warns Of 'Millennium Bug' Snafus

Concerned about potential "nightmare scenarios" that might become reality if the advertising industry doesn't address the "millennium bug," Western International Media is calling on agencies, TV and radio stations, magazines and newspapers to begin discussing potential problems.

"The industry doesn't appear to be taking as aggressive an approach as it should," said Yvonne Fogelman, Western senior vp of information technologies. "We're concerned that a lot of smaller agencies haven't started to address the issue." The Year 2000 problem could harm the ad industry's ability to deliver and receive services because "the interdependencies are very complex and serious," she said.

Fogelman added that if an agency is making a media buy for a client that is launching a new product in 2000, it needs to be sure that: (1) the ratings companies are operational and providing reliable data; (2) the subscription system used to enter ad buys is functioning properly; (3) that dubbing companies can dub; (4) that overnight services can fly; and (5) that stations are capable of airing the spots.

"Media plans for advertising in the new century will be formulated as early as next summer, and financial forecasts for 2000 are already being written," Fogelman said. "We don't have until Jan. 1, 2000 to figure it all out." —John Consoli

education history," said Jim Moloshok, senior vp of marketing and advertising services at WBDTD. The campaign will spend between \$15-20 million on the promotional launch.

The spots are being given to stations three months prior to the launch, which gives stations plenty of time to promote the show on a local basis. "Receiving a comprehensive package of promotional material that can be localized is exactly what stations need to give a new show the best launch campaign possible," said Paula Bohamed, creative services director of Detroit's WDWB.

Localization was a mantra at this year's Pro-max, where numerous station promotion execs were grumbling over the grand branding plans that have been hatched by the networks. Many station promotion people believe the efforts to build the nets into national brands often come at the expense of local affiliates because they need tune in-specific program promotion. "There has



DAVE BERKEMIC

Warner Bros. plans a little help for their *Friends* at TV stations.

to be more of an acknowledgment of the local connection. There is a lot more equity in a channel name versus just being 'a UPN station,'" said Terry Peterson, director/market-promotion for WUAB in Cleveland. To that end,

Richard Mann, vp of creative services and marketing for Pearson/All American, has shifted his focus to the local level with its show, *Air America*, which stars Lorenzo Lamas. "We are talking to stations about Lamas making a personal tour to each market, so that they can cut personalized promotional spots and thus establish their brand," he said.

There also was discussion of the media mix used in local promotion. Although radio has grown in importance, print is holding its own. "Print will always have a place in promotional campaigns," said Gary Montanus, senior vp of worldwide marketing for Worldvision. "The balance of the media we use shifts in order to mirror the shift in the consumer's lifestyle." ■

Toronto Star Swaps Circ Firms

Signs with BPA to allow higher audited paid circulation figures

NEWSPAPERS / By Dori Perrucci

Starting July 1, *The Toronto Star*, the largest newspaper in Canada, will begin reporting cut-rate subscriptions as paid circulation when it signs on with BPA International, a circulation firm with roots in the business press that has been expanding into consumer publishing in recent years. The *Star* will maintain its membership in the Audit Bureau of Circulations for the near future, said Jeffrey Shearer, *The Toronto Star's* vp of marketing, "but clearly in the long term, we don't need two organizations."

The *Star's* move to BPA reporting is significant because it will allow the paper to count subscriptions that are sold for less than half of the cover price of the paper as paid circ. ABC rules dictate that subscriptions must be sold for at least 50 percent of the cover price to be counted as paid.

"The new rules can provide us with more information than (the Audit Bureau of Circulations)," said Shearer, who called Toronto "the most competitive media market in North America." There are four newspapers in Toronto—*The Star*, *The Globe and Mail*, *The Financial Post* and *The Toronto Sun*—and there will soon be a fifth when Conrad Black,

who owns the Hollinger chain, launches a national newspaper (as yet unnamed), this fall. "Obviously there's going to be a war to hold onto readers," Shearer said. "The switch will pay off in increased circulation and, more importantly, increased readership."

So far, no advertisers have balked, Shearer said. Traditionally, clients and agencies have argued against the inclusion of cut-rate, or "bulk" circulation, in the paid count on the theory that if people won't pay full price, they're not likely to pay full attention to the paper—or their ads. But Mary Falbo, senior vp/media director at Saatchi & Saatchi in Toronto, is not concerned. "We get a clearer breakdown of where circulation is going, particularly in smaller markets. This gives everybody more selling and analysis tools."

ABC has been reviewing its rules in Canada and the U.S. since late last year, said Michael Lavery, ABC president. "We're reviewing a format that would allow reporting other than paid circulation differently than it is now," he said. "Members are steadfast in maintaining the rule that paid is 50 percent or more. We feel it's important for the advertising marketplace for there to be one definition." ■

Holding Pols Accountable

Alliance for Better Campaigns Wants TV news to turn up heat

TELEVISION / By Alicia Mundy

A new advocacy group determined to make changes to America's political system held its official coming-out party last week. The Alliance for Better Campaigns, funded by a \$3.7 million grant from the Pew Charitable Trust, grew out of an idea nurtured by former *Washington Post* reporter Paul Taylor, who left the paper in 1996. Taylor has been quite disappointed with Congress, where "they want to stamp out campaign reform anywhere it rears its head," he said at an Alliance press conference in Washington.

Backed by Walter Cronkite and Sen. John McCain (R-Ariz.), who attended the session, Taylor lobbied hard for free airtime for political candidates from the networks. The new organization is targeting TV and print news editors to encourage more comprehensive coverage of the politics that affect Americans, with less emphasis on scandal and sound bite.

The alliance has signed on KCBS-TV, the CBS O&O in Los Angeles, to stage weekly mini-debates for California's gubernatorial candidates from Labor Day up through the election in November. TV stations in 10 other states have become partners with the alliance; they will experiment with more long-format debates, political advertising critiques and more "robust standards of accountability in candidate and issue advocacy advertising," Taylor said.

Two of the country's most formidable political consultants, Alex Castellanos (who handled Bob Dole's advertising in 1996) and Bob Squier (who handled President Clinton's) are also on board. Disturbed by the lack of political coverage of the recent governor's primary race in California, Castellanos and Squier have joined forces to do a public service ad this fall on political campaigns. Castellanos said he was disturbed that TV news in the Golden State barely touched on the primary race until its final 10 days, letting paid advertising by the candidates do the work instead.

At the alliance kickoff, a panel of news directors moderated by CNN's Jeff Greenfield analyzed current political coverage. Taylor and the alliance are pushing for several pragmatic changes, including a proposal to get stations to run five minutes of coverage per night during

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W I R E D .12

W I R E D 3.02

W I R E D 6.06

W I R E D 5.

W I R E D 6.04

W I R E D 3.06

India and Pakistan have the bomb. Animals are being cloned. World climates are changing. When exactly would be the best time to remind you that you are already living in the future?

the last 30 days of all campaigns.

Members of the Texas Association of Broadcasters, an alliance partner, have agreed to run mini-debates and guarantee coverage of the issues in the state's gubernatorial race.

Barbara Cochran, president of the Radio and TV News Directors Association, said she is wary of some of the alliance's proposals. "We have not signed on as a partner," Cochran said, "though we like some of the ideas." The RTN-

DA chief added that it is hard to justify guaranteeing certain kinds of coverage of campaigns by TV stations "when everyone needs to compete and do something different. That's why ideas like roadblock coverage and just using talking head shots of the candidates fall flat."

Cronkite countered that it's important to stop rejecting ideas and try them. "It is long past time that television became part of the solution instead of part of the problem," he said. ■

Putting the WAMI on Rates

Rival sales execs say new USA station is undercutting the market

LOCAL TV / By Michael Freeman

Positioned as something akin to an off-Broadway test run before its full-scale launch this July, the June 8 rollout of the localized CityVision format on USA Broadcasting's WAMI-TV in Miami has gone to unusual lengths to lure advertisers as well as viewers. In fact, Barry Diller's model station has given away some ad inventory to blue-chip advertisers like McDonald's and the South Florida Ford Dealers Association as part of an incentive to sign single- or multi-year charter sponsorships.

Rival station sales managers in Miami charge that WAMI is undercutting the market.

One general sales manager suggested that WAMI has been "giving away the store [in inventory]" and charging just below the "market minimum" of \$400 per :30 commercial "to low-ball the other stations in the market."

Adam Ware, executive vp of USA Broadcasting, confirmed that

"charter sponsors" who signed on with the station were given free inventory for the first 30 days as well as other "value-added" incentives to sign either single- or multi-year commitments with the station. Local media buyers at Fahlgren Advertising (for McDonald's) and at Cooper MHS (for the regional Ford dealers) did not return calls seeking comment.

"There was some inventory we charged for, but there also was some we gave away for free for the first 30 days as part of long-term deals," Ware said. "Part of the elements in becoming partners from the ground floor is giving our charter advertisers discounts on rates and value-added incentives."

Minus any advance promotion for the June 8 sign-on, WAMI's heavy mix of localized programming averaged from a 0.1-0.8 rating during its first week in the Nielsen overnights. The 9:30-10 p.m. checkerboard of *City Desk: The Miami Herald* (0.3/0), *Ocean Drive Magazine* (0.4/1) and *Generation ñ* (0.7/2) were typical of the station's opening scores.

The station hit its high-water mark—a 1.4/3—on June 13 from 11-11:30 p.m. with *10s*, a contestant show searching for the most beautiful and buff people in South Florida. Another encouraging sign: WAMI's not-so-local Saturday-afternoon rerun lineup of *The Three Stooges*, *The Munsters*, *The \$6 Million Dollar*

Man and *Baretta* averaged a 0.7/2, on par with CBS O&O WFOR-TV's *CBS Sports Spectacular* (0.6/2) and Buick Open golf telecast (0.9/2) and just behind ABC affiliate WPLG-TV's World Cup soccer (0.9/2).

Ware noted that WAMI's ratings are 200-500 percent higher than the hash marks it earned

as Home Shopping affil WYHS-TV. He added that \$350,000 will be spent during the July sweeps on print and radio promos keying on WAMI's original fare while network affiliates are in repeats.

Terry Jackson, a TV critic for *The Miami Herald*, said WAMI reminds him of "the best and the worst of UHF television during the '60s." Jackson suggested that WAMI may draw bigger ratings when it picks up Miami Heat NBA basketball games in November. Tom Jicha, TV critic for *The Fort Lauderdale Sun-Sentinel*, likened WAMI to a "poor-man's MTV mixed with local cable access, but that leaves a lot of opportunity for innovation." ■



On-air spots are WAMI's only ads.

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Ratings Racism: When No. 1 Is Not

• AS GENERAL MANAGER OF THE TOP-RATED radio station in New York, Carey Davis should be sitting on top of a broadcasting gold mine. But he is not. His station, WSKQ-FM, broadcasts in Spanish. And while it reaches more people each week than any other station in the city, according to the March/April/May Arbitrends report on radio listenership, it ranks only 13th in revenue. The contradiction between ratings and revenue at SKQ, as well as at Spanish and urban radio stations throughout the country, is the result of a form of racism. "I don't think it's some big conspiracy, I just think advertisers are ignorant," said Davis. "Buying decisions are in the hands of inexperienced, rather insensitive young people who are scared of the image of 'el barrio.'"

Davis does acknowledge that Hispanic stations must struggle mightily to convince big-name companies to advertise on ethnic radio stations. New York civil rights leader Al Sharpton has seized on the issue, holding a protest on Madison Avenue last week to highlight what he says are racist policies by Young & Rubicam, the advertising agency, Pepsico and Macy's. For African-American radio operators, the publicity is a long-awaited illumination of a decades-old industry secret.

For many if not most of these stations, business just isn't as good as it is at the general-audience station across the street. According to Kofi Ofori, a consultant to the Federal Communications Commission, white-owned stations take in an average of \$3.5 million a year

while minority-owned stations average \$2.6 million, when often the audience for the minority-owned station is larger.

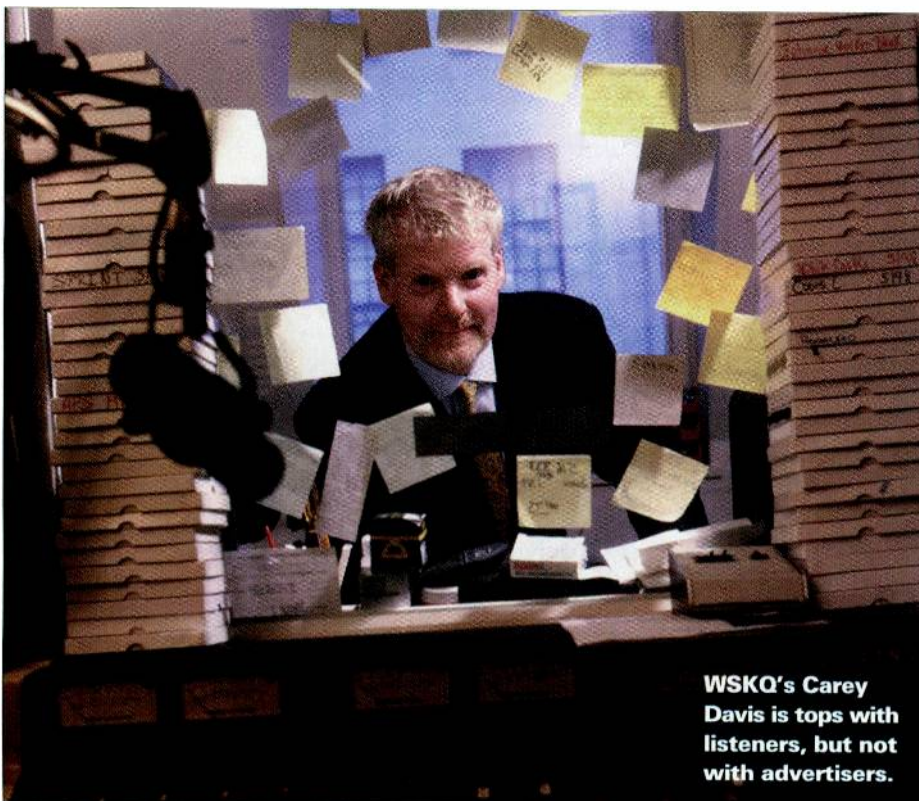
A *Mediaweek* analysis of listener share compared to revenue in the country's top 12 radio markets shows that urban and Hispanic stations consistently gross less than other stations in the market, even when the ethnic stations command the greatest number of listeners. In some cases, the disparities are dramatic, as in the case of WSKQ. In other cities, such as Detroit, the numbers grow more level although even there black-music WJLB-FM is No. 1 overall but No. 4 in billing.

"Even in Detroit, one of the blackest American cities, there is bias," said Verna Green, the vp and gm of WJLB. "Yes, yes, a thousand times yes."

Make it one thousand and one. Two months ago national rep firm Katz Media was raked in the press for an in-house memo that referred to minority radio listeners as "suspects, not prospects." The document inflamed minority radio operators and urban station on-air hosts who said the memo put the spotlight on an industry-wide problem.

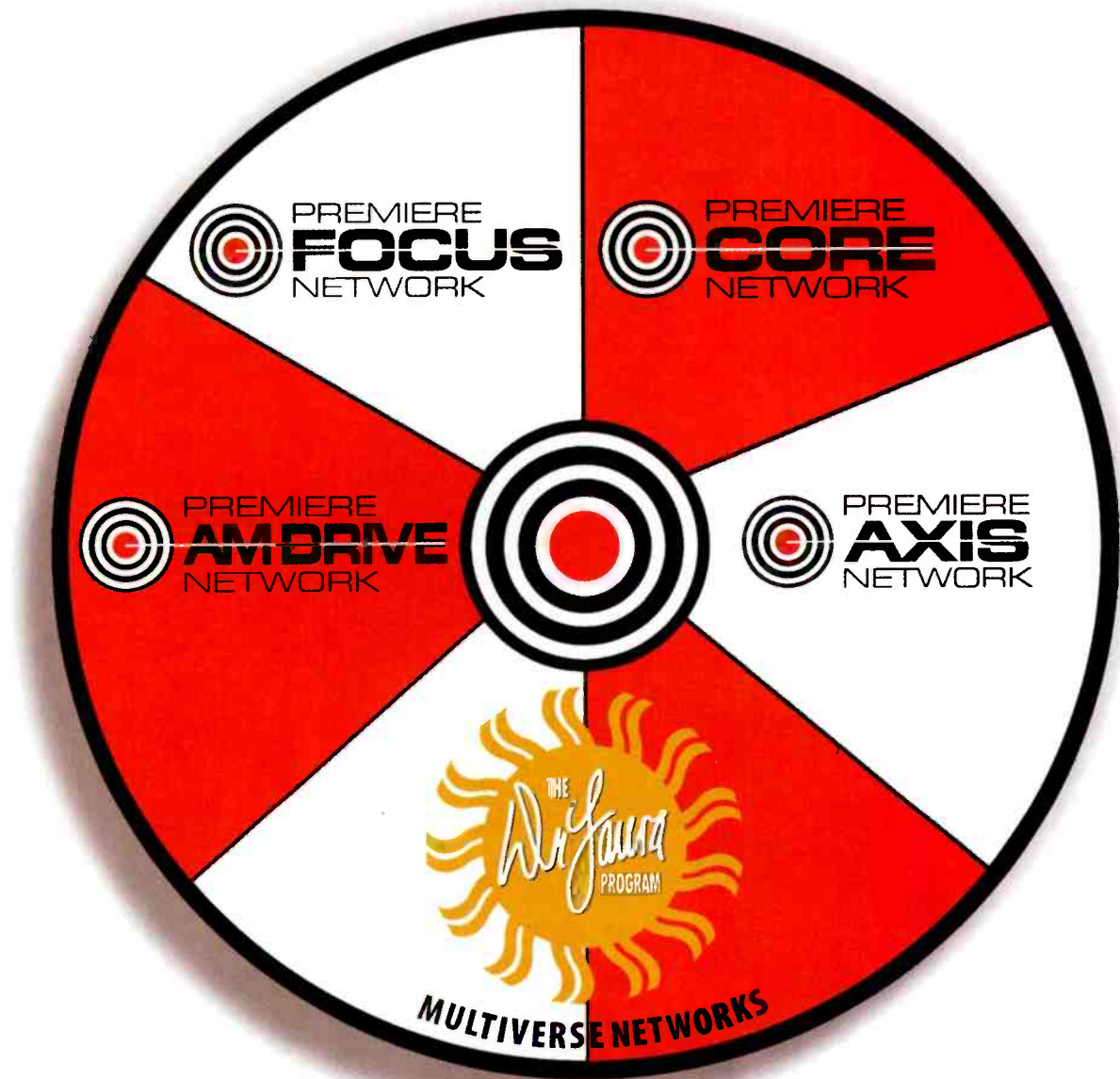
In the aftermath, Katz has struggled to make amends to the point that Stu Olds, the company's president, has taken on the mission of personally convincing major advertisers to use urban and Hispanic radio stations. Olds made a May 15 appearance on ABC's *Tom Joyner Morning Show*, the country's highest-ranked urban morning show. Olds decided to make the appearance after Joyner and co-host Tavis Smiley "hammered" Katz on air, telling listeners to "call, write, and knock on their window." The 10-minute segment with Olds generated so many phone calls from listeners that stations had to shut down their switchboards, Joyner said.

A week later, Olds privately met with Joyner and Smiley to discuss what the company should do, according to Olds. At that meeting, Olds and Joyner said the president committed to adding four more blacks to his staff of one in the company's urban division, Katz Urban Dimensions. At least two of those positions have subsequently been filled, Joyner reports. Joyner said Olds also promised to personally



WSKQ's Carey Davis is tops with listeners, but not with advertisers.

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call on 20 companies both parties agreed had a 'no urban dictate'—meaning they have a policy against advertising on black stations—and pitch his black station clients to them himself.

"It's one thing if Katz has a black guy out there pitching black radio stations; it's something altogether different if you have Stu Olds, one of them, talking to the president of the company as an equal and pitching them himself," Joyner said.

Both Olds and Joyner would not specify which companies were identified. As a final measure, Olds also promised to institute company-wide diversity-education measures and affirmative-action policies. As a probationary measure, Olds must report to Joyner in September on the company's actions.

In the meantime, ethnic operators have begun to publicly air their grievances while noting the quality and quantity of their listeners. Most station managers say the bulk of their efforts is concentrated on educating advertisers.

Industry insiders say if market research portrays black or Hispanic consumers as less affluent than their white counterparts, they make up for it through brand loyalty and sheer numbers.

"The loyalty the Hispanic population offers is phenomenal. It surpasses general market loyalty," said Ali Shepherd, gm of Spanish FM stations KSOL and KZOL in San Francisco. "It's an untapped source for advertisers."

Other market observers point out that the same studies can produce different interpretations. "White customers are seen as wealthier than Hispanic households, but household income is not a good indication of buying practices," explained Ofori. He added that Hispanic households are often larger than white, so they buy more products. Companies like Sears have already followed this revenue source, setting up stores in cities with large Hispanic populations.

"This is the fastest-growing, most economically vibrant community," said WSKQ's Davis. "You're giving 2.5 million [New York] listeners an invitation to come to your business when you speak their language."

Still, Spanish stations from New York to Los Angeles say they are given a "no Hispanic dictate" at least once a week, meaning companies have a policy against advertising on Spanish-language radio. Urban stations fare a little



Mail call: Frankie Darcel and Janet G. of WJLB in Detroit.

BANGOR DAILY NEWS

better, but only because their market draw is time-tested.

"The discrepancy between urban stations and their market share is much smaller than the disparity between Hispanic market share and population," said J.T. Anderton, a vp at Duncan's American Radio who monitors radio programming and

advertising sales. "Both sides are alive and growing. Hispanic right now is where urban was 15 years ago."

Both Hispanic and urban stations should be well-positioned in a media-saturated society. Advertisers are increasingly turning to radio to reach specific target groups of customers. Urban stations, for example, should be able to take advantage of their unparalleled reach with black audiences. Research by the sales rep firm Interep shows that general market radio stations do not deliver black listeners with the same range or concentration as urban stations do. On the other hand, black stations retain a white listener share of 10-15 percent on average.

"The worst thing you can do is ignore any consumer," said Doug Allgood, senior vp of special markets for BBDO. "If you are going to be all-inclusive in your advertising program, minority media has got to be an ingredient. If advertisers choose a general audience, that's unintentional discrimination. The media is part of the message—often minorities may not pay attention to an advertisement delivered within a white format."

Some radio industry observers believe the publicity now surrounding the issue of advertising on minority-directed radio stations is coming at the perfect time. Mainstream media companies have begun to take notice of the value in urban and Hispanic audiences. Corporate giants such as Chancellor Media Corp. and Jacor Communications have discovered the profit potential of black-music stations and have made heavy investments in urban formats. Others, such as Heftel Broadcasting, a publicly-traded, white-bread company with no Hispanic heritage, have decided to specialize in the purchase and operation of Hispanic media outlets.

"The influx of stations will inevitably lead to greater market penetration," said Duncan's Anderton.

TOP ETHNIC STATION MARKET SHARE AND REVENUE (LISTENERS 12+) IN THE 12 LARGEST MARKETS

City	Station	Format	Listener Share/Rank*	Revenue** (in millions)
New York	WLTW-F	Adult Cont.	6.2/1	\$37.9
	WSKQ-F	Spanish	6.1/2	\$21.5*
	WRKS-F	Urban/Adult Cont.	4.2/6	\$27.5
Los Angeles	KLVE-F	Spanish	5.7/1	\$26.5
	KFI-A	News/Talk	4.3/3	\$31.4
	KKBT-F	Urban	3.7/5	\$34.2
Chicago	WGCI-F	Urban	6.8/1	\$20.1
	WGN-A	News/Talk	6.0/2	\$32.5
	WLEY-F	Spanish	2.2/19	\$2.0
San Francisco	KGO-A	News/Talk	6.4/1	\$30.7
	KISQ-F	Urban/Adult Cont.	3.0/12	\$5.5
	KSOL-F	Spanish	Ratings being evaluated	\$5.7
Philadelphia	KYW-A	News	7.1/1	\$32.9
	WDAS-F	Urban/Adult Cont.	6.1/3	\$14.8
Dallas	KHKS-F	Cont. Hits	7.6/1	\$16.6
	KKDA-F	Urban	6.9/2	\$13.5
Detroit	WJLB-F	Urban/Adult Cont.	8.1/1	\$17.2
	WNIC-F	Adult Cont.	7.9/2	\$19.5
Wash., D.C.	WASH-F	Adult Cont.	5.7/1	\$14.8
	WHUR-F	Urban/Adult Cont.	5.6/2	\$7.0
	WPGC-F	Black	5.6/3	\$22.9
Houston	KODA-F	Adult Cont.	7.6/1	\$20.2
	KMJO-F	Urban/Adult Cont.	5.8/4	\$12.9
	KQOK-F	Spanish	2.6/15	\$5.7
Boston	WBZ-A	News/Talk	7.8/1	\$26.0
	WILD-A	Urban	1.2/20	\$1.7
Miami	WEOR-F	Black	6.7/1	\$11.1
	WPOW-F	Cont. Hits	5.5/2	\$11.8
	WAMR-F	Spanish	2.6/5	\$13.9
Atlanta	WSB-A	News/Talk	10.7/1	\$25.4
	WVEE-F	Black	9.3/2	\$24.5

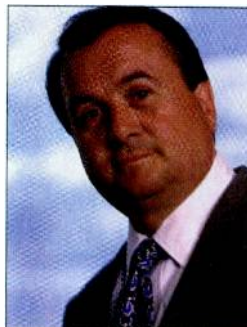
Revenue information provided by Duncan's Radio Market Guide, 1998 Edition. *Arbitron rank for Feb./Mar./Apr. **All revenue figures reflect 1997 gross billings. *WSKQ is now No. 1 in N.Y.

"A very high number of urban stations in the country are very competitive from a ratings and sales standpoint."

But the advertising industry has yet to catch the wave. The reasons vary, say industry observers. With some, it's outright bias by clients afraid that minority consumption of their products may tarnish their name with white buyers, said Ofori. In other cases, it's ignorance of the consumer power of ethnic communities and their growing reach. Still others believe they don't need to advertise in minority-directed media because minorities already buy their products.

In the advertising industry, the prevailing view is that minorities are reached by general ad programs on network TV, on outdoor boards or in print. But there appears to be a growing realization that it makes sense to advertise to a given community in a medium that is part of that community.

"It's just good business," said ABC's Joyner. "These people should go after black consumers because there's money there."



Katz' Olds is pitching urban stations.

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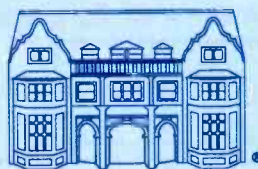


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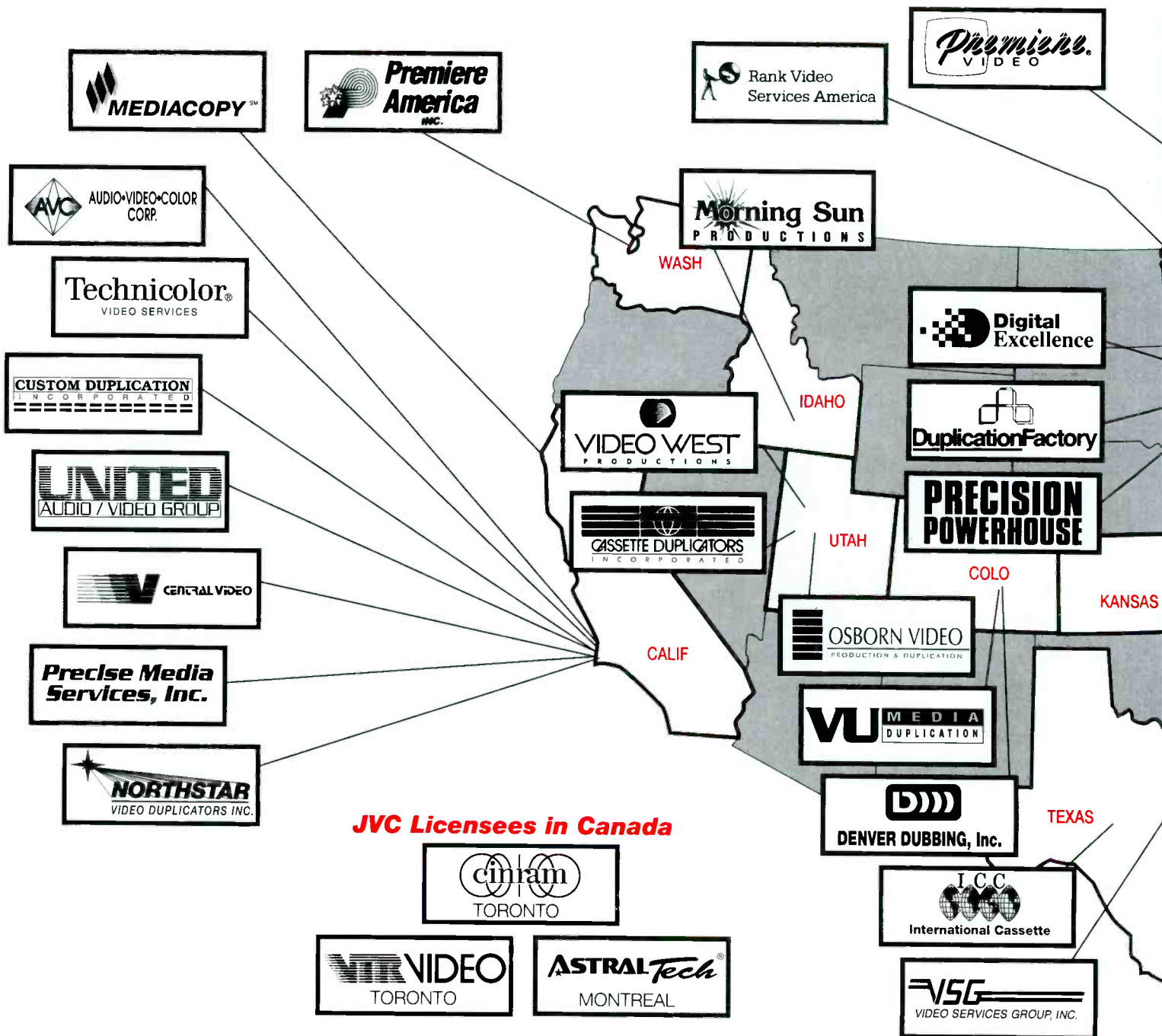
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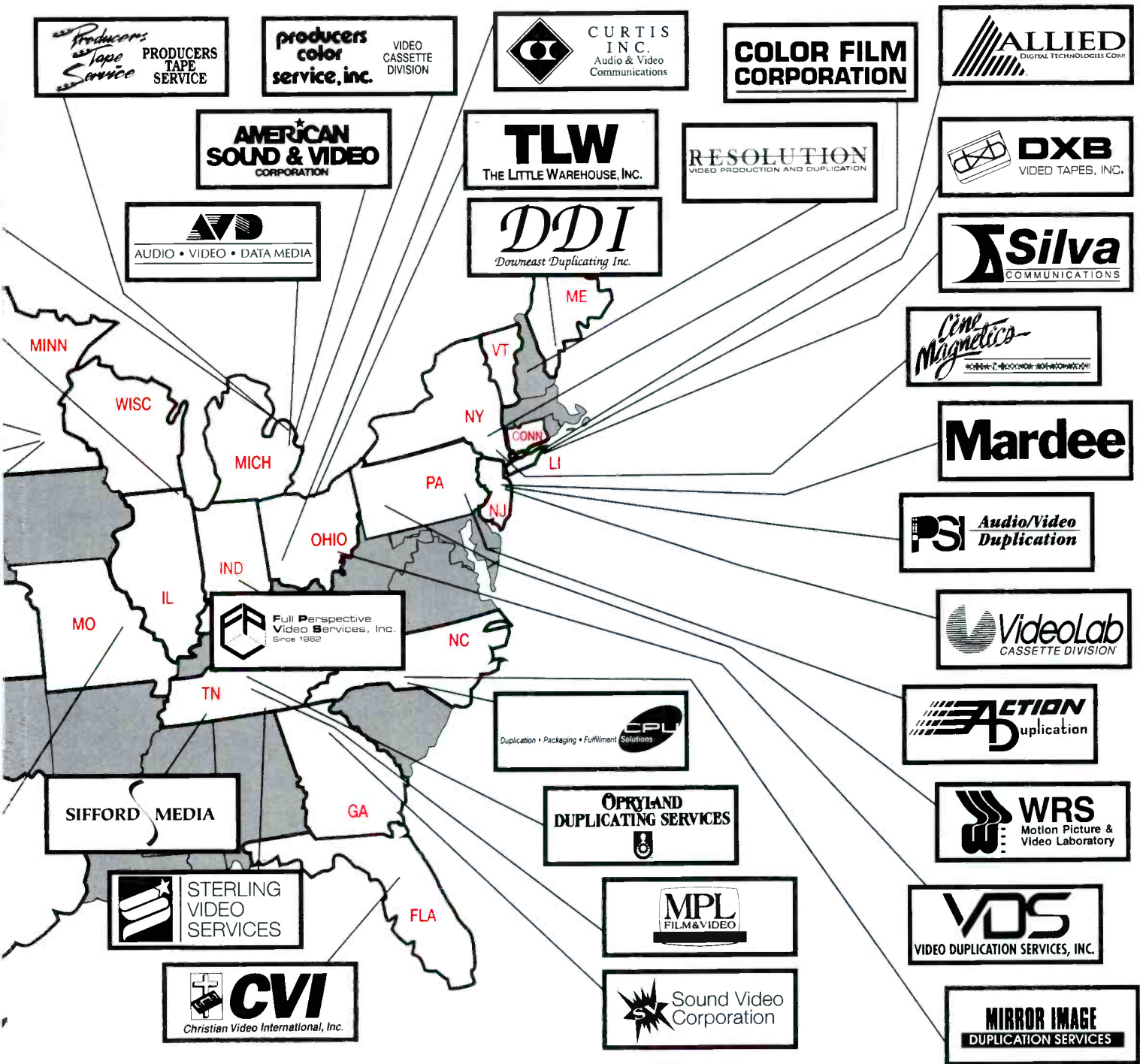
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TV PROGRAMMING

Bigger Isn't Always Better

Studios USA's

Ken Solomon doesn't want to be as huge as Warner Bros. But he does want more hits. **By Betsy Sharkey**

As Rene Balcer, executive producer of *Law & Order*, tells it, he had an epiphany late into the night at the party Universal Television—now Studios USA—threw to celebrate the show's Emmy win last fall. It was then that a few folks, including Balcer and 35-year-old Ken Solomon, gathered around the microphone with singer Phoebe Snow.

"We got up there with her and started singing, 'I get by with a little help from my friends,'" says Balcer. "That says a lot about the atmosphere Ken's created here. Ken is a take-off-your-tie, roll-up-your-sleeves kind of guy."

Solomon, who began his television career as an intern in 1982 at Paramount Domestic Television during Barry Diller's years there, has just ended his first year heading the network development and production arm of Studios USA, unexpectedly but once again under Diller's watchful eye.

Clearly the pressure is on for Solomon to jump start what was a weakened TV division

and create a new stream of both comedy and drama hits, which will help drive back-end revenue. It's well known that Diller's expectations for the division are extremely high and his patience historically extremely short. And USA's biggest hit, *Law & Order*, remains a strong show but is aging after eight seasons.

But most give Solomon high marks for surviving, let alone thriving in the chaos of two significant corporate realignments that changed the rules mid-game, all in his first year on the case. Last July when Solomon joined Greg Meidel (the outgoing chairman/ CEO of Studios USA), Seagram was a new owner and its chairman, Edgar Bronfman, Jr., was in the process of reconfiguring every division. At the time, most of Universal's prime-time television success lay in the past with shows like *The Rockford Files*, *Coach* and *Murder, She Wrote*.

"Seagram and Universal told us, 'We think we know what we want to do but why don't you take a look,'" Solomon says. "For me personally coming in, I had always looked at the big

picture, the macro perspective, what does it mean to be a network, what does it mean to be a large, vertically integrated company...what are the differences and opportunities here. The first thesis was that the goal should be not to be too big, but to be successful."

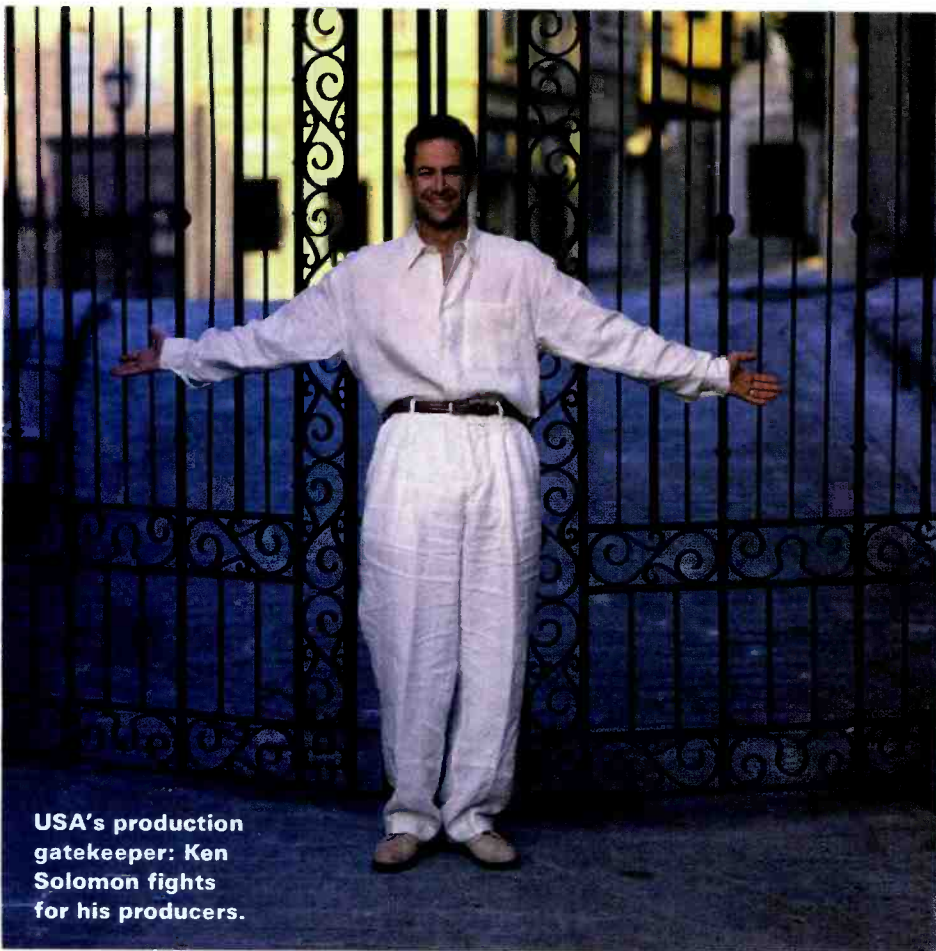
When it comes to developing and producing network television shows, economically and creatively, Solomon argues that bigger is not necessarily better. His goal is to avoid turning Studios USA into a factory with 15 shows on the air. That's partly because the ratio of shows that have a long enough life on the networks to create a syndication afterlife—where a studio can make back its substantial front-end investment—is so low.

Case in point: Last fall, the networks' prime-time schedule included 19 shows that were coming back for a second year. This fall, the number has dropped to six.

"There are two very different philosophies operating," says Solomon. "One is, let's make as many pilots as we can because it's simply an odds game. And then there's the very targeted approach—an extreme would be make one and get one on the air—which Carsey-Werner did this year. We wanted to be in between those two extremes."

At the top of the agenda when Solomon joined Universal was a mandate to have the comedy series development mirror the success the studio has had with drama—with *Law & Order* the current crown jewel. In May, when the networks announced the new schedules of the nine pilots Studios USA produced, four had been picked up and a deal for a fifth is still being negotiated. The industry pilot-to-series average is 10 percent.

The split was even—two dramas and two comedies—with a third comedy on the bubble. On the drama side there is *Hollyweird* in the fall for Fox, a film noir-ish whodunit created by Shaun Cassidy and Wes Craven. *Turks*, a richly layered drama about a family of Chicago cops headed by patriarch William Devane, is set at CBS for midseason. In comedy, this fall there is *Brother's Keeper* on ABC, about a serious single father whose outrageous sports star brother moves in. *Movie Stars* is set for WB midseason (imagine *Home Improvement* with the household headed by Bruce Willis and Demi Moore). The bubble show is *Payne*, starring John Laroquette, for CBS. At issue are the number of episodes ordered—CBS wants six; Laroquette won't do the show without at least a 13-episode commitment. At



USA's production gatekeeper: Ken Solomon fights for his producers.



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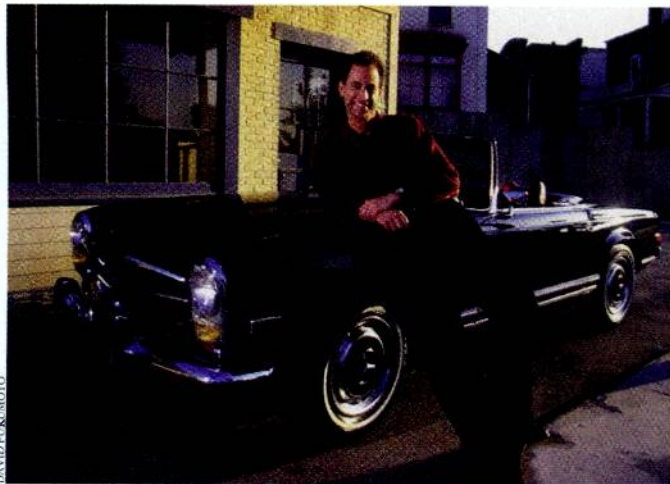
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TV PROGRAMMING



Solomon shows off his '69 Mercedes (left); *Movie Stars* will hit the WB at midseason.

press time, negotiations between the network and studio and star were continuing.

When Meidel first brought Solomon in to head the network series and longform division, there were those who questioned whether Solomon's skills, which leaned heavily toward syndication sales, would mesh with managing a score of highly creative writing/producing teams. His background is indeed steeped in syndication, first at Paramount then at Buena Vista Television during Rich Frank's tenure. Meidel wooed him to Fox in 1992, where he began as an executive vp/general sales manager of syndication. In 1994, at the behest of News Corp.'s Rupert Murdoch and then-Fox chairman Lucie Salhany, Solomon shifted to Fox Broadcasting where he oversaw affiliate relations and the cable services, including the launch of FX. His last stop before Studios USA reunited him with former top Disney executive Jeffrey Katzenberg, who with David Geffen and Steven Spielberg formed Dreamworks SKG. There Solomon was co-head of television.

But Solomon made quick fans of the Studios USA creative community. Shaun Cassidy, who has over the past 22 years virtually grown up on the Universal lot, first as a star in *The Hardy Boys* and now as a series writer/producer, remembers his first encounter with Solomon.

"Ken came down to my office to meet me, which in terms of protocol is not the way it usually goes," says Cassidy. "He was very gracious and I was charmed by him." At the moment, Cassidy is in the frustrating midst of retooling *Hollyweird* for Fox. The process is not an easy one because the pilot was excellent, one that ABC also wanted. Fox just wanted something different.

"My job is to protect the show and Ken has given me the support to follow my vision," says Cassidy. "He has this unbridled enthusiasm and is very passionate about it. And Ken's a gen-

uinely good person—in that he's refreshing."

Cassidy was struck by an evening Solomon hosted during the recent upfront meetings at New York's famous 21 Club (founded by Solomon's grandfather Charlie Berns). Cassidy, who had brought his wife and eight-week old daughter, hadn't planned to attend until Solomon called to personally invite the rest of the family.

"He talked a lot that night about his grandfather, whose policy was to avoid all class distinction," says Cassidy, whose daughter slept through it all. "It was a very revealing window into the character of this man and how he's carrying that legacy forward."

Law & Order's Balcer got to see Solomon in action just a week after Solomon came aboard. Negotiations to bring Balcer back for another year of running the NBC drama had gone

to getting top talent like Jason Alexander and Carrie Fisher to call Studios USA home.

Solomon finds himself in the increasingly unique position as one of the few remaining show suppliers not aligned with a network. Though rumors continue that Diller may some day take another run at CBS and change that, for now Solomon is content being a free agent.

"It's a great opportunity for us. We can walk into any of these broadcast network doors and say wholeheartedly our only goal is to make the best show possible and the only thing we want back is a fair price," says Solomon, who made it through pilot season without giving up any equity in the new series. Without the economic partnership, it also frees Studios USA to negotiate far better license fees when a show, particularly a hit, is up for renewal. That

"Something So Right would not have gotten picked up at ABC last fall if not for Ken." —Judd Pillot, co-creator

from protracted to the verge of collapse. "Ken came in and within a week everything was resolved," recalls Balcer.

Judd Pillot, who with partner John Peaslee created *Something So Right*, which moved from NBC to ABC last season, is still in the throes of negotiations on new series *Payne*. Through it all, Pillot has found in Solomon a zealous advocate.

"*Something So Right* would not have gotten picked up at ABC last fall if not for Ken," says Pillot. "Our only frustration is that in terms of clout, I don't think Studios USA is as strong as Universal once was. So Ken's got an uphill battle, but he's a fierce fighter for his projects."

It's one of the key reasons Meidel says he looked to Solomon to head the television divi-

advantage was made clear last season when Warner Bros. got \$13 million an episode for *ER* from NBC because CBS was ready to ante up \$12 million.

To say it has been a year of extraordinary change for Solomon, and others at Studios USA, is an understatement. But as Solomon puts it, change has become the steady diet of the industry. Most significant was the departure of Meidel, long one of Solomon's staunchest supporters. Solomon says that for him, it was the lowest point of the last year.

"If there's one thing I've learned, it's that while you should have a plan and a strategy, you must be flexible," says Solomon. "You must wake up every morning and analyze the landscape and say, 'Okay, that's what was best for us yesterday, today is different.'" ■



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Magazines

By Lisa Granatstein

The recent uptick in stock trading and other financial action on the Web is fueling a bull market for techno/biz titles

Journals of E-Commerce

With personal finance and business magazines fragmenting into specialized niches faster than you can rate Yahoo!'s stock a buy, it's no surprise that a new wave of titles is focusing entirely on electronic commerce. A host of publishers are starting up titles that aim to celebrate the Web's e-commerce potential and cash in on the ad dollars that have begun to flow from mutual funds, online brokerages and marketers of PCs. "If there's a consumer need, there are ad pages to be had," says Ilene Danuff, senior vp/director of media resources at Hampel Stefanides.

"There are some really deep pockets out there."

StockTrends' start-up *Online Investor* and Time Inc.'s new supplement *Money.com* are targeting tech-savvy consumers who dabble in electronic investing. Titles such as IDC's *The Industry Standard* and Imagine Media's soon-to-launch *Business 2.0* are eyeing the executives and business models driving what has been

top financial software. *Money.com* was sent to 940,000 high-end subscribers. Until mid-July, the supplement also will be on stands, where *Money* expects to sell 60,000 to 70,000 copies. *Money.com* has 43 pages of ads from the likes of Microsoft, the Vanguard Group, E*Trade and Dodge. When all the numbers are in, *Money* will decide whether to have another go with *Money.com*.

Online Investor, a recent launch from StockTrends owner Steve Harris (who in 1996 sold seven titles, including *Electronic Gaming Monthly*, to Ziff-Davis), tracks online stock clubs, offers tips on the Web's best brokers and highlights sites specializing in e-commerce. The Lombard, Ill.-based magazine has a rate base of 100,000 and is available through subscription and on newsstands. The inaugural issue has about 20 pages of ads, gleaned mostly from online brokers.

For hard-core strategists looking to explore how their companies can adapt to the Net economy, there are *The Industry Standard* and *Business 2.0*. *Industry Standard*, which launched in April, is a weekly for "the senior-level person who wakes up at night and wonders how the Net affects my business," explains John Battelle, *IS* president/publisher. The book will publish 27 issues this year and plans to pump up to 46 or 48 in '99. *IS*' guaranteed circ is 60,000, mostly by subscription. Battelle says he expects *IS* to have a larger news-

stand presence by this fall.

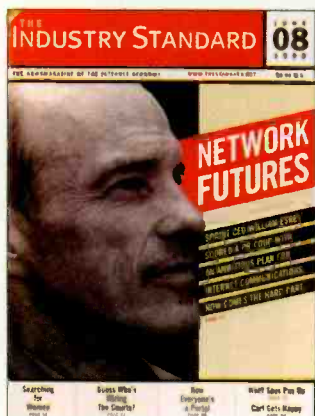
Joining the fray on July 7 will be *Business 2.0*, a monthly geared for a "new breed of business decision-makers," says publisher Rick Espinosa. The title will have a 125,000 rate base. Imagine Media's roster also includes *MacAddict*, *Next Generation* and *PC Gamer*. Charter advertisers in *Business 2.0* are Absolut Vodka, BMW, Netscape and IBM.

With the growing proliferation of titles in the techno/biz category, readers and advertisers have a lot of products to sift through and judge on their credibility. Given the big annual ad budgets of online commerce players—Schwab's \$30 million, Ameritrade's \$40 million, E*Trade's \$25 million, for example—the competition in this segment is expected to become fierce. In addition to the specialized Web magazines, other business and tech books including *Upside*, *Red Herring*, *Wired*, *Forbes*, *BusinessWeek* and *NewMedia* all cover e-commerce as well. "[Readers] are going to look to these sources as credible," says Danuff. "And that's where you have to look closely at these things. Who are the magazines editing for, the advertising community or the consumer?"

Distribution Deal Signed Capital Gets Fairchild Into Its Equity Pool

Capital Publishing last week finalized a distribution deal for its upcoming finance title for women, *Equity*, with Fairchild Publications' *W*. A test issue of *Equity*, set for December, will have distribution of more than 1 million; it will be polybagged with *W* subscriber copies (circ 357,320) and polybagged or inserted to subs of Capital's *Worth* (469,957). The title will also be available on newsstands.

For the *Equity* start-up, Capital founder/CEO Randy Jones is investing some of the \$100 million the company received in April from its new majority owner, Greenwich Street Partners. "*Equity* readers didn't grow up at the feet of a mother or father with talk of investing," says



Net gains: Ads from mutual funds, online brokerages and PC makers are flowing in.

dubbed the New Economy. While *Money* has steadily increased its coverage of e-commerce via columns including Virtual Investor, the monthly took it one step further with this month's launch of *Money.com*, a supplement devoted solely to the Web. "This is a guide to all your options to online investing," says Geoffrey Dodge, *Money* publisher. Stories include tips for online banking and



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Magazines

Writers' Block

A sample of great writing from a recent issue:

"As I walk toward the gates, I can see the double-barreled Ferris wheel arc across the sky through the steamy dark. Inside, I follow throngs of fairgoers (64,239 that day) roving the grounds in bleary, cheery hordes. At this hour, the Fair is carnival, festival, and feast. Grown-ups walk by clutching steins of beer and the bulky, two-handed, foil-wrapped sandwich extravaganzas called Gizmos and grinders. Kids lug turkey legs like massive meaty ice cream cones. Smoked off-site and crisped on grills all over the fairgrounds, the legs offer portability, a good pound of gnawing, and a certain retro appeal."

— in "State Fair," Leah Eskin samples the quintessentially American event in Des Moines, Iowa. *Savour*, July/August

Jones. "We want to raise the awareness level and give women the intelligence they need to be in control of their personal financial lives." Like the rest of Capital's stable (which also includes *Civilization*), the magazine will target readers in the top 5 percent of the U.S. in spending power.

Articles in the works for the first issue of *Equity* include a profile of Priscilla Presley and how she turned Graceland and Elvis merchandising into one of the country's most successful enterprises; a feature on why Wall Street guru Abby Joseph Cohen has yet to be made partner of Goldman Sachs; and "Saks Education," a look at whether you should invest in companies where you shop.

Jane Berentson, executive editor of *Worth*, is leading the editorial development of *Equity*. *Worth* publisher Missy Godfrey and *W* executive vp/group publisher Stephanie George will share pub-side duties.

While formal presentations of *Equity* have not been made to media buyers, Jones says that financial services advertisers have shown some early interest. Other ad categories are expected to include beauty, fra-

grance, fashion and jewelry.

Given the compatibility of the audiences for *Worth* and *W*, additional joint projects may follow soon after the test of *Equity*, Jones says.

Elsewhere on the personal finance scene, *Condé Nast Currency* was included in April in 9.5 million subscription copies of CN magazines. The supplement, which takes a lifestyle/psychological approach to investing, carried 48 pages of ads.

While *Currency* "wasn't intended to be a female-oriented magazine, it does have a much more feminine approach" à la *Equity*, says CN exec vp Catherine Viscardi Johnston. CN plans to publish *Currency* again next year, with a 12 million circ. For now, there are no plans to expand the annual frequency. "A personal approach to money is badly called for," Johnston says. "If *Equity* takes that approach, women will love it."

Design Capital of the Year Absolute Stockholm

In its latest issue, *Wallpaper* travels to Stockholm and offers proof that the



Northern light: *Wallpaper* toasts the Swedish touch

Swedes have a sense of taste and style that's far superior to anything ABBA would have prepared you for. Attached to its first special Wanderlust edition, an issue devoted to the finer points of global travel, the Time Inc. bimonthly serves up its first design guide—a 68-page supplement on Stockholm, "1998's European Capital of Culture."

The Stockholm-Wanderlust package is on stands now through mid-July. Though *Wallpaper* has a total paid circulation of roughly 100,000, of which just under 30,000 issues are sold in North America, the special had a print run of 180,000.

The issue looks at every angle and curve of Swedish design, from chairs and crispbreads to Stockholm's most noted architects, graphic designers and ad agencies. For the special, *Wallpaper* used only Swedish photographers, illustrators and models; even the paper is from Sweden.

In the course of assembling previous *Wallpaper* issues, "we were blown away by the level of talent in Sweden," says Tyler Brûlé, editorial director. "That just snowballed over time...to [producing] a purely Swedish product from beginning to end."

All of the advertising in the special is from Swedish concerns; two agencies, the Stockholm Information Service and Food for Sweden, accounted for half the pages.

This fall, the mag plans to produce another design supplement that may be bound into *Wallpaper* 100, an annual special that celebrates what's hip and cool. For that one, the focus may be on an entire country rather than a single city, Brûlé says. ■

60 SECONDS WITH...



Bob Safian

Managing Editor, *Money*

Q. What's new at *Money* since you arrived in January? **A.** I brought in a new art director [Syndi Becker] who has made the design a lot cleaner and more urgent. We've made the investment coverage more newsy and have tried to make the writing snappier and engaging. **Q.** So what's to come? **A.** We're going through a redesign with Milton Glaser and Walter Bernard at WBMG. The redesigned magazine will [have] its first incarnation in October. We're planning to spend \$1 million to promote the launch. **Q.** Among *Money's* Best Cities picks in the current issue is Washington, D.C. Huh? **A.** I've always loved our nation's capital. **Q.** Why did you move most of the Best Cities franchise online? **A.** I think it is less of the core service the magazine can deliver. I would rather give my readers something like the full package of Super Deals. It not only covers investing areas like stocks and funds, but also travel, computers, insurance and cars. **Q.** I hear the Super Deals cover had some outside influences. **A.** [laughs] One morning my son came to me smiling and happy in his Superman pajamas. I looked at the logo on his shirt and said 'Hey! Maybe that can work.' Then my wife said 'You can even put a dollar sign in the logo.' When I mentioned the idea to [Fortune m.e.] John Huey, he said: 'You're nothing without your family.'

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MOVERS

MAGAZINES

Jim Whitelaw, currently *Sports Illustrated* sales development director for Los Angeles, San Francisco and Atlanta, has been promoted to *S'*s Olympic director. Whitelaw will manage *S'*'s worldwide Olympic sponsorship, which extends through the year 2004. Also, **Vic Sauerhoff**, *S'*'s financial director, has been named general manager. Sauerhoff will look after the financial activities of the magazine as well as its development and licensing divisions...*The American Benefactor's Pam Laudenslager* has been promoted to senior vp of sales and marketing from her prior position as senior vp, network development. Laudenslager will manage ad sales, network development and operations.

TELEVISION

Julie Gilbert was promoted to vp of production, reality-based programming for Fox Family Channel. Fox Family also named **Todd McNulty** director, on-air promotion, family programming and **Tracy Barrett** director of affiliate marketing...CBS Cable promoted sales manager **Kristin FitzGerald** and group sales manager **Neil Holt** to vp, advertising sales, New York. CBS also named **Ken Kagen** vp of research... **Chris Pizzurro**, director of multimedia in the corporate marketing and research division for Turner Broadcasting Sales, was promoted to vp of multimedia marketing. Elsewhere at Turner, **Michael M. Teicher** has been promoted to senior vp of brand sales at Turner Broadcasting Sales. (continued on p. 35)

The Media Elite

Edited by Greg Farrell

Menu: Roast Mitchell

There's nothing like a Washington roast to give folks a chance to dig at a celebrity in the name of a good cause. The roastee at the recent American Newswomen's Club annual dinner was NBC's indomitable Andrea Mitchell, the former White House correspondent who recently moved over to covering the State Department.

Speakers included NBC's Gwen Ifill, CNN's Judy Woodruff and the renowned UPI

correspondent, Helen Thomas. The subtext for much of the roast was Mitchell's well-known ambition. No less than three toasters poked fun at her drive, recounting similar stories about Mitchell, who at various points in her career was working too hard and collapsed on the job. On one such occasion, when she was trying to break into the network big time from an affiliate station, she heard a producer saying it was too bad she was incapacitated,

since a story she had worked on was going "national." "Did you say "national?" Woodruff asked weakly from her stretcher. At that point, she recovered ("It's a miracle," said one colleague), sat up and went on TV.

During the roast, it was finally revealed how Mitchell's colleagues found out she was dating Federal Reserve chairman Alan Greenspan (who is now her husband)—they interrogated a limo driver for NBC. Thomas acknowledged the sometimes dour Greenspan sitting in the audience as "the life of the party," which drew a big laugh. Ifill told how she once overheard Mitchell talking to Greenspan on a phone in the White House press room, calling him "sweetie pie." This was an odd contrast to some of the names Woodruff has used for residents of the White House (a version of "frigging" is a favorite Mitchell epithet). But when the jibes were over, Thomas noted that Mitchell has taken on stories that few women have previously done—quite a compliment from White House press corps' *grande dame*. —Alicia Mundy



Willard Scott (left), Andrea Mitchell and Alan Greenspan

Time's Cover Subjects Fill an Art Gallery, Literally

Over the years, *Time* has immortalized legions of heroes and cultural icons on its covers. On many occasions, a good photo just wouldn't do, so the newsweekly commissioned now-famous portraits of many cover subjects.

Perhaps taking a cue from *The Graduate*, the magazine's editors once saw fit to preserve Raquel Welch's contours in that most durable of materials, plastic (or Epoxy resin, as it's called in artistic handcraft). It was the material of choice for

artist Frank Gallo, who was hired in 1969 to sculpt a three-and-a-half-foot-tall sculpture of the actress to accompany her photo on the newsweekly's cover that year.

The Welch figure is part of a Smithsonian Institution exhibit of 75 years' worth of *Time* cover portraits. It's the only place the public can find the '60s sex symbol keeping company with the likes of John Updike and Lyndon B. Johnson, who peer out of their own framed cover shots. —Mira Schwirtz



Time has one word for you, Raquel: Plastics

SPOTLIGHT ON...

Mike Darnell

Senior vp/specials and alternative programming, Fox Broadcasting

David Letterman and Jay Leno make Mike Darnell's day when they poke fun at his Fox specials. "I look forward to it," says Darnell, senior vp of specials and alternative programming for the network. "Letterman and Leno are not going to make fun of something unless it is part of the pop culture. None of our specials are supposed to be that serious. We don't tackle religion. We just try to have fun."

Among the new specials Darnell is working on: *Nastiest Neighbors*; *Con Men*; *Psychics' Biggest Secrets Revealed*; *Busted on the Job, Part 2*; and *Magic's Biggest Secrets, Part 4*.

"We're in the midst of my development season," Darnell says playfully. He actually comes up with 65 percent of the themes for the specials, and outside producers approach him with the others.

Fox had not done any unique or controversial specials before Darnell joined the network as director of specials in 1994. And little did Darnell realize the impact that the network's first special—*Alien Autopsy: Fact or Fiction?*—would have. After first airing in 1995, Fox rebroadcast it five more times and it held the title as highest-rated of the network's specials until the winter of 1997, when *Magic's Biggest Secrets, Part 1* took over that honor.

In just over two years, Fox has aired more than 130 specials; that schedule has kept Darnell busy, to say the least. The specials, he notes, have set more than a dozen ratings records within the network. Taken as a whole,

the programs would place third-highest in Fox's programming ratings.

Darnell says most of his ideas for specials have simple beginnings. "I saw a moose stomping on a guy in a segment on another special and called a producer to see if we could get enough footage of different animal attacks to do an hour," he recalls.

Do you have an idea for a Fox special? Darnell wants it. So get those cassettes of *America's Worst Restaurants* and *America's Most Dangerous Postal Workers* in the mail today.

Darnell acknowledges that many of the shows were originally used to "replace shows in failing time slots," but their popularity has made them "big events" for Fox during sweeps months.—*John Consoli*



Darnell gets his ideas for Fox's visceral specials from all over.

Kudos for WABC Kids Effort

The National Center for Exploited and Missing Children has given its corporate leadership award to WABC-TV, the network's New York O&O, for its efforts to increase awareness of missing children. Attorney General Janet Reno recently handed the laurels of recognition to Thomas Kane, general manager of WABC, in Washington D.C.

"Never before has a station undertaken the issue with such fervor," read a statement from the NCEMC. By airing pictures of missing children during every newscast, running news segments and safety tip vignettes, and creating "passports" complete with fingerprints for community children, WABC went beyond the call of duty, NCEMC said. Kane and his staff have ventured out to New York-area shopping malls to distribute the "passports."

WABC's "Protect our Children" campaign was launched last November as an extension of the station's four-year run of "Children First."

At the ABC affiliates meeting in Orlando, Fla., earlier this month, Kane made a presentation on the campaign in the hope that other stations will run comparable campaigns in their markets.—*Megan Larson*

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MOVERS



Gilbert named vp at Fox Family



Teicher to senior vp at Turner

TCl Communications' **Doug Seserman** was promoted to senior vp of marketing from vp of marketing...**Joseph Azznara** of Cablevision was named president of telecommunications services and co-worker **Michael Bair** was named president of product management and marketing...Univision Network has appointed **Jamie Weissenborn** to vp of sales development and marketing and **Rob Stitt** to vp of marketing services...**Michael Granowsky** comes to BNN as vp and general manager from the same position at Unitel Post 38...The Weather Channel has appointed **Jim Alexander** as vp of consumer and strategic research.

NETWORK TV

Tim Johnson was appointed senior vp of programming for Pax Net. Most recently, Johnson headed the television unit, Tavel/Johnson Television, of Tavel Entertainment. Prior to that, he co-developed and produced the first five seasons of the CBS series *Dr. Quinn, Medicine Woman*....**James Kallstrom**, former FBI assistant director and lead investigator of the TWA Flight 800 explosion, has joined CBS News as a law enforcement consultant...**Kathy Burke**, senior vp, prime-time series at NBC Entertainment, and **Shelley McCrory**, vp, prime-time series, have signed new multi-year contracts.

NEWSPAPERS

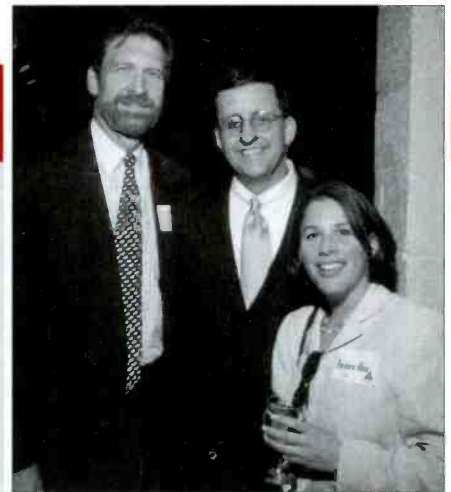
Times Mirror Co. has elected **Robert W. Schult**, a 25-year veteran of Nestle, to its board. Schult, 48, will be responsible for the company's six retail business divisions and its retail sales division. At Times Mirror's *The Sun* in Baltimore, **Karen Stabley**, previously director of new business development, has been appointed director of marketing. She joined the paper in 1988.

MEDIA DISH



VIVIAN RONAY

George magazine honored its "20 Most Fascinating Men in Politics" in Washington at a party hosted by Turnbull & Asser. Mayor Marion Barry chats with *George* president John Kennedy.



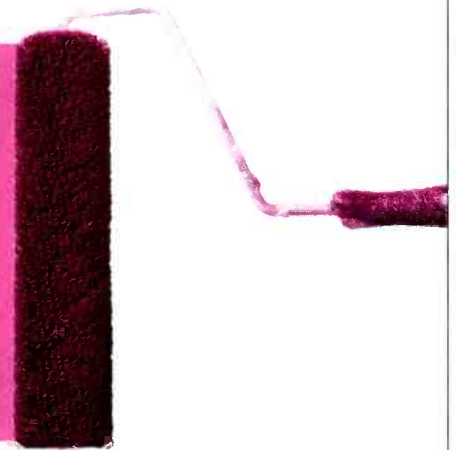
OWEN PHOTOGRAPHICS

AdNex Detroit recently threw an "ultimate upfront party." (l. to r.): Wayne Hindmarsch, AdNex GM; Brian Hunt and Barbara Kline of CNBC.



Worth hosted a luncheon for its "Wall Street" issue. (l. to r.): publisher Missy Godfrey; Larry Levy, vp/marketing, Chase; Jeanine Moss, MPA; and Bente Strong, *American Benefactor* publisher.

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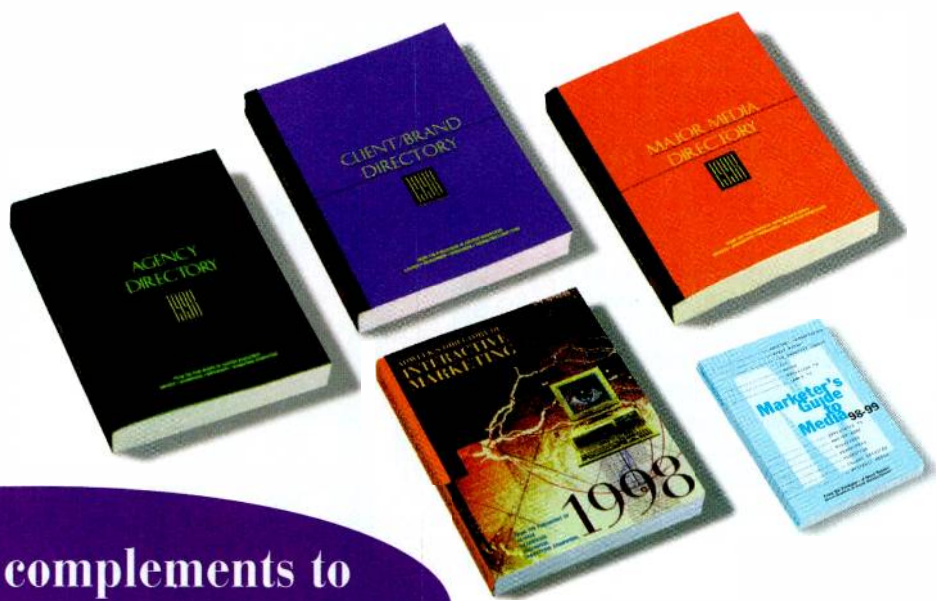
* NTI, 11/97.
** Norman Hecht Research, '93; 1996 Television Commercial Monitoring Report.

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(212) 697-6000 ... David Landesberg, Acct.
Mgr.

Personnel:
Pres./CEO Charles Phi
Exec. Vice Pres., Splrits Frederick LeD
Vice Pres., Pub. Rel. Jack S
Dir., New Pdcts./Ventures Arlene Ger
Mgr., Promo. Lynn Davis
Mgr., Pub. Rel./Event Mktg. Kate Clen
Mgr., Pub. Rel./Event Mktg. Scott Mu
Splrits Mktg. Alan W
Brand Publicity/Event Mktg. Steve Gold

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220 Hickory St.
Warren, PA 16366-0001

3600
3-6376
olair.co
stabl

Brand Name, Brand
Marketer, Address, Telephone, Fax,
URL, Headquarters/Parent Company,
Product/Service Category, Media
Expenditures, Leading Ad
Agency/Contact, Key Personnel

MAJOR MEDIA DIRECTORY

Entertainment Weekly

Time Inc.
1675 Broadway
New York, NY 10019
Phone: (212) 522-5600
Fax: (212) 522-0074

Frequency: Weekly
Total Circulation: 1,300,611
Audit: ABC 06/30/97

Single Copy: \$2.50. Annual Sub: \$51.48.

Editorial Profile: Provides both a critical guide to
popular culture and an informative inside look at
the people, motives and ideas that shape the
increasingly in

Target Reader

active and in

Mng. Editor

Pres.

Pub.

Vice Pres., E

Vice Pres., C

Circ. Dir.

Dir., Finance/Admin.

Assoc. Pub.

Prodn. Dir.

Assoc. Pub.

Dir., Promo./Pub. Affairs

Dir., Mktg. Devel.

Rates:

(Eff. 01/01/97)

1x 6x 13x

1 PG BW \$51,000 \$49,470 \$48,450

1 PG 2C \$57,245 \$55,528 \$54,383

1 PG 4C \$66,750 \$64,748 \$63,411

Branch Offices:

1577 N. Woodward Ave., Ste. 200

Bloomfield Hills, MI 48304

Phone: (810) 988-7766 Fax: (810) 988-7911

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Chicago, IL 60611

Phone: (312) 121

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Buffalo, NY 14202

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Fax: (716) 842-6676

E-Mail: first initial last name @ericmower.com

URL: <http://www.mower.com>

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Agency, Public Relations

Ultimate Parent Company

Eric Mower and Associ

Syracuse, NY

(315) 466-1000

Services Offered: Busine

*Consumer Advertising

Marketing, Media Buyin

Relations, Sales Promot

Event Management/Ma

Advertising, Strategic P

Corporate Communicat

Fields Served: Automotiv

Financial Services/Banks/Savings & Loans,

Food, Retail Stores/Chains

Employees: 55

Year Founded: 1990

1996 Billings: \$29,384,753

1996 Billings By Medium: Network TV -

\$4,995,408, Cable TV - \$587,695, Radio -

\$4,407,713, Newspapers - \$4,995,408, Consum

Publications - \$1,175,390, Trade Publications -

\$293,848, Direct Marketing - \$881,543, Other

\$12,047,748 (Pub. Rel./Sales Promo.)

1996 Fee Income: \$3,621,383

Key Personnel:

Chrmn./CEO Eric Mow

Sr. Partner Doug B

Sr. Partner Judith Hojn

Partner/Creative Dir. R. Cray Cyp

Partner/Dir., Brdest. Prodn. Chris

Major Accounts:

Arby's - Syracuse & Rochester, NY Co

The Buffalo News

The Buffalo Sabres

The Children's Ho

*De

Agency Name, Address,
Telephone, Fax, E-mail, URL,
Services Offered, Fields Served,
Annual Billings, Billings by
Medium, Key Personnel,
Major Accounts/Clients

Address, Telephone,
Fax, E-mail Address, URL,
Key Personnel, Services
Provided, Branded Products,
Accounts, Strategic alliances,
Company Profile

DIRECTORY OF INTERACTIVE MARKETING

Abundant Internet, Inc.

931 Ponce de Leon Ave., Ste. 2-A

Atlanta, GA 30306

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Fax: (404) 892-4477

E-Mail: info@abundant.com

URL: <http://www.abundant.com>

Pres.

Vice Pres.

Creative Dir.

Mktg. Mgr.

Mktg. Mgr.

Mktg. Asst.

Established: 1995

Employees This Location:

Operations: CD-ROM Development, Consultant (Interactive

Strategy), Intranet Developers, Marketing Communications, V

Developer.

Digital Marketing:

INTERNET SITE

DISKETTE

For Ad Placement Contact: William Anton, Vice Pres.

Branded Products: Portfolio South.

Primary Accounts: Aeronomics, Inc. (DPM www.aeron)

American Marketing Association (DPM www.ama.atlant)

Andersen (Diskette, Kiosk); BellSouth (Kiosk); Internet S

(DPM www.abundant.com/iss); Internet Security Systems

Divers (DPM www.oasisdivers.com); Ogilthorpe Power

Strategic Alliances: DWG Technologies; Decision Guid

Okula Communications.

Company Profile: We deliver better business. We plan

and evaluate your online presence to ensure your suc

Internet to improve communication, mindshare an

Annual Interactive Revenue: \$500,000

Future Products/Services: Interactive services

Call 1-800-468-2395 to order

1998 Agency Directory - \$295

1998 Client/Brand Directory - \$295

1998 Major Media Directory - \$295

Any 2 Above - \$475 Any 3 Above - \$600

1998 Directory of Interactive Marketing - \$225

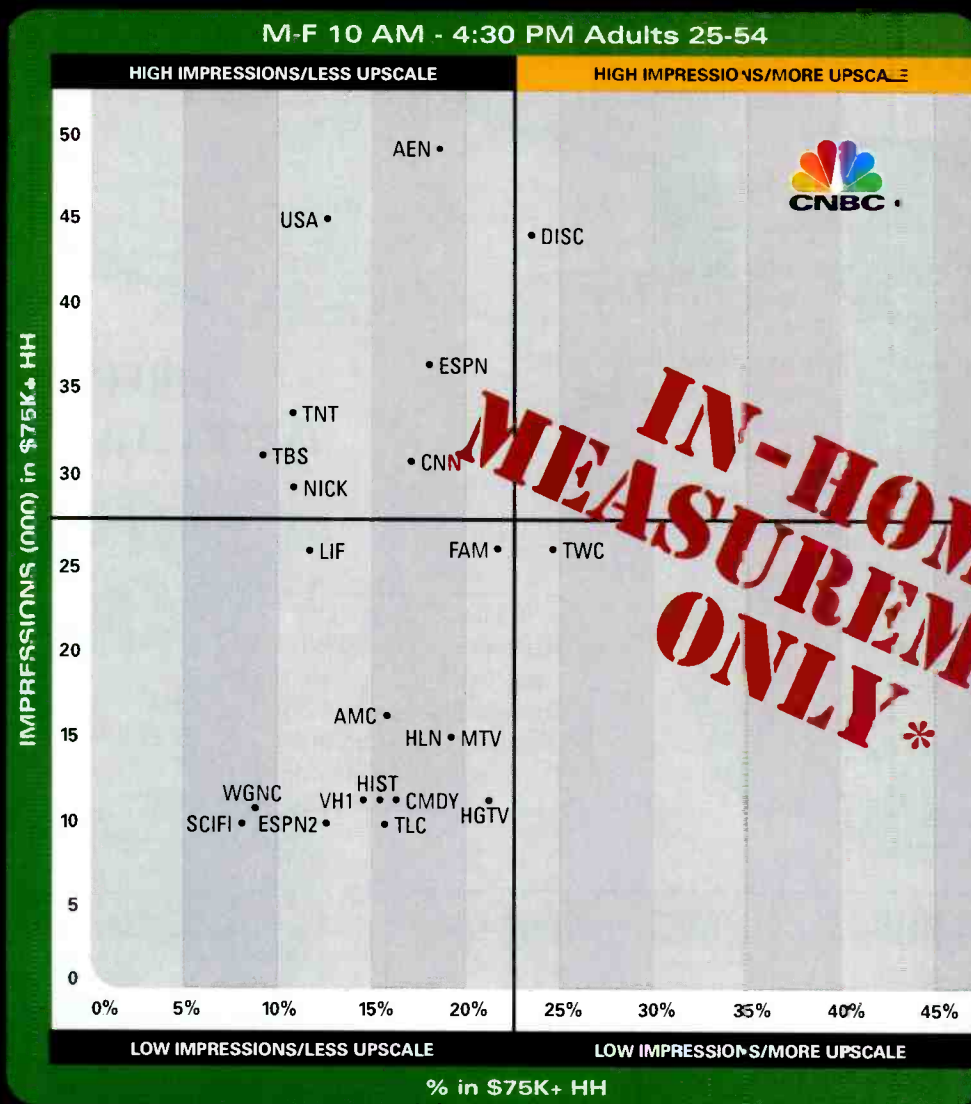
1998 Marketer's Guide to Media - \$75

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Source: Nielsen Homevideo Index - (measured audience); PNF 1098, excludes networks below 10,000 impressions among A25-54 in \$75K+ HH. The vertical axis shows the number of impressions of A25-54 in \$75K+ HH. The horizontal axis shows the % of A25-54 in \$75K+ HH. Qualifications available upon request.

* "We do not measure, nor do we claim to measure, viewers outside of the house in the ratings." -Jack Loftus, Nielsen Media Research





The online news of the week was that AT&T has been interested in buying America Online, with the distant runner-up being Disney's decision to buy a stake in Infoseek. It is not surprising that AOL declined AT&T's offer, nor that company officials vowed that they want the online service to remain independent. However, the truth may be that AOL knows it can bide its time before making a commitment. With so many companies eyeing serious Internet acquisitions, it's too early to sell.—*Catharine P. Taylor*

@deadline

User Trends

According to the first quarterly Web trend report by **Relevant Knowledge**, Atlanta, and **International Data Corporation**, Framingham, Mass., the number of home Web users in the United States is projected to increase from about 30 million to nearly 102 million by 2002. The percentage of users who buy online will grow from 36 percent to almost 50 percent. Total spending will increase from \$4.3 billion in 1997 to more than \$54 billion in 2002.

Software Taps the Net

Microsoft, Redmond, Wash., unveiled its fall software product lineup last week. The titles rely on the Internet for greater engagement with *Money 99* and *Encarta Reference Suite 99*, the company's CD-ROM encyclopedia. In September, Microsoft will launch a paid reference site called *Encarta Deluxe 99*. *Encarta Online* is currently a free site and will remain so in the updated, concise version.

Ad Spending Up

Internet advertising revenue reached \$351.3 million in the first quarter of 1998, up 6 percent over the previous quarter and 270 percent above the same period last year, according to the **Internet Advertising Bureau** and its auditing firm, **Coopers & Lybrand**, New York. The top three advertising categories by industry were computing, consumer-related companies and telecommunications.

AIME-ing for Audience: Video Nets Set to Launch

By Anya Sacharow

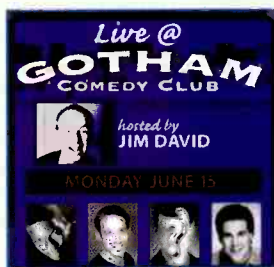
American Interactive Media, a New York-based producer of online entertainment networks, is busy cooking up a series of deals in preparation for its launch of 12 Internet networks by year-end. Each network is geared toward specific interest groups such as pop culture, children and science fiction.

The AIME sites, as they are called, will be brimming with streaming video, likely to be provided by San Diego-based InterVU, a specialist in broadcasting video across the Internet. Much of the content is being developed so that it can be viewed across high-bandwidth pipelines such as cable broadband or direct satellite services. As with television, the company is hoping a loyal audience will consistently tune into the networks. And, as they can with television, advertisers will be able to create a rotation of spots, this time linked to banners.

"We can create rich advertising in a multimedia sense, which changes the whole click-through sensibility," said AIME president Mark Graff.

But gaining loyal viewers is no cinch, said Patrick Keane, an analyst for Jupiter Communications, New York. "Most people are accessing the Internet over slow-speed connections so video is still not a great experience

online ... It's not a very pleasant experience to view streaming content now. For ads, there are people delivering ads, but again it's a limited environment."



ComedyNet laughs first with AIME's high-bandwidth content deals.

The first AIME network to launch was ComedyNet (www.comedynet.com), a live comedy site that went up last month and it will be first to benefit from AIME's most recently signed content deals. For example, the company will integrate services into its network such as e-mail, chat, data management for usage tracking, and ad targeting applications from InfoSpace, Redmond, Wash. InfoSpace will also distribute AIME programming to its syndication partners including: ABC News Ventures, CBS, Lycos, Microsoft Network, AT&T and BarnesandNoble.com, among other sites.

In addition, AIME also has plans to launch Web Passport Network, an Internet service similar to the @Home Network, this fall. WPN, however, is designed as a co-branded service. The company expects entities such as brokerage firms and telecommunications companies to be interested in co-branding the WPN service and then re-selling it to customers. Programming will come from 80 content providers including Excite, Bloomberg and TV listing service Gist Communications. ■

Search

News

Features

Reviews

People

Events

[K2 TACKLES INTERNET ACCESSIBILITY p. 40](#) | [WEISSHOUSE ONLINE FOR NUPTIALS BLITZ p. 40](#)

[VF CORP CHANGES ITS ONLINE CLOTHES p. 42](#) | [AGENCY MERGERS: COUP OR CHAOS? p. 43](#)

bits

▶ **The Walt Disney Co.**, Burbank, Calif., announced an investment in **Infoseek**, Sunnyvale, Calif. Disney agreed to acquire a 43 percent stake in Infoseek in exchange for Disney's remaining ownership position in **Starwave**, plus \$70 million. Disney, Starwave and Infoseek will combine to form an Internet portal strategy that includes ABCNEWS.com and ESPN.com as well as search and directory services.

▶ **Nickelodeon Online**, New York, announced that **David Vogler**, who recently has been vice president of kids' content at **Disney Online**, is returning to the company. Vogler, who launched Nickelodeon Online in 1995, will become vp, creative, for the network's online division.

▶ **Excite**, Redwood City, Calif., announced the launch of a new events search tool called **Excite Event Finder** powered by Jango. Located on Excite's Travel Channel. The tool can find listings for concerts, festivals, movies, sporting events and plays. The listings come from sites including **TicketMaster** and **EventCal**.

▶ A \$14 million lawsuit was filed last week against **USWeb Corp.**, Santa Clara, Calif., and its affiliate **SystemLogic**, Santa Monica, Calif., by **Larmark**, a Huntington Beach, Calif.-based marketing company which had plans to establish an Internet site dedicated to the jewelry trade. Larmark is suing the companies for breach of contract, fraud and misrepresentation, among other allegations. The suit claims that SystemLogic and USWeb failed to complete the project they were hired for by the agreed-upon deadline.

▶ **Go2net**, Seattle, a network of niche Web sites, has signed a co-branding partnership with Pasadena, Calif.-based Internet service provider **EarthLink Network**. EarthLink will make a co-branded version of go2net Labs' Java games technology available to subscribers. The games, and a chat community, will reside in EarthLink's games area, **The Arena**.

▶ **CNN Interactive**, Atlanta, formed a deal with **TotalE**, New York, for the Columbia House online store to be the exclusive music and video electronic commerce advertiser on CNN.com's Entertainment section.

▶ **IQ** is currently gathering information to update its chart of the 50 top interactive advertising agencies, ranked by revenue. Agencies that wish to be part of the next ranking should send an email to Jim English at jenglish@adweek.com to receive an online copy of the current questionnaire. The deadline for submissions is Monday, June 29.

K2 Design Creates Web Site To Enable the Disabled

BY ADRIENNE MAND—In an effort to show corporations how to make Web sites accessible to people with disabilities, **K2 Design**, New York, has created a new site for the Albertson, New York-based National Business and Disability Council that launches this week. The site, which is located at www.business-disability.com, uses technology from Microsoft, such as style sheets that can adjust to meet the needs of users.

While developing a site for the organization, which provides information on disabilities and a job database to Fortune 500 companies, K2 was mindful of its additional purpose to create an accessible site while simultaneously retaining the integrity of its design and message.

Arlo Corwin, interactive producer at K2, said that before Windows became the prevalent operating system, and most online content was text-based, navigation was easier for disabled people. When sites became organized graphically, "It threw everyone for a loop," he said. Many of the 18,000 devices used by disabled people to navigate sites are unable to navigate those that are graphics-rich. Therefore, some companies compensate by creating text-

only sites for them. "From a politically-correct, person-with-disabilities perspective, you're not giving them the same experience," he said.

Francine Tishman, executive director of the NBDC, said the group's site will provide information and help its members commu-

nicate, while at the same time show how an accessible Web site can still be attractive. "We want to have a Web site that is fully accessible so we can demonstrate to corporations that information and services should be accessible to everyone," Tishman said. "We hope that

it's a model they choose to follow."

K2 worked with Microsoft Consulting Services, the W3 Consortium, which develops Internet protocols, and other groups to ensure the site is accessible and uses the most recent technology.

"The idea is to help their customer organizations learn how to adapt and help the disabled," said Frank Murphy, practice manager for Microsoft Consulting Services, New York.

Michael Levy, principal consultant with Microsoft Consulting Services, said the site uses recent applications that can be scaled down and used with older browsers. ■



K2 is working to level the playing field for the disabled.

Eschewing Bricks and Mortar, Pittsburgh Store Opens Online

BY ADRIENNE MAND—Just in time for the annual June nuptials blitz, **Reset**, a New York-based interactive agency, today will launch a wedding site and online store for **Weisshouse**, a popular Pittsburgh housewares store. The site includes a section for couples to create their own wedding-related homepages, as well as a gift registry and tips from professional wedding consultants.

Valerie Goodman, vice president of business development at **Reset**, said www.weisswedding.com permits the family-owned business to expand to other markets, minus the physical construction costs. More retailers are eyeing cyber turf to boost sales. Earlier this year, in a move that has shaken up the software retail industry, the Spokane, Wash.-based **Egghead Computer** chain renamed itself **Egghead.com**, and completely converted its operation from storefronts to a more cost-

effective online catalog business.

Weisshouse owner **Lou Weiss** figured the site will help build the store into a national brand. "We felt it was a good way of doing it. For basically the [operating] cost of a store, we can get things up and going."

While the site has some of the standard wedding features, including a planner, it will also include a live feed from ceremonies at Las Vegas wedding chapels and a section called **Taboo Talk** that addresses topics such as shotgun weddings and gay marriages. "We want it to be not so saccharine," Weiss said. "We want it to have a point of view."

While the site will not be ad-supported, Goodman said, it will be promoted later this year in the store's first online media buy, plus in its regular TV and print ads.

Eventually, Weiss hopes to expand the store's online ventures to include other seasonal gift items. ■



Now that we've made the Top 10, we'd like to share the moment.

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VF Sews Up New Net Strategy

After a tumultuous 14-month stretch in which apparel maker VF Corp. has changed its online direction several times, the Charlotte, N.C.-based company has decided to let its brand groups determine their own online strategies.

The changes come as VF, which markets Wrangler jeans, Jantzen swimwear and JanSport backpacks, among other brands, has created a new division dedicated to directing the corporation's online sales and technology strategy. It is headed by former VF marketing services manager Amy Robinson, who has been named electronic commerce manager of VF Services Inc. In mid-April, VF quietly moved longtime Internet marketing pointman, Jim Corbett, who had been Robinson's boss, to sales director for the company's private label brands and knitwear division.

The executive shuffling coincides with VF's decision to stop having its 20 labels pay into one corporate Web budget. "We're not going to have a common message or pay for advertising on the corporate level when those dollars are better spent by each of the brands," said Robinson.

Thus, the new strategy is a death knell for VF's attempts at building a themed audience-aggregator site. That strategy led to the creation of "Threads," an online soap opera that was abandoned in April 1997, and more recently, Spincycles, which was designed to attract random surfers interested in apparel.

As Robinson's title suggests, part of her duties involve exploring electronic commerce capabilities. Currently, JanSport is the only VF brand testing the transactions waters, teaming with Seattle-based outdoor equipment retailer REI to sell backpacks to cyber-shoppers.

—Bernhard Warner

IQ movers

Paul Rasmussen has been named chief executive officer of MicroMass Communications, Raleigh, N.C. He was president and CEO of Beame & Whiteside Software, Raleigh, N.C. ... CNET's Snap Online, San Francisco, added **Kathryn Croasdaile** as vice president, channel development; **Julie Welch** as vp, marketing; and **Julie Krumholz** as regional advertising sales director, East Coast. Croasdaile was regional manager, strategic partnerships, CompuServe, Columbus, Ohio; Welch was vp of marketing at Fabrik Communications, San Francisco; Krumholz worked in sales at *Vanity Fair*, *Allure* and *Newsweek* ... Warner Bros. Online, Burbank, Calif., has promoted **Rich Sutton** to vp, sales and marketing, from director of advertising sales.

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The Urge to Merge

Interactive agency consolidations are the mania of the moment. **By Adrienne Mand**

At New York-based Rare Medium, staffers are still hearing jokes about air-conditioning. But the laughs aren't about ventilation systems.

Rather, they are about the company being purchased in April for \$45 million by ICC Technologies, Hatboro, Pa., maker of humidity control systems. Ever since, Manhattan's Silicon

of a company that made shopping carts into the agency holding company WPP, Rare Medium was simply becoming part of a company hoping for a similar transformation, gaining access to capital in the process. No wonder Meyers says those still confounded by the move are missing the big picture.

"Here was a deal that gave us a public presence without having to go through the IPO process," Meyers explains. "The [ICC] cooling business was already sold except for one equipment division ... It's really a holding company with a lot of money in the bank."

The Rare Medium deal is perhaps the most unusual merger in a series of agency consolidations that have reached a fever pitch in 1998. In the last several months alone, Modem Media and Poppe Tyson, both part of True North Communications, have joined forces, as have US Interactive and Digital Evolution, and Agency.com and Interactive Solutions. If the pace has been particularly surprising, the aggregation overall is not, according to Abbott Jones, managing director of AdMedia Partners, an investment-banking boutique in New York.

"I think a significant reason is that most [interactive agencies] are making little or no money. They've been investing heavily in growth, so the top line is growing but the bottom [is not]," Jones says. "Some of the people who start these companies are essentially techies and not necessarily good business [people]."

Ron Bloom, chairman and CEO of Think New Ideas in New York, casts the rash of mergers in a rosier light. "It is an indication that the industry is moving out of its infancy and it is past its mezzanine stage," he says. "The demand of its clients is much bigger than any of these small shops can provide." Bloom says he seeks companies that mesh creatively, financially, philosophically and culturally.

A Snapshot of Recent Agency Mergers

Acquiring/Ruling Co.	Acquired Companies	No. of Purchases Since Jan. 1997
*iXL, Atlanta	Micro Interactive, New York Digital Planet, Los Angeles Spin Cycle Entertainment, Los Angeles CCG Online, Denver	17
Think New Ideas, New York	Fathom, Los Angeles BBG New Media, Boston Herring Newman, Seattle Interweb, Atlanta	4
**Modem Media, Westport, CT	Poppe Tyson, New York	1
Razorfish, New York	Avalanche Systems, New York Plastic, San Francisco Curtis Hoy Beeston Interactive, U.K.	3
**US Interactive, Malvern, PA	Digital Evolution, Los Angeles	1
Agency.com, New York	Online Magic, London Spiral Media, New York Interactive Solutions, Cambridge, MA	3
ICC Technologies, Hatboro, PA	Rare Medium, New York Digital Facades, Los Angeles	2

* Not complete listing of acquired companies ** These companies have merged

Alley has been baffled about whether Rare Medium has changed its focus from interactive advertising to some unheard-of concept having to do with Internet-based refrigeration.

The humor was not lost on Rare Medium president and CEO Glenn S. Meyers, who even sent employees a joke memo announcing the company would now have the ability to receive cool air through its PCs. In fact, in a deal somewhat reminiscent of Martin Sorrell's 1980s transformation



Think and Agency.com, also New York, both part of Omnicom Group's Communicade unit of interactive agencies, have been at the forefront of the consolidation boom. Agency.com, in addition to swallowing fellow Communicade shop Interactive Solutions in recent weeks, has also completed deals to acquire New York's Spiral Media and London-based Online Magic. Think has purchased Seattle-based Herring/Newman and Atlanta's Interweb this year.

Chan Suh, CEO of Agency.com, says, "We do mergers and acquisitions kind of the same way we do our business, which is we do it in order to complement our offerings and be able to meet our clients' needs."

Cambridge, Mass.-based Interactive Solutions provided a strong technology background, he explains, while Online Magic helped the company move into the European marketplace. (He insists Communicade had no influence in Agency.com's merger decisions.) Yet, for all the insistence that the current crop of mergers is occurring mostly for strategic reasons, not enough time has passed to determine whether the new agency combinations will work over the long term. And, if the checkered history of traditional agency mergers is any guide, interactive shops that get the urge to merge should proceed cautiously. As Jones notes, many mergers consist of a financially unstable agency merging with a stronger one. For example, when Razorfish, also part of Communicade, bought and eventually merged with New York-based Avalanche Systems, the latter shop was in upheaval, having laid off some people and accepted resignations from others.

But there are entities besides top-tier interactive shops that have joined the fray. Online giants USWeb, Santa Clara, Calif., and iXL, Atlanta, have swallowed dozens of shops in the past year and continue to expand in 1998.

Some of USWeb's purchases have included technology and software companies, as opposed to agencies, while iXL has concentrated on interactive agencies and has created an entertain-

ment-focused unit. Some in the industry view their rapid growth as being less about strategic partnerships and more about gaining mass for its own sake. But principals at both companies insist the marriages are well thought out.

Toby Corey, co-founder, president and CEO of USWeb, said the company looks at three things in a potential acquisition: strong strategy consulting, technology and creative skills. So far this year, eight companies have made the cut, including Ikonic in San Francisco. "What it boils down to is essentially acquisition of expertise," Corey says. "The market is exploding ... we did not feel that we could grow fast enough organically."

Kevin Wall, vice chairman of iXL Worldwide, cited geographic considerations as well as exper-

tise. At the same time, he says, each company is fully integrated into the iXL culture, changing its name within days of acquisition. "There's entrepreneurial spirit in local offices, but at the same time we really have a corporate point of view," he explains.

Others believe the growth actually diminishes the strengths of the smaller company. "We don't want to be part of these huge groups," says Alan Siegel, CEO of Siegel & Gale, New York,

which earlier this month bought itself back from Saatchi & Saatchi and plans some of its own acquisitions.

Not surprisingly, Siegel feels his company learned important lessons from the creation and ultimate abandonment of the Saatchi & Saatchi holding company approach of the late '80s, which promised to be all things to all marketers. "We feel that being part of a big agency network is stifling," he explains. "It's just a pure financial play. To us it looks like chaos."

And he's not alone in his skepticism. Bob Gett, CEO of Boston-based interactive marketing firm Viant, says organic growth is the only solid way to build a business. "The bottom line is mergers don't work real well. What makes one company special and what makes it good gets diluted ... I think there's going to be a bloodbath out there." ■

Interactive

"It's just a pure financial play," explains Siegel & Gale's CEO Alan Siegel. "To us it looks like chaos."

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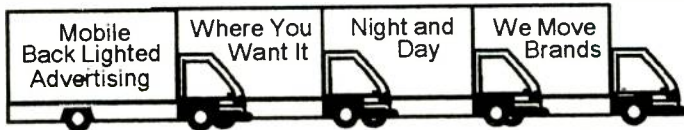
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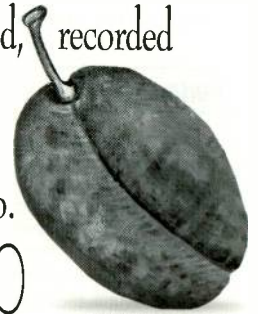


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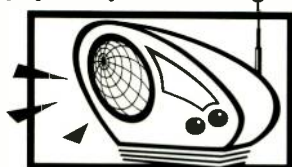
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CREATIVE DIRECTOR

Reporting to the Director of Advertising, you'll be responsible for managing a comprehensive creative advertising strategy for K•B and Toy Works store chains supporting the company's strategic business plan. Specific duties include: managing/maintaining store identity throughout all advertising; working/managing multi-media campaigns with an emphasis on ROP and FSI; preparing marketing presentations/storyboards; directly supervising design staff; maintaining standards for quality/accuracy; working with the Production Manager to develop/maintain workflow; and other related tasks.

The creative, articulate professional we seek will have 3-5 years of experience in retail advertising design/direction having worked with well known speciality retailer(s); proven expertise in creating/directing newspaper ads, direct mail, direct response ads etc.; ability to manage multiple assignments while maintaining deadlines & schedules; and have experience in managing creative staff to ensure productivity/quality.

Please submit 3 non-returnable samples from your professional portfolio (photocopies acceptable) demonstrating production/printing expertise for other speciality retailers.

K•B offers an attractive salary, comprehensive benefits and an innovative, dynamic environment that's conducive to career advancement. To apply, please send or fax your resume with salary history/requirements to: **Attn: DD, K•B Toy Stores, 100 West Street, Pittsfield, MA 01201; FAX (413)496-3615.**



Division of Consolidated. Equal Opportunity Employer m/f/d/v.

J. WALTER THOMPSON ACCOUNT SUPERVISOR BALTIMORE

If you are looking for a change of pace and a new environment, read on...

The Detroit office of J. Walter Thompson is seeking a solid Account Supervisor to work on its growing Domino's Pizza account in Baltimore.

The Account Supervisor will be responsible for creating, managing, and implementing media strategies and plans in major markets, focusing on budget development and managing the daily relationship with the client.

The qualified candidate will possess 3-5 years of agency or client-side experience as it relates to the fast-food industry. Strong media knowledge is a must.

We are looking to move the right candidate to one of our field markets to become a major player on a major account.

Qualified candidates interested in making a move should send their cover letter, resume, and salary requirements to:

J. Walter Thompson
Attn: Scott McQuillan
500 Woodward Ave., Detroit MI 48226
FAX (313) 964-3191
Email: Scott.McQuillan@jwalter.com
EOE M/F/D/V

Market the brands that fill America's day.



From breakfast to lunch right through to dessert, Dunkin' Donuts/Baskin Robbins/Togo's (California's most loved sandwich chain) satisfy America's appetite for great food. It is part of our secret of success and the reason why we are among the fastest growing companies in the food service industry.

And with this success comes unlimited opportunities for people with an entrepreneurial, team-oriented attitude—people who want to work at the cutting edge of marketing in an atmosphere that is enthusiastic and results-oriented.

Brand Manager - Togo's

Implement daily brand development activities maintaining focus on strategic goals for exciting new lunch brand.

Category Manager - Beverages

Manage a team of 5 and lead cross-functional activities to build Dunkin' Donuts national beverage business.

New England Retail Merchandising Manager - Dunkin' Donuts

Develop the merchandising and pricing, applying strategic national marketing programs at the regional level for key region.

Manager - Advertising Services

Manage creative development process of Dunkin' Donuts broadcast, outdoor and print advertising.

Category Coordinator - Bagels

Assist in the execution of strategic national marketing programs. Great career opportunities.

Please fax your resume and salary history to: **Employment Services, (781) 963-2268, or (781) 961-7738; Email: mselleck@adrus.com Dept. AW0622.**

An Equal Opportunity Employer.

Baskin 31 Robbins

DUNKIN' DONUTS®

TOGO'S

Sandwiches·Salads·Catering

Wholly owned subsidiary of Allied Domecq, PLC.

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: www.eej.com (888) 335-4335

Account Service

Recruiter with national assignments for Advertising, PR & Sales Promotion agencies
www.jfksearch.com

HELP WANTED

ADMINISTRATIVE

SALES ASSISTANT

THE BEST RECIPE FOR SUCCESS

As a leader in cable broadcasting, The Food Network can offer you an exciting opportunity. Your responsibilities will include: assisting Account Executives in processing plans & orders; serving as liaison between Account Executives & Advertisers; daily upkeep of files and account information; resolving discrepancies; ensuring correct airing of commercials by working directly with Traffic Dept.

You need to possess: strong interpersonal, organization & communication skills; ability to multi-task; PC proficiency including Lotus, Word & Excel. Nesbit preferred. Broadcasting experience is a plus. We offer a competitive salary with comprehensive benefits. For immediate consideration, mail/fax resume to: **The Food Network, HR Dept SA-MABW, 1177 Avenue of the Americas, New York, NY 10036. Fax: 212-398-0850. EOE.**

Visit us at www.foodtv.com



HELP MAKE HISTORY

Southern Poverty Law Center

Direct-Mail Fundraising Copywriter

SPLC, based in Montgomery, Ala., is a nonprofit organization recognized as a leader in the fight against intolerance and hate groups like the KKK. The center has a direct-mail generated budget of \$19 million, which supports Teaching Tolerance, Klanwatch and Militia Task Force, and Law Project.

At least three years direct-mail copywriting skills, with package design, list selection and segmentation. Managerial possibilities. \$50-70,000 per year based on experience. 401(k) plan, fully paid health and life insurance, benefits and relocation expenses.

Work with Morris Dees, SPLC co-founder. An equal opportunity employer. No phone calls or faxes, please.

Send resumé to Edward Ashworth, SPLC, 400 Washington Ave., Montgomery, AL, 36104.

PRODUCER/PROJECT MANAGER

ACG seeks a dynamic person to run the show. Ideal candidate will have experience in managing clients, publicity, story development and an understanding of TV markets and Nielsen ratings. Bachelor's degree required, good communications and computer skills a must.

Auritt Communications Group is a full-service video and audio production and placement operation working closely with both major corporations, Public Relations firms serving the consumer products, healthcare, sports, entertainment, publishing, technology, food and travel industries in such diverse areas as:

- satellite press tours and press conferences
- video news releases and b-roll packages
- radio tours and audio news releases
- sales, corporate and training videos
- video teleconferences

For consideration, fax resume to
(212) 302-8576

Director of Corporate Sponsorships

The American Diabetes Association
Alexandria, VA

Primary responsibilities include securing local and national sponsorships. The applicant will conceive/design and secure new sponsors and projects. 1997 sponsorships and in-kind contributions totaled \$7 million. Qualified candidates will need a Bachelor's degree with 10 years' experience in marketing/fundraising, or a Master's degree in Marketing/Business with a minimum of 8 years' experience. A management background and a record of developing corporate sponsorships are essential. Some travel. Competitive compensation. Contact Monroe "Bud" Moseley, 334 Boylston St., Suite 500, Boston, MA 02116-3805. Telephone: (617) 262-6500; Fax: (617) 262-6509; Email: bmoseley@imsearch.com

Marketing Director

Hickory Farms, an American tradition since 1950, markets a variety of meat snacks (famous Beef Stick® Summer Sausage), cheeses, crackers, candies and gift packs through company-owned stores, mall kiosks, direct mail catalogs and their fastest growing division — wholesale products. Hickory Farms is seeking a director to lead marketing efforts to the wholesale division which includes supermarkets, in-store delis, mass merchandisers, etc. This new position is based in Toledo, Ohio.

You should have a minimum of 3+ years food marketing experience in packaged goods. Additional sales experience and an MBA is a definite plus.

Resumes and current salary should be sent only to our retained search firm: Don Hayes, Senior Partner
Lucas Group
Fax: (404) 239-5694
E-mail: dhayes@lucasgroupcareers.com



MEDIA BUYER

Stern Advertising, a regional \$75 million dollar agency, is looking for a qualified Media professional for its Pittsburgh office.

If you are a media buyer looking for greater challenges or a media assistant looking to make the move into the world of media buying then Stern Advertising is the place for you.

Candidates should be able to handle a variety of tasks at once, work independently, and have a background in all media. One to two years media experience necessary.

Please send resume and salary requirements to:

Stern Advertising
Attn: Marsha Gavula
FAX: 412-928-8966
7 Parkway Center
Suite 850
Pittsburgh, PA 15220

ASSISTANT MARKETING MANAGER

Worldwide leader in premium quality espresso seeks Assistant Marketing Manager to join our corporate staff in Elmsford, NY.

Primary responsibilities include management of branding and marketing programs, point of sale materials, direct mail database, local advertising, business analysis and reporting, and sales promotion.

Candidates must possess a college degree (MBA preferred), 1-3 years prior marketing experience in food or consumer packaged goods industries and strong computer skills (Nielsen, IRI, Excel, Word, Power Point).

This is an outstanding opportunity for growth in a prestigious international company.

Fax resume with salary history to the
Marketing Director
(212) 477-1503

DIRECTOR OF BUSINESS DEVELOPMENT

We're an exciting, growing b-to-b marcom agency that's supporting some of the world's leading tech and telecom companies. If you're a proven success at bringing in new business and can develop sound marketing strategies, deliver a dynamic presentation and nurture client relationships, you can have an exciting (and lucrative) future with us. We require 5+ years experience marketing in a b-to-b environment, proven oral and written skills and the ability to play nice with others.

Send letter/resume to:
Fahey & Associates
1612 K St. NW, Suite 1002
Washington, D.C. 20006
or e-mail: marcom@fahey.com

SALES ASSOCIATE

An exciting top 20 Internet Company is currently hiring for the position of Sales Associate in its New York office. The ideal candidate will possess experience in a sales environment and a great working knowledge of MS Power Point, Word, and Excel. The candidate should also be familiar with email systems and the Internet. We are looking for someone with top-notch written and oral communication skills, and travel and schedule coordinating experience.

Please contact us immediately if you are a self-starter that is seeking a truly exciting opportunity. You can fax your resume to: 512/502-8889, Attn: HR or you can email it to: jobop@dejanews.com.

ACCOUNT EXECUTIVES WANTED

Growing full-service ad agency with diverse accounts seeking a highly motivated Account person with 3+ years agency experience. Ideal candidate should be strategically-oriented, possessing excellent verbal and written communication skills. Prior experience on mass market packaged good and/or sports-oriented account a plus. Also need, a college degree, detail-oriented, organized person; some advertising experience a plus.

Fax resume to
212-477-5642

SMART AE

Small, full service NYC ad agency. Premium clients. Happy, friendly staff. Good benefits and location. We need a strategic thinker with good research and writing skills. Minimum 3 years acct. mgmt. exp. Great growth opportunity. Fax resume with salary requirements now or sooner to Cristina at 212-366-0468.

RAINBOW ROOM Advertising Sales Ass't.

Prominent conference co., with meetings at RR, seeks smart, meticulous, organized pro to coordinate advertising, sponsorship, & marketing activities. Excellent opportunity. Flex hours OK. Fax resume, salary desired, & hand-written cover note to: Patricia: 212/832-7338.

AD SALES

Hottest technology/business Magazine published from NYC is recruiting for ad sales pro to take charge. Explosive growth opportunity with excellent salary and benefit package.

Call 201-557-0152 or
FAX: 212-271-9855

CAREER SURFING?

www.rga-joblink.com

Roz Goldfarb Associates
(212) 475-0099

HELP WANTED

SALES REPRESENTATIVE

Potlatch, manufacturer of premium coated papers, seeks a specification sales representative based out of Minneapolis to service the upper Midwest Region. This detail-oriented person will develop and maintain relationships with clients including advertising agencies, design firms, corporate end-users and merchant partners. To facilitate these relationships, Potlatch supports and encourages involvement with key industry organizations and sales and marketing team activities and, as needed, ongoing training workshops. The ideal candidate has 3-5 years experience as a sales representative, paper manufacturer's representative or a professional from the creative industry. Excellent communication skills, planning and problem solving skills and budget maintenance also are important. Mail your resume to:

Specification Sales Representative Position, Potlatch Corp.
3209 West 76th Street, Suite 300, Edina, MN 55435
 or fax to (612) 835-5376
No calls please.

BROADCAST (MEDIA BUYING) ASSISTANT

General Motors Mediaworks has an excellent opportunity for an entry-level Assistant Broadcast Media Buyer to work in the New York office. Responsibilities will include computer work (spreadsheet creation using Excel) to track and manage media buys and some evaluation & analysis of TV trends. The ideal candidate will have a Bachelor's degree, strong math & computer skills, and a genuine interest in television and advertising. We're seeking someone who longs for a career in Media Buying. Interested candidates should send/FAX their resumes to:

GM MEDIAWORKS
 c/o: H. Collins
 30400 Van Dyke Avenue, Warren, MI 48093
 FAX#: (810) 558-5891

Are You A Super Sup?

Account Supervisor that is! If you're a strong leader who wants the right opportunity to manage and grow an international account, let's talk. The right candidate will possess a BA in advertising or a related area and 5(+ years of account management experience, preferably in the service industry. Knowledge and familiarity with Mexico and Spanish-language bilingual skills are a plus. eoe.

Send resumes to: 321 Alamo Plaza, San Antonio, TX 78205
 Fax: (210) 244-2400, Phone (210) 244-2300; E-mail: noriega@dmbb.com

BROMLEYAGUILAR
 ASSOCIATES

COLLECTION REP

Major New York Sports Network seeks a dynamic, organized and aggressive individual with an interest in sports and experience in credit and collections. Will work closely with Manager to contact national and local ad agencies and advertisers to collect and reconcile past due balances from multi-million dollar accounts receivable portfolio. Opportunity to grow in a multi-task position that is highly visible and team-oriented. Potential candidates must possess a minimum two-year degree or commensurate experience of at least 3 to 5 years in credit & collections, preferably in the media/broadcast industry. Excellent communication and analytical skills, ability to interact professionally with clients, co-workers and management, computer literacy, and motivation to succeed are essential. We offer a competitive salary and comprehensive benefits package, 401k plan, and enjoyable work environment.

Please fax resume with salary requirements to:
 212-822-7096
 Attn: Human Resources



GEOCITIES
 YOUR HOME ON THE WEB

PROMOTIONS COORDINATOR

GeoCities is looking for an ambitious, energetic promotions coordinator to work in our fast paced New York office.

Agency experience preferred, excellent writing and interpersonal skills required. Creative thinker, understanding of the internet, client contact a must.

You will work with sales and marketing to create, write and execute interactive promotions for major clients, write promotional presentations, solve client marketing challenges.

Excel, Powerpoint knowledge necessary.

Please send resume to:

pclark@geocities.com or mail to P. Clark
GeoCities
 450 Park Avenue South, 5th Floor, NY, NY 10016

www.geocities.com

ADVERTISING PRODUCTION MANAGER

Time Out New York has an excellent opportunity for a dynamic individual with strong attention to detail and superior organizational skills. Manager will be responsible for trafficking, examining and approving all ad materials and related paperwork through each step of the production process. Will have heavy interaction with production and advertising contacts and will be responsible for disseminating the appropriate information to other departments within the magazine. Position is fully responsible for traffic department's performance and accurate ad placement. Must be able to meet tight deadlines in fast-paced environment. Successful candidate will have 2-5 years experience in ad trafficking, preferably in a weekly environment.

Fax resume with salary requirements to:
 M. Aleman, 212.673-8382

ADVERTISING SPACE SALES

ADWEEK Magazines seeks a dynamic, eager and imaginative inside sales rep for our classified advertising department. Although this is a full-time inside sales position, we're looking for someone with the intelligence and poise of an outside sales pro. 1-3 years experience preferred. Salary & commission + benefits. Fax resume & salary history to:

Harold Itzkowitz
 (212) 536-5315

No Phone Calls, E-mail, or unrequested visits, please.
 We're an equal opportunity employer

**ATTENTION SALES PLANNERS,
SALES SERVICE EXECUTIVES, MEDIA BUYERS:**

Your golden opportunity to *sell* has arrived. Knowledge TV has an immediate opening for a "fire-in-the-belly," 1st-time Salesperson. If you're that salesperson, tell us why. Fax your resume to **Margaret Mollo at 212-692-0531**.

Close us and you'll be on your way to an exciting, rewarding career.

REACH YOUR AD COMMUNITY
 ADWEEK MAGAZINES

HELP WANTED

Media Planner needed to take care of business.

EURO RSCG/DSW Partners is looking for a media planner to work in our San Francisco office on business-focused ad campaigns.

Must have 2+ years of agency experience on tech accounts and be familiar with MRI, CIMS, and other syndicated research studies.

Please send resume, cover letter, salary history, and an example of a creative media idea you used to reach business computer purchasers.

★
EURO RSCG
DSW PARTNERS

Attn: David Rowe, Media Director
Fax: 801-536-7350
e-mail: david.rowe@dsw.com

FREELANCE COPYWRITERS, ART DIRECTORS & GRAPHIC DESIGNERS

Growing, 4 A's ad agency seeks creative, conceptual thinkers w/ strong business-to-business skills. If your work belongs in The One Show you could be just the person we're looking for. Send resume and samples of your best work to

CIM
130 Maple Ave, Ste. 7A
Red Bank, NJ 07701

NEW BUSINESS DEVELOPMENT

Successful Boston-based graphic design firm is expanding with a new studio in New York City. Position available in New Business Development. Ideal candidate has a proven track record, is familiar with the design industry and wants to help build a creative, exciting company. Salary: \$45K + commission.

Fax resume to:
212-627-8514

www.hallevy.com
If you're hiring
If you're looking
www.hallevy.com

The Resource for Freelance DIRECT Marketing

Heather Frayne
Tel: 212-691-1942 / Fax: 212-924-1331
45 Christopher St., New York, NY 10014
visit our website at www.dmoc-inc.com

DMOC
DIRECT
MARKETERS
ON CALL, INC.

NEW BUSINESS DEVELOPMENT

Rapidly growing, full service, New York based, multi-ethnic marketing communications company which specializes in Hispanic, African American and Asian markets, seeks new business development expert to work on a consulting/part time basis.

Individual must have 10 years + experience in business development for communications companies and proven track record in securing new clients.

Candidate will be responsible for shaping Agency's overall business development strategy and cultivating new client prospects. Make your mark in this extremely entrepreneurial and forward thinking agency. Compensation commensurate with experience.

Fax resume to
732-257-2131

ASSISTANT ACCOUNT EXECUTIVE

DCA Advertising has several challenging positions available in Account Services for bright, assertive and energetic individuals with strong verbal communication skills. Position requires a minimum of 2 yrs. account services experience. Opportunity to work on multiple accounts with heavy client contact and interaction with all departments. Must be proficient in Word and Excel. Excellent benefits. Please fax or e-mail your resume and salary requirements to: (212) 261-4224 or jsparber@dca.dentsu.com.

SENIOR MEDIA PLANNER/BUYER

Turner Broadcasting System's in-house media department is seeking a media professional with a minimum of 4 years agency experience. Must have working knowledge of print, broadcast and out-of-home media as well as experience working with syndicated research. EOE.

Please mail or fax resume to:
VP Media Services

RET Media
One CNN Center 9-South
Atlanta, GA 30303
Fax (404) 878-7028

MEDIA BUYER POSITION AVAILABLE

Media-Barter Co. seeks individual to work on national brand accounts. Candidate should have at least 2 years experience in Spot Television buying. Ideal midtown location, positive working environment, excellent benefits & compensation package. If you have strong negotiating skills, are detail oriented and highly motivated please fax resume and salary requirements to:

212-297-0104

SPONSORSHIP SALES

Food Network's Chef Events division seeks a dynamic sales person for solicitation of sponsors for national celebrity chefs tour. Seeking an experienced sales person interested in a career path with the Food Network in event sponsorship. Must be enthusiastic, aggressive, and highly motivated. Proven sales track record required. Salary & commission + benefits. Qualified candidates should fax resume and salary history to:

Bob Hojnacki 212-730-2731

EDITOR

NYC based Adweek Directories seeks full-time editor for annual directory. Previous editorial experience and good computer skills required. Experience in database environment helpful. Great benefit package.

Send resume to
Dept. MT

Adweek Directories
1515 Broadway, 12th floor
New York, NY 10036
or fax to: 212-536-8801

TV SYNDICATION RESEARCH ANALYST to 40K

Great opportunity with Top Ten Syndie firm. Minimum of 1 year experience. Knowledge of LMS a plus. Track, analyze, and project programming

SYNDICATION POST ANALYSIS PRO to 55K

Must have some Network, Cable Syndication and Spot experience.

SELL TV IN NYC

Are you currently selling TV, Cable, Radio, or Interconnects? Here is a great opp. to step up to the next level. You will call on NYC's top agencies for TV station with over 2 million viewers a week in the Tr-State area. Great NYC location.

TV SYND/P WORLDWIDE MKT TO 75K

If you are # 2 or 3 in Syndie Marketing Dept or Promotion Mngr. for TV/Radio this is a great opp to join growing Domestic/Intl Firm. Located in NYC. You will work with Stations, Advertisers and oversee dev. of ad campaigns materials, NATPE, MIPCOM, Licensing Show/Summit. Very rare chance to jump in with both feet into Hot TV Syndie arena.

Contact Lee Rudnick, Director
DBI Media Executive Search
PH: 212-338-0808 EXT 5
Fax: 212-338-0632
Visit us at www.dbiny.com

DBI MEDIA
Executive & Support Staffing Services
A Division of Diane Bardy, Inc.

LOOKING FOR SAMPLE A. SAMPLE.

If you know how to reach this person, let's talk. We're a leading direct marketing agency in need of copywriters. Pronto. You write well, produce fresh concepts quickly, and want to live in a great town. Send resume & your 5 best non-returnable samples to:

ACD/Copy
Barry Blau & Partners
849 Fairmont Ave., Suite 200
Towson, MD 21286
Or fax: 410-321-6187
EOE M/F

MEDIA SUPERVISOR

DCA Advertising, a subsidiary of Dentsu Worldwide, is seeking a media professional who is an independent thinker, self-starter and good presenter with at least 4 yrs. agency experience. Must be familiar with a broad range of media, traditional/non-traditional, for major, prestigious accounts in a team atmosphere. We offer a competitive salary and excellent benefits. Please fax or e-mail resume to: (212) 261-4224 jsparber@dca.dentsu.com

HELP WANTED

Media Supervisor

Can you manage the media responsibilities for a blue chip packaged goods client?

Can you provide leadership for the planners and assistants reporting into you?

Do you have national TV experience and enjoy being part of the strategy development process?

If you answered yes to all of these questions, we have a great career opportunity for you.

Fax a copy of your resume to:

BBDO

Human Resources Department
410 N. Michigan Avenue, Chicago, IL 60611
fax (312) 337-6871

Bring your career to the TurningPoint™

Our TurningPoint™ philosophy of marketing is winning this fast-paced, full-service, NJ-based agency more new business every day. So we need **SENIOR MEDIA PLANNERS** and **MEDIA SUPERVISORS** (not a buyer position) for new healthcare, sports and entertainment, and package goods accounts. Must be brand-savvy, know broadcast, out-of-home and print planning, work and play well with others (especially clients), and be smart, dynamic, forward-thinking, and fun. Don't let this TurningPoint™ pass you by.

Fax resume and cover letter with salary info to (973) 829-6566 Attn: Media Director or email jobs@dkbnet.com



an equal opportunity employer

www.dkbnet.com

TRAFFIC SUPERVISOR

Busy, fast-growing, Ohio-based agency looking for a Traffic Supervisor with 5-10 years of solid experience. We have a staff of eager traffic people who are looking for your leadership. Can you bring us to the land of happy workflow?

Ad week Classified Box 3664
936 Merchandise Mart Chicago, IL 60654

NOT JUST ANOTHER DAY IN RETAIL

At Filene's Basement, our team enjoys a work environment like no other! Come discover the difference!

MEDIA BUYER

- 2-4 years planning & buying newspaper advertising
- Strong negotiation skills
- Proficient PC skills
- Detail-oriented with ability to work in a fast-paced environment
- Retail experience preferred
- Agency experience ideal

Join our dynamic team and enjoy great benefits including a 25% merchandise discount. For consideration, FAX resume to (617) 348-7159, e-mail lesa.anthony@internetmci.com, or mail to: Noreen Zupnik, Filene's Basement, 40 Walnut St., Wellesley, MA 02181. Resumes will be accepted until Monday, July 6 1998.

FILENE'S BASEMENT

An Equal Opportunity Employer. M/F/D/V

INTERACTIVE PROJECT MANAGER

Interactive department of NJ Ad/Marketing agency seeks experienced detail-oriented individual to assist with web site and interactive campaign development. You'll be responsible for managing jobs from their creative concept through completion, working closely with account executives, clients, in-house creative and production to deliver projects on time and on budget. You'll need advertising experience, a lot of initiative, and a knowledge of interactive environments.

INTERACTIVE DESIGNER

With Mac and/or PC systems experience to assist in the construction and implementation of websites and multi-media for leading New Jersey ad agency. Knowledge of NetObjects Fusion (or similar), HTML, etc. Director, CGI, Perl, C++, javascripting a plus. Experience in Database Development also appreciated. SEND SAMPLES.

We can offer you an excellent compensation/benefits package in an exciting work environment.

THE LUNAR GROUP, INC.

Attn: Human Resources
9 Whippany Road, Whippany, NJ 07981
Fax: 973-884-1734

COPYWRITERS/ART DIRECTORS - Fulltime/Freelance

We need an experienced T.V. copywriter and art director, who's versatile enough to create a great script/set for a valley girl or a hardcore sports fan and still remember the point of the spot! If you can turn basic ideas into spots that our clients love us for, send us your resume & samples of your work.

Send resume, samples and salary history to:
Box 00857, Adweek, 5055 Wilshire Blvd., Los Angeles, CA 90036

Use ADWEEK MAGAZINES to get National Exposure

HELP WANTED

**SWEEPSTAKES/
GAMES AGENCY**

D.L. Blair, the leading international sales promotion agency, is offering an excellent opportunity to candidates with solid sweepstakes agency experience including promotion development, execution and rules writing. Applicants must be detail oriented and possess strong oral and written communication skills. Salary commensurate with experience.

ASSISTANT ACCOUNT EXECUTIVE:
Minimum two years sweepstakes agency experience.

ACCOUNT EXECUTIVE:
Between three and five years sweepstakes agency experience.

ACCOUNT SUPERVISOR
Minimum seven years sweepstakes agency experience.

Mail or fax resume to:
Human Resources, Department HC
D. L. Blair, Inc.
1051 Franklin Avenue
Garden City, NY 11530
FAX (516) 746-3889
(No phone calls, please)

HEALTHCARE AD PROS

Creative Direction - Account Management

Do you have 7-10 years exp. in pharma / diagn / biotech / devices? Are you a strategic thinker with talent, conceptual and interpersonal skills? Are you looking for a stimulating and challenging environment which respects your contributions, provides excellent compensation, incentives and a generous relocation allowance? If you answered YES! fax us your resume for immediate consideration (no phone calls, please).

The York Group
Executive Recruitment Division
Fax: (310) 317-8570
www.yorkgroup.com/york

**HAL RINEY & PARTNERS
INCORPORATED**

Office Manager

We are seeking an experienced office manager for our NY office. Candidate must have 2-3 Office Mgr./Human Resources exp. and a thorough understanding of computers and networks. Candidate must like working with people, be detail oriented and like working in a fun atmosphere.

Please send resume to:
Attn: Mary Kelly/OM, 2001 The Embarcadero, San Francisco, CA 94133

**ART DIRECTOR
WHO NOT ONLY
THINKS INSIDE
THE BOX AND
OUTSIDE THE BOX
BUT IN THE
CORRUGATED
LAYERS THAT ARE
THE BOX.**

Send samples ASAP to:



11480 Sunset Hills Road · Suite 201W
Reston, VA 20190 · admig@aol.com

**CLASSIFIED
ADVERTISING
SALES REP**

Time Out New York offers great opportunity for energetic and self-starter to join stellar sales team. Work in energetic environment maintaining existing accounts and expanding client base. Previous magazine or newspaper classified sales experience a plus. Fax cover letter and resumes with salary requirements to

M. Aleman, 212.673.8382

Reach your ad community in
ADWEEK CLASSIFIED

**ART DIRECTOR
/COPYWRITER**

Looking for experienced art directors/copywriters with background in either jewelry, financial, accessories or sales promotion. Business to business and consumer experience a plus.

Fax resumes to: 212-779-9684

**Catch a Creative Genius
ADWEEK CLASSIFIED**

ATTN: ADWEEK CLASSIFIED ADVERTISERS:

ADWEEK Classified closes on **Wednesdays at 4:30 p.m.**

All copy and artwork must be in **no later** than **WEDNESDAY**. Copy received after Wednesday will be held and run in the next available issue. We appreciate your cooperation.

CALL 1-800-7-ADWEEK

THE CONVENIENT CLASSIFIED CONTACT FORM

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

**ADWEEK
BRANDWEEK
MEDIWEEK**

CLASSIFIED MANAGER: M. MORRIS
MAIL TO : ADWEEK CLASSIFIED 12TH FL.
1515 BROADWAY, NEW YORK, NY 10036

PHONE: 1(800) 7-ADWEEK OR FAX (212) 536-5315

REGION: East ___ New England ___ Southeast ___
Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

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Cardholder's Name _____

Card # _____ Expires _____

ADWEEK

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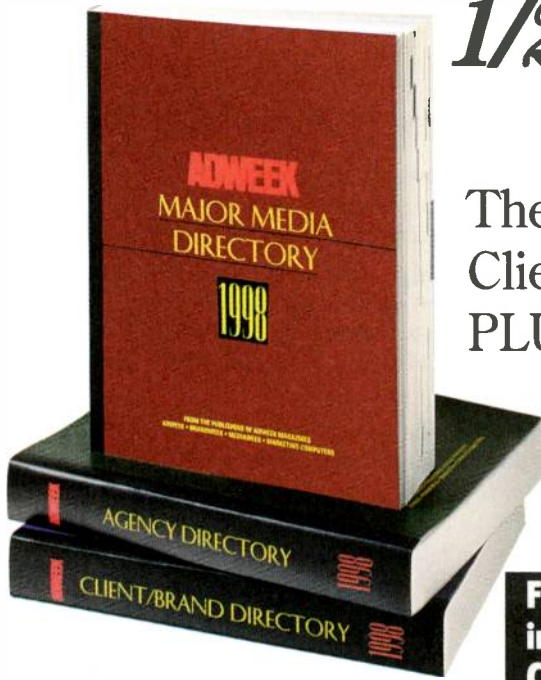
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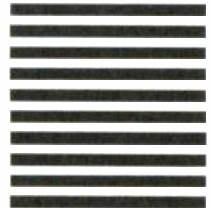
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CALENDAR

The Cable TV Administration & Marketing Society will hold its annual marketing summit from June 28 to July 1 in Chicago. Featured speakers will include Peter Chernin, president and COO of News Corp.; Scott McNealy, chairman and CEO of Sun Microsystems; Howard Schultz, chairman and CEO of Starbucks Coffee Co.; Kay Koplovitz, founder and former CEO of USA Networks; and Rosabeth Moss Kanter, professor of business administration at the Harvard Business School. For more information, contact CTAM at 703-549-4200.

Women in Cable & Telecommunications will hold its 1998 National Management Conference from July 19 through July 22 at the JW Marriott Hotel in Washington, D.C. Utilizing a case-study format, the event will group participants into teams according to their professional experience to solve cases. Contact Women in Cable and Telecommunications at 312-634-2330.

The Satellite Broadcasting & Communications Association will present the SBCA '98 National Satellite Convention & Exhibition from July 23 to July 25 at the Opryland Hotel in Nashville. Contact SBCA at 703-549-6990.

Women in Cable & Telecommunications will hold an Executive Development Seminar from Sept. 9 to 11 in Loveland, Colo. For more information, contact Chris Bollettino, 312-634-2335.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

Unity Sends HDTV Signals

St. Louis-based Unity Motion will make the first national satellite broadcast of high definition television in the U.S. tomorrow from Seattle. While several other TV stations have transmitted HDTV broadcasts locally on a test basis, Unity Motion says it will be the first to send HDTV programming over a national direct satellite. The Unity system will simultaneously broadcast and receive both progressive and interlaced HDTV signals. This summer, Unity is expected to begin broadcasting a variety of movies, sports, entertainment, educational and informational programming via its system in high definition. The system will be able to deliver HDTV programming from commercial broadcast networks, PBS, cable channels and independent stations.

Duncan Leaves ASTA

Tim Duncan, executive director of the Advertiser Syndication Television Association who was a leading force in getting barter advertising recognized as a broad-reach medium, is resigning to return to his own consulting firm, Boston Media Consultants. Duncan's decision to step down as of July 1 comes at a time when New York-based ASTA is considering a restructuring of its front office and is looking to further broaden its membership roster and financial base. As part of the reorganization, ASTA's studio membership plans to name a new full-time president to fill Duncan's slot as well as hire other new staffers. Duncan is widely credited with getting Nielsen Media Research to provide data that have favorably positioned syndication as a strong complementary buy to national broadcast.

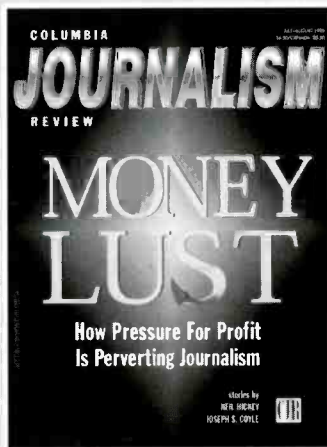
Worldvision Goes Global

Worldvision Enterprises reports it has made several major sales to international broadcast buyers. Bert Cohen, executive vp, confirmed sales to RAI of Italy, Ten Network of Australia, TV3 of New Zealand and Beta Taurus of Germany for four new series ordered by the U.S.-based networks for next fall: *Buddy Faro* (for CBS), *Charmed* (WB Network), *Rescue 77* (WB) and *Any Day Now* (Lifetime). In Canada, Baton Broadcasting has bought *Any Day Now*, *Charmed* and *Rescue 77*, while *Buddy Faro*

went to WIC Television. Additionally, Cohen said the distributor of Aaron Spelling Television product is in the process of closing licensing deals for all four series with broadcasters in the United Kingdom, Holland, Belgium, France, Russia, other parts of Eastern Europe and countries in Latin America.

30 PaxNet Affils to TVB

As a means of furthering its plan to become the seventh broadcast network, 30 PaxNet stations have joined the Television Bureau of Advertising. The



Columbia Journalism Review: no alphabet soup

CJR to Spell It All Out

The July/August issue of *Columbia Journalism Review* will sport a new logo, leaving no doubt in readers' minds as to what the magazine is all about. The bimonthly has put a bold, 3-D emphasis on the word "Journalism," replacing the

familiar "CJR" on its cover.

"I think of the three words in our title, two are very powerful," says editor Marshall Loeb. "Journalism is what distinguishes us, and when it comes to first names for publications, it's hard to beat Columbia." The 37-year-old journalism review, which tracks the profession's standards, ethics and trends, is published by the Columbia University Graduate School of Journalism.

The new look will come just weeks after the launch of *Brill's Content*, but Loeb stresses that "it's not a competitive response." Since arriving at the magazine 18 months ago, *CJR* (we're still allowed to call it that) has undergone incremental changes, with bolder pictures, graphics and a slight decrease in body type size to allow for more features. —Lisa Granatstein

Media Notes

CONTINUED

family-oriented programming network, which will launch on Aug. 31, plans to reach more than 70 percent of U.S. television households. Among the PaxNet stations joining TVB, 28 of the top 30 markets are represented. According to Joseph C. Tirinato, senior vp, strategic planning at TVB, this will allow the stations to have immediate access to all TVB research. The PaxNet stations bring TVB membership to more than 460. Tirinato expects that more PaxNet stations will follow suit.

Fox's Last Frontier: Radio

Fox News is talking to radio syndicators about distributing a Fox brand of radio programming, said Jason Klarman, Fox News director of marketing. Material would be taken from the network's news/talk television shows such as *Special Report With Brit Hume* and *Drudge*, a new show hosted by Internet muckraker Matt Drudge. The network is also considering airing business programming from its *Cavuto Business Report*. Fox is interested in getting its brand on the radio, the only advertising source left unexplored by media tycoon Rupert Murdoch, Klarman said. No launch date has been set for the new programming.

Inquirer Online Redesign

A redesign and a campaign to attract more subscribers and advertisers to Philadelphia Online, the Web site of *The Philadelphia Inquirer* and *The Philadelphia Daily News*, began June 15. Although the Web site attracts 600,000 page-views a day, the redesign's increased speed and navigation is designed to attract an even larger potential audience.

King World Licenses Camera

King World International has closed a licensing deal with Western International Communications to carry the second season of *Candid Camera* on four of WIC's regional Canada TV stations. On board for year two are three stations in British Columbia (CHEK, BCTV and CHBC); four in Alberta province (CICT, CISA, RDTV and ITV); and single outlets in Ontario (ONTV) and Quebec (CFCF).

Thai, Malay WSJ Specials

Beginning June 30, *Wall Street Journal* "Special Editions" will publish in Thailand's local language business daily, *Krungthep Turakij*, and in Malaysia's Chinese language business book, *Sin Chew Jit Poh*. With the addition of the two, Special Editions, launched in 1994, now publishes in 11 languages. Separately, a four-page English supplement of Italian news, "Italy Today," began publishing June 16 in the *Wall Street Journal* Special Editions. The supplement is a partnership between the *International Herald Tribune* and *Rizzoli-Corriere Della Serra*.

Frommer Newspaper Column

Group XXVII Communications, a New York publishing group, and travel expert Arthur Frommer are launching a new, twice-weekly syndicated newspaper column, "Arthur Frommer's Budget Travel." The column will be carried by more than 30 major newspapers, reaching 80 percent of the U.S. population. The client newspapers include *The Los Angeles Times*, and the *Chicago Tribune*. The column will provide advice on finding the best-priced vacations.

Baltimore Sun Adopts New Classified Look

The *Sun* of Baltimore introduced redesigned print classified sections last Thursday in four sections—Automotive, Employment, Rental Central and Market Place—with a fifth, Real Estate, scheduled for September. The print redesign deliberately uses online graphic features such as banners and tiles to exploit the link between print and online audiences,



Baltimore Sun: Bringing an online look to a dead-tree product

explained Ross Settles, *Sun* vp of marketing. With 1997 classified ad revenue "better than 50 percent above the industry average" of 9.9 percent, we wanted to brand classifieds across two mediums, which we hope will solidify our presence in the category," Settles said. "We want to be sure our dominance of the print classified market today supports our dominance of the online classified market in the future." The paper, a Times Mirror property, is using an in-house team and New York-based Pentagram for the 18-month redesign. —Dori Perrucci

ABPI Beats NY Tax Rap

Associated Business Publications International, a publisher of trade and professional magazines, has won the sales tax lawsuit the State of New York brought against it. New York sued the publisher, trying to force it to pay taxes on the production costs of *NASA Tech Briefs*, which is distributed mainly by audited-request, non-paid circulation. In the settlement, New York dropped five years of sales tax claims for *NASA Tech Briefs*. As a result of this case, the State plans to release guidelines to clarify its policy on the tax status of controlled-circulation publications.

Pagniez Leaves Elle

Regis Pagniez, founding editor of the U.S. edition of *Elle*, is leaving his position as publication director. Pagniez, who has been with *Elle* for 19 years, will serve as an advisor to the current staff. Editor Elaina

Richardson and creative director Gilles Bensimon will assume the duties of the publication director; the title has been eliminated with Pagniez's departure.

Evans Progresses at Detours

John Evans, president and CEO of *Detour Magazine*, has added the position of publisher at the urban fashion/lifestyle magazine, replacing cofounder/creative director Luis Barajas. Barajas, who helped launch the magazine 11 years ago, has left the company. Recently, *New York Post* editor Steve Garbarino replaced cofounder Jim Turner as *Detour's* editor-in-chief. Turner is now the magazine's art director. Also moving up are Barbara Zawlocki, who was promoted from associate publisher/advertising director to vp/group advertising director, and *Details'* Pamela Houlihan, who has been named associate publisher of *Detour*.

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ADWEEK  **OF THE MONTH**

BIG DEAL

Pepsi Tests the Waters

Advertiser: Pepsi-Cola's Aquafina

Agency: BBDO West, L.A.

Begins: This week

Budget: \$1 million (estimated)

Media: TV, radio, billboards

Pepsi-Cola is adopting its famously aggressive ad stance in its first TV spot behind Aquafina bottled water, which lampoons the pretensions of users of a faux brand, "Envie," that resembles Evian. The ads via agency BBDO West, L.A., and tests starting this week in Dallas and Milwaukee show an Envie-toting male following a demanding regimen while a voiceover asks, "Why do I deny myself all fatty foods and drink only the most expensive bottled water?" to the refrain: "Because I want to live



Pepsi attacks faux brand Envie

forever." After he smirks at four cafe habitués enjoying Aquafina with a meal, he's run over by an Envie truck, leaving behind only his expensive-looking sneakers and the water. "Gee, that was ironic, wasn't it?" one of the cafe-goers says. Tagline: "Aquafina. No impurities. No attitudes."

"This is basically water for the rest of us, people who like a hamburger, too," said BBDO West president/CEO Tom Hollerbach. Radio spots also take on Naya, whose image-making weds it to extreme sports. Outdoor is in the mix, too. Pepsi, whose ads in the past have directly challenged rivals from Coke to Snapple, might seem vulnerable with Aquafina, which employs purified municipal water, not spring water. But research shows that's not an issue, Hollerbach said. —Gerry Khemouch

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

ROCKPORT RELAXES

Advertiser: Rockport division of Reebok

Agency: Kirshenbaum & Bond, N.Y.

Begins: August

Budget: \$3-4 million

Media: Print

Reebok's Rockport is folding familiar faces into its year-long campaign to advertise shoes to broader audiences. The latest ads via Kirshenbaum Bond & Partners, N.Y., feature "drag superstar" RuPaul—wigless and wearing a suit—who, text asserts, is comfortable being a man. In the other ad, *Freak* star John Leguizamo is "comfortable laughing at myself." Tag remains: "Be comfortable. Uncompromise. Start with your feet." After teasers now, the campaign heats up in August. Budget is a likely \$3-4 million. This year's shift to more recognizable faces allows the creative into more-general consumer books, like *Sports Illustrated*. —Becky Ebenkamp

THE SHOUT PHONE CARD

Advertiser: MCI

Agency: Messner Vetere Berger McNamee Schmetterer/Euro RSCG, N.Y.

Begins: October

Budget: Undisclosed

Media: Print, POP

MCI is looking to expand beyond discounters and drug chains with Shout!, its first pre-paid calling card for kids. Targeting youths 8-16 and their frenzied, dual-career parents in time for the back-to-school season, MCI aims to score with retailers from Gap Kids and Sports Authority to Zany Brainy and Toys "R" Us, said Chris Smith, PrePaid Group marketing director.

The cards, which hit Wal-Mart and other chains by late July, offer MCI Speed Dial Express—allowing kids to pre-program up to six frequently called numbers—and pass-code protection marketed as an anti-theft feature. Starting in October, print ads via Messner Vetere Berger McNamee

Schmetterer/Euro RSCG, N.Y., pitch peace of mind to parents and independence and self-expression to kids. POP from Interbrand, N.Y., employs a slightly irreverent tone. MCI is seeking backpack, sneaker and apparel partners for potential gift-with-purchase offers. —Tobi Elkin

VERY BIG PUSH FOR VERY BERRY

Advertiser: Quaker Oats' Fruit & Oatmeal

Agency: Foote, Cone & Belding, Chicago

Begins: September

Budget: Undisclosed

Media: TV

Following quickly on the heels of the initial launch of its Fruit & Oatmeal Cereal bars in January of this year, Quaker Oats will continue to hammer at Kellogg's grab-and-go breakfast/snack franchise, focusing its media on the launch of a new Very Berry flavor starting in September.

Fruit & Oatmeal TV ads, which began in March via Foote, Cone & Belding, Chicago, in September will pick up dedicated tags heralding Very Berry, touting its four types of berries, one more than Nutri-Grain's. FSIs and print ads will feature the new product during the September/October timeframe, as kids and moms look for new options for lunchbox snacks.

Quaker introduced the new line of cereal bars specifically to draw consumers away

from Kellogg's Nutri-Grain bars, the leader in the \$875 million granola bar category. The category has grown 4.7% over the last year due to new entries and increased focus on the segment from cereal marketers looking to extend their

From MCI, a kids' phone card

equity in a new arena. Unlike its earlier introduction of Cap'n Crunch Bars, Fruit & Oatmeal bars have become a viable on-the-go offering from the oatmeal king, reportedly "doing very well" at retail, and now Quaker wants to extend the line with a berry flavor that contains more berry vari-



CMR TOP 50

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

Week of June 1-7, 1998

Rank	Brand	Class	Spots
1	BURGER KING	G320	71
2	KFC	G320	40
3	WENDY'S	G320	33
4	M&M CANDIES	F510	28
5	FANNIE MAE	B329	24
6	DIAL-10-321 LONG DISTANCE	B221	23
	PAYLESS SHOE SOURCE, WOMEN	V313	23
8	ALL ULTRA LIQUID LAUNDRY DETERGENT	H422	20
	AT&T LONG DISTANCE, RESIDENTIAL	B221	20
	BOSTON MARKET	G320	20
11	K MART SALES ANNOUNCEMENT	V590	19
12	MAZDA TRUCKS	T118	18
	TACO BELL	G320	18
14	FORD TRUCKS	T117	17
	HONDA ACCORD	T112	17
	JC PENNEY SALES ANNOUNCEMENT	V490	17
17	FORD AUTOMOTIVE, VARIOUS	T114	16
18	ALMAY ONE COAT MASCARA	D130	15
	OLIVE GARDEN	G320	15
	SPRINT LONG DISTANCE, RESIDENTIAL	B221	15
21	PRIMESTAR SATELLITE SYSTEM	H514	14
22	BURLINGTON COAT FACTORY, MEN	V311	13
	HOME ALONE 3 VIDEO	H532	13
	LIPTON BRISK ICED TEA	F412	13
	MILLER LITE	F612	13
	PONTIAC GRAND AM	T111	13
	ZYRTEC ALLERGY RX	D560	13
28	CLAIROL NICE N EASY HAIR COLOR	D310	12
	FRUITOPIA FRUIT DRINKS	F420	12
	GAP CLOTHING STORE	V311	12
	GOODYEAR TIRES	T145	12
	MAYBELLINE MOISTURE WHIP LIPSTICK	D120	12
	PEDIGREE LITTLE CHAMPIONS DOG FOOD	G611	12
	RED LOBSTER	G320	12
	SHOWTIME CABLE	B642	12
	VISA	B111	12
37	1-800-COLLECT	B221	11
	ADIDAS SOCCER SHOES	G490	11
	BUENA VISTA MULAN MOVIE	B660	11
	GATORADE	F450	11
	MAYBELLINE EXPRESS FINISH NAIL FOLISH	D150	11
	MELODYTIME VIDEO	H532	11
	NISSAN AUTOMOBILES, VARIOUS	T115	11
	PROPECIA HAIR LOSS RX	D560	11
45	BUENA VISTA SIX DAYS SEVEN NIGHTS	B660	10
	CREST EXTRA WHITENING PASTE	D211	10
	HELLMANN'S SALAD DRESSING	F130	10
	LAWRY'S MARINADES	F150	10
	NISSAN ALTIMA	T112	10
	PIZZA HUT	G320	10

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots.

Source: Competitive Media Reporting

eties than Nutri-Grain's mixed berry offering. Flavors include Strawberry, Blueberry and Apple Cinnamon. Sales for Nutri-Grain bars were up 6.2% to \$148.3 million for the year ending March 22, per Information Resources Inc. Quaker is adding to its value-priced bagged cereal line with the introduction of new Cinnamon Crunch and Toasted Oats varieties later this summer. Quaker has recently repackaged the bags to be resealable. —Stephanie Thompson

NEW LOOK AT ANDERSEN

Advertiser: Andersen Consulting

Agency: Young & Rubicam, N.Y.; Landor Associates, San Francisco

Begins: Fall

Budget: \$50 million

Media: TV, print

Andersen Consulting this month is unveiling a new logo and Web site and planning to spend more than \$100 million in marketing through next year which includes stepped-up investments in both advertising and event sponsorship. Andersen's new graphic image was created by Landor, San Francisco. Advertising, via Young & Rubicam, N.Y., will debut this fall. The global media buy is expected to surpass \$50 million. Event sponsorship includes a "Van Gogh Masterpieces" art exhibit opening in October at the National Gallery of Art in Washington, plus various golf and auto racing activities. —Chuck Stogel

JEEP CHEROKEE TAKES FLIGHT

Advertiser: Chrysler Corp.

Agency: Bozell, Southfield, Mich.

Begins: September

Budget: \$150 million

Media: TV, print

Chrysler Corp. will launch a campaign for the all-new Jeep Grand Cherokee in September that sources say will be backed by around \$150 million in ad spending via Bozell, Southfield, Mich. While spending will be up, Chrysler, said Jeep communications manager Gerald Wayman, will be sticking to its core "Jeep. There's Only One" ad message, though with more product information to reflect the many improvements in the new version of the vehicle. —David Kiley

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Steven Brilliant

BRILL'S CONTENT? WELL, OF COURSE HE IS. YOU'D be content too if you had his money and his public-

ity. Media Person has never seen a magazine grab as much attention as *Brill's Content* before a single issue had even hit the post office, and that's counting *Kennedy's George*, *Franklin's Saturday Evening Post* and *Mirabella's Mirabella*. Brill's going to need it. It's relatively easy to get media people to buy a media-trashing magazine (they'll tremulously look for their names and those of their friends and ene-

mies), but normal people? That's a tough sell unless you run center-

folds of naked TV anchorbabes (and hunks, too—Media Person is no sexist), which, come to think of it, might not be a bad idea. Media Person already feels as though he's been reading *Brill's Content* for years even though he has yet to lay eyes on its brilliant contents. But MP is sure it will appear in his mailbox any minute now because he is a charter subscriber, and has a welcoming letter to prove it. Oddly enough, the title was different when this document arrived. Then the magazine was merely *Content*. No doubt its editor/owner sat around thinking, "I don't know, *Content* is so.... vague. It needs something extra. Like me! Let's see, *Steve's Content*? Nah. Too casual. How about *The Content of Steven Brill*? Not quite there, but closer..."

He may have gone on like that for days.

So far, of course, Media Person's favorite story in the unseen *Brill's Content* is the super-famous one trashing Kenneth Starr. Everyone in Washington is talking about it (they must have better postal service there) so it must be great as well as very long. Of course nobody is as trashable as Kenneth Starr, unless you're a right-winger, in which case you already hold *Brill's Content* in contempt and have written it off as a degener-

ate, worthless liberal rag. This is one of the problems of publishing a media-trashing magazine today: The left-leaning, PC types want to read about what an ogre Rupert Murdoch is and how there aren't enough minorities in the newsrooms and the right-leaning types want to read about how there are too many left-leaning types in the newsrooms who are soft on Clinton. So whichever way you go, you leave a lot of leaners feel-

Radio mannerist Paul Harvey grouched that some scurvy new magazine had used poor "Judge Starr" to make a name for itself.

ing unfulfilled. They'll read you but they'll also trash you.

We didn't have that problem the last time we had a trendy media-trashing magazine, which was several eras ago. It was called *[MORE]*. Technically it was a journalism-trashing magazine because the media hadn't been invented yet, but they're really quite similar. Everyone in the business loved *[MORE]* (no one outside the business knew it existed) and wanted more of *[MORE]* because in those days everyone was a liberal so we all agreed on everything. (End the war! End poverty now! Sex, drugs and rock 'n roll!) But what everyone really loved about *[MORE]* was its annual party, which every journalist within 3,000 miles of

New York would attend, many carrying illicit substances and willing to share. Media Person hasn't heard anything about Brill holding an annual party, but if he wants to stay content, it's something he should think about.

Not that he doesn't already have plenty. The media, never content to be a mere target, have already begun firing shots across Brill's bow. Maureen Dowd whacked him good after he made a speech criticizing a high school newspaper. A *high school newspaper*? This is gonna be your level of fearless muckraking, Steve? Radio mannerist Paul Harvey grouched that some scurvy new magazine had used poor "Judge Starr" to make a name for itself.

Also there has been considerable muttering about conflict of interest. It has been pointedly pointed out that Steven Brill is not some upstart outsider with nothing to lose but instead a media mogul with powerful pals in the business. *The New Yorker* ran a mildly snickering Talk of the Town piece about the chummy Sunday softball games Brill holds on a diamond he's built "at his home in Bedford." Numerous media biggies have partaken and the reporter wonders how tough *Brill's Content* will be on his playmates and their organizations.

Personally, Media Person is disappointed that the first issue of *Brill's Content* doesn't have Stephen Glass on its cover. Stephen Glass is the remarkable kid who had an impressive media career going until it was discovered that of the 41 articles he'd written for *The New Republic* and various other magazines, 27 of them had been partly or completely "piped," as we used to say in the old *[MORE]* days when language was more colorful. That is, made up. Well, it's terrible, it's unethical, it's appalling and all that. And yet, Media Person can't help feeling a perverse admiration for Glass. Piping 27 pieces before they nab you! Wow, he's good. But of course his feat came before *Brill's Content* was on the job. Now, with Steven watchdogging the media, Stephen's record appears unbreakable. ■

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* Source: Nielsen People Meter Installed Sample, April 1998.

** Beta Research, 1997

*** The Myers Report, Nov. 10, 1997