

MEDIAWEEK

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Cable Special Report

PIPELINE TO THE FUTURE

The race to dominate broadband intensifies. By Jim Cooper page 46

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First Look at Radio's Web Ratings page 8

MARKET INDICATORS

National TV: Slow
 All the nets have some inventory for the first quarter, but buyers are not rushing out to spend clients' money.

Net Cable: Cooling
 The holidays are slowing business down. While plenty of deals are being done for first quarter, nothing is overheating two weeks away from Christmas.

Spot TV: Mixed
 Broadcasters report weak projections for fourth-quarter revenue, but 2000 is more rosy. Buyers are going in early and often to avoid Olympics and political inventory squeeze.

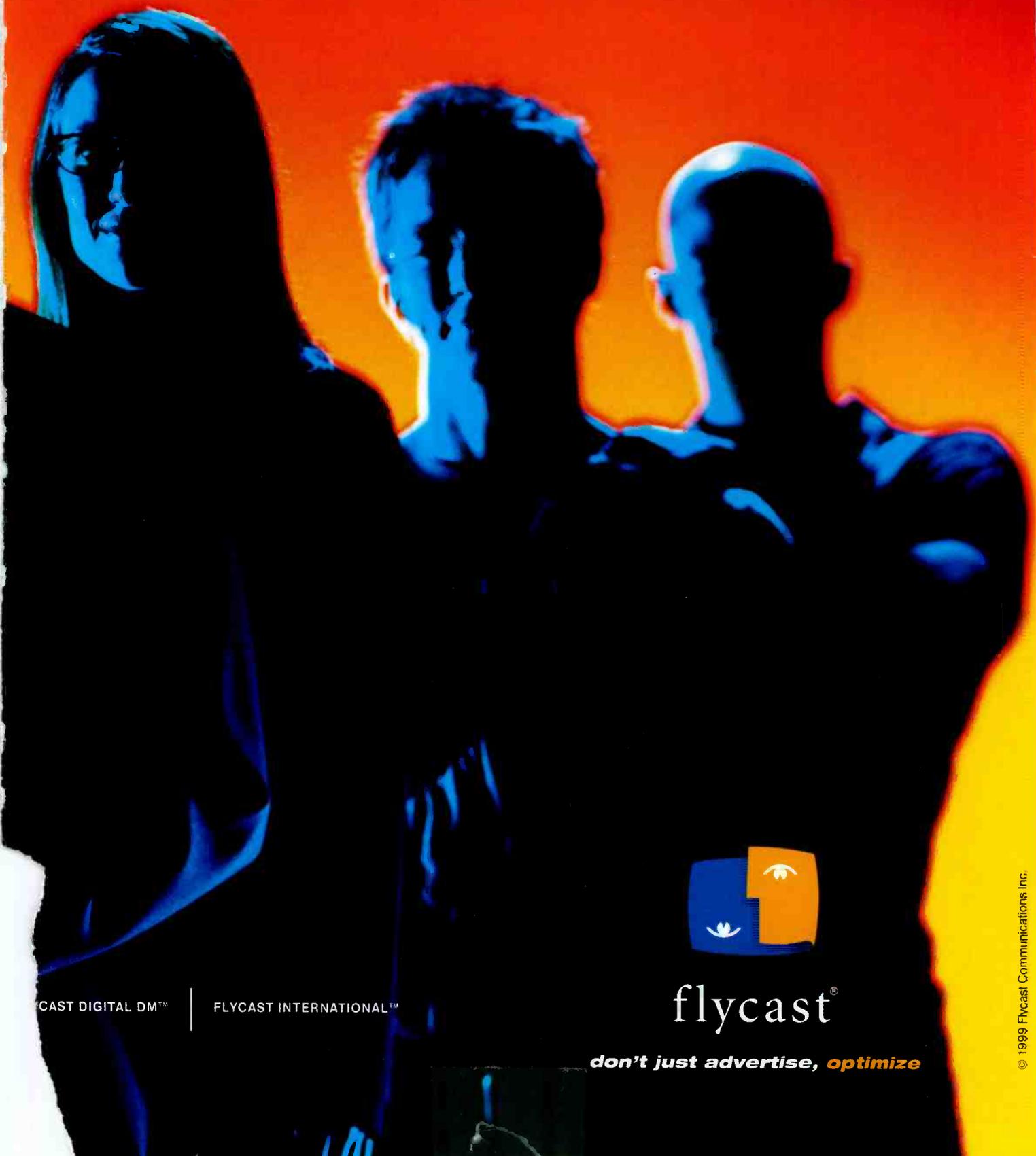
Radio: Tight
 Avails for January, usually a light month, are tighter than normal, pacing 30 percent ahead of last year. Stations are asking for fourth-quarter rates, but buyers are balking.

Magazines: Hot
 Brick-and-mortar retailers are expected to spend heavily in 1st Q to promote Web sites, following massive 4th-Q spending by Web-based merchants.

GEORGE DIEROLD/THE STOCK MARKET

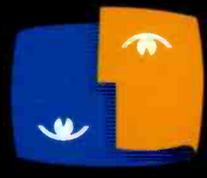


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AT DEADLINE

Fox Net President Moves to Ticketmaster

Larry Jacobson, president of the Fox network since 1997, is jumping ship to take a post at USA Networks' Ticketmaster. Jacobson will oversee Ticketmaster's day-to-day operations and will work to increase strategic alliances between Ticketmaster and the USA companies. As president of the Fox network, Jacobson oversaw distribution, finance, research, marketing, operations and business development. Fox will not immediately replace him. Those who were reporting to him will now report to Fox TV chairman and CEO Chase Carey, except for Fox senior vp for research and marketing Giles Lundberg, who will report to Sandy Grushow, chairman of Fox Television Entertainment Group.

Ackerley Planning Sports Channel

In direct competition with Fox Sports Northwest, the Ackerley Group, the Seattle-based broadcaster and owner of the Seattle Sonics, plans to launch a local sports channel in the market next June. Ackerley also recently bought the new WNBA franchise in Seattle, has acquired broadcast rights to the NHL's Vancouver Canucks, and says it is currently in talks with another major Seattle sports team for broadcast rights. "We'll have a full schedule of Grade A sports teams that Seattle wants to watch," said vp/marketing Chris Ackerley. "How is Rupert Murdoch going to compete with that?" Ackerley said the to-be-named channel will also carry local high school and college sports.

Web Site Draws Ire of NFL

The National Football League last week sued California-based Internet company NFLToday.com, alleging trademark infringement and piracy. The site carries the same name as the NFL's Sunday pregame show on CBS, *The NFL Today*, and brands the league logo all over its pages. The NFL said it offered to buy the name from president Ken Miller for \$270—the price he paid to register the name, plus administrative costs—but Miller wanted \$120,000. "He tested us, and we filed a lawsuit this week," said NFL representative Brian McCarthy. In addition to the alleged infringement on the NFL's trademarks, league officials are bothered by references to gambling on the site.

FCC Rules Politically Incorrect Newsworthy

The Federal Communications Commission ruled last week that the ABC late-night show *Politically Incorrect*, hosted by Bill

Maher, is a "bona fide news interview program" and as such is exempt from the equal opportunities requirement under the Communications Act of 1934. The Act states that if a broadcaster permits a legally qualified candidate for public office to "use" a broadcast station, it must afford equal opportunities to all other legally qualified opponents for the same office. But the Act exempts bona fide newscasts and news interview shows from the requirement. ABC had sought an FCC ruling on the matter.

Hasbro's Woes Hitting Stations' Bottom Lines

Local broadcasters are feeling some erosion of kids programming ad dollars this quarter, particularly from Hasbro, which cut back national spot spending starting in September. Sinclair Broadcast Group announced at the PaineWebber Media Conference last week that negative revenue projections for the year could be partly attributed to the loss of Hasbro dollars. "The kids business in the spot market has been awful," said Pat Mullen, vp of Tribune Broadcasting's Fox affiliates. "Hasbro hung on for a while, but they are just the current [kid's company to cease spending] in an overall trend."

Clear Channel Not in the Clear

Clear Channel Communications may have to divest a lot more radio stations than it originally planned. In addition to the 100-plus stations Clear Channel had expected to sell to satisfy ownership limits in the wake of its pending \$23.5 billion merger with AMFM, the FCC has flagged another 284 stations in about 35 markets. The FCC said it will invite comment on these stations; the agency could force the merged entity to divest some of the stations in question.

Salvatore Will Head MediaVest

MediaVest Worldwide has announced restructuring plans for its U.S. operation in the wake of the departure four months ago of U.S. president Irwin Gottlieb, who left to head the worldwide operations of WPP Group's Mindshare. Donna Salvatore was named president, U.S.

broadcast, responsible for both national and local broadcast services. She was most recently executive vp/director of strategic development. Renee Milliaressis, currently head of planning, was given the new post of president, U.S. planning. Kevin Malloy, most recently worldwide media director for MediaVest, was promoted to executive (continued on page 76)

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Parade Looking for Editor After Anderson's Promotion

Walter Anderson, editor of Advance Publications' *Parade* magazine for the last two decades, last week was elevated to chairman/publisher/CEO following the retirement of longtime publisher Carlo Vittorini. Vittorini's departure is set for Feb. 28.

"We're healthy and dynamic," Anderson said. "We're financially sound, editorially sound." Anderson said he is unconcerned about overall eroding newspaper circulation, as many large-market papers—which deliver the biggest share of *Parade's* audience—are enjoying steady or growing sales. But he conceded: "It would be unrealistic to expect major circulation growth."

Observers had suspected Anderson, 55, was being groomed for the top slot when he got the title of executive vp three years ago. Since he joined *Parade* in 1980 after years in top management with the Gannett chain, the magazine has grown from 21.6 million copies carried in 129 Sunday newspapers to more than 37 million in 343 papers, including the *Los Angeles Times*, *The Washington Post* and *Chicago Tribune*.

Anderson said his first task would be finding a new editor. While several candidates have been mentioned in the press (including Lee Kravitz, editor of *Parade's* youth-focused spinoff *React*), Anderson said he plans to "scan the field" of magazine, newspaper and book publishing. —*Tony Case*

Justice Clears Infinity's Acquisition of Outdoor

Infinity Broadcasting last week got the green light from the Department of Justice to close on its \$8.3 billion acquisition of Outdoor Systems, but only after Infinity agreed to divest certain assets in New York, New Orleans and Phoenix. In those markets, the combined assets of Infinity and No. 1-ranked Outdoor Systems would command "a dominant share of out-of-home advertising," said the DOJ.

In New York, *(continued on page 8)*

AT&T Opens Up The ISP Highway

Change in strategy signals possible industry-wide moves

CABLE TV / By Jim Cooper

In a move that turns enemies into potential marketing partners, AT&T Broadband & Internet Services last week agreed to open its cable wires to rival Internet service providers when its current exclusive contract with

Excite@Home expires in 2002. The turnaround in AT&T's position on the issue of open access could provide a blueprint for other cable operators as they begin to negotiate deals with ISPs.

"It had been uncertain ISPs would ever get access to the infrastructure of cable companies for high-speed access. This flies in the face of historical thinking that @Home would maintain exclusive rights to offer ISP service to cable customers," said Fred Moran, managing director/Internet analyst with Jefferies & Co.

During AT&T's investor conference in New York last week and in a letter to Federal Communications Commission Chairman William Kennard, AT&T chairman Michael Armstrong pledged to share the company's 16 million subscribers with MindSpring, the nation's second-largest ISP, and eventually other services. In the letter to Kennard, AT&T pledged to negotiate future carriage deals with ISPs fairly.

While the exact financial terms have yet to be outlined, analysts predict future cable-ISP distribution deals will resemble the existing @Home pacts, which have the cable companies paying for the upgrade of their wires and offering access to subscribers. In return, operators keep about two-thirds of the subscriber revenue; the balance goes to the ISPs.

AT&T's open-access move comes as the rollout of high-speed Internet service on cable will amount to 1.5 million paying cus-

tomers at year-end. In 2000, AT&T alone hopes to have 700,000 high-speed subscribers. Time Warner, Cox and Comcast each hope to have about 500,000 broadband/Internet subs by late 2000.

Kennard, who had long called for the open-access issue to be settled in the marketplace, applauded AT&T's strategy change. "While government regulation now would only slow down broadband deployment, the constructive dialogue should hasten consumer access to multiple high-speed Internet options," said Kennard on the day of AT&T's announcement. NCTA president/CEO Robert Sachs also praised the private-sector negotiations.

While acknowledging the AT&T pact is a "really

big step in the right direction," Dave Baker, vp of legal and regulatory affairs at MindSpring Enterprises, said the FCC and Congress will have to change their tune and



Somers will soon have several ISPs knocking on his door.

Somers: AT&T's Next

CABLE TV / By Jim Cooper

At first glance, Daniel Somers seems an odd choice to run the largest cable operator in the country. As chief financial officer of AT&T until he was unofficially tapped to run AT&T Broadband & Internet Services in October—a move that was made official last week—Somers was regarded by many as more bean-counter than cable guy. Plus, he has to fill the big shoes of former AT&T Broadband chief Leo Hindery, the quintessential cable wheeler-and-dealer.

mediate negotiations on an industry-wide basis in the future. "Wishful thinking has prevailed," said Baker.

While analysts expect other cable operators to resist opening their lines as long as possible, they believe Time Warner, Comcast, Cox and Adelphia will eventually deal with ISPs. "There is no question that what AT&T did has all the markings of a template for future discussions," said Comcast representative Joe Waz.

"As the natural migration of subscribers up to higher speeds takes place, it makes a lot of sense for high-speed access companies like the cable operators and the DSL companies to work hand in hand with the companies [ISPs] that control the clients," said Moran.

One possible trouble spot going forward is AT&T's deal with Excite@Home. Both Armstrong and Daniel Somers, the new president/CEO of AT&T Broadband, said they plan to honor that deal. Already established as a meaningful ISP, @Home has merged with the powerful Excite portal and has a two-year protected window to continue to increase its customer base.

Although the two have signed a memorandum of understanding, MindSpring will likely continue to push AT&T to open its systems as soon as possible, regardless of its agreement with Excite@Home. "Quite frankly, we think consumers shouldn't have to wait two years. We will continue to press AT&T and other operators to do this sooner rather than later," said Baker.

The timing of open access will be hotly debated from here on in. But it appears that any notion of permanent exclusivity for any single ISP will not last forever. Though MindSpring, America Online and others still don't have a seat at the table, they've now been invited to the party. ■

Sweeping Out Broadcast

USA Nets study aims to debunk Big Four's ratings outside of sweeps

TELEVISION / By Jim Cooper and John Consoli

USA Networks is shopping a proprietary study to agencies that shows that, without the sweeps months, ratings for the broadcast networks' biggest shows like *Frasier* and *E.R.* drop precipitously, suggesting that broadcasters' ad rates are artificially inflated. USA put together the study at the suggestion of one agency that has grown increasingly frustrated with paying higher CPMs for lower ratings on broadcast TV.

The study, spearheaded by USA's Ronnie Beason, vp, ad sales, marketing and research, found that from Sept. 21, 1998, to July 25, 1999, the household ratings average for the Big Four networks during the non-sweeps period dropped 15 percent from sweeps data, and demographic categories such as adults 25-54 and adults 18-49 both dropped 18 percent.

So far, Beason has shown the study to True North, Western Initiative Media, J. Walter Thompson, SFM Media, Creative Media, Hal Riney and others.

"Their presentation injected a healthy dose of reality, reminding us how absurd the sweeps numbers are and that they should not serve as any benchmark," said David Marans, senior partner and research

director for J. Walter Thompson.

The drops on specific broadcast shows were even sharper. NBC's *E.R.* fell 38.4 percent, to a 10.1, among adults 25-54 in the non-sweeps analysis. For the same demo, Fox's *The X-Files* declined 31.3 percent, and CBS' *Touched by an Angel* fell 17.8 percent.

The study measured regularly scheduled programs in their regularly scheduled time slots. Specials were not included, nor

were shows that got moved from one night to another. It also looked at the November, February and May sweeps but not the July sweeps, since little to no original pro-

gramming is scheduled by the networks. "Obviously, if we had the full 52 weeks, what would have been added would have been the lower-rated non-sweep weeks, so the story would be even worse for the networks," said Ray Giacobelli, vp, audience analysis, at USA Networks.

Beason separated out the top 20-rated shows and looked at the bulk of every net's schedule, finding that in the 32 weeks of non-sweeps in the study, the average rating was down as low as 3.2 for shows ranked 21 and lower. "Our feeling is that people have a ratings size issue with cable networks. In some cases you can buy one cable show and get a 3.2 rating," said Beason.

Broadcasters discounted the study as irrelevant. Jon Nesvig, Fox ad sales president, said buyers are aware of high and lower ratings periods, and since the broadcast networks guarantee ratings, the buyers cannot overpay. "Every advertiser gets what they pay for and is protected," Nesvig said.

Some agencies had a lukewarm response to the data. Jon Mandel, co-director of MediaCom, said: "If you're doing your job as a buyer, you should already know these breakouts and buy accordingly. Does every buyer do it? I doubt it." Tim Spengler, executive vp/director of national broadcast at Western Initiative Media, said his buyers are already aware of sweeps' effect on ratings. "I don't think this study will sway us," he said. ■

Average Ratings for the Big Four Networks

Broadcast Year	Sweep	Adults 18-49		% Change
		Sweep	Non-Sweep	
1994-95	6.6	5.6	-15%	
1995-96	6.2	5.3	-19%	
1996-97	5.9	4.8	-19%	
1997-98	5.6	4.5	-20%	
1998-99	5.2	4.2	-18%	

Source: Nielsen Media Research (44 weeks per broadcast year)

Generation Operator

But the 51-year-old Somers has a bit of MSO experience. He was chairman/CEO of Bell Cablemedia PLC, one of the largest cable companies in the United Kingdom, before joining AT&T in 1997. Somers is also very familiar with the properties that make up AT&T's cable arm. "As CFO, Dan was one of the principal architects of AT&T's transformation, skillfully managing over \$200 billion in acquisitions, divestitures, equity offerings and debt financing," said AT&T chairman Michael Arm-

strong, to whom Somers will report.

As MSOs offer a wider variety of services to subscribers, being a cable operator requires a whole new set of skills. Somers is taking the helm at AT&T Broadband at a pivotal time for the company. The open-access issue will require intense and protracted negotiating with myriad ISPs. Somers will also have to shepherd the company's expansion into digital video, high-speed Internet access, telephony and interactive services. "Broadband represents a tremendous upside potential for AT&T," Somers said last week. AT&T's revenue growth from broadband services will be 12 to 14 percent in 2000, he added.

Infinity must sell a package of outdoor assets that have total annual revenue of \$25.3 million, including either bus-shelter or subway sites, by February. Infinity/Outdoor must also divest Infinity's entire bus advertising operations in New Orleans. In Phoenix, it must sell either Infinity's bus advertising operations or a package of out-of-home advertising displays that generate an equal amount of revenue. —*Katy Bachman*

NBC Connect Will Offer Cross-Selling Options

NBC plans to launch a new cross-platform sales and marketing program called NBC Connect, which will enable the network's advertising clients to strategically use both traditional and new-media platforms.

"We're not simply talking about a bundled media buy, where an advertiser is forced to buy across all our properties to get a discount," said Jay Linden, NBC senior vp of sales and marketing. "It will be about clients sharing their marketing goals with us and finding what in our portfolio can help them most."

Unlike CBS' recently formed CBS Plus, which is sold by a separate sales unit, NBC Connect will be sold by the existing TV network sales team. The marketing programs can be implemented across the broadcast network, NBC's 13 owned-and-operated TV stations, NBC Internet, MSNBC, MSNBC.com, CNBC (including CNBC Europe and Asia), the NBC Experience store and NBC Enterprises. NBC sales president Keith Turner announced the program at last week's *Mediaweek* Media All-Stars luncheon. —*John Consoli*

Magazine Readership Not Declining, Starcom Says

While Mediarmark Research Inc.'s spring syndicated audience data shows a continuing decline in magazine readership, the media research team at Starcom Worldwide now says that's just not so. The apparent 5 percent decline of total (*continued on page 10*)

A New Ratings Stream

Arbitron issues first monthly report on listenership to Webcasts

RADIO / By Katy Bachman

The first-ever ratings data for Webcasts of radio stations, released last week by Arbitron, resembles the initial mimeographed TV ratings report the company issued back in 1949—not a lot of stations are listed, but it's a significant indicator that an important new form of media is emerging.

Arbitron's new InfoStream report provides monthly "cume ratings and "time spent tuning" for 236 radio stations that are streaming their signals on the Web via four aggregators: BroadcastAmerica.com (140 channels), Magnitude Network (59), ABC Radio Networks (33) and LaMusica (four).

While the 236 channels measured in the first report account for only about 12 percent of the Webcasting universe, Arbitron's data for November will include audio channels from two more aggregators, OnRadio (more than 600 channels) and NetRadio (140). Agreements with other streaming-media content providers are in the works, said Joan Fitzgerald, director of marketing for Arbitron Internet information services.

For content providers, Arbitron is positioning its data as far more reliable than a Webmaster's report on how many hits his streaming site got last month. That information gap is also a problem for agencies,

which have struggled to make sense out of the nascent streaming medium in order to place ad buys. "They are putting it in media terms, which is fabulous because you can do an apples-to-apples comparison [of Webcast audio channels]. It has the potential to change how radio is bought,"

said Brad Adgate, senior vp and director of corporate research for Horizon Media.

"It will help us assess the value of a station's Web site when it is included as a promotional vehicle or offered as a stand-alone ad opportunity," said Kim Vasey, vp and associate director of

local broadcast for The Media Edge.

Broadcasters have been hoping that the Web can expand stations' audiences, and the Arbitron report offers evidence they may be right. A tiny station in Johnson City, Texas, Fritz Broadcasting's KFAN-FM (texasrebelradio.com), does not attract enough over-the-air listeners to make the Arbitron book for the Austin market, but the Album Adult Alternative outlet was the country's most listened-to Webcaster in October, with 83,900 listeners.

"It shows that a station outside the metro is very big—you'd never pick that up through the [Arbitron] diary," noted Gerard Brousard, director of media metrics & analysis at OgilvyONE. "That's a revelation." ■

Call Letters	Radio Market	October Listeners
KFAN-FM	Austin, Texas	83,900
KPIG-FM	Monterey-Salinas, Calif.	70,200
KCDU-FM	Monterey-Salinas, Calif.	66,300
KHYI-FM	Dallas-Ft. Worth	56,700
KLAQ-FM	El Paso, Texas	55,700
WKPO-FM	Madison, Wis.	39,000
WWCD-FM	Columbus, Ohio	35,000
WLPW-FM	Burlington, Vt.	34,500
KNSX-FM	St. Louis	32,500
WBAP-AM	Dallas-Ft. Worth	30,700

Source: Arbitron InfoStream

Border War on Signals

NFL, broadcasters go on offensive against Canadian Web site

TV STATIONS / By Megan Larson

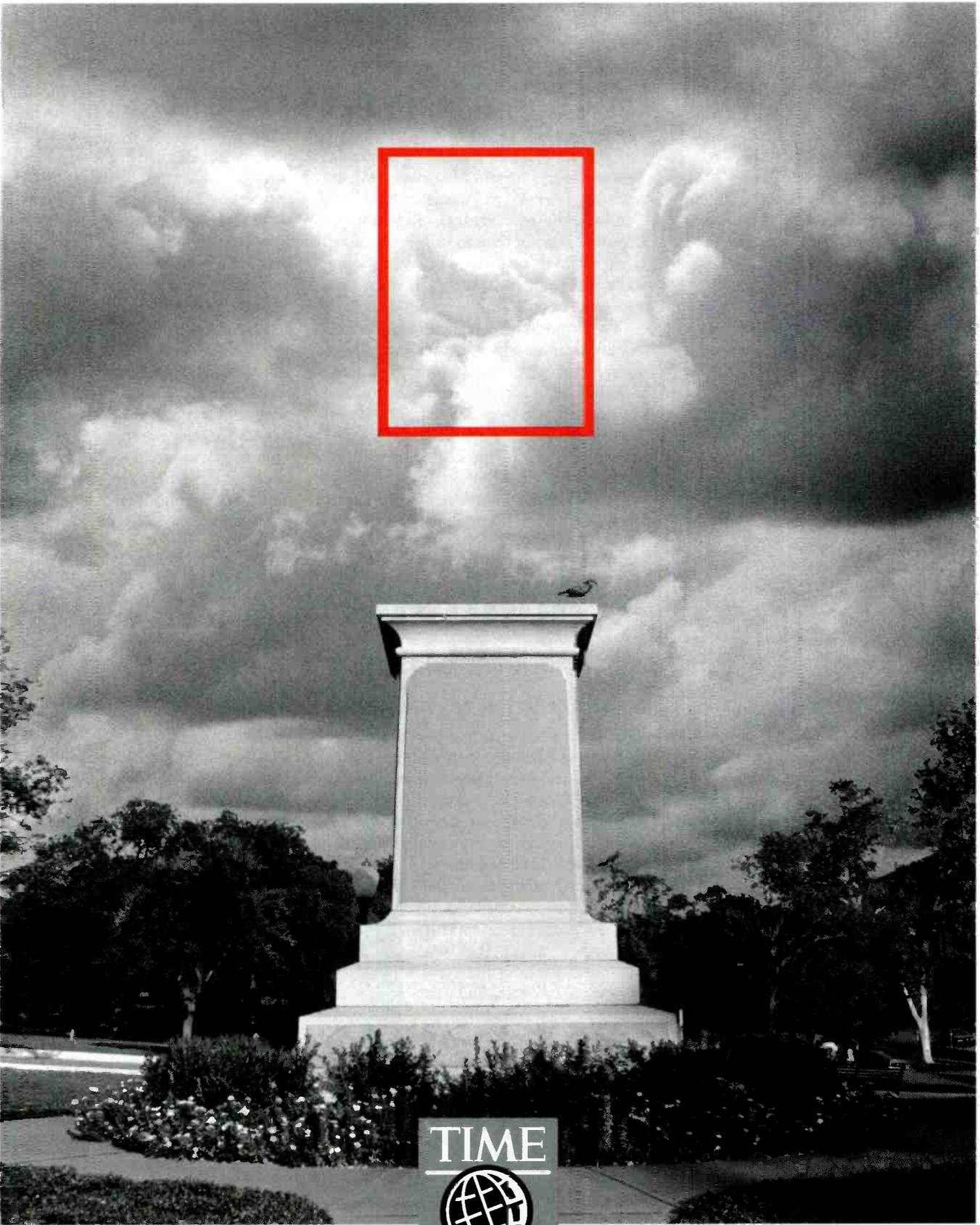
Canadian Internet company iCrave-TV.com said late last Friday that it would not stop carrying U.S. television signals over its Web site, refusing demands from U.S. broadcasters and the NFL. Station owners Granite Broadcasting, LIN Television, Gannett Broadcasting and Grant Television and the NFL sent letters to iCraveTV president William Craig last week

asking him to cease the site's Netcasts by 6 p.m. Friday or face potential legal action.

"We are clean, legal, ethical, and we are moving ahead," said Ian McCallum, iCrave vp of corporate sales and development.

Since Nov. 30, iCrave has been broadcasting the signals of Buffalo, N.Y., TV stations in pattern, setting off an international copyright dispute (*Mediaweek*, Dec. 6). Ac-

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MEDIA WIRE

readership to 47 million over spring '98 is actually the result of readers spending less time with the more established mass titles measured by MRI and an ever-increasing amount of time with those special-interest books that are not being tracked, according to Starcom.

MRI currently measures 238 titles, or about 10 percent of consumer magazines, through personal interviews. The majority of those titles have more than 500,000 circulation.

"The MRI system of measurement is really not going to be appropriate as we move forward because the whole magazine industry, like television, is fragmenting," said Kate Lynch, Starcom senior vp/global research director. "And if we continue to measure magazines like we are doing, publishers are going to lose out." —*Lisa Granatstein*

Spartan Purchase Gives Media General CBS Cluster

By acquiring Spartan Communications last week for \$605 million, Media General becomes the second-largest CBS station group, behind the CBS network's. Spartan adds six outlets (plus one station operated via a local marketing agreement) in the Southeast and five stations in the Midwest to Media General's 13-station portfolio.

"It is the perfect complement for us because we intend to be the primary provider of news and information to the Southeast," Media General vp Bob Pendergast said of the Spartan purchase. Once the deal clears the regulators—expected early in 2000—Media General's stations will reach 7.5 percent of U.S. households.

Of the five Midwestern outlets, Pendergast said his group has not decided whether to keep or trade them. The company may also buy the station currently operating under an LMA—UPN affiliate WASV-TV in Greenville-Spartanburg, S.C.—to form a duopoly with its top-rated CBS affiliate in the market, WSPA. "It would be a good experiment," Pendergast said of what would be Media General's first shot at operating two stations in one market. —*Megan Larson*

cording to Brian McCarthy, an NFL representative, Craig told the league in a letter last week: "We are Canadians, and U.S. laws do not apply to us."

Craig could not be reached for comment. Two weeks ago, he told *Mediaweek*: "We are providing a service to Canada within Canadian laws. I have invested too much in this to stop now. I do not want to stifle innovation." Craig added that he would be willing to pay to carry U.S. broadcast signals once a fee structure is worked out.

The broadcasters—owners of four outlets in Buffalo whose signals are being carried on iCrave—will "evaluate [our] options," including filing a lawsuit with the Canadian government, said Greg Schmidt, vp and general counsel for LIN Television. LIN's CBS affiliate WIVB-TV in Buffalo broadcasts games of the NFL's Buffalo Bills.

Neil Roman, an attorney representing LIN, said: "iCraveTV is operating at its own

risk. Each day that passes and they continue to operate, brings new infringements."

The NFL was planning to monitor iCrave's Web site on Sunday to see if it carried any games, including WUTV-TV Buffalo's broadcast of the Bills' home game against the New York Giants. WUTV is owned by Sinclair Broadcast Group, which as of last Friday had not joined the other Buffalo broadcast owners' pursuit of iCrave.

The broadcasters are concerned not only that iCrave is carrying their signals on the Net but is altering the signals, as well. "It's massacring them," said LIN's Schmidt. While iCrave's video and audio quality is fairly clear for the Internet, the picture is small and jerky, and the data delivery is slow. In addition, the site frames the TV screen with its own advertising. "We wouldn't feel too great if we have exclusive rights to air Budweiser ads and they're being framed by a Miller ad," Schmidt said. ■

A-Hunting He Will Go

New owner Robert Petersen to return 'Sports Afield' to its roots

MAGAZINES / By Lisa Granatstein

It's back to hooks and bullets for *Sports Afield*. Having acquired the 112-year-old title from Hearst Magazines last week, veteran sports-title publisher Robert Petersen plans to abandon SA's recent focus on outdoor adventure and

return the title to its hunting and fishing traditions. The deal is to close in early January.

"*Sports Afield* won awards for being one of the best hunting and fishing titles, and we want to take it back to that position," said Ken Elliott, a longtime colleague of Petersen who will head the magazine's operations. "Once we establish that position, we'll see what kind of brand extensions we can come up with, including Internet, broadcast, custom publishing and licensing."

The editorial repositioning will begin with *Sports Afield's* March issue and be completed by June, Elliott said. The title will also likely move from New York to Los Angeles, where Petersen is based.

The purchase of *Sports Afield* by the newly created SA Acquisitions marks Petersen's return to publishing. In 1996, Petersen Pub-

lishing's large stable of titles (including *Hot Rod*, *Sport* and *Hunting*) were sold to Willis Stein & Partners for \$465 million.

Since then, Petersen, now 73, has run a charter-jet service and a real estate investment firm. With *Sports Afield*, he will have a new outlet for his Hemingwayesque hobbies. An avid sportsman, Petersen used to display an enormous Kodiak bear that he bagged on a hunting trip in the entranceway to his publishing office in L.A.



Back in the business: Petersen returns after three years.

A back-to-the-basics push for SA after its lackluster, year-long experiment as an *Outside* and *Men's Journal* wannabe may be a smart move. "It's very hard to totally change the culture of a magazine," said Mar-

tin Walker, chairman of analysts Walker Communications. "Your renewals go down... and advertisers get turned off."

Paid circulation for *Sports Afield* was flat, at 456,378, through June, and newsstand sales plummeted 31.9 percent, according to the Audit Bureau of Circulations. Ad pages declined 9.6 percent this year, to 502, the *Mediaweek* Magazine Monitor reported. ■

More than a Million Reasons why ABC was #1 in November



- Reach:**
- **#1** in average weekly reach (Viewers 2+).¹
- Primetime:**
- **#1** in Adults 18-49, 25-54, Viewers 2+, Teens and Kids in the November Sweeps.²
 - **#1** in 48% of all primetime half hours season-to-date.³
 - **#1** on four nights of the week (and #2 on the other three) season-to-date.⁴
 - **#1** new drama - *Once and Again*.⁵
 - **#1** movie - *Annie* presented by the *Wonderful World Of Disney*.⁶
 - **73%** of regular programs delivered season-best performances in the November Sweeps.⁷
- Daytime:**
- **#1** in Young Women for 23 consecutive years (Jan-Dec).⁸
 - **#1** daytime drama in Young Women - *General Hospital*.⁹
 - *The View* is up 17% in Women - the highest gain for any network daytime show.¹⁰
- News:**
- *Good Morning America* up 31% over last year in 4th quarter.¹¹
 - **#1** primetime news magazine season-to-date - *20/20 Wednesday*.¹²
- Sports:**
- **#1** show for Men in primetime and **#1** sports franchise - *Monday Night Football*.¹³
 - **#1** in *College Football* (posting advantages over CBS by up to 29% and NBC by up to 107% in Viewers 2+, Adults 18-49 and Men 18-49).¹⁴
- Kids:**
- *Disney's One Saturday Morning* placed 3 half hours in the Top Ten in the November Sweeps.¹⁵
- Late Night:**
- *Politically Incorrect* up 22% in Viewers 2+ and 20% in Adults 18-49.¹⁶

And oh yeah, a little show called *Who Wants to be a Millionaire* was the most watched new program of the year, reaching over **161,000,000** people in **18** days!¹⁷

abc

America's Broadcasting Company

Nielsen Television Index Audience Estimate Sources: 1. Client Cume System - 1 spot per quarter hr. for entire broadcast day for each week from 9/20-11/28/99. 2. Primetime all shows 11/4-12/1/99. 3 & 4. Primetime regular shows only among Adults 18-49 from 9/20-11/28/99 excludes overruns. 5. Adults 18-49 from 9/20-11/28/99. 6. Viewers 2+ from 9/20-12/5/99. 7. Regular show comparison of Adults 18-49 from 11/4-12/1 as compared to 9/20-11/3/99. 8. Women 18-49 Annual Averages, Jan-Dec each year. 9. Women 18-49 from 9/27-11/21/99. 10. Women 18-49 comparison 9/27-11/21/99 vs 9/28-11/22/98. 11. Adults 25-54 comparison 9/27-11/21/99 vs 9/28-11/22/98. 12. Adults 18-49 from 9/20-11/21/99. 13. Men 18-49 from 9/13-11/21/99. 14. 8/30-11/21/98. 15. Kids 2-11 on Sat. AM from 11/4-12/1/99. 16. Viewers 2+, Adults 18-49 comparison Tues.-Fri. telecast only 10/26-11/21/99 vs 9/27-10/24/99. 17. Persons cume Facility one spot per minute 11/7-11/24/99. Qualifications available upon request.

NETWORK TV

Paxson Communications president and CEO Jeff Sagansky will meet in Los Angeles this week with officials from the actors' unions SAG and AFTRA in an attempt to convince them to continue to allow actors appearing in commercials on Pax TV network to be paid residuals based on cable rates rather than network rates (*Mediaweek*, Nov. 29). Under its agreement regarding cable ads, SAG/AFTRA actors receive a fee based on a specific period of time for all commercials that appear within that window. But for network TV ads, residuals are paid to actors appearing in commercials each time a spot is aired. Such a shift would dramatically increase the advertiser cost to run spots on Pax and could scare away millions of dollars in revenue. Sagansky said last week he believes the matter can be worked out amicably.

News Corp. president and COO Peter Chernin last week publicly expressed his displeasure with the performance of the Fox network and vowed that the company will fix the problems. "Quite honestly, we're not happy," he told analysts at the annual PaineWebber conference in New York City. Chernin said the "Fox brand" had become diluted and said the network is beginning to look too much like CBS. He said Fox has aired too much reality programming and tried to correct that by introducing too many new shows for the fall. On top of that, he said, the network did a poor job of marketing its new schedule. But Chernin added: "If you are going to have a bad year, this was the year to do it," alluding to the strong economy that allowed Fox to take in 14 percent CPM increases during the upfront season. Also helping to soften the blow for Fox was the cancellation of its money-losing NHL telecasts; increased NFL ratings this season; and a new agreement with affiliates.

ABC is in the same ratings position, season-to-date, as it was last year—third in households and second in adults 18-49—despite the phenomenal success of *Who Wants to Be a Millionaire*. Through Dec. 5, ABC's household rating is down 2 percent, to 8.5/14, while its 18-49 rating is flat at 5.1/14. —*John Consoli*

'Toons Ruling Sundays

Fox's revamped animation block is scoring with men and teens

TV PROGRAMMING / By John Consoli

Fox's decision to move its animated shows *King of the Hill* and *Futurama* to Sundays surrounding *The Simpsons* has transformed Sunday night into the network's most successful night of the week. These male-skewing shows have worked well following Fox's Sunday NFL coverage, serving as a perfect lead-in to *The X-Files*. And, according

to some media buyers, the success of *The Simpsons* at 8 p.m. is one of the reasons why NBC is moving the critically acclaimed *Third Watch* out of that time slot, to 9 p.m. Monday.

Buyers say that CBS' *Touched by an Angel* and the WB's *Felicity* at 8 p.m. both skew more female, and that NBC was hoping to capture a larger male audience with *Third Watch*. It didn't work out that way.

"If you want men, these shows deliver a strong male-targeted audience," one buyer said. "The rest of the night's schedule is more female-skewing."

The Simpsons is averaging a 7.1/17 in the overall 18-49 demo, according to Nielsen Media Research, which makes it the 10th-most-watched show in prime time in that demo group. *Futurama* is close behind, with a 6.0/13, ranking 17th. And *King of the Hill* is averaging a 4.7/12, ranking 39th.

The success comes after Fox moved *King of the Hill* from Sunday to Tuesday last season, after which it stumbled, losing almost 50 percent of its viewers. But this year's programming decision had the opposite effect. Moving the show back to

Sundays has resulted in a 15 percent increase in its 18-49 viewers. Moving *Futurama* from last season's Tuesday-night slot has resulted in a whopping 43 percent hike in the 18-49 demo rating, from 4.2 to 6.0. And the venerable *Simpsons*, which averaged a 6.9 in the demo last season in the same time slot, is up 3 percent this season.

Each one of the three animated shows

ranks first in both the 18-49 and 18-34 demos in their time periods, and *The Simpsons* and *Futurama* rank first among teen viewers 12-17. *King of the Hill* ranks second. And overall for the week, both *Futurama* and *The Simpsons* rank first and second, respectively, among teens.

Why has this animated block performed so well? Buyers

believe it's the result of strong writing and because the shows have the ability to reach both adults and teens. "Much of the content is geared to adults," said one buyer, "but kids watch these shows for the characters. There are a lot of subtleties in the writing that go over the kids' heads but are picked up by the adults."

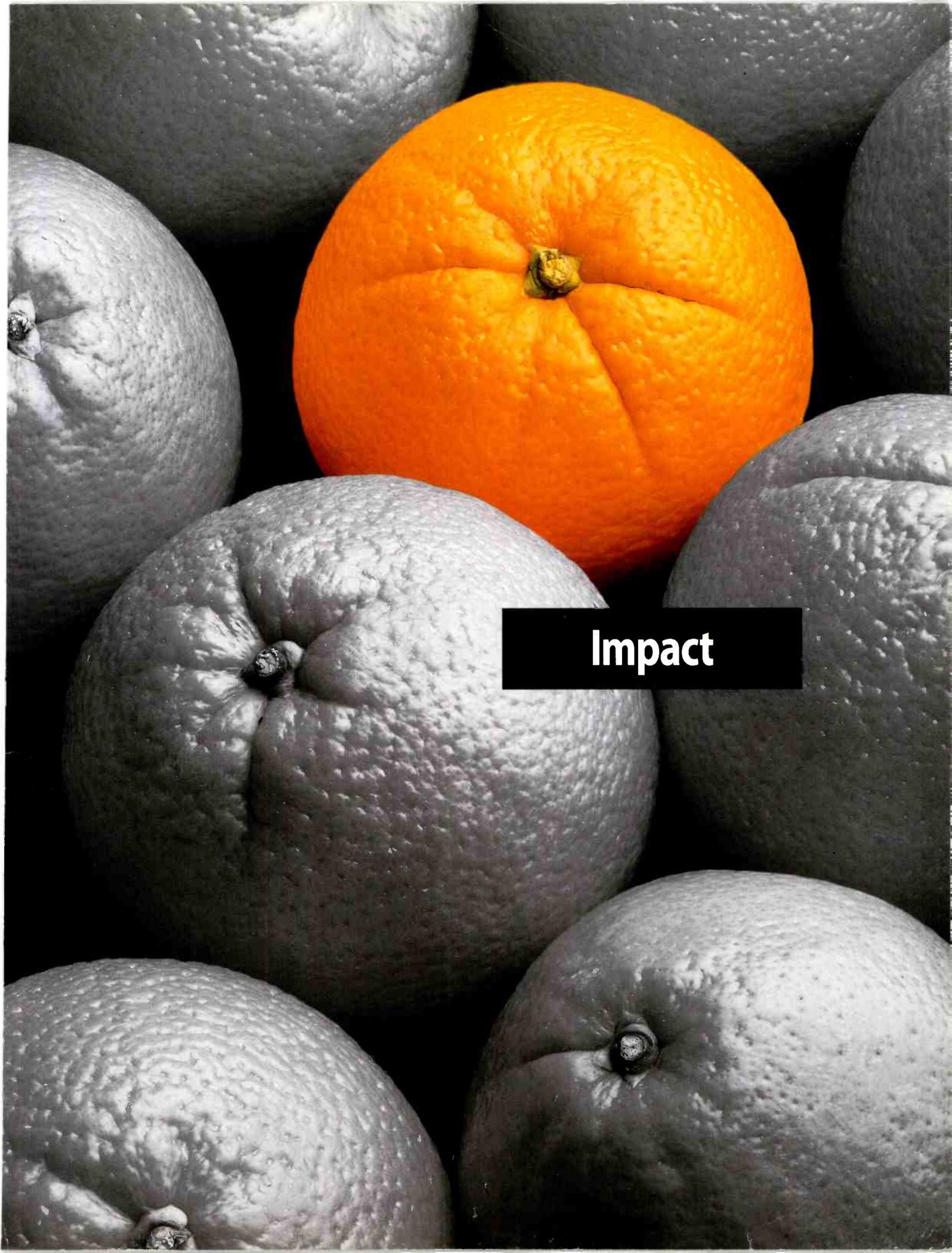
The Simpsons produced a 7.7/18 in the 18-49 demo during the recently completed November sweeps, just behind Fox's female-skewing hit, *Ally McBeal*, which recorded an 8.3/19.

And *The X-Files*, which has proven to be the perfect lead-out from the animation block, recorded a 9.2/19 among the 18-49 demo during the sweeps, placing it fifth among all regular prime-time series, behind NBC's Thursday-night block of *ER*, *Friends*, *Jesse* and *Frasier*. ■



TWENTIETH CENTURY FOX

Since being moved to Sunday nights, *Futurama* has produced a 43 percent increase in 18-49 ratings.



Impact

Washington, also use the tapes. They put the patient in a state where they can't feel pain, he said. "I've studied the New York Psychiatric Institute in Manhattan for Guided Imagery. It complements traditional medicine. It truly changes the pain so it's not as bad as the person," he said. "I'm a registered nurse and I practice in guided imagery. It's her voice on a tape that costs

Endorphins will go to work: These natural pain-relievers in the body are triggered from the sounds on the tape just like if you were actually there. Endorphins attach themselves to pain receptor sites throughout the body. They automatically go where they are needed the most. In comparison, man-made drugs only go to one or two sites.

SOURCE: Dr. Richard Theodorann, attending surgeon and director of the complementary care program at Muhlenberg Regional Medical Center, and Audrey Cavanagh, R.N.

the effects of guided imagery prompted hospitals to implement its use. Diane Tusek, a health care consultant and former registered nurse at the Cleveland Clinic in Cleveland, Ohio, said she used the tapes last month to take a trip to the Jersey Shore, listening to the rhythm of the waves. Marotto received the guided imagery tape from his surgeon at Muhlenberg Regional Medical Center. Kathy Buchanan of South Plainfield said she used the tape she got from Cavanagh when she underwent a lumpectomy for breast cancer in 1997.

"I'm a very anxious person," said Buchanan, whose husband, James, also used the tape when he underwent surgery for kidney cancer last year. "The tape would help me focus on something I could control."

Last year, Newark Beth Israel Medical Center started issuing the tapes to its cardiac surgery patients for free, according to Patricia Garland, clinical data coordinator for the Department of Cardiothoracic Surgery.

Patients receive a Walkman and a tape with verbal instructions and background music as soon as they are admitted, Garland said. They also receive another tape of nothing but music used during surgery. They also use the tapes during their recovery.

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So far, health insurance companies do not cover guided imagery, said Tiedemann, calling the tapes complementary care.

"Some of the HMOs are finding out that complementary medicine can lower their costs," Tiedemann said. "They're fueled by the dollar sign" in watching the trend, he said.

Consumer preference drives health care benefits, according to Paul Langevin, president of the New Jersey Association of Health Plans, a trade organization that represents 11 major health plans.

For the past two years, insurance companies have been marketing alternative forms of medical care among their coverage, including acupuncture and midwives, Langevin said. So, he said, if enough people ask for the tapes, the HMOs may be compelled to offer them.

Said Langevin: "Enough of a consumer preference drives availability in the plan."

"To get the full benefits of the tape, we recommend that they use it twice daily," she said. "There are patients who elect not to do it. I think from a nursing perspective, it helps us better in managing the patients' pain and anxiety."

Since Dec. 1, the hospital has issued 60 tapes per month, Garland said, with the hospital paying about \$10 per set. Beth Israel is awaiting a grant that will allow it to research the effects of the tapes and expand the program.

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charitable organizations

Environment

CONTINUED FROM PAGE 23

Activists pull out of talks on water

every tool that we have to protect the public."

Pete McDonough, the Governor's director of communications, called the withdrawal of the groups counterproductive.

"These are the very people who asked us to set up this process," McDonough said. "If politics is behind this, then that means they'd

drafting new regulations, depending on how tough they are and who is held responsible for ensuring that drinking water supplies are pure.

The struggle pits hundreds of municipal and regional sewage treatment plants, like the Passaic Valley Sewerage Commission, and large corporations, such as DuPont, against a handful of water companies that face sharply higher treatment costs if the water standards are relaxed.

The state's leading water suppliers also are unhappy, so much so that they've formed their own coalition to try to influence the DEP's final decision.

"If the regulations are relaxed and higher concentrations of dischargers are allowed, it will increase

Already, more than 1,000 segments of New Jersey's rivers and streams are polluted, places like the Passaic River where stretches of the waterway suffer from phosphorous pollution, PCBs (polychlorinated biphenyls), and dioxin contamination. Some portions of the Rahway River have diesel fuel problems. On some segments of the tidal Delaware River, high levels of the toxic contaminants used as industrial solvents are seeping into the river.

The companies and wastewater treatment plants that discharge pollutants have their own issues. They argue they already are subject to some of the stiffest permit standards in the nation and contend that much of the pollution harming New Jersey's

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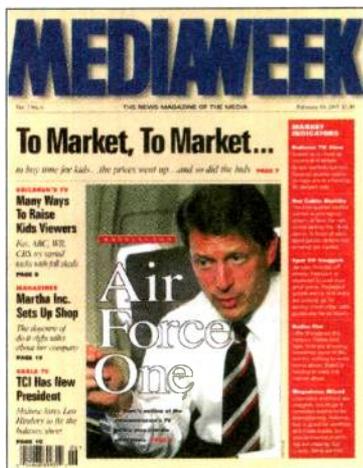
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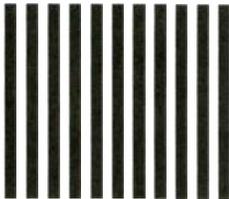
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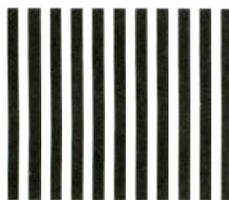
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Attendees are invited to join in an Interactive live chat with instructors and panelists.

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AFTERNOON SCHEDULE

1:30 – 5:00 PM

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THE BUYER'S COURSE

This course covers a step-by-step approach to internet media buying and post-buy analysis, and includes a review of buying tools, ad serving technologies and available research.

Instructors:

SPECIAL GUEST INSTRUCTORS TO BE ANNOUNCED

BUYING WEB ADS: PART I

OBJECTIVE SETTING

- Brand awareness
- Customer acquisition
- Customer retention
- Direct response
- Product sales

SITE EVALUATION PROCESS

- Editorial compatibility
- Traffic and other site data
- Rates and placement
- Audience demographics
- Targeting capabilities

THE MEDIA BUYING PROCESS

- Process for finding appropriate sites
- Site traffic analysis
- Using audience research
- Evaluating different ad models
- Setting up targeting criteria
- Pricing and negotiation

EXECUTING THE BUY

- Who are the Sellers?
- Negotiation tactics
- Media buying tools
- Third-party ad serving

BUYING KEYWORDS

- How to evaluate search engines and directories
- Determining availability
- Non-standard options
- Negotiation tactics

BUYING WEB ADS: PART II

POST-BUY EVALUATION

- Managing and implementing the buy
- Testing, evaluating and correcting
- Evaluating success criteria
- Media buys - closed-loop analysis

BEYOND THE BANNER

- How sponsorships work
- Negotiating sponsorships

E-COMMERCE

- Pricing options
- Portal deals
- Affiliate programs
- Tracking ROI

NON-MEDIA OPPORTUNITIES

- Promotional programs
- Publicity
- Strategic partnerships

TOOLS OF THE TRADE

- Media planning resources
- Research services
- Ad management and media buying
- Network buys
- Alternative sales channels

THE SELLER'S COURSE

To be successful, reps need to understand how Buyers buy, media choices and buying influences. They also must be able to offer solutions to meet the needs of busy buyers with complicated media objectives. This session will help reps understand the buying process, from site selection and audience evaluation to how metrics are used for evaluation. We'll also cover how the Internet's unique attributes impact media buying and the integration of Internet advertising into the media planning process.

Instructors:

LESLIE LAREDO
President, The Laredo Group, Inc.

JEFF LEIBOWITZ
CEO, The Laredo Group, Inc.

SELLING WEB ADS: PART I

UNDERSTANDING NET ATTRIBUTES

- Defining new media concepts
- Similarities and differences between Internet and traditional media
- The changing and fragmenting demographic profiles of users
- How Internet usage impacts traditional media usage
- Defining Internet reach and frequency
- Challenges and implications for media buying

THE MEDIA BUYING PROCESS

- Objective setting
- Selecting measurement criteria
- Finding appropriate sites
- Site traffic analysis
- Evaluating audience, reach and composition
- Evaluating ad programs, pricing and negotiation

HELPING BUYERS DO THEIR JOB

- Buyer's pet peeves
- Building and managing a relationship
- Getting and using strategic account information
- Reaching the decision makers
- Providing support
- Help manage the buy

SELLING WEB ADS: PART II

COMPETITIVE SELLING

- Knowing your competition
- Selling your audience
- Positioning your site
- Competitive selling activities

SELLING SOLUTIONS

- Solution selling techniques
- Leveraging site assets
- Packaging concepts

MAKING SENSE OF AVAILABLE RESEARCH

- Research tools and services
- The research advantage
- Programs and methodologies
- Site-based research
- Syndicated panels
- How Buyers and Planners use data
- Issues counting computers or people
- Using audit, log file and syndicated data

WRAP-UP NETWORKING RECEPTION

5:00 – 6:30 PM

A terrific opportunity for Buyers and Sellers to get together, network, share information or just relax.

HOW TO MEASURE, RESEARCH & TARGET INTERNET ADS & AUDIENCES

HOW TO MEASURE, RESEARCH & TARGET INTERNET ADS & AUDIENCES RADISSON MART PLAZA HOTEL, MIAMI, FLORIDA FRIDAY, JANUARY 21, 2000

7:30 – 9:00 AM

Registration, Continental Breakfast

The two top barriers to Internet advertising are the difficulty of tracking return on investment and the lack of reliable and accurate measurement information.

Internet media buyers are evaluating and placing many different kinds of ad buys across multiple websites and advertising networks. As a result they need to be able to measure and compare ad units, sites and networks and be able to evaluate the results of their buys and determine the effectiveness of their campaigns. Learn the differences between site-centric and user-centric metrics and how ad delivery, targeting and research companies are providing insight and intelligence on user response and behavior. Attendees will also learn various data analysis techniques and how to apply this data in ROI equations to create more effective Internet campaigns.

Case Studies and Demonstrations of leading research and ad measurement, delivery and management tools, products and services, will occur throughout the program. The Case Studies will provide real-world examples of how companies have used or implemented the knowledge and techniques you'll learn during the course. The Demonstrations will provide a better and more meaningful understanding of how currently available tools and products can help you do your job better.

Instructor:

LESLIE D. LAREDO,
President, The Laredo Group, Inc.

9:00 AM – 12:00 NOON

PART I: THE TECHNOLOGY OF MEASUREMENT, RESEARCH AND TARGETING

OVERVIEW

- What are the issues in Internet measurement and research?
- Industry efforts to establish standards

BASICS OF AD AND CONTENT DELIVERY

- Dissecting the process
- Anatomy of a click and the click-through

DEFINING MEASUREMENT

- What are site-centric and user-centric metrics?
- What is inferred data?

COUNTING AD REQUESTS AND AD DELIVERY

- What's counted by Web servers?
- What's counted by Ad servers?
- How third party ad services serve ads

DEMONSTRATION OF AD MANAGEMENT SYSTEM

CRITICAL MEASUREMENT FACTORS

- Why the numbers differ
- How technology impacts ad measurement
- Impact of caching
- Cache busting and cache friendly counting methods
- Impact of Frames on counts
- Spiders, Robots, Agents

MEASURING SITE TRAFFIC

- Log files
- Auditing process
- Site and campaign audits

DEMONSTRATION OF WORKING WITH AUDIT REPORT

COUNTING USERS

- How Cookies work
- Browser-based counts
- Defining visitors and unique visits

AD TARGETING & PROFILING

- Content and context targeting
- Platform-dependent targeting options
- Profiling users
- Behavioral and inferential methods

AUDIENCE RESEARCH

- Audience research methodologies
- Sampling issues
- Syndicated research
- Site-based research

DEMONSTRATION OF AUDIENCE MEASUREMENT TOOLS

Q & A BUFFET LUNCHEON

12:00 Noon – 1:30 pm

Attendees are invited to join in an Interactive live chat with instructors and panelists.

MODERATED AND SPONSORED BY: 

1:30 – 4:30 PM

PART II: MEASUREMENT & THE MEDIA PROCESS

OVERVIEW

- The process of buying online
- How measurement data impacts the process
- Defining the correct data to use
- Moving from core data to inferred and derived data

BUYING INTELLIGENTLY

- Data sources & their effects on the numbers
- What numbers matter and what don't
- Establishing agreed-upon data sources
- "Pre-buy" data and its use in planning

DEMONSTRATION OF MEDIA BUYING TOOLS

LEARNING FROM THE BUY

- Does performance matter?
- Translating client objectives into relevant Web metrics
- Processes for resolving discrepancies
- Data for learning purposes
- Matching media data with commerce data
- Planned tests vs. anecdotal observations

EXPLOITING KNOWLEDGE

- Employing learning in media negotiation
- Simple, iterative learning: winnowing down to best choices
- Applying experience to the next planning process
- Utilizing "pre-buy" tools

CASE STUDY OF POST-BUY EVALUATION

WRAP-UP NETWORKING RECEPTION

4:30 – 6:00 PM

A terrific opportunity for attendees to get together, network, share information or just relax.



HOW TO BUY & SELL WEB ADS and HOW TO MEASURE, RESEARCH & TARGET INTERNET ADS & AUDIENCES

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Kiosks Make Local Stars

Electronic video booths let broadcasters create cheap, popular shows

TV STATIONS / By Megan Larson

Ordinary citizens who are ticked off about traffic lights or distraught over tobacco suits, or who think the governor made a dumb move with tax reform, now have a public voice, courtesy of their local broadcaster. Stations across the country are installing video camera-equipped booths to let viewers speak their minds, and are turning that footage into local TV shows or using it as fodder for newscasts.

"Clearly, there is a focus to create more local programming so stations can control their inventory and leverage programming costs," said Salomon Smith Barney analyst Paul Sweeney. "To me, it makes a lot of sense. It minimizes dependence on networks."



WSMV: Let the people speak.

Adapted and licensed from Canadian broadcaster Citytv's *Speakers Corner*, the interactive TV kiosks are being used by Meredith Broadcasting

for several of its stations' newscasts. Meredith most recently built a half-hour show around the concept for its NBC affiliate in Nashville, Tenn., WSMV-TV. *Speakers Corner*, *The Show*—with the tagline, "Stand Up, Speak Out and Be Heard"—launched Nov. 6 on Saturdays at 6:30 p.m. "It's the video equivalent of letters to the editor," said Charla Fogle, media director for Nashville agency Bohan Carden & Cherry. "It's a good way for the station to connect with the viewers."

Though the feedback can touch on

serious issues, some of it can be downright comedic. One female "comedian" on WSMV's show explained that suing tobacco companies over cancer was the equivalent of "me suing McDonald's for a big butt and clogged arteries—it's not O.K."

Nashvillians are tuning in. Since its premiere, household share for *Speakers Corner*, *The Show* has increased 55 percent, to 8.6 rating/14 share, according to Nielsen Media Research, beating *Wheel of Fortune* on ABC affiliate WKRN-TV and longtime news foe CBS affiliate WTVF-TV. "*Speakers Corner* is truly a buzzword in Nashville," said producer Martin Olsson. "It's cheap programming that captivates the audience."

The only costs are time and manpower, explained Steve Poitras, director of marketing for Cox Broadcasting's San Francisco Fox affiliate KTVU-TV. He noted the difficulty in securing good locations for the booths and collecting of video from all over the city but said it's worth it.

KTVU launched its version in March as "Fox Box," airing during the 7-9 a.m. news and as filler throughout the day. Poitras, too, wants to broadcast a half-hour show. He just hired a producer to put together a pilot. "We feel it's important because of the local distinction it gives us," he said.

Henry Maldonado, vp of programming at Post-Newsweek's Detroit NBC affiliate WDIV-TV, also wants to do a half-hour show. For now, "Me TV" has been running since Thanksgiving Day as a 5 p.m. news element. "Once it gets into people's heads that it can be their own vehicle, it's going to really take off," he said. Five out of six P-N stations have picked up the concept. ■

Papers' Identity Crisis

Lag behind other media in spending on brand-building, study shows

NEWSPAPERS / By Tony Case

While newspapers convince advertisers to spend record amounts on the medium, many industry watchers wonder why the publishers themselves don't put more into their marketing efforts—especially as

circulation continues to slide and newspapers are desperate to grow market share.

Newspapers are "advertising vehicles that don't practice what they preach," said Michael Bebe, media analyst for Goldman, Sachs, New York. "There are a lot of price

CABLE TV

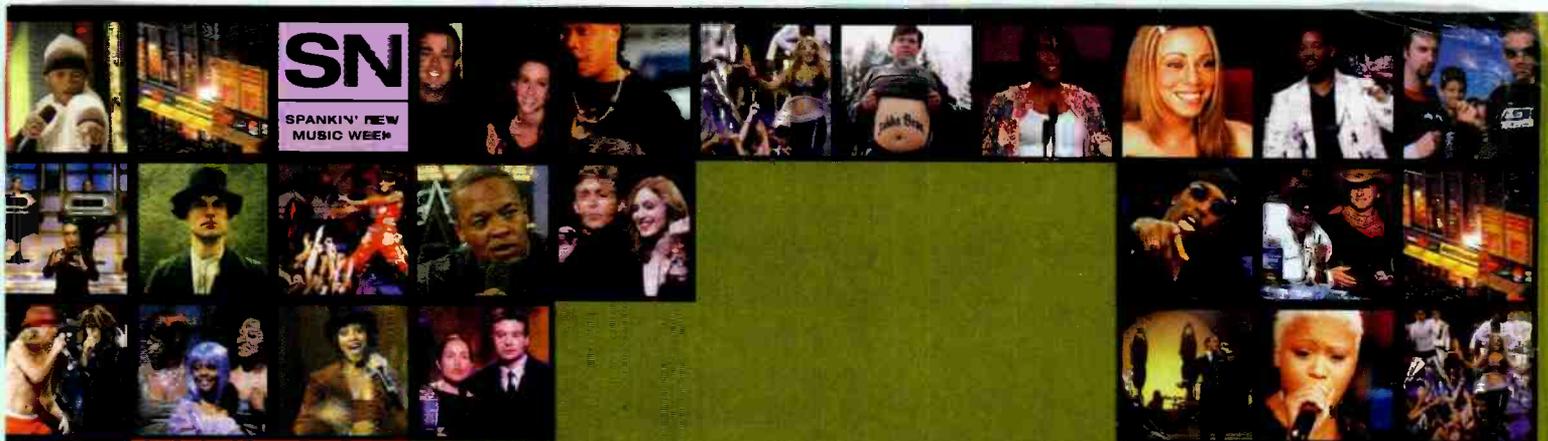
MTV last week said it will produce two feature films in early 2000 under the newly minted Original Movies for Television division that will specifically target young adults 12-24. All of MTV's made-for-television movies will focus on three areas: music performance, stories inspired by real life and movies that help define growing up at the end of the 20th century. The first movie, *2gether*, a spoof of behind-the-scenes music industry maneuvering, will premiere in February. The film will be directed by award-winning video director Nigel Dick. "There is a noticeable gap when it comes to providing original television-movie fare for young adults," said Brian Graden, executive vp, programming for MTV. "No one else is taking a similar approach with TV movies, and we are confident this is a void that MTV can fill." The second made-for, *Jailbait*, will be ready by second quarter. The movie presents the story of an 18-year-old high school football player accused of statutory rape after having consensual sex with his 16-year-old girlfriend, and the ensuing media circus around the case.

The Box music video channel last week announced a deal with HyperTV Networks to launch a converged television and Internet product. Called Box Fusion, the new service will make information about The Box's TV-based music video schedule simultaneously available on the Internet in real time and will be tailored to local markets. While a video is playing, viewers can check on the Net to get more information about the artist whose video is playing on the network. "This is the next layer, to have a continuous real-time Internet experience synchronized with our markets," said Alan McGlade, The Box president and CEO. The service is scheduled to launch Dec. 31 and will be rolled out throughout next year.

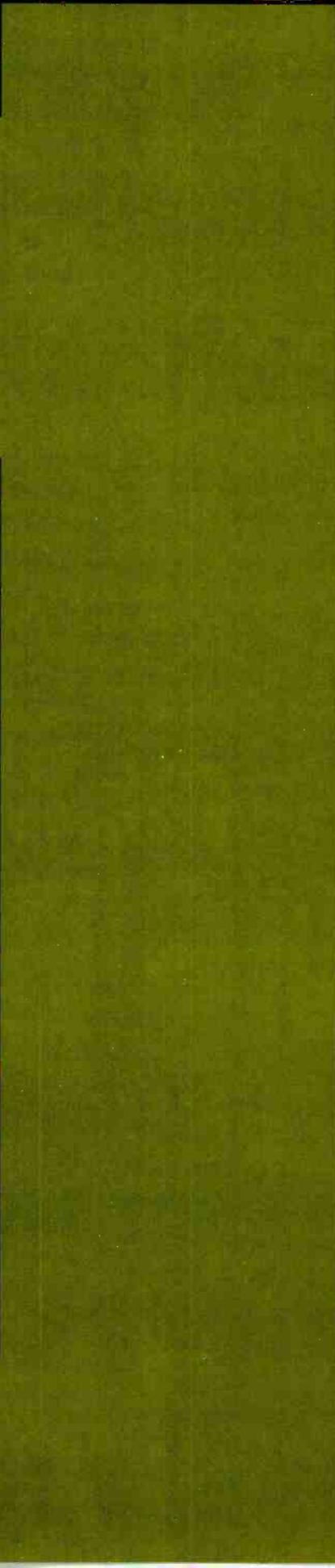
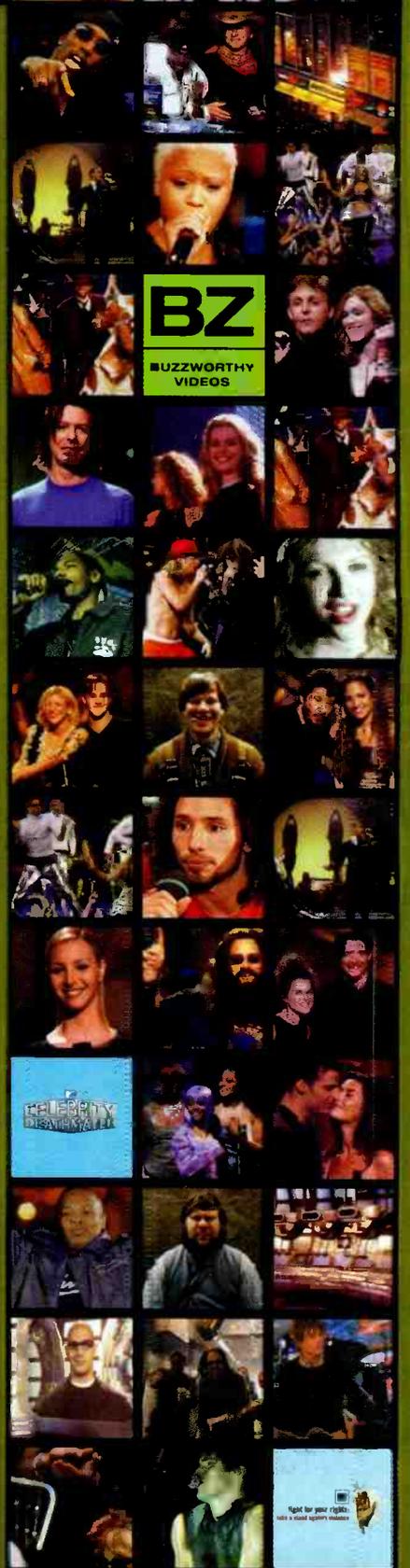
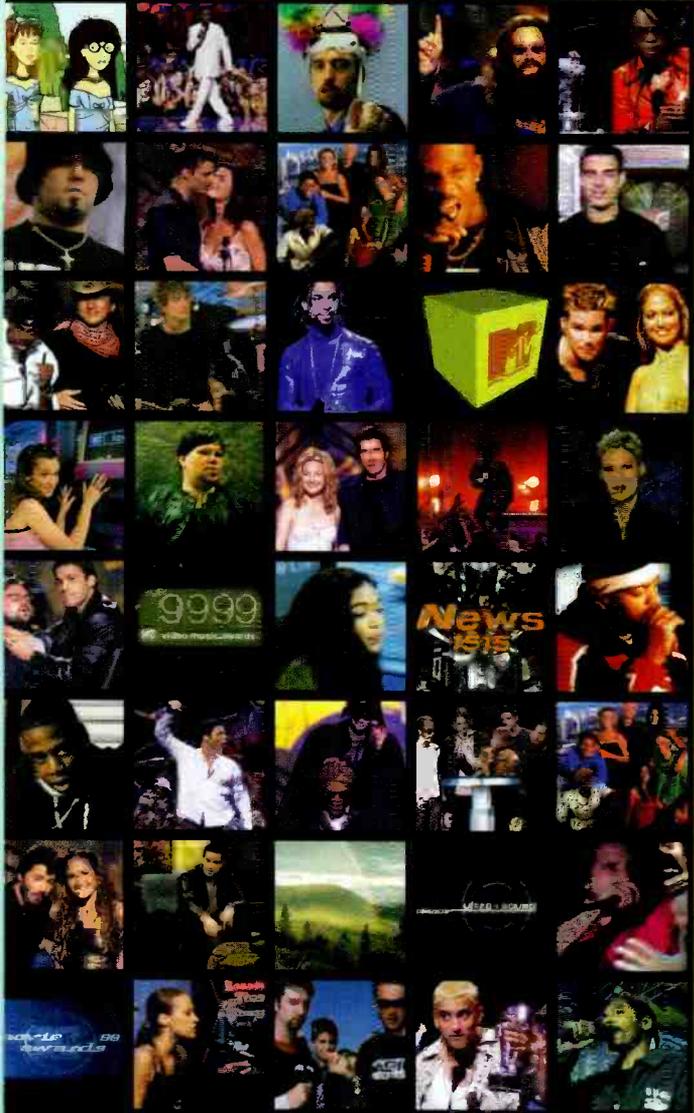
USA Networks last week signed a seven-movie broadcast-window deal with MGM. The multiyear deal will bring USA the Leonardo DiCaprio vehicle *The Man in the Iron Mask* in 2000 and *At First Sight*, starring Mira Sorvino and Val Kilmer, in 2001. The deal also incorporates runs for all of the theatricals on USA Broadcasting stations. —Jim Cooper

SN

SPANKIN' NEW MUSIC WEEB



BZ BUZZWORTHY VIDEOS



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THE #1 CABLE NETWORK FOR 12-24 YEAR OLDS.

Source: NHI, Total Day MS 6a-6a, Based on Projections, 9/29/97-11/28/99, qualifications available upon request.

8 CONSECUTIVE QUARTERS OF GROWTH AGAINST HOUSEHOLDS Source: NHI, 12/30/96-11/28/99, total day MS 6A-6A, Quarter vs. year ago growth.

1999 VIDEO MUSIC AWARDS #1 EVENT IN CABLE HISTORY WITH OVER 19 MILLION VIEWERS Source: NHI, HH projection, P2+projection 9/9/99, 8-11-13pm. Premiere telecast only. HH vs. all basic and pay cable programs in history, excluding news and sports.

1999 MOVIE AWARDS HIGHEST RATED EVER Source: NHI, HH Premiere telecast only 9-11pm.

TOTAL REQUEST LIVE #1 BASIC CABLE SHOW FOR 12-34 IN IT'S TIME PERIOD Source: NHI, 9/14/98-11/28/99, MF 3-5p, qualifications available upon request.

SPANKIN' NEW MUSIC WEEK KICK STARTS RECORD BREAKING SALES FOR MARIAH CAREY AND RAGE AGAINST THE MACHINE

REAL WORLD VIII HIGHEST RATED SEASON EVER WITH FINALE #1 IN ITS TIME PERIOD Source: NHI, 5/21/92-7/20/99, HH & P12-34 ratings. Premiere airing only. RW 8 season to date 6/15/99-7/20/99.

TOM GREEN #1 BASIC CABLE SHOW FOR 12-34 IN IT'S TIME PERIOD Source: NHI, Coverage AA% 2 Dec., 2/4-11/28/99, TH 10:30-11P

WEBRIOT, THE FIRST INTERACTIVE GAME SHOW

MTV.COM IS THE #1 MUSIC CONTENT SITE AMONG 12-24 YEAR OLDS Source: Media Matrix, September 1999 Home/Work combined panel.

EMMY AWARD WINNING FIGHT FOR YOUR RIGHTS: TAKE A STAND AGAINST VIOLENCE CAMPAIGN

TV PRODUCTION

As issues of racial diversity on television continue to take center stage in Hollywood, most of the attention remains focused on African American storylines, characters and off-screen talent. But looking toward next season's pilots, that focus is expanding to include other minorities. Earlier this month, CBS held a casting call for a 12-year-old Latino boy who will be featured in an upcoming hourlong pilot called *The Beat*. Created by *Sopranos* co-executive producer Frank Renzulli, the pilot is a multi-ethnic drama that centers on a beat cop and his environment in an inner-city neighborhood, according to a CBS representative. At the same time, however, the networks aren't abandoning—just yet—programming that revolves around predominantly white casts. Case in point: Production began last week on the NBC telefilm *Growing Up Brady*. Co-presented by NBC and Paramount Network Television, the made-for is based on *Brady Bunch* original cast member Barry Williams, who played Greg, and Chris Kreski's book *Growing Up Brady...I Was a Teenage Greg*. It will detail some of the behind-the-scenes shenanigans on the set of the series, which ran on ABC from 1969-75. Williams will serve as a co-exec producer on the movie.

Jumping from the suburbs of the San Fernando Valley to the streets of Philadelphia, production also began this month on a Showtime original film, tentatively titled *The Goon Squad*. Scheduled to premiere on the cable network in the second half of 2000, the film is based on the true story of Jonathan Neumann, a Pulitzer Prize-winning newspaper reporter who exposed corruption in the Philadelphia police department in the late 1970s. Starring Rob Morrow, Paul Sorvino and Randy Quaid, the film is written by Daniel Helfgott and directed by Roger Young (*Ruby Ridge: An American Tragedy*).

The Sci-Fi Channel wrapped production last month on its two-hour pilot for first-quarter 2000, *Invisible Man*, which is based on the classic thriller. Sources close to the network said that program execs like the pilot so much, scripts are already being written for series production, which may begin filming as early as March. —Alan James Frutkin

promotions, but marketing budgets are skewed away from advertising. I would like to see more advertising because it has greater value."

Total daily newspaper ad expenditures in the first half of this year jumped 5.1 percent, to \$21.6 billion, compared to a year earlier, according to the Newspaper Association of America. Much of that gain can be attributed to the phenomenal growth of national advertising. The big automakers, telecommunications companies and packaged-goods producers like Procter & Gamble—drawn to newspapers' market penetration and demographics—have started using the medium to a greater degree.

Meanwhile, Minneapolis-based MORI Research Inc. has estimated that publicly traded newspaper publishers spend less than two-tenths of 1 percent of their revenue on their own brand-building—compared to the broadcasters, who spend more than 5 percent, and consumer goods companies, which sometimes invest 15 percent of revenues. "There's a nervousness [among newspapers]—what if I spend all this money on my branding effort and it doesn't produce any results?" said MORI executive vp Ron Mulder.

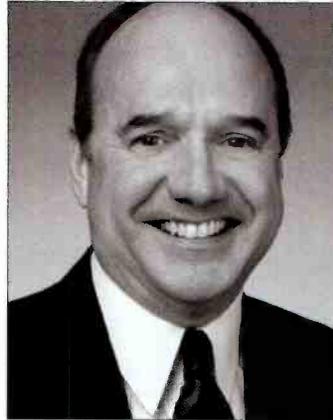
"Unlike packaged goods, newspapers have not traditionally had a marketing philosophy at the core of their business plans," said John Kimball, senior vp/chief marketing officer of the trade group the Newspaper Association of America. "I think it's something that, quite candidly, just now is becoming a topic individual newspaper companies are focusing on."

"I think the notion of newspapers being brands and needing to be managed like a brand is a relatively recent discovery," said Kevin McCann, marketing manager for *The Chicago Tribune*. "They used to be the only game in town, and it used to be what was in the newspaper was the brand. But we have to give people the context to view what's in the paper. If we don't actively manage our perception, readers will make up one for us."

McCann said his paper "is not a newcomer to advertising spending," noting the paper uses other print media as well as outdoor and the Internet to promote the *Tribune* brand.

Times Mirror CEO Mark Willes in a recent interview said the company's *Los Angeles Times*, which spends a relatively high 1 percent to 2 percent of revenues on marketing, ought to be investing 10 times that amount. Despite such efforts as a \$1 million billboard campaign, the *Times* has seen only slight circulation gains of late.

Linda Sease, vp/marketing for Scripps Howard's *Rocky Mountain News* in Denver, said her paper spends "far better" on marketing than even the L.A. *Times*. The *News* overtook its bitter rival, MediaNews Group's long-dominant *Denver Post*, in weekday circulation during the most recent circulation-reporting period, its reach exploding by nearly 20 percent. (The *Post* remains on top on Sunday.) Sease said a multimedia ad campaign en-



NAA's Kimball: Priorities are shifting.

compassing spot radio, TV and local business publications was "very much a factor" in that growth.

"There's a reason why you go to Third World countries and see two logos: Coke and Nike," Sease said. "In some newspaper environments, there's a sense of entitlement. It's like the public utilities—when you're the only game in town...it's pretty easy to be arrogant and rest on your laurels."

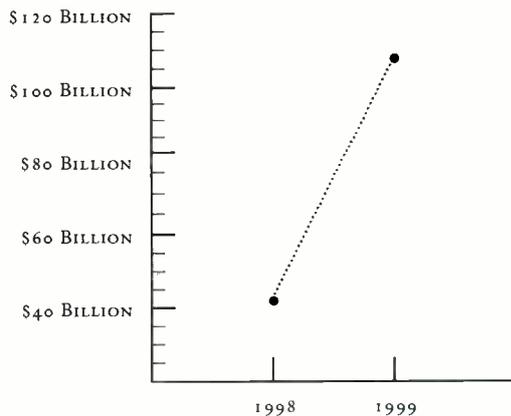
To many publishers, the notion of marketing means little more than strictly circulation promotion. But analysts see slashing the price of newsstand copies and subscriptions as short-sighted. Discounting "becomes kind of a revolving door," explained John Morton of Morton Research, Silver Spring, Md. "Customers take the discounted subscription and when the subscription lapses, they'll wait till the next [discount] rolls around."

Earl Wilkinson, executive director of the Dallas-based International Newspaper Marketing Association, tells the story of "a leading U.S. newspaper" whose publisher boasted of spending more on discounting than advertising. "I appreciate what marketing might bring, but marketing is the great unknown," the exec told Wilkinson.

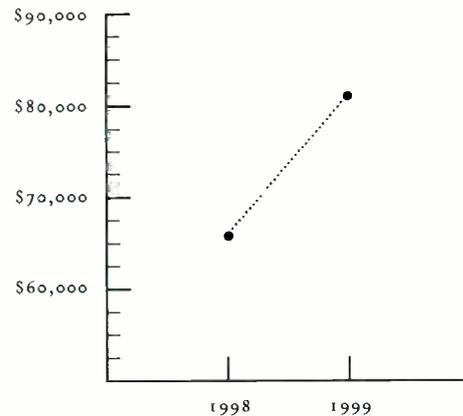
"A lot of the talk about brand-building is actually about [discounting]—and over time, that is not good," said Goldman, Sachs' Bebe. Newspapers, he stressed, ought to be "reinvesting in building their own brands...not giving the paper away." ■

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PaineWebber's Parade of Media

The major players discuss strategy and direction at annual conference

THE INDUSTRY

PaineWebber's annual Media Conference in early December plays host to a veritable Who's Who of major media companies. At this year's presentations, held in New York City from Dec. 6-10, media giants from AT&T to Viacom outlined their long-term strategies and announced new corporate initiatives. While Barry Diller captivated analysts and the press with his wish list of acquisitions, other executives set forth more concrete plans for future growth. Here is a selection of some of the more newsworthy presentations.

Paxson Communications

The company's network, Pax TV, is wasting no time in taking advantage of the benefits of combining certain of its operations with

new partner and minority owner NBC. John Eck, president of broadcast and network operations at NBC, has added chief of operations for Pax TV to his duties. In the coming months, Eck will oversee the move of Pax's master control for its stations in Providence and Washington, D.C., into the NBC outlets in those markets. According to

Sagansky has a long list of tasks.

Jeff Sagansky, CEO of Paxson Communications, the move will save the company about \$50 million in overhead, as Pax will now need only two employees—a business manager and a traffic manager at the NBC broadcast facilities in those markets.

Pax is also discussing with NBC the creation of joint sales agreements in several markets, with local selling handled by NBC for both stations. Sagansky said the sale of joint NBC-Pax ad packages locally will help raise the Pax stations' CPMs, which are now only a third to a half of what other network-owned stations charge.

Sagansky also hopes to work out an agreement to let Pax stations, which do not now have their own local news operations, rebroadcast newscasts of the NBC stations in their markets. Sagansky said revenue from

local news can amount to as much as 35 percent of a station's revenue. —*John Consoli*

Sinclair Broadcast Group

Taking a line from chairman David Smith, Sinclair Broadcast Group CFO Pat Talamantes said the company won't sell any stations until current market value correlates with the value of digital spectrum each outlet possesses. Despite record-breaking deals recently, stations are not yet selling at a price high enough for Smith to cash out. "It's premature to sell at a valuation that does not take into account the value of digital," Talamantes said.

Sinclair will hold off upgrading its smaller-market stations to digital until it knows it will get a return on its investment. "We are looking at \$1 billion in asset sales this year—we can more than afford the transition," Talamantes said, but Sinclair would rather wait until the government adopts the COFDM broadcast standard, which would raise digital TV's value. In compliance with government mandates, large market stations such as WBFF-TV in Baltimore will launch digital early next year.

Fourth-quarter revenue projections are down, but CEO Barry Drake said plans are in motion to garner more local dollars over the next seven years. A massive training program is under way at every outlet to educate sales teams on selling local inventory. One hundred sales execs will be hired within a year. —*Megan Larson*

Hispanic Broadcasting Group

While business is good among its musically formatted FMs, HBC is investing in the development of a News/Talk format for its AM stations, most of which used to play music, according to McHenry Tichenor Jr., president/CEO. "At first, we lost some listeners and revenue, but we see it as an opportunity," said Tichenor. The group is also looking to close the gap between ratings and revenue, a problem facing all minority-targeted media. In Los Angeles, where HBC has the top two radio stations, Hispanic radio stations capture 24 percent of all listening but only 17 percent of the revenue, a \$50 million gap, noted Tichenor. One of the ways HBC plugs the hole is

through events, which make up 5 to 8 percent of revenue.

Listening to Spanish radio is up 83 percent, reported Tichenor. "Compared to 10 years ago, Hispanic music today is cool and hip." Hispanic radio's listeners are also about eight years younger than the general market population, he said. "They're like the baby boomers coming out of World War II." —*KB*

Clear Channel Communications

On the eve of its \$23.5 billion acquisition of AMFM, Clear Channel offered analysts a peek at what "great consolidation economics" might mean when it comes to operating some 830 radio stations.

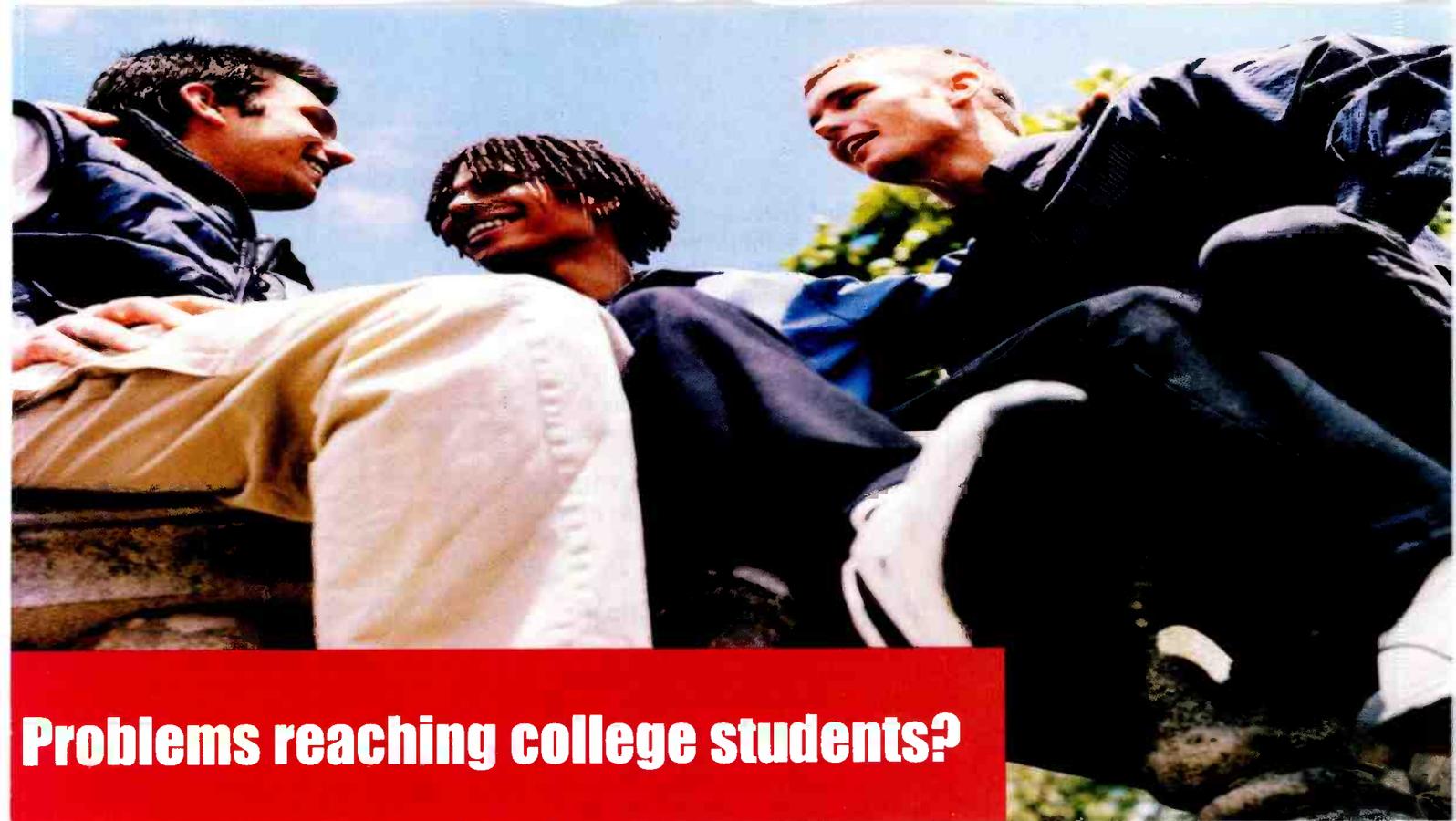
The San Antonio-based group plans to leverage its vast array of stations to make it easier for national advertisers to buy radio. By midyear, Clear Channel plans to have in place the same traffic and inventory management system at each station, allowing the group to integrate avails, scheduling and pricing. With one call, advertisers can buy hundreds of stations by region, radio format or demographic target. "Technologically, we want to revolutionize the way radio is bought," said Randall Mays, executive vp/CFO, Clear Channel. "Eventually, we could add in TV and outdoor." —*Katy Bachman*

Advertising Predictions

Double-digit ad-spending increases are expected from automakers, drug firms, restaurants, airlines, resorts, and insurance, computer and telecommunications companies on both broadcast and cable TV networks, according to Robert Coen, senior vp and director of forecasting at McCann Erickson. That growth will make up for softer categories and should result in an overall 7.2 percent increase in national advertising in 1999, to \$127.5 billion. Coen said national advertising will grow at an even higher 9.1 percent next year to reach \$139.1 billion.

Coen is also projecting a solid year in spot TV, largely due to the presidential elections and the Olympics. Coen said he expects spot TV will grow only 2.5 percent this year, to \$10.9 billion, but for 2000 he projects an 8 percent hike, to \$11.8 billion. —*JC* ■





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Recently, Media Metrix, an audience ratings and e-commerce measurement service, rated VarsityBooks.com as **the most visited** college-oriented web site, with unique visitors totaling over 646,000 in August and 454,000 in September. And within the shopping category, they found that VarsityBooks.com had **the highest concentration** of 18-24 year old users in August and September.

And the numbers will get even better. Student Monitor discovered that 5% of the nation's college students bought at least one book online last spring, and a whopping **25% were expected to order online this fall.**

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LETTERS

Rating the Ratings Services

Your Nov. 29 article regarding diary response rates was most interesting and most welcome. It's time the marketplace became more aware of the response-rate problems that face us. But I dare say the "blame" is only partially the consumer no longer wanting to cooperate. The problem lies more so with the rating services and their unwillingness to focus more on this issue.

Take a gander at the chart below:

	Response Rate
Arbitron Diary Service	36%
Nielsen Diary Service	29%
Nielsen TF Meter Service	21%
Nielsen AP Meter Service	32%

The Nielsen Telephone Frame (TF) Meter Market Service, with its "passive" electronic meter, is by far the lowest performer. This service, provided by Nielsen in some 35 major markets, is the severest problem in audience measurement today.

And initiatives by the rating services are woefully lacking.

Here's a suggestion: How about publishing, at the end of each sweeps period for radio and TV, response-rate performance by the rating services? Recognition of a problem is always Step 1. You can help make that happen.

*Richard Weinstein,
Executive Director
Media Rating Council Inc.
New York*

Diversity at UPN

One of the articles in your "Race & The Media" issue (Nov. 15), "Good Posture," mentions that "though both of the smaller networks, UPN and the WB, each state they are committed to diversity, there is nonetheless a dearth of minority executives at the top levels of management."

As relates to UPN, this assertion is untrue. In fact, our vice presidents of

comedy and drama development—critical positions in the network's programming department—are held by individuals of African American and Puerto Rican descent, respectively. Both are women, and both report directly to the head of entertainment at UPN. Both individuals were also hired because, most importantly, they were eminently qualified for the job.

*Paul McGuire
Senior VP, Media Relations
UPN
Los Angeles*

'Post' Grows in Gwinnett

I am writing in regards to a recent article where you examined the Atlanta market ("Market Profile," Sept. 27) and compared newspapers, television stations and radio coverage. I was disappointed to see that the *Gwinnett Daily Post*, Georgia's fifth-largest newspaper and the fastest-growing newspaper in the U.S., was not mentioned.

While I realize you were using ABC audited figures to talk about newspapers, the *Gwinnett Daily Post* has had a major impact on the fastest-growing county in the Atlanta metro market. In just three short years, the *Gwinnett Daily Post* has taken an innovative alliance with Cablevision and Benchmark Communications to propel paid circulation to 62,000. Just three years ago, this newspaper was a 13,000 [circ] triweekly, and it now boasts more than 150 major advertisers, including all department stores, automotive, grocery, banks and other major categories of business.

*Leo Pieri
Publisher
Gwinnett Daily Post
Lawrenceville, Ga.*

Mediaweek welcomes letters to the editor. Address all correspondence to Editor, *Mediaweek*, 1515 Broadway, New York, NY 10036 or fax to 212-536-6594 or e-mail to bgloede@mediaweek.com. All letters are subject to editing.

EDITOR'S NOTE

It's that time of year again. *Mediaweek* will not publish on Dec. 20 and Dec. 27. Regular weekly publication will resume with the Jan. 3, 2000, issue. The editorial staff of *Mediaweek* would like to wish our readers the very happiest of holidays. We also would like to thank our readers and advertisers for a record year in 1999. For 2000, here are a few of our New Year's resolutions: 1) Gain weight (ad pages); 2) Continue to improve our coverage and the quality of our writing; 3) Continue to increase circulation; 4) Continue to enrich the content of *Mediaweek Online*; 5) Watch every episode of *The Sopranos*; 6) Win a million from Regis.

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The Myers Report
1999 Myers Media Brand Tracker

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- 1st - Relevance.
- 1st - Effectively communicates.
- 1st - Fulfills expectation.
- 2nd - Leader in the field.
- 2nd - Different from others.
- 2nd - Overall brand strength.

Source: Myers Mediaenomics

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RADIO

Citadel Adds to Its Mid-Market Cluster



Midsized radio broadcasters aren't waiting for Clear Channel Communications to decide how it's going to divest more than 100 stations. Groups such as Citadel Communications, Cumulus Media and Radio One are finding plenty of opportunity to consolidate among the more than 10,000 other commercial stations.

Last week, Citadel Communications, owner of 123 stations in 37 markets, announced \$145 million in acquisitions in keeping with its strategy to operate radio stations in midsized markets and extend its reach into other areas of the country. For \$120.5 million, Citadel will purchase Liggett Broadcasting's nine radio stations in three Michigan markets. It is also buying two stations in Worcester, Mass., for \$24.5 million from Montachusett Broadcasting.

Citadel's two deals came just a week after Cumulus announced its biggest purchase to date in acquiring Connoisseur Communications for \$242 million.

"Clearly, the radio equity market is telling the players to bulk up and add assets," observed Bishop Cheen, media analyst, First Union Securities. "[Groups such as Citadel and Cumulus] are also saying their future isn't dependent on Clear Channel."

As part of the deal with Citadel, Robert Liggett Jr., chairman/CEO of Liggett, will join Citadel's board of directors. The Liggett acquisition gives Citadel a leading six-station cluster (Classic Rock WMMQ-FM, News/Talk WJIM-AM, Oldies WJIM-FM, Adult Contemporary WFMK-FM, Country WITL-FM and Sports WVFN-AM) in Lansing and a strong Country station, WFBE-FM in Flint.

The only catch is that to satisfy the Department of Justice, Citadel will have

to divest a number of stations in Saginaw-Bay City-Midland. In addition to the two stations (WHNN-FM and WTCF-FM) it is acquiring from Liggett, Citadel owns a six-station cluster that garners 47.6 percent of the radio market revenue, adding up to more than 70 percent of the radio market revenue, according to Duncan's American Radio.

CITADEL BUILDS UP WITH TWO DEALS

Market (Rank)	Total No. of Stations Owned	Total Share Listeners 12+	'98 Revenue (Mil.)	Percent of Mkt.
Worcester, Mass. (110)	2 FM	9.9%	\$4.2 M	32.3%
Lansing, Mich. (115)	2 AM, 4 FM	41.6%*	\$14.6 M	77.1%
Flint, Mich. (119)	1 FM	7.7%	\$1 M	6.8%
Saginaw, Mich. (125)	1 AM, 7 FM	50.7%*	\$12.2 M	70.7%

Sources: Citadel, Arbitron Spring 1999 and *Summer 1999; Duncan's American Radio

With the purchase of Adult Contemporary WXLO-FM and Classic Rock WORC-FM in Worcester from Montachusett Broadcasting, Citadel continues to expand its reach in the Northeast. Citadel CEO Larry Wilson called the two stations "an excellent complement" to the stations Citadel is adding through a \$190 million deal it announced in late October for 36 stations in the region from Broadcasting Partners.

Las Vegas-based Citadel has been aggressively acquiring stations all year, having announced some \$343 million worth of deals this year, including these buys. Citadel is the eighth-largest radio group, with an estimated \$175.9 million in revenue, according to BIA. —*Katy Bachman*

RADIO

Classic Hits Picks Up On Jammin' Oldies



"New, exciting, groundbreaking, bold. You don't think this is too much hype, do you?" That was the liner that aired Nov. 4 on AMFM-

owned WYXR-FM "Star" in Philadelphia to introduce its new format, "Rockin' Hits of the '80s, '90s and '70s." And while it may not be as groundbreaking as advertised, AMFM is aggressively rolling out Classic Hits stations in other markets, giving the emerging format a brand name.

"Star was getting boring, and the ratings were dropping. They weren't considered a real player for adult buys," said Lyn Strickler, executive vp for Philadelphia-based Harmelin Media, who buys for the *Philadelphia Inquirer* and Fox owned-and-operated station WTXF-TV. As a Hot Adult Contemporary station for 10 years, Star was languishing at the bottom of AMFM's five-FM cluster with a 2.5 rating, down from a 3.1 a year ago.

"The shine wore off the Star," admitted Sil Scaglione, vp and gm for WYXR-FM and WIOQ-FM. "We could see it might be time to find a better way to reach 25-49-year-old women. The new format fits into the cluster because it's female-based, as are all of our stations [in the market]."

Called "the new Alice 104.5," with new call letters to come, the Philly station is the third station AMFM has flipped to Classic Hits since August, when it dropped Rock and Howard Stern on WRQC-FM in Minneapolis and changed the calls to WLLOL-FM. A month later in Detroit, AMFM scratched Country on WWWW-FM, which had slipped from a 3.5 to a 3.2.

Although programming the same format, Alice and the Detroit station are more '80s-centered, while the Minneapolis station is more '70s-based. All three have a similar lineup of core artists that includes The Cars, Aerosmith, John Mellencamp, Foreigner, Bruce Springsteen and The Rolling Stones. Less Rock than Classic Rock stations and more Pop and Hit, Classic Hits includes Rock music, but only the songs that top the charts.

Like Jammin' Oldies, Classic Hits is an Oldies hybrid broadly targeting adults 25-49, with a core audience range of 35-44 that skews 60/40 to women. "As the population bulge moves 35-44, compared with 25-34 10 years ago, you'll see more 35-44-driven formats," said Steve Rivers, AMFM's chief programming officer.

Classic Hits isn't completely new. For most of the decade, programmers have been tinkering with '70s Oldies formats that

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Classic Hits features '80s staples like Foreigner.

haven't quite taken off. "The early formats all tested to men, not women," explained Robert Unmacht, publisher of *M Street* directory, which tracks station formats. Rivers said the AMFM Classic Hits version is based on programming pioneered by Ackerly-owned KJR-FM in Seattle.

In Minneapolis, Classic Hits has taken off like a rocket. Even though it launched midway through the survey period, the ratings jumped to 4.4 from 2.5. "We're billing more now than we were a year ago," crowed Marc Kalman, vp/gm, WLOL. "It's a format that the buying and advertising community can relate to, crossing a lot of traditional categories," added Shelly Molica Wilkes, general sales manager. "We've still got our large beer accounts on the air."

Advertisers agree. "Since it converted from Active Rock and Howard Stern, it's much more advertiser friendly," said Kelly Campbell, broadcast manager for Minneapolis-based Campbell Mithun Esty, who has bought the station for US West and Great Clips, a hair salon.

"They've found a niche, and a lot of people switched," said Kathy Badger, president of ad agency Time and Space, who added she is looking at the station for an annual buy next year. "We didn't even consider the station last year," she said. —KB

NEW YORK TV STATIONS

WCBS Shifts *Short* to Make Room for News



WCBS-TV's announcement last week to launch a 4 p.m. newscast in January makes it the only local station carrying news at that hour. To make room, King World Productions' faltering *The Martin Short Show* is being moved. The new 4 p.m. show will

debut in January, co-anchored by Dana Tyler, who currently co-anchors the 5 and 11 p.m. newscasts, and Amanda Grove, who most recently served as a financial reporter on CNBC.

Media buyers' opinions are split over the wisdom of the move. "Putting on news is symptomatic of the fact that CBS doesn't have a syndicated show that can compete against *Judge Judy* or *Oprah*. What are they going to do? Go black?" said one media buyer for a New York agency. "It is not a choice I would make."

"It's pretty clear that we need to get better at 4 p.m.," admitted Tony Petitti, recently appointed WCBS president and general manager. But he is confident the move is right for the market. "We can make it work. We can set ourselves apart [from the competition] by being first with news at 4 p.m.," he added.

He has some support in the marketplace. "News is always good on an upscale buy, whether it's getting a 1 rating or an 8, which is not the same for [syndication]," said Barbara Schnable, broadcast supervisor for Media First International in New York. And with a contentious political season expected next year in New York, those "upscale" dollars could pour in.

Certainly *The Martin Short Show* was not doing the trick for WCBS. *Oprah* (which runs on ABC O&O WABC-TV) and *Judge Judy* (which ran on WCBS until this year, when it moved to WNBC-TV) together slayed *Short*, which premiered this fall on WCBS. Through the November sweeps, *Short* scored a 1.2 rating/3 share against *Oprah*'s 5.6/14 and *Judge Judy*'s 7.6/19, according to Nielsen Media Research. As a result, WCBS' 5 p.m. news dropped 30 percent in share, to a 3.3/7. In January, *Short* moves to 1:30 a.m.

Despite two female anchors, WCBS is not emulating Los Angeles sister station KCBS' *Women 2 Women*, which launched this fall. Rather, the program will focus on breaking news, with a few lighter stories than WCBS might air later in the evening and "newsmaker" interviews mixed in. "We want to take news seriously and be consistent," Petitti said. —Megan Larson

JACKSONVILLE, FLA. TV STATIONS

WTLV Shares News



Gannett Broadcasting's NBC affiliate WTLV-TV in Jacksonville, Fla., is taking consolidation one step further. After announcing

a deal to acquire Allbritton Communications' struggling ABC outlet WJXX-TV in the 52nd-largest television market, WTLV said that early next year it will cut its news production costs in half by replacing WJXX's broadcast with a simulcast of a revamped WTLV newscast.

"We will co-brand the news for both stations," said Ken Tanning, general manager of WTLV, confident that a hybrid of the two newscasts will help each station, especially the sixth-ranked ABC affiliate. "WJXX had a very aggressive product, but the anchors and the reporters did not have a strong identity in the community—we can bring that" to the union. WJXX was built from the ground up two years ago and, though it has grown in ratings, the outlet has had difficulty finding a large audience.

Some WJXX talent will be incorporated into WTLV's new newscast. In addition, the two stations will put together sales, traffic and back-office administrative in the same building. The launch date for the new product is expected to be around March 1, when the Federal Communications Commission will likely approve the acquisition.

Aware that not everyone would be moving over to WTLV, six WJXX news personalities have left the station in search of new jobs. WJXX vp/gm Lewis Robertson did not return calls seeking comment.

Some buyers fear that the move will reduce commercial inventory in the market, but Tanning promised that avails will not be cut. Each station will retain the same schedule of news it had before, including WJXX's 7 p.m. newscast—the only one in the market at that hour. —ML

NEW YORK NEWSPAPERS

Post Editor Switches



New York Post editorial page editor John Podhoretz has left that position to write a twice-weekly column for the paper and a book about the 2000 political campaigns. Podhoretz continues his gigs as a commentator for Fox News Channel and contributor to the *Weekly Standard* magazine. Podhoretz told *The New York Times* he was "burned out" and wanted to concentrate on writing. "He's still with the paper. He's just taken some different assignments," said Pat Smith of Howard Rubenstein & Associates, which handles public relations for the *Post*. Smith added that a replacement for Podhoretz has not been named. —Tony Case ■

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Good Morning America	5/16	#1
The Oprah Winfrey Show	8/26	#1
The View	6/19	#1
ABC-7 News 11:30am	6/19	#1
ABC Network Daytime (12n-3p)	8/23	#1
Inside Edition	7/20	#1
Jeopardy	10/27	#1
ABC-7 News 4:00pm	11/26	#1
ABC-7 News 5:00pm	11/22	#1
ABC World News Tonight	11/21	#1
ABC-7 News 6:00pm	11/19	#1
Wheel of Fortune	15/25	#1
Primetime (M-Su)	12/19	#1
ABC-7 News 10:00pm (M-F)	13/21	#1
ABC-7 News 10:00pm (M-Su)	13/21	#1
Nightline	8/16	#1
Oprah Winfrey Show Late Night	5/13	#1
Politically Incorrect	4/12	#1

7AM - 1AM

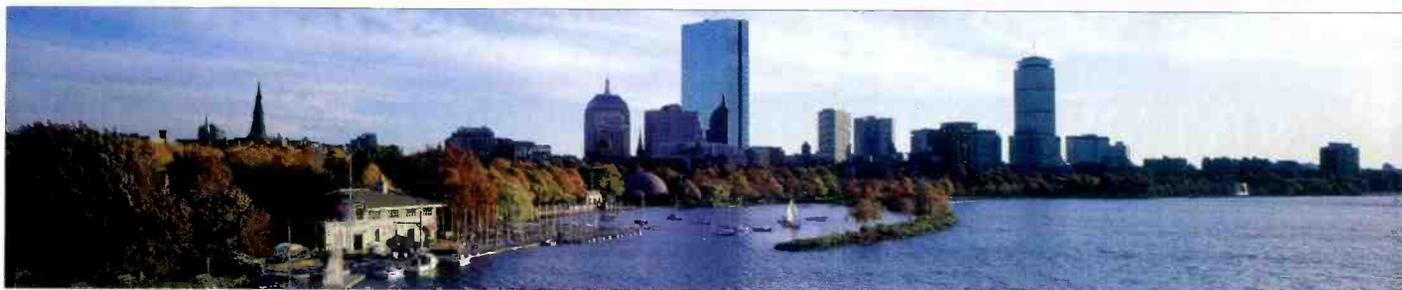
8/18

#1



Market Profile

BY JAMES DUNAWAY



Boston

Boston has always been a lively city, with its historical *gravitas* leavened by bumptious local politics and the effervescent presence of some 250,000 students attending more than 60 area

colleges and universities. And the home of the bean and the cod is enjoying a run of prosperity. With the two largest mutual fund companies in the world—Fidelity and Putnam—as well as many other investment, banking and insurance firms, Boston has more money under management than any city outside New York. Boston is also a leading healthcare and medical research center, and its thriving technology businesses include such companies as EMC, Lucent, Lycos and Genzyme. The local economy is booming, with unemployment at only 2.9 percent as of September.

Boston's advertising marketplace has seen a major boost this fall from dot.com spending and early political buys for the New Hampshire presidential primary in February. "Prices are being driven up, especially in broadcast," says media director Anita Spirigulis of Trinity Communications. To guard against additional bumps in 2000, "a lot of advertisers are buying in bulk for the whole year," says broadcast supervisor Stacy Troiano of Hill, Holliday, Connors, Cosmopolos. "We just placed Dunkin' Donuts broadcast for next year, and the client saved a boatload."

Sunbeam Television's NBC affiliate WHDH-TV, a strong player in local news, made some news itself recently by shifting morning-news anchor Randy Price to its 5, 6 and 11 p.m. newscasts. Christopher May also left the WHDH morning news to become weekend news anchor. Replacing Price and May from 5 to 7 a.m. weekdays and for the hour-long

noon news are coanchors Kristy Kim and Jonathan Hall. In non-news weekday pro-

gramming on WHDH, NBC's new *Later Today* has replaced *Leeza* from 10-11 a.m. and *Extra* moved in for the cancelled *Hard Copy* at 4:30 p.m. In January, Ainsley Harriot's syndicated talk/cooking show will replace NBC's cancelled *Sunset Beach* at 11 a.m. weekdays.

Boston's other TV news power, Hearst-Argyle ABC affiliate WCVB-TV, is coming off a strong November sweeps fueled by *Who Wants to Be a Millionaire* in prime time. "*Millionaire* was a windfall for us,

Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Essex County: 261,900 Households				
<i>Boston Globe</i>	50,973	86,613	19.5%	33.1%
<i>Boston Herald</i>	28,688	23,193	11.0%	8.9%
<i>Gloucester Daily Times</i>	11,636		4.4%	
<i>Lawrence Eagle-Tribune</i>	39,457	41,870	15.1%	16.0%
<i>Lynn Daily Evening Item</i>	19,401		7.4%	
<i>Newburyport Daily News</i>	12,893		4.9%	
<i>Salem Evening News</i>	35,828		13.7%	
Middlesex County: 532,300 Households				
<i>Boston Globe</i>	165,025	242,674	31.0%	45.6%
<i>Boston Herald</i>	72,325	45,757	13.6%	8.6%
<i>Metrowest Daily News</i>	37,029	14,785	7.0%	6.5%
<i>Lowell Sun</i>	49,686	52,387	9.3%	9.8%
Norfolk County: 241,700 Households				
<i>Attleboro Sun Chronicle</i>	4,012	4,232	1.7%	1.8%
<i>Boston Globe</i>	76,401	114,315	31.6%	47.3%
<i>Boston Herald</i>	37,966	25,639	15.7%	10.5%
<i>Brockton Enterprise</i>	4,126	5,001	1.7%	2.1%
<i>Metrowest Daily News</i>	10,306	4,374	4.3%	1.8%
<i>Milford Daily News</i>	4,448		1.8%	
<i>Quincy Patriot Ledger</i>	44,204		18.3%	1.5
Plymouth County: 160,200 Households				
<i>Boston Globe</i>	25,667	48,001	16.0%	30.0%
<i>Boston Herald</i>	16,772	12,002	10.5%	7.5%
<i>Brockton Enterprise</i>	36,231	43,391	22.6%	27.1%
<i>New Bedford Standard-Times</i>	6,235	7,069	3.9%	4.4%
<i>Quincy Patriot Ledger</i>	31,050		19.4%	
Suffolk County: 253,900 Households				
<i>Boston Globe</i>	68,559	91,033	27.0%	35.9%
<i>Boston Herald</i>	72,072	37,516	28.4%	14.8%

Source: Audit Bureau of Circulations

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both in ratings and revenue opportunities," says Paul LaCamera, WCVB general manager. LaCamera says the station is hoping to move ABC's talk show *The View* into its daytime lineup. "We're running it now at 2 a.m. because of other syndicated obligations," the gm says. WCVB's locally produced nightly newsmag, *Chronicle*, continues to perform well in its 19th year, ranking second in the 7:30-8 p.m. slot behind *Jeopardy!* on WHDH.

CBS' owned-and-operated WBZ-TV this fall has seen a boost from 3-4 p.m. weekdays with Eyemark Productions' syndicated *Dr. Joy Browne* talk show, which replaced the cancelled *Howie Mandel*. WBZ this fall has produced local pregame and postgame shows for CBS' coverage of the New England Patriots and also produces a half-hour show with Boston Celtics coach Rick Pitino on Sundays at 11 a.m.

Tribune Broadcasting's WLVI-TV has enjoyed a ratings uptick this year (moving up from sixth to fourth place overall sign-on-to-sign-off) from the WB's growing popularity in prime time. The 75 Red Sox baseball games WLVI carried this season via a one-year deal "helped in the May sweeps, but we didn't have them in November, and we're still fourth," says Leslie Glenn, WLVI gm. The only change in the station's weekday lineup this fall was in access, where *Friends* (now at 7 p.m.) and *The Nanny* (7:30) exchanged slots. Next fall will bring more changes, with the syndicated *Maury Povich*, *Suddenly Susan* and *7th Heaven* set to join WLVI's fringe and access roster.

On Nov. 24, Fox O&O WFXT-TV signed a three-year deal to broadcast five preseason and 67 regular-season Red Sox games beginning next spring. The station and the Sox are negotiating a deal for pre- and postgame shows, says Paul Horrigan, WFXT vp of finance and programming. In September, WFXT shook up its early-fringe and access slate. At 5 p.m., *Divorce Court* replaced *Family Matters*; at 5:30, *National Enquirer* bumped *Home Improvement*; between 6 and 7, *3rd Rock From the Sun* and *Drew Carey* replaced *Married...With Children* and *News Radio*; *The Simpsons* continues at 7 p.m., but at 7:30 a second *Simpsons* gave way to a second *Drew Carey* episode.

Paramount Stations Group's UPN affiliate WSBK-TV is airing its 31st season of Boston Bruins hockey games; its current contract runs through the 2000-01 season. WSBK will air a minimum of 40 regular-season and as many as nine playoff games.

Scarborough Profile

Comparison of Boston To the Top 50 Market Average

	Top 50 Market Average %	Boston Composition %	Boston Composition Index
DEMOGRAPHICS			
Age 18-34	32.3	33.0	102
Age 35-54	40.0	38.8	97
Age 55+	27.7	28.2	102
HHI \$75,000+	22.2	27.1	122
College Graduate	12.3	14.7	119
Any Postgraduate Work	10.5	13.2	126
Professional/Managerial	21.9	23.4	107
African American	12.4	4.6	37
Hispanic	11.9	5.0	42
MEDIA USAGE - AVERAGE AUDIENCES *			
Read Any Daily Newspaper	56.9	67.3	118
Read Any Sunday Newspaper	66.9	71.1	106
Total Radio Morning Drive M-F	24.5	24.4	100
Total Radio Evening Drive M-F	18.6	18.5	100
Total TV Early Evening M-F	29.3	26.3	90
Total TV Prime Time M-Sun	37.2	38.8	104
Total Cable Prime Time M-Sun	10.5	11.2	106
MEDIA USAGE - CUME AUDIENCES **			
Read Any Daily Newspaper (5-Issue Cume Reach)	75.4	83.2	110
Read Any Sunday Newspaper (4-Issue Cume Reach)	80.3	83.3	104
Total Radio Morning Drive M-F	79.7	80.1	100
Total Radio Evening Drive M-F	73.9	74.8	101
Total TV Early Evening M-F	67.6	66.3	98
Total TV Prime Time M-Sun	91.7	92.5	101
Total Cable Prime Time M-Sun	52.8	58.7	111
MEDIA USAGE - OTHER			
Access Internet/WWW from home or work	44.2	46.0	104
HOME TECHNOLOGY			
Owens a Personal Computer	56.8	62.0	109
Shops Using Online Services/Internet	10.5	13.1	125
Connected to Cable	69.3	79.8	115
Connected to Satellite/Microwave Dish	11.3	6.5	58

#Respondent count too small for reporting purposes *Media Audiences—Average: average-issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable **Media Audiences—Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable Source: 1999 Scarborough Research Top 50 Market Report (February 1998-March 1999)

In September, the syndicated *Ricki Lake* took over the 5-6 p.m. hour on WSBK; *Judge Joe Brown* moved from 5 to 4. Another episode of *Ricki* airs at 11:30 p.m.

It's been a busy year for Boston's WABU-TV. In June, DP Media acquired the independent station from Boston University and switched it to PaxNet prime-time programming. After the July sweeps, WABU changed its call letters to WBPX. And last month, Paxson Communications agreed to buy the station (along with eight others) from DP.

Meanwhile, WBPX is airing "a kind of patchwork programming lineup," says Will Meyl, New England regional vp for Paxson. "We have some existing syndication

contracts, and we're honoring them. But wherever possible, we're running Pax network programming, and we certainly are running Pax in prime time." Non-Pax programming new to the station includes a double-run of *Caroline in the City* from 4-5 p.m. weekdays and a double-run of *Family Feud* from 7 to 8 p.m.

WBPX plans to continue the outlet's long relationship with B.U.'s sports teams. This winter's schedule includes nine Terrier hockey games and two basketball games on Saturday evenings, and the fourth straight year of covering the Beanpot Hockey tournament in prime time in February.

Boston's Univision outlet, WUNI-TV, is owned by Jasas Corp. The market's His-

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*Source: Nielsen Media Research

panic population, according to 1995 Census Bureau data, includes 46 percent from Puerto Rico, 15 percent from the Dominican Republic, 8 percent each from El Salvador and Cuba and 6 percent each from Columbia and Mexico. The Mexican segment is the fastest-growing, says Gary Marder, WUNI gm. Although WUNI is not measured by Nielsen, "the ad community has supported the station because they know the market is there," Marder says.

WUNI produces three shows locally: *In Foqui*, a Latino news and information magazine that airs Fridays and Sundays from 6-6:30 p.m.; *Pachanga Latina*, a variety show that runs 11 a.m.-noon Saturdays and repeats at 12:30 that night; and *Futbol y Mas*, a half hour of sports Sundays at midnight.

With metro dailies the *Globe* and the

Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in Millions)	Share of Total
Infinity Broadcasting	1 AM, 4 FM	25.1%	\$106.6	42.0%
Greater Media	5 FM	13.4%	\$43.9	17.3%
Entercom Communications	2 AM, 2 FM	15.0%	\$41.8	16.5%
AMFM	1 FM, 2 FM	12.4%	\$38.5	15.2%
Mega Broadcasting	3 AM	1.3%	\$1.0	0.3%

Includes only stations with significant registration in Arbitron diary returns and licensed in Boston or immediate area. Ratings information provided by Arbitron, Summer 1999 book; revenue information provided by BIA Research.

Herald slugging it out and another two dozen dailies plus scores of weeklies in the DMA, Boston is one of the nation's liveliest newspaper markets. The *Globe* (circ 463,600 daily, 737,500 Sunday) is owned by the New York Times Co., which in July named Richard Gilman as publisher, a job

that had been held by a member of the Taylor family since 1873.

On Oct. 23, the *Globe* launched a weekend bulldog edition, "a Saturday version of the Sunday paper," says Rick Gulla, a *Globe* representative. The single-copy edition has been selling 30,000 to 40,000, Gulla says. And on Oct. 28, the paper began a "Bonus Days" sampling program providing more than 100,000 Sunday-only subscribers with a free Thursday edition for eight weeks.

Also in October, the Times Co. boosted its advertising clout in eastern Massachusetts by agreeing to acquire the *Worcester Telegram & Gazette* (circulation 109,009 daily, 137,042 Sunday) from San Francisco-based Chronicle Publishing.

The tabloid *Herald*, which introduced a total redesign in August 1998, gets 80 percent of its 262,317 daily and 169,184 Sunday circulation from street sales. In September, the *Herald* started a "Lucky Numbers" promotion; a different number is printed on the front page of each copy of the paper, with the payoff going to numbers matching the winning picks of that day's Massachusetts Lottery Daily Numbers Game. "We've seen [circulation] increases of 30,000 to 35,000 since the game launch," says Gwen Gage, *Herald* ad director. The *Herald's* Web site recently introduced Infosys, which allows advertisers to place ads online and readers to interact with them.

In addition to the two big metros and the *Worcester Telegram*, the Boston DMA has four other papers with daily circulation of 45,000 or more—the *Quincy Patriot Ledger*, *Lawrence Eagle Tribune*, *Lowell Sun* and *Brockton Enterprise*. Those dailies, along with 16 other smaller papers, are sold as BAND (Boston Area Newspaper Dailies); BAND's members have combined daily circulation of 573,342, which advertisers can buy as a whole or in select groupings.

Boston's cable interconnect is Greater Boston Cable Advertising, a MediaOne subsidiary. Boston's cable penetration of 80 percent is the highest of any top 10 market, says GBCA gm Jeff Sohinki. The intercon-

Nielsen Ratings/Boston Evening and Late-News Dayparts

Early News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WCVB	6.5	16
	CBS	WBZ	4.1	11
	NBC	WHDH	5.5	14
	Fox	WFXT*	1.1	3
	UPN	WSBK*	3.2	8
	WB	WLVI*	2.0	5
	Independent#	WABU*	0.9	2
5:30-6 p.m.	ABC	WCVB	6.5	16
	CBS	WBZ	4.1	11
	NBC	WHDH	5.5	14
	Fox	WFXT*	1.6	4
	UPN	WSBK*	3.7	9
	WB	WLVI*	2.3	6
	Independent#	WABU*	0.6	2
6-6:30 p.m.	ABC	WCVB	7.2	16
	CBS	WBZ	4.9	11
	NBC	WHDH	6.7	15
	Fox	WFXT*	1.8	4
	UPN	WSBK*	4.8	11
	WB	WLVI*	2.4	5
	Independent#	WABU*	0.8	2
6:30-7 p.m.	ABC	WCVB	6.9	15
	CBS	WBZ	4.6	10
	NBC	WHDH	7.7	16
	Fox	WFXT*	1.9	4
	UPN	WSBK*	5.4	12
	WB	WLVI*	3.2	7
	Independent#	WABU*	0.7	1

Late News

10-10:30 p.m.	Fox	WFXT	3.8	6
	UPN	WSBK*	1.3	2
	WB	WLVI	4.1	7
	Independent#	WABU	0.6	1
10:30-11 p.m.	Fox	WFXT	3.8	6
	UPN	WSBK*	1.4	2
	WB	WLVI	4.1	7
	Independent#	WABU*	0.2	0
11-11:30 p.m.	ABC	WCVB	8.6	18
	CBS	WBZ	6.7	14
	NBC	WHDH	10.3	21
	Fox	WFXT*	1.8	4
	UPN	WSBK*	1.8	4
	WB	WLVI*	3.3	7
Independent#	WABU*	0.5	1	

*Non-news programming #Independent WABU-TV was purchased in November by Paxson Communications; the station's call letters have been changed to WPBX-TV. Source: Nielsen Media Research, May 1999

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The Ten O'Clock News



Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WBZ-AM	News/Talk/Information	12.4	6.2
WBCN-FM	Alternative	7.9	4.1
WXKS-FM	Contemporary Hits Radio	5.6	6.3
WJMN-FM	Contemporary Hits Radio	4.4	5.8
WBMX-FM	Hot Adult Contemporary	4.4	4.1
WZLX-FM	Classic Rock	4.0	4.6
WRKO-AM	News/Talk/Information	3.9	6.8
WMJX-FM	Adult Contemporary	3.9	4.4
WODS-FM	Oldies	3.5	4.4
WCRB-FM	Classical	3.5	3.6

Source: Arbitron Summer 1999 Radio Market Report

nect delivers all 1.7 million cable homes in the DMA. GBCA next spring is planning to launch its own channel, with syndicated and local programming, including sports.

On the radio scene, Greater Boston Media Group's Soft Jazz WSJZ-FM on Labor Day morphed into All-Talk outlet WTKK-FM. The station picked up Don Imus' syndicated show after it was dropped by WEEI-AM (see below). WTKK now kicks off daily with Imus' 5:30-10 a.m. broadcast from New York and runs an all-day talkfest starring primarily local person-

alities from newspapers (the *Herald's* Marjorie Egan and Gail Fee, *Boston Globe* sportswriter Dan Shaughnessy, former *Globe* columnist Mike Barnicle) and other local broadcast outlets and local politics. "We're aiming at a different kind of talk show—for 30-to-50-year-old listeners—and we're getting calls from people who never called talk radio before," says Frank Kelley, a

Greater Boston vp.

On weekends, WTKK features *Boston Magazine* restaurant critic Andy Copp's *Table Talk* and a garden show hosted by Paul Parent, who joined the station after many years at WRKO-AM in Boston.

Entercom Communications, which had seen Imus' ratings on its sports-formatted WEEI gradually slide over the past several years, offered the host an incentive-based renewal agreement, which he turned down. In August, "we reluctantly let Don go, and moved John Dennis and Jerry Callaghan

from their 10-12 time period to the 6-10 drive slot. And they've delivered for us," says Tom Baker, WEEI gm.

WRKO, another Entercom property, also has a new a.m. drive team—longtime Boston radio personality Andy Moes and former congressman Peter Blute. They replaced Jeff Katz, who left the station, and Darleen McCarthy, who now works WRKO's 7-10 p.m. tour with Laurie Kramer.

Last April, Entercom's WEGZ-FM ("The Eagle") became WQXS-FM ("The Star") and the stick's mix went from '70s to Rhythmic Adult Contemporary. "We did a lot of research and discovered an opportunity that rhythmic, danceable music fills, and we came up with a combination of '70s and '80s dance music, current rhythmic music, anything that has a beat," says Bruce Mittman, WQXS gm. "In our key demo, adults 25-54, we've gone from No. 17 in the market to No. 6."

Radio One began operations in Boston on Dec. 1, two months after buying Country station WCAV-FM from KJI Broadcasting. To promote its new call letters, WBOT-FM, and its new Urban Contemporary format, the station played Tone Lōc's "Wild One" nonstop around-the-clock for five days. The station is looking to hire its own talent, but after the Tone Lōc marathon it began delivering talk from 6 to 10 a.m., along with music, from Russ Parr and Olivia Fox, who originate live out of Radio One's WKYS-FM in Washington.

Out-of-home advertising flourishes in Boston, which has lots of students and commuters and is home to companies like Dunkin' Donuts and Staples, which are adventurous outdoor spenders.

AK Media (formerly Ackerley) dominates conventional outdoor advertising in the Boston area with its 2,300 30-sheet posters and 380 bulletins, mostly 14-by-48-foot, along expressways and Interstate highways. "The cigarette business we lost has been replaced by lots of new advertisers," reports AK representative Drew Hoffman, "especially fashion clients like Banana Republic, Ann Taylor, Gap and Ralph Lauren—even Armani."

Taxi-Tops has 2,800 14-by-48-inch facings on 1,400 taxis in the metro area and is introducing trunk signs and interior advertising in cabs, says representative Tom Neeson. Displays on buses, trains and trolleys are handled by Park Transit. Movie theaters are the domain of Val Morgan Advertising, which offers more than 500 screens for slide advertising and 300 or so for commercials or other rolling stock. ■



WTKK BOSTON

Let's Talk...

Source: Arbitron, SP/WI '99/FA98

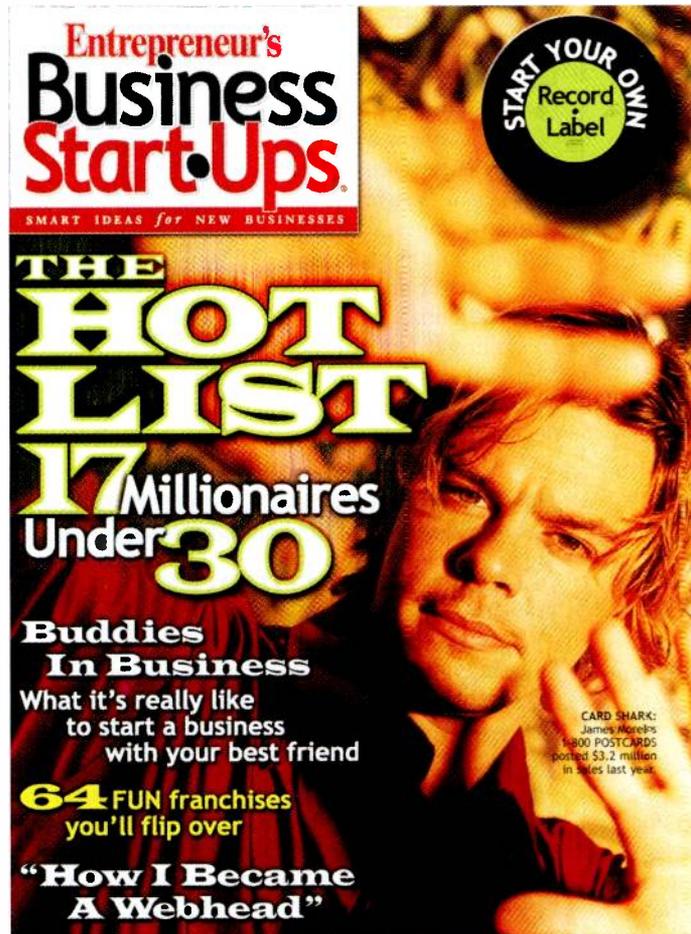
- 96.9FM TALK is Boston's first FM Talk Station.
- Two-and-a-half as many Adults 25 - 54 listen to FM than to AM.
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- 84.9% of all Adults 25 - 54 in the Boston metro are reached each week by FM Radio.

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SMART IDEAS FOR NEW BUSINESSES

NETWORK TV

Douglas Barker was named senior vp, affiliate relations, for Paxson Communications, parent company of Pax TV network. Barker joined Paxson in 1994 as vp and general manager of WPBF-TV, the ABC affiliate in West Palm Beach, Fla., and moved to Paxson corporate offices in 1998. In his new post, he will oversee and expand Pax TV's primary and secondary affiliates, which currently number 51 broadcast TV stations. He will also implement joint services agreements between Pax TV stations and NBC-owned stations and NBC affiliates...**Brian Bowman** was named vp and general manager of ABC.com, ABC Television Network's Web site. He will oversee all aspects of the site and will supervise staffs in New York and Los Angeles. Bowman was previously director of new media for the Disney Channel...At NBC, **Peter Smith** was promoted to vp, technical planning and engineering, and **Steve Pair** was named vp, TV stations engineering. Pair, who will report to Smith, was previously director of engineering and operations for WNBC, NBC's New York flagship station. Smith was previously vp of technology.

RADIO

Joe DiDonato, general manager for Shadow Broadcast Services in Boston, was appointed general manager of Westwood One's merged Metro Networks/Shadow Broadcast Services in Boston. **John Savidge**, general sales manager of Shadow Broadcast Services in San Diego, was promoted to general manager of the merged Metro Networks/Shadow Broadcast Services in San Diego...Four new members were elected to the Arbitron Advisory Council for three-year terms beginning Jan. 1: **John Hiatt**, general manager for CBS-owned KAMX-FM and KKMJ-FM in Austin, Texas, representing Adult Contemporary stations in continuous measured markets; **Steve Joos**, vp/general manager for AMFM-owned KKTX-AM/FM in Tyler-Longview, Texas, representing Album-Oriented Rock stations in noncontinuous measured markets; **Earnest James**, vp/general manager for Clear Channel- (continued on page 36)

The Media Elite

Edited by Anne Torpey-Kemph

McLeod's Secret Is Out

To look at her, you'd never think Paulette McLeod would have the lung power to belt out an Italian operetta. But the size 2 general manager and editor in chief of A&E's *Biography* magazine has been passionately pursuing a "secret life" as an opera singer, seriously studying and performing with some of the art form's heavyweights.

Calling it "an obsession," McLeod says she took up opera singing after college, developing a preference for



Opera's prominent in her bio.

Italian works and even going to Italy for two extended stays to learn the language and study with an Italian coach. She now spends four hours a week in lessons and

performs three times a year.

McLeod's next performance will be on Jan. 21, at the Advent Lutheran Church on the Upper West side in New York, open to the public. But don't consider this an invitation.

McLeod doesn't want anyone to come. She admits: "I have incredible stage fright." — *Lori Lefevre*

SPOTLIGHT ON...

Charles Fernandez

President and CEO, Big City Radio

Charles Fernandez is the kind of guy who's always ahead of the curve. An accountant by trade, he fell into Hispanic radio in 1985, investing in Miami's WAQI-AM before the business exploded. Three years ago, he founded Hispanic Internet Holdings after leaving his post as executive vp/director of Heftel Broadcasting (now Hispanic Broadcasting Corp.), when the radio group sold out to Clear Channel Communications. Now, as the big guy at Big City, he's on the verge of another breakthrough.



Casting a wide Net

"I haven't had much spare time. To me, work is a vacation," says Fernandez, who took over at Big City in early November. He wasted no time in merging his Hispanic Internet business with Big City's radio group toward the goal of building a strong "media company."

Right out of the box, Big City announced it would flip its Los Angeles radio-station simulcast to a Hispanic format sometime in mid-December, to coincide with the launch of a Web site, *Todoahora.com* (everything now). "It's a Hispanic Yahoo!," says Fernandez. "The added value is that since we own the radio station, we will be able to promote what's going on instantly. It's a marriage made in heaven. The radio stations will be the bunker in front of the tent, inviting everyone to come inside the tent, which is the Internet."

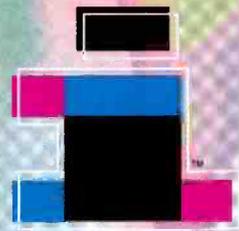
Until Fernandez arrived, Big City programmed Anglo formats and had no Internet presence. Now, says Fernandez, the company is poised to take advantage of what Fernandez calls "the most underserved market in America. With a population of 34 million, it [the U.S.] would be the richest Hispanic country in the world."

Fernandez, as cutting-edge in his personal life as he is in his business dealings, knows the virtues of Web surfing firsthand. Says he: "I did most of my Christmas shopping on the Internet." — *Katy Bachman*

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MEDIA DISH



At the Hearst Building in New York for the 100th anniversary celebration of the Good Housekeeping Institute, Barbara Walters, co-executive producer and co-host of ABC's *The View*, and actress Sharon Stone flanked Len Sesniak, director of brand development, *GH*. Walters and Stone were among several recipients of *GH*'s Great Works awards for efforts on behalf of their respective charitable organizations.



Fitness icon Jack LaLanne joined Mary Morgan, vp/publisher of *Health*, at the Pierre Hotel in New York recently for the Time Inc. title's annual International Health & Medical Film Competition, known as the "Oscars of Medicine."



At the Manhattan Racquet Club in Auburn Hills, Mich., for a *Tennis* magazine-sponsored clinic presented during the recent 1999 Chase Championships for pro women players (l. to r.) broadcaster Virginia Wade, 1977 Wimbledon champ; Linda Ramsey, Detroit ad manager, *Tennis*; Walter Hanek, marketing director for event sponsor Audi of America; Mary Ann Wilson, national ad director, Audi of America; and broadcaster Pam Shriver, former pro doubles champ.



ESPN and ABC Sports celebrated the recent consolidation of their ad sales teams at the ESPN Zone in New York. On hand were (l. to r.) Evan Sternschein, exec vp, ad sales, ESPN/ABC; ESPN reporter Jimmy Roberts; Steve Grubbs, exec vp, BBDO; and sportscaster Brent Musberger.

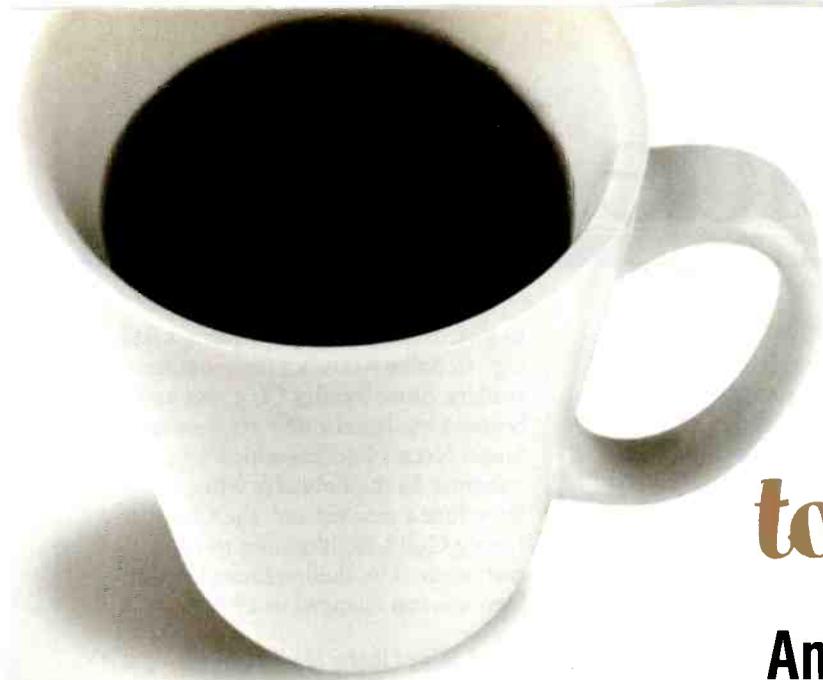


As part of its On Top of the Times series, the Ad Club of New York hosted a panel discussion entitled "Are You Still Marketing to Yesterday's Customer?" in *The New York Times* executive dining room. (From left) Mitzi Ambrose, account exec, *Ebony*; panelist Phyllis Wooley, director of African American marketing, Colgate-Palmolive; Jeff Burns Jr., senior vp/Eastern ad director, *Ebony*; Jennifer Threat, account exec, *Ebony*; and Annette Mitchell, vp of Channel One Network.



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CALENDAR

The International Radio & Television Society Foundation will hold its annual Christmas benefit Dec. 15 at the Waldorf-Astoria in New York. Contact: Marilyn Ellis, 212-867-6650.

Sport Summit 2000 will be held Jan. 19-20 at the New York Marriott Marquis, with featured speakers including Dick Ebersol, chairman of NBC Sports, and Ty Votaw, commissioner of the LPGA Tour. Contact: 301-493-5500.

The Newspaper Association of America will present **Newspaper Operations SuperConference 2000** Jan. 23-28 at the Fountainbleu Hilton in Miami Beach, Fla. The event covers technology and trends in pre- and post-press and health and safety. Contact: 703-902-1797.

The National Association of Television Programming Executives will present **NATPE 2000** Jan. 24-27 at the Morial Convention Center in New Orleans. Contact: 310-453-4440, ext. 209.

The Magazine Publishers of America will honor Myrna Blyth, editor of *Ladies' Home Journal* and *More*, and Michael Levy, founder and publisher of *Texas Monthly*, with its **Henry Johnson Fisher award** for lifetime achievement at a dinner gala Jan. 26 at The Waldorf-Astoria in New York. Contact the MPA at 212-872-3700.

Inside Media

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Arbitron Adds Three Markets

At the request of local, independent broadcasters in three small markets, Arbitron will add Bowling Green, Ky. (rank no. 201), Elizabeth City-Nags Head, N.C. (241), and Sebring, Fla. (268), to its Spring 2000 survey. The move brings Arbitron's syndicated market total to 279. As the radio business continues to enjoy robust earnings, more stations have requested syndicated ratings. In late September, Arbitron added six new markets for the Fall 1999 survey, which ends next week.

Honey of a Deal for Clinkscales & Co.

Keith Clinkscales and his partners at Vanguard Enterprises have purchased Harris Publications' *Honey*. Details of the deal, which is expected to close in early January, were not released. Clinkscales, former chief of Miller Publishing's Vibe Ventures unit, began talks with *Honey* owners after he left Miller last May. He plans to increase the frequency of the title, which targets young, multicultural women, from quarterly to 10 times per year.

Country Living Gets Updated

Hearst's *Country Living* will introduce an updated look and content starting with its January issue, which hits newsstands Dec. 14. The new logo and other changes are part of editor in chief Nancy Soriano's vision for the monthly,

to give it "a fresher, more vibrant feeling" in order to attract new, younger readers. Since joining *CL* a year ago, Soriano has hired a new art director, Susan Netzel, and has added several new columns. In the February issue, *CL* will introduce a new feature, the Country Living Guild, highlighting modern craftsmen. The shelter/lifestyle title's logo was last changed in 1998.

Vogel Joins Liberty Media Group

Liberty Media Group has hired longtime cable and satellite veteran Carol Vogel from AT&T Broadband. In his new senior vp post at Liberty, the content arm of AT&T run by John Malone, Vogel will help manage the company's various assets as well as evaluate opportunities in new media, technology and satellite businesses. Vogel had been executive vp and chief operating officer for field operations at AT&T Broadband. Prior to joining AT&T, Vogel was chairman and CEO of the now-defunct PrimeStar direct broadcast satellite service.

Turner, NBC Punt on League Plan

Ending almost two years of speculation, Turner Sports and NBC have scotched their plans to create a new professional football league. The networks began exploring a rival to the National Football League after both lost their NFL rights to CBS, ABC/ESPN and Fox in

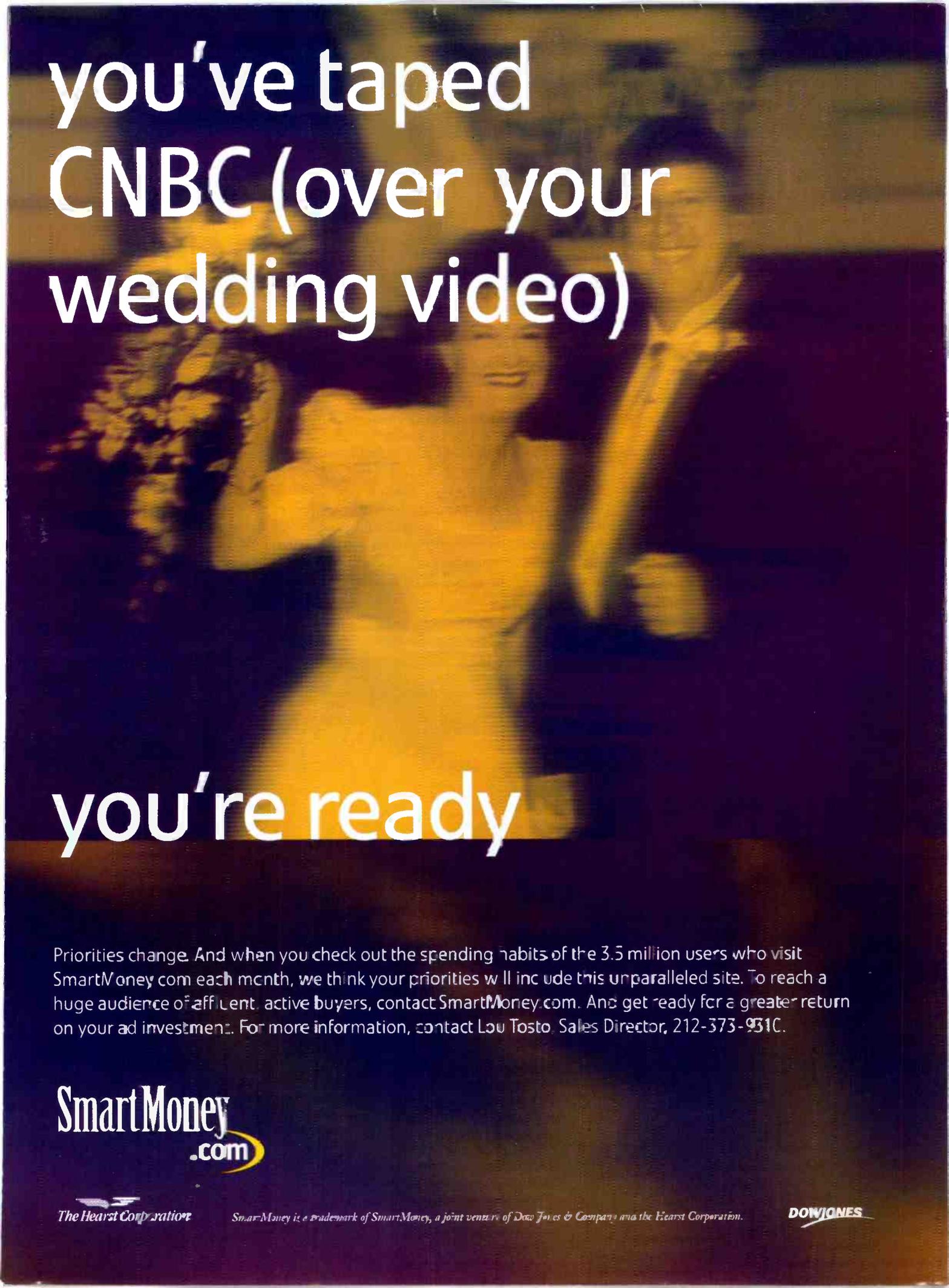


Direct international business responsibilities: 82%



Source: US reader study 1998 — Respondents at companies doing international business

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DOW JONES

Inside Media

CONTINUED

February 1998. Both NBC and Turner recently acquired rights to NASCAR car racing.

Football Tops November Cable Ratings

NFL football was king of cable during last month's sweeps. According to Turner's analysis of Nielsen Media Research, Sunday NFL games on ESPN were the top-rated programming on cable for November, with the Miami Dolphins' victory over the Tennessee Titans on Nov. 7 leading the way with a 9.0 household rating.

Hammer Tapped as Sci-Fi GM

Sci-Fi Channel last week promoted longtime staffer Bonnie Hammer to the new position of general manager. Hammer, who will also hold the title of executive vp, had been senior vp, programming. In her new job, she will oversee Sci-Fi's programming, marketing, ad

sales and licensing. USA Networks created the gm title in an effort to make Sci-Fi a more independent programming force. Hammer joined USA in 1989 and is spearheading Steven Spielberg's 20-hour miniseries, *Taken*, for Sci-Fi. She will report to Stephen Chao, USA Networks president of programming and marketing.

Starcom Taps Spittler for Knowledge Post

Starcom Worldwide, the media planning and buying unit for the Leo Group, has created the new position of knowledge manager and named Jayne Spittler to the post. Taking Spittler's old post as senior vp and global research director will be Kate Lynch, currently U.S. research director. In her new role, Spittler will facilitate global access to research findings and other proprietary systems and tools for the Starcom network. She will also manage content collection for Star-

Net, Starcom Worldwide's Intranet that links the company's 1,500 media professionals worldwide. Lynch will take over the \$16 million research budget that has funded an assortment of studies that help Starcom clients more effectively spend their ad dollars.

Rep Shakeup: Clear Channel to Katz

Clear Channel Communications has moved its national sales representation for 225 radio stations from Interep to Clear Channel-owned Katz Radio Group, effective Dec. 10. Interep has repped Clear Channel since 1996. Katz already reps Clear Channel's Jacor and AMFM stations. In related news, concurrent with NBC's recent announcement that it plans to take NBC Internet (NBCi) public, it has struck a promotion and distribution deal with Clear Channel. The agreement calls for Clear Channel's 425 radio stations to promote NBCi on the air. NBCi's community and search services, such as free e-mail and chat, will also be integrated into the Web sites of the radio stations. In addition,



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Inside Media

CONTINUED

Clear Channel chairman/CEO Lowry Mays will serve on NBC's board of directors.

Premiere Inks Deal With Auctions.com

Premiere Radio Networks recently inked a promotion-for-equity deal with Auctions.com, a subsidiary of Chicago-based Classified Ventures, a company formed by eight leading newspaper publishers. In exchange for a significant equity position in Auctions.com, Premiere will provide radio advertising and promotion for Auctions.com over many of its 60 syndicated programs. Premiere will also get a seat on the company's board of directors. Financial details of the deal were not disclosed.

Newman Steps Down at Scripps

Steve Newman, senior vp for Scripps networks ad sales, has resigned from E.W. Scripps Co. Newman ran ad sales for Home & Garden Television, which recently admitted it sold some national

TV spots that had already been sold to local cable operators. Scripps said it will earmark \$2.5 million in makegoods for the national advertisers affected.

Court Sets Deadline in BMI Dispute

BMI and the Radio Music License Committee, which represents more than 2,900 broadcasters, have agreed to the U.S. District Court's 18-month deadline to reach an out-of-court settlement. The RMLC and BMI have been haggling since 1996 over BMI's "blanket rate" structure, which bills license fees based on stations' annual billings rather than how much music they air. Unable to come to an agreement, RMLC brought suit against BMI in October.

Westwood One Re-ups NHL

The National Hockey League has renewed its contract with Westwood One, giving the Infinity Broadcasting-managed radio network exclusive nation-

al radio network rights to NHL games. Westwood One will provide live coverage of the games as well as related NHL programming, including the NHL All-Star Game; NHL Game of the Week; Stanley Cup Finals; and the one-hour weekly show *This Week in the NHL*, hosted by Don Criqui. Financial details were not disclosed.

Hispanic Radio Influences Music Tastes

Sixty-seven percent of Hispanic consumers report that radio stations have the most influence on their music listening habits, according to the Recording Industry Association's first study of U.S. Hispanic consumers. Spanish music formats topped the list of Hispanic format preferences (63 percent), followed by Easy Listening (20) and Rap/Hip-Hop (13).

Telemundo Posts Big November Gains

Hispanic television network Telemundo reported sizable audience gains during the November sweeps period. Telemundo's sign-on-to-sign-off ratings increased by 26 percent in households and 33 percent in the 18-49 demo compared to last November. Telemundo reported that its prime-time audience share grew from 12 percent in November 1998 to 17 percent in November '99. Univision owns the rest of the Hispanic network audience. Helping Telemundo grow in prime time was the re-introduction of novelas, which helped boost the women 18-49 demo by 92 percent in November. One buyer noted that Telemundo's growth percentages tend to be higher because the network is starting from a lower base, but he added that the network is definitely making strides to turn itself around.

Disney Uses Web Site in Sat. Morn. Battle

Through new interactive features at its redesigned Disney1.com Web site, Disney hopes to make inroads in the kids 2-11 category, in which it ranks second in the ratings on Saturday morning behind the WB. Among the site's new elements: a virtual-reality building housing a roller-coaster that transports kids to the sites of Disney shows such as Disney's *Doug* and *Pepper Ann*; an online arcade of 17 interactive games featuring characters from the Saturday shows; show pages with a 3-D look and enhanced sound; and customized home pages where kids can decorate their own online rooms with a selection of toys and decorating themes.

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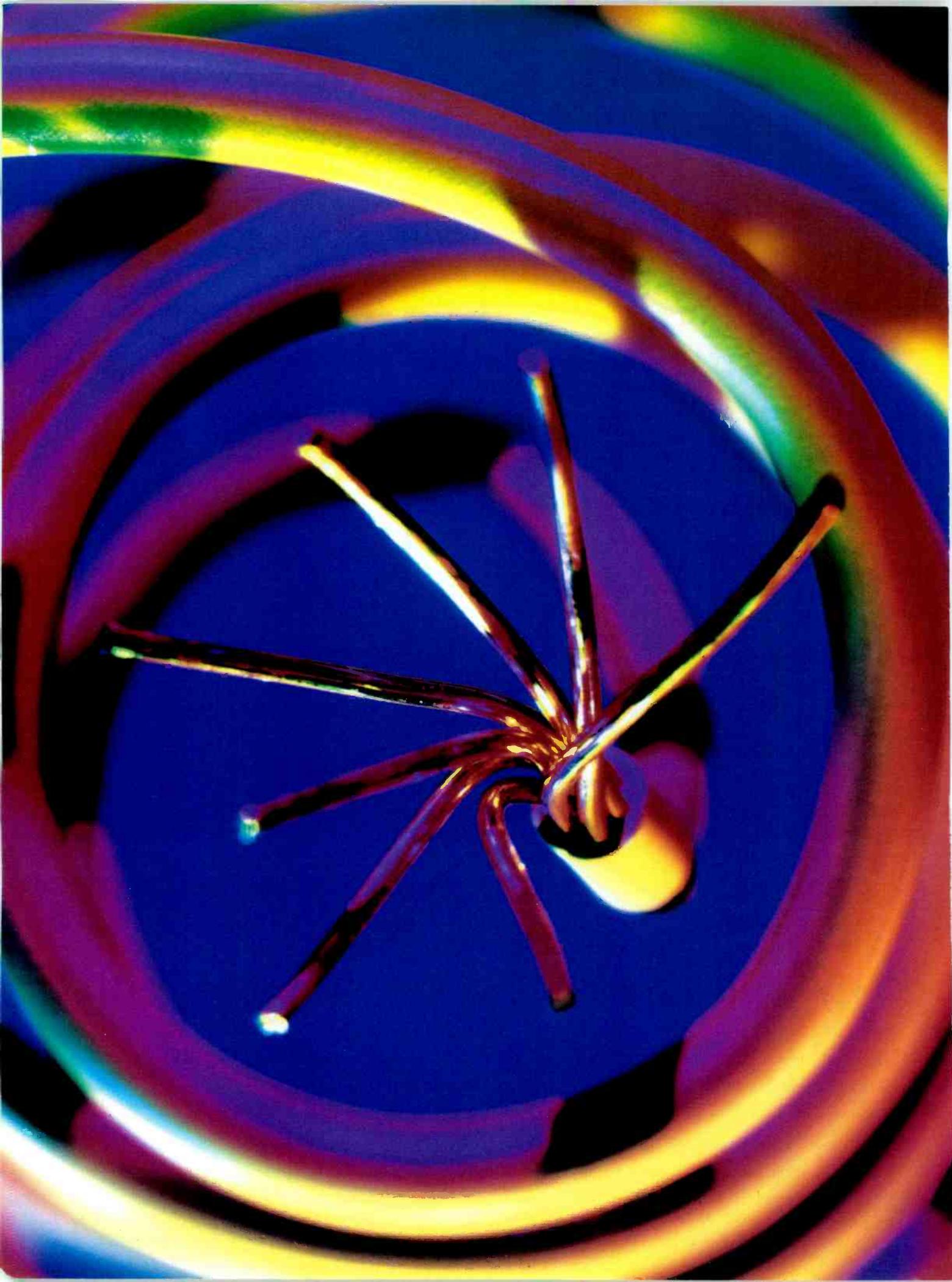


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BROADENING THE BAND

In the battle to control the
information pipeline,
cable TV is just the start

By Jim Cooper

When he bought into the cable industry last year with his \$2.7 billion purchase of Marcus Cable, Microsoft co-founder Paul Allen, in a rare teleconference with reporters, remarked that he had seen the future. “I finally have some wires for the wired world,” he gushed.

Like his old partner, Bill Gates—who had invested \$1 billion in Comcast a year earlier—Allen was one of the first to lay down a massive bet that the cable

wire would soon transmute from benign utility to the dominant conduit for the next generation of media services.

Allen and a handful of others saw that cable's sleepy analog video offerings—being seriously challenged by channel-rich digital service offered by DirecTV and EchoStar—could be bundled with cool new media that consumers would actually want. Digital television would give them more sports and movies and high-speed Internet access would let them surf the Net at hyperspeed.

Farther down the road, broadband-delivered interactivity would let them do their holiday shopping, receive e-mail from Mom and surf the Internet for vacations spots—all on their TVs. Allen also knew that if those bundles could be branded with some marketing, the owners of cable wires would stand to make a lot of money.

Industry experts estimate that a system offering digital cable to about a million subscribers for between \$8 and \$10 on top of a monthly cable bill for expanded basic service will pull in hundreds of millions in new incremental revenue. Tack

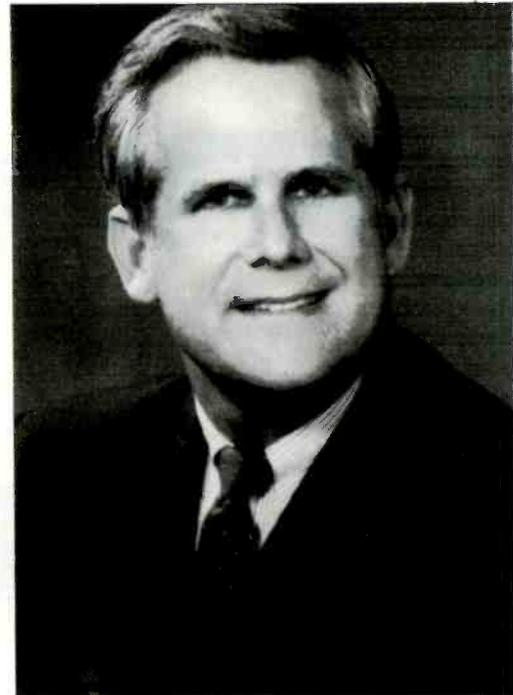
on Internet access and other on-deck features, and the potential revenue growth is easy to imagine.

"We look at the new product opportunities that are enabled by the broadband platform as a vital part of our collective future. Top-line revenue growth will come from digital cable and high-speed Internet service," says David Watson, executive vp of sales and marketing and customer service for Comcast.

"You'll get people to stretch their wallets more for these services," echoes Sandra Kresch, strategy partner with PricewaterhouseCooper's entertainment and media practice.

With this in mind, Allen quickly set about spending unprecedented amounts of money (\$15 billion on seven major cable acquisitions in about a year) on cable wires.

Allen hasn't been alone in throwing billions at cable companies. Adelphia, Comcast and Cox all carried out aggressive acquisitions and swaps throughout 1998 and 1999. Those billion-dollar deals were ultimately trumped by AT&T chairman and CEO Michael Armstrong, who



Cox's Chuck McElroy: Concentrating on bundling

purchased Tele-Communications Inc. for \$53 billion in 1998 and MediaOne for

Time Warner Is Leading the Pack in the Race to the Future

Determined to stay ahead of the competition, Time Warner expects to complete the technology upgrades necessary for the digital future in 85 percent of its cable systems by the end of the year. The No. 2 cable company is shooting to have nearly 100 percent of its systems upgraded by the end of 2000. The only exceptions are expected to be the underpowered systems acquired from TCI and MediaOne—totalling fewer than 1 million subscribers—according to Time Warner spokesman Mike Luftman.

As part of the system upgrades, Time Warner's Road Runner high-speed Internet service is presently available in 30 of the company's 39 system divisions. Time Warner will have more than 300,000 Road Runner customers by the end of the year.

Luftman estimates that Time Warner will have 400,000 digital cable subscribers by the end of the year, after starting with virtually none at the beginning of 1999. "Our future is to bundle and market these services to encourage people to buy as much as possible of what we can offer them," says Luftman.

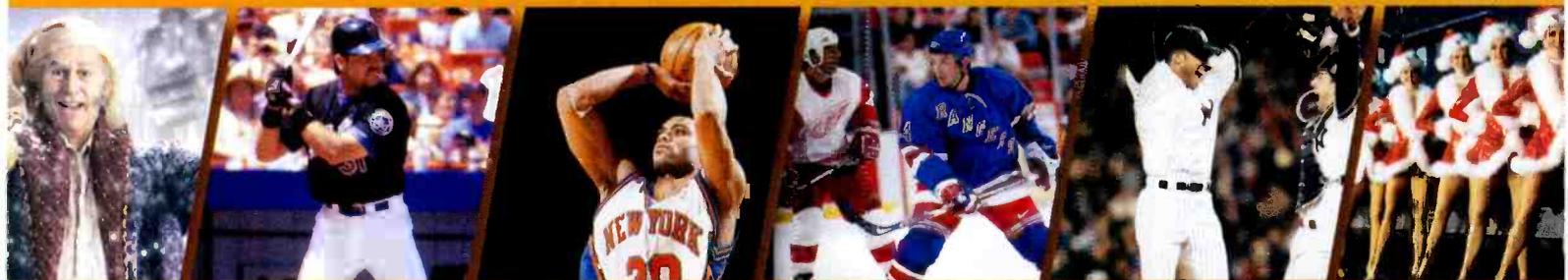
Time Warner and AT&T signed a memorandum

of understanding this year that will allow AT&T to use Time Warner's cable lines to offer local phone service, but AT&T will likely wait until its acquisition of MediaOne is completed before launching local telephony. However, Time Warner is presently testing video-on-demand equipment in Austin, Texas, Tampa, Fla., and Honolulu, and will launch video-on-demand in early 2000.

Stiff competition lies ahead. In Columbus, Ohio, Time Warner subscribers are already being courted by Ameritech, which is creating its own wired system. In Tampa, Time Warner faces an overbuild threat from GTE, and in Manhattan RCN has nabbed service contracts for a handful of apartment buildings.

For the most part, Time Warner has been successful in beating back DBS competition in its upgraded markets. However, where its systems offer subscribers limited channel capacity, the company is vulnerable to losing market share. For example, Time Warner's Raleigh-Durham systems in North Carolina have yet to be upgraded and DBS carriers have been able to steal an unusually high 10 percent market penetration. —JC

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\$60 billion last May. In the consolidation frenzy, the giants paid as much as \$4,600 per cable household, up from about \$2,000 just a year earlier.

While the future remains several years away for most consumers, the scramble for access undoubtedly will radically alter the media business and multiply the array of choices for the average American.

Cable giants such as AT&T and Time Warner are racing with their telecom and direct broadcast satellite (DBS) rivals and, in select markets, with overbuilders such as RCN, Ameritech and GTE, to be the first to provide consumers access to a broadband

ments, only 28 million cable households will have access to broadband connectivity by 2003.

"That seems to me a long time away to get to that number given what everybody is saying in terms of this being the future of their economic model," says Kresch. "The next tier down from AT&T and Time Warner will roll out more slowly and spotty and the very small ones will lag far behind."

As for services, Cynthia Brumfield, president of the Broadband Intelligence consultancy and editor of the newsletter *Broadband Daily*, projects that by 2008, personal computers equipped with cable modems will be in 33.4 million homes

that," said Chuck McElroy, vp of new services for Cox, which offers digital video in 19 markets and high-speed data and phone service in 14 and seven of its markets, respectively.

AT&T has about 1.7 million digital cable subscribers and 114,000 cable modems deployed, with an eye on 700,000 by end of 2000.

The next wave of services, interactive television devices and Internet telephony are being tested now but likely won't be offered to customers until sometime in 2001 and 2002.

"Ultimately, within the next 15 years, everyone will have an interactive digital cable set-top, and when they do, e-commerce and all kinds of video on demand and interactive entertainment will become available," says Brumfield.

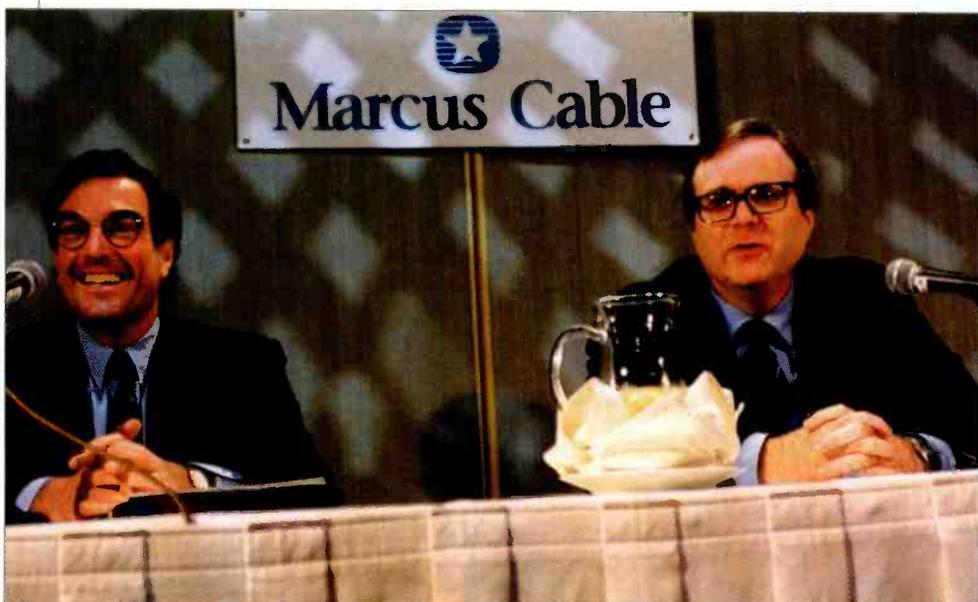
Also easing the way for the broadband future was AT&T's surprise move last week to allow competing Internet services access to its high-speed cable plant.

In what is seen as an effort to ease regulatory pressure on AT&T's bid for MediaOne, AT&T said in a letter to the FCC that it will give its customers a choice of Internet service providers and will soon start negotiating with Internet companies such as Mindspring and others interested in gaining access to AT&T's wires. New deals won't be struck before June 2002, when AT&T's exclusive contract with Internet provider Excite@Home expires.

Earlier this year, a state judge in Portland, Ore., acting on a challenge brought against AT&T by the local franchise authority, ruled that cable's high-speed Internet services such as AT&T's Excite@Home must be made accessible to other Internet service providers. At the same time, America Online was lobbying furiously to force AT&T and other cable companies to open their broadband pipes, which are considerably faster than the phone lines delivering AOL's service. Several other local governments followed Portland with their own suits. In response, AT&T's Armstrong strenuously argued that by allowing open access to rival ISPs, cable companies' high-speed delivery systems would be relegated to a common carrier and therefore not a business worth pursuing.

In the letter to the FCC, AT&T pledged to offer fair deals to all those interested in running over AT&T's broadband connections.

While the open-access issue appears to



Microsoft co-founder Paul Allen (right) bought Marcus Cable, headed by Jeff Marcus (left).

infrastructure. At the same time, cable companies have created branded broadband services such as Excite@Home and Road Runner to compete against digital subscriber lines. They've also created digital cable service that, like DBS, offers more movie services, sports and pay-per-view options.

While a steady, albeit slow, rollout pace proceeds, only a fraction of subscribers will have access to next-generation media via their cable connection by first quarter next year.

At the end of 1999, only about 3.5 million subscribers will have digital cable service. Cable modem/broadband Internet service will have market penetration of just over a million. Kresch says that while AT&T, Time Warner and, to a lesser extent, smaller MSOs are committed to their respective broadband deploy-

and the digital cable universe will be approaching 45 million.

"The momentum has begun and it will only intensify next year," says Brumfield, who estimates that broadband deals across the board represented \$135 billion in 1999.

Comcast, for example, will surpass 500,000 digital subscribers by the end of the year. "We anticipate to more than double that next year," says Comcast's Watson, who also says Comcast will turn its attention to Comcast@Home with a goal of having 300,000 customers by the end of 2000.

In creating its broadband business plan last year, Cox estimated it would have about 475,000 new revenue-generating units (subscribers buying more than one service, including basic cable, digital cable, data services and telephony).

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be resolved, AT&T still could be forced to divest some of its cable systems if the government imposes subscriber limits on cable operators.

While AT&T's tussles with regulators and rivals continue, the market consolidation continues unabated.

In the wake of cable consolidation this year, the top 10 cable companies presently serve 90 percent of the 70 million-sub cable universe, operating in ever tighter market clusters that allow them to better roll out, and then market, their new digital offerings and speedy Internet access. Shortly before this story went to press, Allen's Charter and AT&T swapped systems serving more than a million cable customers, giving Charter market dominance in St. Louis and AT&T a huge service footprint in New England. Comcast serves a huge area from New Jersey to Washington, D.C.; Adelphia has significant market share in Northern New England, the Los Angeles area and West Palm Beach, Fla.; Time Warner and Cablevision have New York City. Cox services almost 2 million homes in the Midwest and virtually all of Rhode Island.

However, even in these upgraded and clustered markets, getting services to consumers is a tricky proposition. Cable companies are determined not to reincarnate their poor customer service image in their newest businesses. Concerned about overpromising on their services and running the risk of turning off customers with missed deadlines or misfiring services, they are soft-selling their various rollouts.

"We're going to be focusing on the whole bundling concept next year. Where we've launched these new services, we've been working on blocking and tackling, but now we want to package them as sort of a Happy Meal of data, digital video and telephony," says Cox's McElroy. Cox plans to start testing a new single billing system as early as February.

The availability of equipment and determining what consumers will pay for it in the retail environment has also slowed installations.

"There's no simple solution to that at all," says Bruce Leichtman, director of media and entertainment for the Yankee Group.

Meanwhile, the technology standards for both modems and set-tops are still

being hammered out.

However, cable companies know that they have a window of opportunity to be first to market ahead of phone and DBS competition, so the year 2000 will likely see cable companies making more noise about their new services.

They already have an advantage with modems. Brumfield estimates that for every residential subscriber to DSL there are about 10 cable-modem subscribers.

Leichtman has a robust forecast for the supply of cable modems for 2000. "We expect this year will end with 26 million households that have the ability to get them and next year to end at 44 million," he said.

In a recent study on customer satisfaction conducted by the CTAM, the industry's marketing association, 84 percent of the respondents said their cable-modem service meets or exceeds their expectations and 74 percent said they would recommend cable modems to a friend. Nearly all the respondents (97 percent) said they plan to continue their cable-modem service for the next six months.

The DSL-to-cable-modem ratio evens out with small business, where DSL has made impressive inroads.

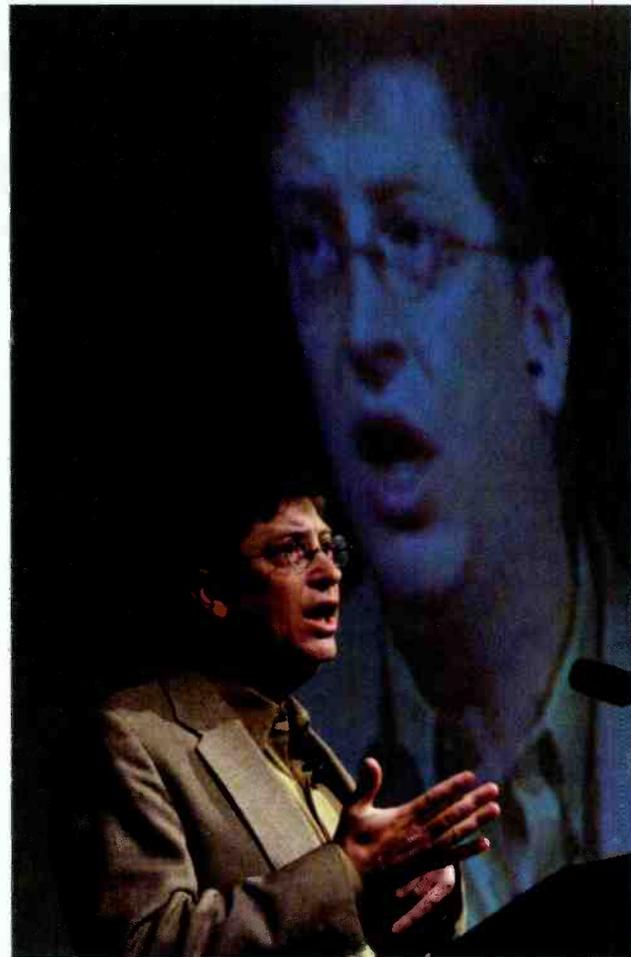
Watson says Comcast's research shows its digital cable subscribers are more satisfied than not with the services and that they are likely to purchase additional media from Comcast in the future.

"We see digital cable as video portal which enables us to go back to customers over time when new applications, such as Internet television, are ready," says Watson.

Looking ahead to a time when cable modems and interactive set-top devices are as common as toasters and microwave ovens, the traditional relationships between entertainment, advertising and e-commerce will blur, as will the relationship between advertisers and networks and distributors.

Via the cable-modem connection, interactive commerce capabilities will be created for the television. For exam-

ple, the modem or the set-top would allow viewers to buy a lamp seen on the set of MTV's *The Real World* or NBC's *Friends* by clicking on the screen as the



Bill Gates was one of the first to see the future of broadband.

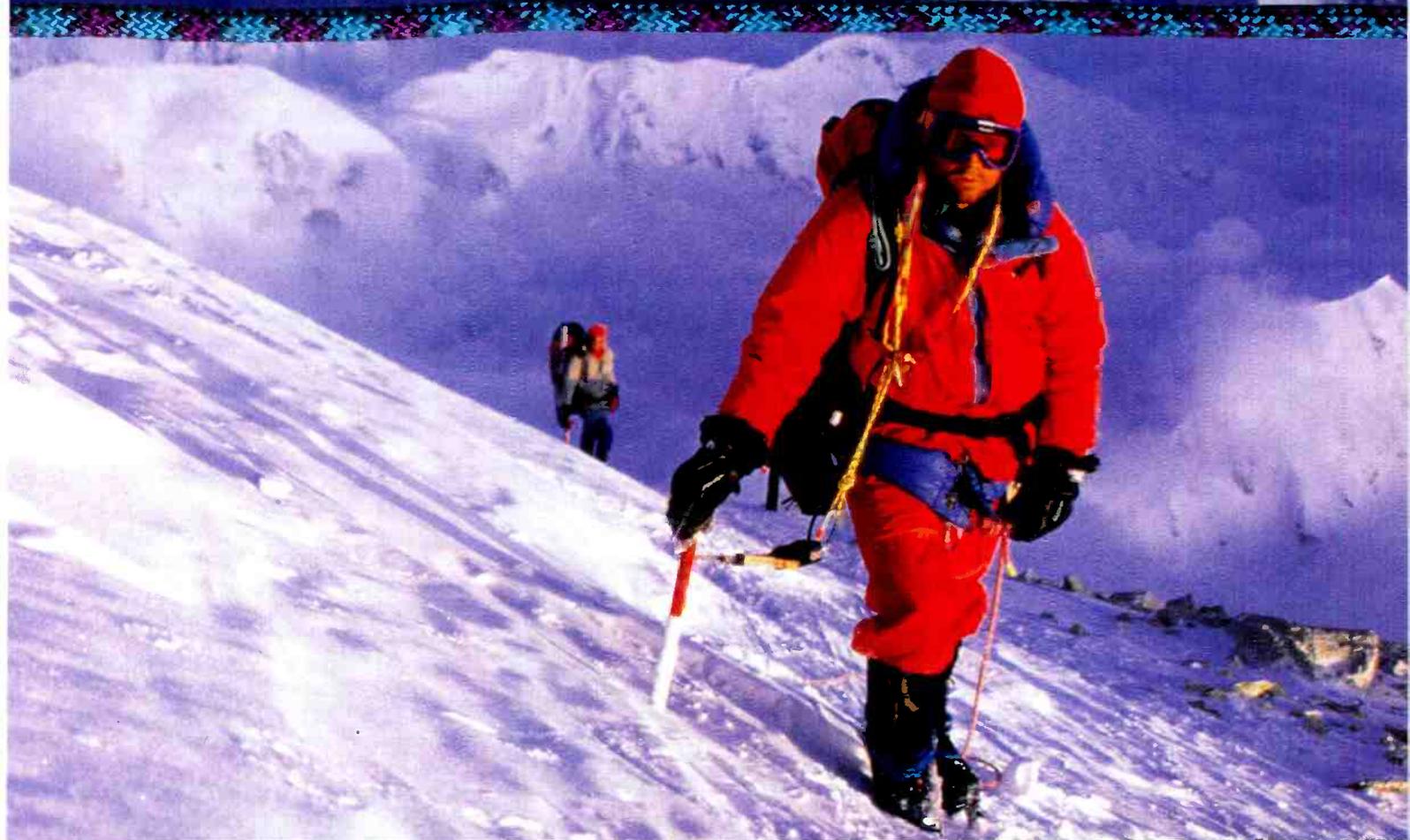
program continues.

Dubbed "rich advertising," networks as well as distributors would get a cut of the buy as well as assign values such as cost per lead and cost per purchase.

That would certainly be an attractive proposition for the cable operator who could share in the transaction revenue that might develop. While the first steps toward this new model are being taken on the Excite@Home and Road Runner portals, the distribution of those services remains too small to spawn any serious sea change in how media is bought and sold.

"What's going to be very interesting is whether the next revenue stream for the cable operators is going to be more new services or is it going to be them taking a piece of the transaction activity generated by these new technologies," says Kresch. Kresch says cable operators' traditional

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business model of sending monthly bills to customers could become far less critical than taking a chunk of revenue from transactions that come with interactivity, especially since that revenue isn't coming from their subscribers. How the revenue will be split between advertiser, content generator and technology distributor will

be a highly complex process. But the payoff could be significant for operators who can offset the need to raise subscriber rates with the new revenue source.

However, cable still has a lot of money to spend, lobbying to do and customer relationships to build before even the very first promises of Allen's wired world are realized

on the television and computer of the average American consumer.

"As an industry, we haven't even scratched the surface of the media services that could [become available]," says Cox's McElroy. ■

Jim Cooper covers television from Mediaweek's New York office.

'This is a whole new medium'

As the broadband future begins to quickly unfold, all sorts of new media companies, platforms and ideas will be hatched to provide interactive content for advanced set-top devices. As president and CEO of Liberty Digital, a subsidiary of John Malone's Liberty Media Corp., Lee Masters is scouring the globe for the best of them. So far, he likes what he sees in Europe and is expecting 2000 to be a big year for broadband services such as high-speed access, digital cable and at least the beginnings of interactive TV. Masters sat down with *Mediaweek's* Jim Cooper to discuss his views on the digital future.

Mediaweek: As 2000 looms, what kind of momentum does the rollout of broadband services have?

Masters: Like many things, it's chicken-and-egg. Until you get the boxes out, you can't get the services out, so everything is really contingent on the deployment of the advanced digital set-top boxes. We've traveled to the U.K. and France to look at what's going on in Europe, which is ahead of us in the whole area of interactive television. The satellite providers here in the U.S. are going to launch their interactive services in the beginning of the year and cable, with their services, in the second quarter. So I think there is going to be a lot of activity here in the U.S. next year.

Mediaweek: In the next five years, how many people will have access to digital cable, cable modems and interactive set-tops?

Masters: I think it will start out of the shoot slowly and then as they get accepted and people start liking them, the deployments will speed up dramatically. I think on the front end of the five years it will be light and on the back end of the five years it will be very meaningful.

Mediaweek: What will be the first broadband-based digital media products to reach and be embraced by consumers in a significant way?

Masters: We think that a lot of simple information-based interactive offerings will exist in 2000. People love to check sports scores and news headlines and weather. They can be advertising-supported, it's not really expensive to do and you can leverage existing content. We think e-commerce is a terrific application because it doesn't cost the customer anything, it doesn't cost the cable operator or satellite [provider] anything

because it's going to be done on the basis of sharing the revenue.

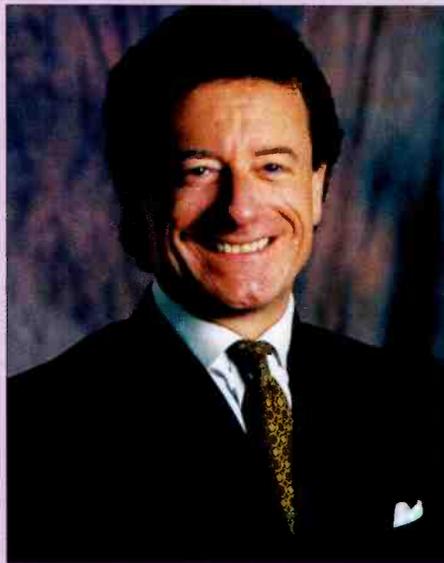
Mediaweek: How will advertising models morph?

Masters: I think it's the most exciting time in the advertising world because this is a wholly new medium. You have the benefit of the very compelling sales proposition of a full-motion video commercial tied to being able to get immediate feedback. To me that's incredibly powerful.

Mediaweek: Is marketing these services the next envelope to push? Do enough people know that this new media is on the verge of being offered to them?

Masters: The traditional distributors have a lot on their plate already. They have to upgrade

the plant, they have to make sure it's two-way capable, they've got to install digital set-top boxes and they're going to want to sell telephone, data and new video services, all while their margins are being squeezed. So, I think the marketing executives in these distribution companies have one of the most interesting jobs in that they have a lot of services to sell and somewhat limited resources. Overall, you are looking at this massive market opportunity in every one of these areas and you want to execute well and get as many customers as you can. You are constrained by the cost of implementing and marketing them and wanting to get to market quickly in a highly competitive environment, but doing it right. It's a very interesting balancing act for anyone offering these services. —JC

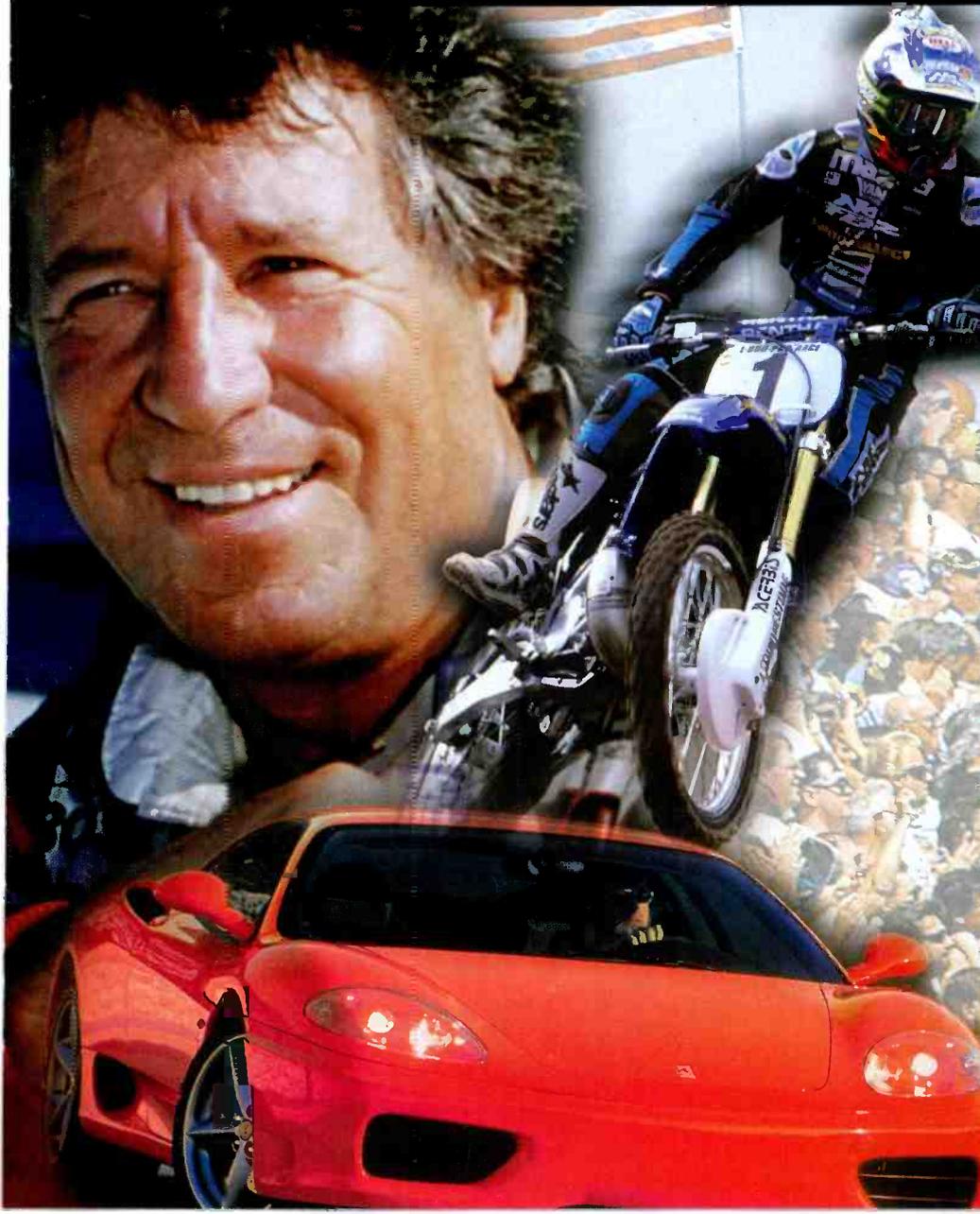


"It's chicken-and-egg," says Lee Masters.

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I know the turn of the millennium happens only once a, well, millennium, but color me Chicken Little because I'll be awaiting Y2K in the relative quiet of my Brooklyn neighborhood. It's nice to know that I won't be the only one ditching First Night festivities: According to America Online, 43 percent of its users will ring in the New Year online at home. So while more fearless (dare I say reckless) revelers party 'cause it's 1999, many of us will be in hiding, IM'ing each other while we munch on canned rations and wait for the bug dust to settle.—Kipp Cheng

interactive news

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EMC Gets a Yes

Direct e-mail marketing and technology firm **yesmail.com** today announced it has selected Hopkinton, Mass.-based enterprise storage technology provider **EMC** to provide "continuous availability and scalability" to its Microsoft Windows NT-based SQL server data warehouse. According to Peder Jungck, chief technology officer at Vernon Hills, Ill.-based yesmail.com, the deal will better "maximize one-to-one, pinpoint targeting" across yesmail.com's 4 million-plus members in its opt-in e-mail network.

Magazine Plans Fest

Consumer Web information and entertainment magazine **Yahoo! Internet Life**, based in New York, announced it would host its first-ever Online Film Festival on March 22-23 at the Chateau Marmont and the Standard hotels in West Hollywood, Calif. Submissions in the categories of features/documentaries, shorts and animated films will be accepted through Feb. 1. The festival will include conferences featuring speakers from the worlds of new media and Hollywood, as well as screenings and trade booths. **Yahoo! Internet Life** recently announced its readership has surpassed 5 million.

News Value to Pairing

Adforum.com, New York, one of the largest searchable databases of advertising agencies and their creative work, has partnered with **Moreover.com**, San Francisco, to develop online news products for advertisers. AdForum and Moreover.com will develop newsfeeds covering all aspects of advertising, including business, media, creative and interactive, in the United States, Europe and Asia.

MXG Media Creates Interactive TV Division

By Susan Kuchinskas

Aiming to be in the vanguard of PC/TV convergence, MXG Media is launching an interactive television division. MXGtv will be headed by newly hired president Rob Schwartz, who was most recently a creative executive at Disney's Touchstone Television, Los Angeles.

Schwartz will develop video properties for cable and broadcast, as well as shorter programming to be streamed from a new Web site, **mxgtv.com**, that's going live today. Said Jan Gilbreath, CEO of the Manhattan Beach, Calif., company, "When convergence happens, whether it ends up on TV or computer screens, we want to be the leaders in creating compelling content with embedded commerce opportunities."

MXG Media's original Web site, **MoxieGirl.com**, for girls and young women 12 to 24 years old, went live in 1997, with a redesign and the new name of MXG last March, coinciding with the launch of an eponymous quarterly magazine-cum-catalog. The magazine now has a circulation of 500,000. In January, its frequency will increase to bimonthly, with the same \$9.45 annual subscription rate and single-issue cover price of \$2.95. Revenue comes from a mix of advertising, sponsorships, subscriptions and sales of merchandise.

MXGtv will develop projects with USA Networks, which made a \$26 million investment in the company last month, as well as independent producers. The magazine and Web sites will serve as "farm teams" for possible TV shows. The feedback MXG receives from users in the form of e-mails, surveys and page views will help it develop and fine-tune characters and programs before committing resources for full-blown television production.

Schwartz wouldn't disclose his division's budget and said it was too early to set launch dates for programming.

MXGtv shows will be commerce-enabled. "Those shows are intended to have a robust interactive element," Schwartz explained, in the form of "mirror sites" to be called up on computers alongside the TV. Watchers of MXGtv, for example, could click on a piece of apparel worn by a celebri-



MXG.com's X-Girls, featuring real athletes participating in extreme sports, is a likely candidate for a TV show.

ty to get more information or purchase it, using technology from partner Veon, San Francisco.

Michael Wood, vp of Teenage Research Unlimited, a Northbrook, Ill., consultancy, said he expects the television division to be successful. "We're seeing the meshing of different media with teens," Wood said. "MXG took the positives of a teen magazine one step further by allowing teens to make purchases on the spot." ■

NetSanity Gives Partners Foothold on Desktops

BY KIPP CHENG—Looking to help Web-weary surfers find more relevant content and attractive e-commerce offers, Redwood City, Calif.-based NetSanity today will beta-launch its Virtual Digital Assistant (VDA), an XML-based toolbar that resides on PC desktops and works in conjunction with Web browser applications. The hard

launch is scheduled for Q1 2000.

According to Fred Clarke, CEO at NetSanity, 30 Web sites—including CMP's Techweb Online News, Chipshot.com and MySimon—already have signed up to distribute branded versions of NetSanity's VDA. Additional partner sites being announced today are Go2Net, Individual

Investor and Red Herring, among others.

Users can go to any partner site to download the 300K VDA client, which carries that site's brand, but no advertising. Then, they can choose the type of information they want to receive. The VDA features pull-down menus that take users to relevant Web sites within the NetSanity network. Additionally, a window in the toolbar features rotating content, called "pebbles," linking to partner sites.

NetSanity expects the ranks of partners to expand dramatically once sites perceive the benefits. "We're allowing our partners to get a much stronger anchor on PC users' desktops," said Clarke. Normally, a site loses a user's attention when he or she follows a link to another site. NetSanity VDA keeps the partner's brand on the desktop while users surf.

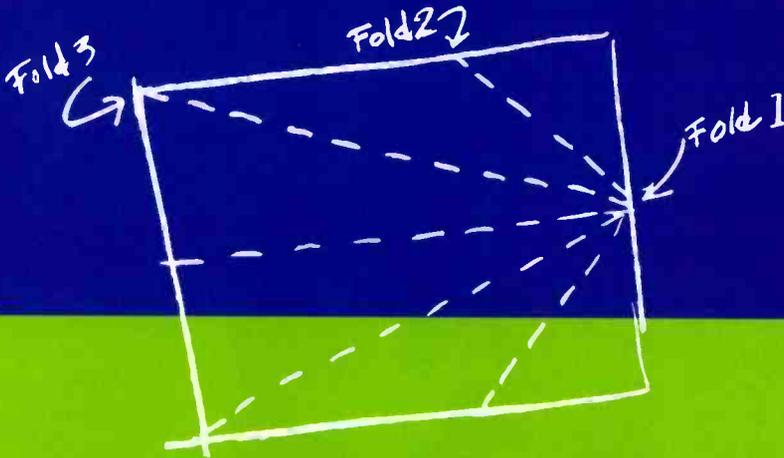
Clarke said the NetSanity VDA differs from other toolbars in allowing for persistent branding on the toolbar itself. It's also more flexible because it's able to deliver continuously updated content.

"What we're providing is a new XML publishing standard for the Internet," said Robert Blechman, president at NetSanity. He said the 30 partners already are publishing in the XML publishing standard.

Clarke said the content comes directly from the partner sites and won't slow down users' connections because the content is retrieved at varying times, and not all at once like so-called "push" technology broadcasts.

Also today, NetSanity announced a second round of financing, led by Nokia Ventures. ■

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IT'S ABOUT TIME

bits

New York-based home improvement site **OurHouse.com** launched last week, providing consumers with products, services and how-to-information. OurHouse.com has a strategic partnership with **ACE Hardware**, the national chain of stores, and will kick off a branding campaign on Jan. 1, with national print, broadcast and online. OurHouse.com also will have a title sponsorship of the ABC-televised Florida Citrus Bowl on New Year's Day. The effort was developed by San Francisco-based agency **Black Rocket**.

Post-Newsweek Stations, the broadcast subsidiary of the *Washington Post*, and **Internet Broadcasting Systems** have agreed to jointly develop Web sites for six *Post-Newsweek* stations. IBS, New York, is leading the convergence of local television news and the Internet through its national network of more than 40 local Web channels. *Post-Newsweek Stations*, Washington, will invest \$10 million cash in IBS in return for an 11 percent equity interest in the company.

BETH MARCUS, CEO, FOUNDER, GLOWDOG

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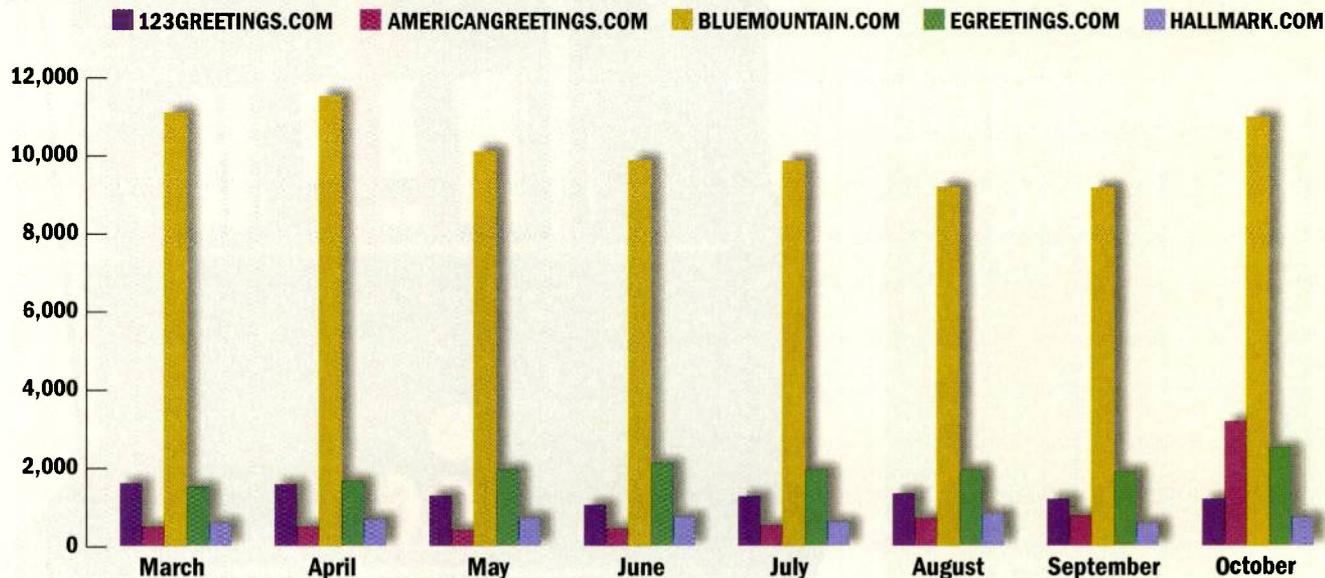
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E-greeting Web Sites Thrive in '99

Unique Visitors for E-greetings Sites, March–October 1999 (000s)



The popularity of e-greetings sites continued unabated this year, thanks to ease of use coupled with the proliferation of e-mail. While traditional greeting-card purveyors have joined the e-greeting gravy train—with AmericanGreetings.com experiencing the strongest growth, from 491,000 unique visitors in March to more than 3 million in October—Boulder, Colo.-based BlueMountain.com still reigns supreme. Founded by groovy ex-hippies, BlueMountain.com hasn't yet earned a single dollar from its "e-commerce" endeavors. But that didn't seem to matter to Redwood City, Calif.-based Excite@Home, which recently bought the service for a whopping \$780 million.

Media Metrix defines unique visitors as the actual number of users who visited each Web site, without duplication, once in a given month. More than 50,000 individuals throughout the U.S. participate in the Media Metrix sample.



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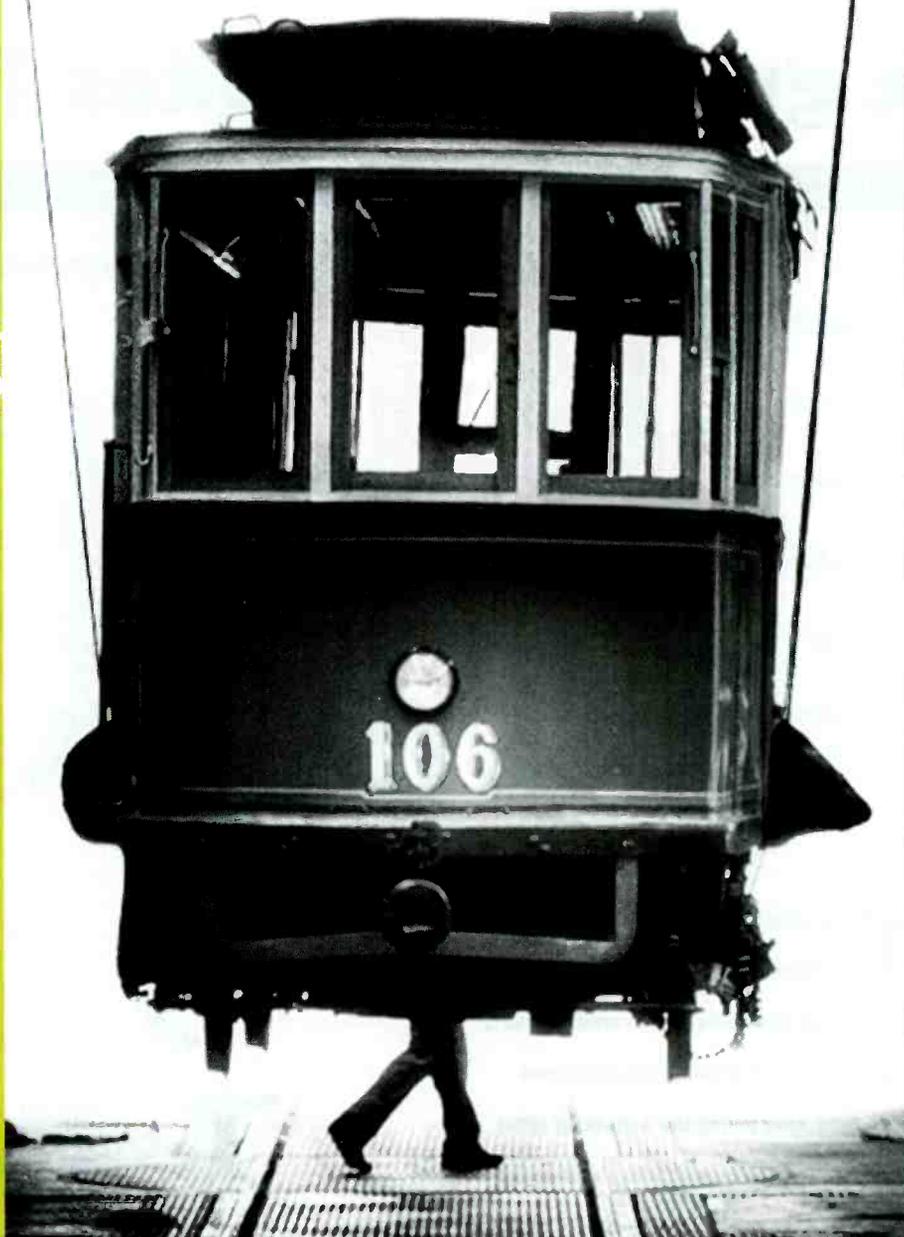
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Now-Live Gifted Solutions Looks Beyond Holidays

BY KIPP CHENG—Following a two-month beta test period, Scottsdale, Ariz.-based Gifted Solutions today will officially go live on a handful of its merchant partner Web sites. The online gift registry and e-commerce database management services provider's partners include Spiegel.com, PC Flowers & Gifts and Giftpoint.com.

Described as a kind of "Inktomi for online gift services" by Annette Webb Marino, the company's CEO, Gifted Solutions offers a suite of e-tools to help portals and e-commerce sites serve their users' online shopping needs. The company's proprietary gift-services engine allows Web sites to create private-label gift registries; wish lists; and multimerchant, multidestination shipping options when gift shoppers register to use the service.

Marino said there is no up-front licensing fee to partner sites, and revenue is generated on a transaction-based fee schedule that averages 2.5 percent.

According to Marino, Gifted Solutions' services target the annual \$100 billion gift-buying market by "catering to online gift buyers' motivations and behavior."

Unlike other gift registry sites that attract users only when they need to register or purchase gifts, Gifted Solutions will generate repeat business throughout the year, Marino claimed. In addition to offering users e-mail event reminders and product recommendations, Gifted Solutions provides partner sites with shoppers' gift-purchasing histories to avoid duplicate gifts.

Marino said Gifted Solutions is in discussions with four of the top 10 portals. ■



Gifted Solutions targets gift buyers throughout the year.

bits

Internet TV production company **Pseudo Programs' All Games Network**, New York, has entered a marketing and e-commerce



agreement with software e-tailer **EBWorld.com**, the

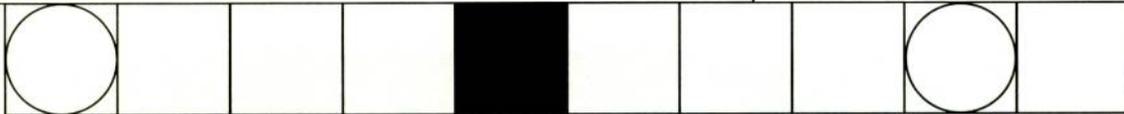
online division of West Chester, Pa.-based **Electronics Boutique**. Pseudo and EBWorld will develop a co-branded computer gaming store on EBWorld.com's site, featuring AGN's original computer gaming shows, as well as a searchable Internet TV holiday buyers guide.

Mountain View, Calif.-based software reseller **IBuyLine** entered into an agreement with **ZapMe!**, a San Ramon, Calif., provider of free PCs, educational content and Internet access to middle and high schools. IBuyLine will develop a ZapBuys specialty store offering items of interest to teens on zapme.com.

Personal care products e-tailer **Ingredients.com** has joined **LinkShare's** network of more than 400 premier Web merchants. Both companies are based in New York.



RIHC MDAIE



ANSWER: RICH MEDIA

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NO DOUBT ABOUT IT.™

Real Media Helps CMG Launch Online Campaign

BY JOANNA SABATINI—Custom Marketing Group, an Atlanta-based traditional marketing company for the global travel and tourism industry, has partnered with interactive network Real Media, New York, to create an online component for its advertising campaigns. The deal could signal a breakthrough of sorts for the Web, which garnered only a small portion of the \$389 million spent by tourism advertisers last year, according to Competitive Media Reporting.

The first campaign to debut CMG's online efforts, the Mexican Millennium Program, features interactive advertisements on 15 newspaper Web sites, including *boston.com* (*The Boston Globe*), *nypost.com* (*New York Post*) and *sfgate.com* (*San Francisco Gate*). The online ads launched Dec. 1. CMG has been working with Real Media for almost a year to plan its online debut.

"We wanted to make sure the online advertisements would be uniformly inter-

grated with our offline print advertising, and that the ads would reach a very defined audience," said Tom Garzilli, CEO and managing director of CMG.

Real Media was able to define and target a specific audience most likely to travel to Mexico by using data the Mexican government has collected about its visitors—such as where they live and how old they are—combined with information collected by newspaper Web sites and American Express. Several interactive features within the ads, including consumer contests, can provide additional information to the marketers about their audience.

"The Mexican government had selected the regions in the U.S. where it figured the ads would be most effective," said Dave Morgan, president of Real Media. "Because we

are the sole seller for so many newspaper Web sites, we were able to place the ads in exclusive positions on the sites."

Creating online advertisements was simply the next step in marketing efforts for both CMG and the Mexican government, which has been working with CMG for several years on its tourism advertising. "With more people getting information about leisure travel and booking travel arrangements online, the Internet has become very important in travel promotion," said Morgan.

CMG already has discovered benefits to broadening its marketing campaigns with online advertising. "We are able to supply a lot more information about destinations online than in print," said Garzilli, noting that CMG will continue to use print to direct people to the Internet.

CMG will distribute 950,000 magazine inserts and will reach about 100,000 American Express card members through direct mailings within the next month. CMG plans to work with Real Media to integrate online advertising into all its campaigns. ■

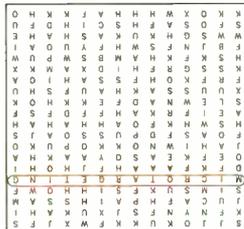


Acapulco is highlighted on the Mexico Millennium site.



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Excite's Photo Center Could Boost Web Visits

BY SUSAN KUCHINSKAS—Excite@Home has just launched a new consumer site called Excite Photo Center—which goes live today at photocenter.excite.com—laying the cornerstone of what it calls “a broad-ranging photo strategy.” Users can upload, download, store, edit and print high-resolution photos from the site, which uses technology developed by partner Hewlett-Packard and Webshots, a company just acquired by Excite@Home.

“Excite is giddy at the thought of getting into this space,” said Faulkner Hunter, vice president of business development for the Redwood City, Calif.-based broadband ISP and portal. Viewing photos online gives new users a reason to go on the Web, just as e-mail has in the past few years, he added.

The Excite Photo Center acts as a two-way conduit. Users can upload their own digital pictures, then store them in albums

for others to see on the Web site; they can't download them. However, users are able to download free, professional digital photos for use as screen savers and wallpaper.

The professional images are provided by San Diego-based Webshots, which also offers free photographic screen-savers and digital greeting cards. Excite@Home says visitors download 25 million images from Webshots each month. Webshots' software, called the Webshots Client, is required to upload and download photos on Excite Photo Center.

To make more images available, Excite@Home also entered into a strategic relationship with Worldprints, Boulder,

Colo., a digital photo stock house that has exclusive online distribution rights to the *National Geographic* photography collection. Worldprints also sells posters, giving the site e-commerce potential.

The Photo Center uses Hewlett-Packard's Cartogra Digital Imaging Infrastructure. The alliance could spur sales of the Palo Alto, Calif.-based company's color printers and toner.

The service launches at a time when prices for digital cameras are falling, and the holiday shopping season is expected to put cameras into the hands of many new users.

According to InfoTrends Research Group of Boston, nearly 100 million people will view personal photo albums online next year.

InfoTrends predicts that digital camera sales in North America will grow at 36 percent annually through 2003, jumping from 3.6 million units sold in 1990 to 6 million in 2003. ■



Excite Photo Center lets people share their photos online.



ACROSS

17. pogo.com has 5 MM _____ USERS.



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ANSWER: REGISTERED

Through our collection of online games like chess, trivia and bingo, we've attracted 5 million registered users* 47% of our users are female,** 78% are 18-49 years old,** 73% play from home,** and 54% buy products online.*** Ahh, stats. Next week, flow charts!

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Making a Play

Disney's GO.com marries the Web and TV with its Enhanced Television coverage. First to the party: Football fans. By Eric Schmuckler

Convergence between the television and the computer is like the weather—everyone talks about it, but no one does anything about it.

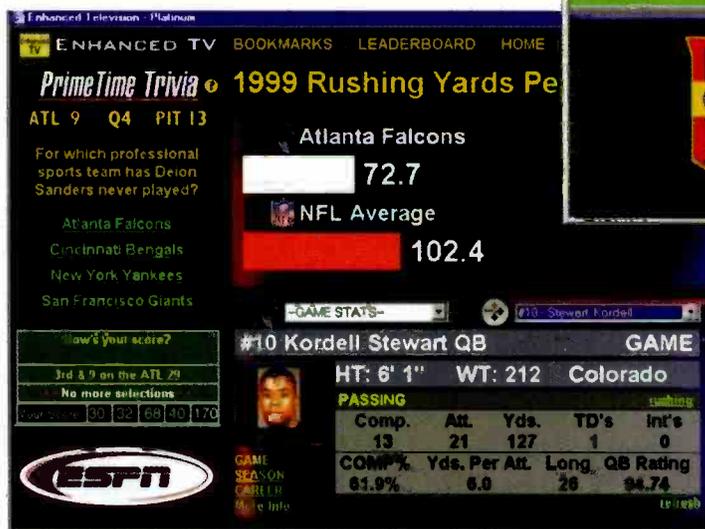
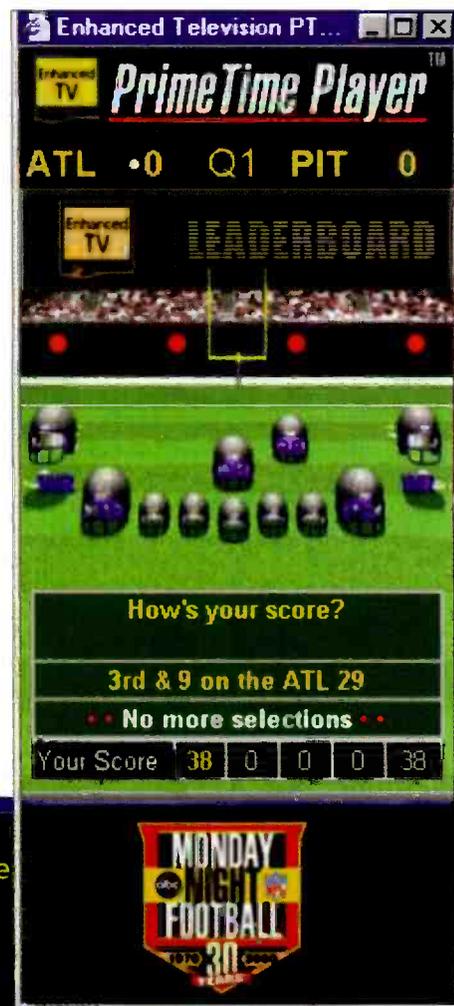
Disney's GO.com is out to change that. This fall, it began Enhanced TV coverage of National Football League games on Disney's ABC and ESPN networks. While most TV sports providers are migrating to the Web, and there are online sports services aplenty, none have yet attempted the level of program-Web integration that ABC and ESPN are pioneering.

"When you see how close this is to real TV programming, you realize that we're inventing our future in program convergence," says Jonathan Leess, vice president of GO.com's Enhanced TV and executive producer of the NFL project.

ESPN.com and such competitors as CBSSportsline.com already offer play-by-play reports of NFL games and other sports events, and rival FOXSports.com has made some strides in convergence at a sister company in Europe. "But no one comes close to what we're doing in synchronizing interactive and programming," Leess says.

Consider the potential benefits of having viewers tuning in and booting up at the same time. By running online content synchronized with its televised images, ABC can tap a new revenue stream from advertisers willing to pay a premium to reinforce their on-air messages. It also may boost online sales of sports-related merchandise from ESPN.com's store.

Most profound, though, is the impact of its gaming element, a modest play-predicting competition named PrimeTime Player. This offers the potential to keep viewers hooked—even into a

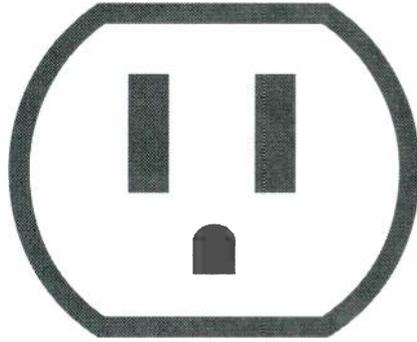


PrimeTime Player, top, is one component of Enhanced Television broadcasts of National Football League games on ESPN and ABC. It allows viewers to compete in play calling. Other facets of Enhanced TV are stats on demand and trivia quizzes, left.

35-to-0 blowout between second-tier teams. "Imagine if our interactive game could sustain 12 million players," Leess suggests. "We could have an effect on the Nielsen ratings."

There certainly is a potential army of armchair quarterbacks out there. Leess conservatively figures there are some 18 million households with an online computer in the same room as the TV, though almost none of them use the two in sync. "They're checking stock quotes or chatting on the PC, with the TV on in the background," he says. "We're marrying [the two screens], turning something passive into something active."

Anywhere from 50,000 to 100,000 homes use the enhanced service on any given Sunday or Monday night. He estimates some two-thirds of the audience tries its hand at the game and describes feedback as "incredible." "I thought reaction would run 50-50, but 80 to 85 percent of users are enthusiastic," Leess reports. "They say it's the best thing since *Monday Night Football*."



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The audience is a surprisingly well-seasoned 26 to 46 years old, with connection time averaging an impressive 35 minutes per visit.

PUSH, PULL AND PLAY

Enhanced Television broadcasts, which are available free through ESPN.com and NFL.com, have three major elements: a push channel, a pull channel and a game. Users can pick any one element, but the vast majority opt for a package that includes all three.

The push channel serves up facts, stats, images, quotes and so on. The pull channel offers detailed statistics on demand, such as yards per pass attempt and updated play-by-play. In the PrimeTime Player game, viewers guess which player will carry or catch the ball on the next play—quarterback, running back, tight end or wide receiver. Points are awarded for correct guesses with extra points for yardage gained. Trivia questions offer further chances to run up the score; winners are tallied each quarter.

The game has been used to great promotional effect. As part of a season-long contest during the ESPN telecasts, announcers Paul Maguire and Joe Theismann have each taken an on-air turn at PrimeTime Player. Theismann has skunked Maguire and so, during the Jacksonville-Pittsburgh game earlier this month, control-room staffers were pulling for Maguire to put some points on the board. But he called the wrong play yet again; then Theismann ripped off a huge 38-yard run as the control room screamed. Too bad for Maguire, but these promo pops cause big spikes in usage.

There are also revenue-producing opportunities. The lower-left corner of the Enhanced TV screen is devoted to advertising. Several football advertisers have bought synchronous banners shown during commercial breaks, which allow for click-through or book-

The screenshot shows a web browser window titled "Enhanced Television Push Channel". The main content area displays statistics for "C. Chandler - Through 6 Games". On the left is a small portrait of C. Chandler. To the right is a table comparing his performance in 1998 and 1999. Below the table are two buttons: "MONDAY NIGHT FOOTBALL" and "Enhanced TV". At the top right of the interface are "BOOKMARKS | HELP | HOME" links.

	1998	1999
Comp/Att	80/153	32/57
Completion Pct.	52.3%	56.1%
Passing Yards	1,153	454
TD/Int	10/6	2/2

The push channel, one of three on Enhanced TV, offers viewers of National Football League games statistics on players.

tremendous opportunity, especially since it's tied to what you're watching," Leess says. "After Brett Favre throws a touchdown pass, we could push a message asking if they'd like to buy a [Green Bay] Packers jersey." Perhaps viewers might someday be willing to pay for PrimeTime Player, he adds, if, say, an auto sponsor offered to give the winner a new car.

New features include an online poll that allows viewers to voice their views on, for example, whether Steve Young, San Francisco's concussion-prone quarterback, should retire. (The "medical" opinion of the online audience was, "Hell, no!") A recently launched chat room is growing in popularity, says Leess, but it's not yet what he would call "a real win for us." He explains: "We don't want to distract people from the core business—the television signal. We paid billions of dollars for that."

Coming soon: the ability to build a customized league for the PrimeTime Player game and prizes of ABC/ESPN merchandise for top scorers. Next month, ABC hopes to make a tremendous splash with Enhanced TV telecasts of both the college football championship game and the Super Bowl. Next year, it plans to take Enhanced TV beyond sports into other areas of programming, including the network's savior program, *Who Wants to Be a Millionaire*; the Oscars; news programming; and daytime TV talk show *The View*.

The technical side of Enhanced TV needs work. "We're still learning," Leess says. "We don't claim we're there yet." Users with less than a 56K modem or Pentium-class machine won't get full benefit. Con-

nections through American Online are particularly slow and crash-prone. "AOL is not the ideal Internet service provider, but it is the dominant one," Leess says. Other ISPs and local area networks work better, according to the Enhanced TV crew that monitors them all throughout each telecast.

RIVALS TAKE DIFFERENT TACK

While Disney is so far the only company synchronizing Web and TV to offer interactive programming—albeit on two boxes rather

“Enhanced TV’s components and speed could be better, more interactive, more competent,” says rival Sportsline’s Steve Snyder

marks to their own sites. At other times, the space promotes ABC shows. Cost: \$1,000 per banner. “The ones who bought synchronous data are very pleased,” says Leess, “and we’ve established a revenue stream, if not a break-even business.”

Sponsorships are available for the half-time trivia contest, which Toyota bought a few times, and for the PrimeTime Player game, a welcome opportunity because the NFL reduced in-game entitlements this season.

There’s additional revenue potential as well. “Commerce is a



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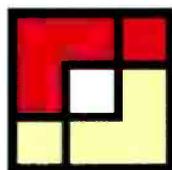
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Comp.	Att.	Yds.	TD's	Int's		
13	21	127	1	0		
COMP%	Yds. Per Att.	Long	QB Rating			
61.9%	6.0	26	94.74			refresh

When viewers request player statistics through Enhanced TV, it might improve their results in the PrimeTime Player competition.

than one—its rivals are focused on offering online content that complements TV broadcasts. In fact, full-blown fantasy gaming is turning out to be a killer app for all the online football rivals, including ESPN, even though there is no direct tie between their Web services and network telecasts.

“Our fantasy football is a more compelling product [than PrimeTime Player],” says Steve Snyder, vp of production at Sportsline, which publishes the CBS site and is some 20 percent owned by the network. “It just drives pages and pages and pages. Once you’re on it, you’ll never leave, and this is a pay product. You’ll be flipping through the channels on your DirectTV, trying to see all the plays. If you go to the chat rooms on game day, there’s a lot of trash-talking—‘That’s the only points you’ll get today, punk,’—that kind of thing.”

Snyder is not above a little trash-talking himself: “Enhanced TV’s components and speed could be better, more interactive, more competent. That little pick-the-play thing? Hate it. Very basic. Enhanced TV is kinda nifty, but not something I’m dying to have.”

Leess thinks his competitors should put up or shut up when discussing convergence: “I don’t expect my competitors to like what we’re doing, but they’d better be in [this game]. The Internet is not the perfect platform for interactive TV, but right now it is the only one to reach the masses. I highly doubt they’re not concentrating on convergence, but if they’re not, it’s highly myopic because this is the next big challenge.”

Snyder responds: “We’re a content company focused solely on the Web. Yeah, we have a TV partner and we’re working with them to integrate our content in a more fluid way. We have their studio talent talking about topics of interest, lots of text-based content. We have the best content—we broke the news of Barry Sanders’ retirement; we get official stats from the Elias Sports Bureau; we have an archive of 1998 games.

“But the fantasy games are just a monstrous application for us,” Snyder continues. “It’s the Web-centric mind gathering a community of people around the world.”

FOXSports.com also offers a series of fantasy games from a free one-off to a \$20 full-season package; wannabe “commissioners” can spend \$80 to set up their own leagues, with customizable rules, for up to 30 players. “We’ve had huge success with fantasy football,” says vp Danny Goldberg. “There are probably 1,000 percent more teams playing this year. Our GameTracker lets you track your fantasy team or favorite team, accumulating game stats or season-to-date stats in real time. If you’re following Brett Favre and it’s at [Chicago’s] Soldier Field, 15 degrees and wind at 10 mph, how does he do in that situation? We give you those stats.”

Fox gets online mileage out of the network’s on-air personalities, starting with John Madden, who contributes four columns a week—players and games to watch, even recipes from his cookbook. On-air talent including Dick Stockton and Pat Summerall also write columns, as does comedian Jimmy Campbell, the pre-game show “prognosticator.” Users can pick against Campbell for prizes that include trips to games.

Goldberg says the company is testing convergence applications, primarily centered around digital set-top boxes, and notes that its sister European satellite TV company, BSkyB, already has scored with enhanced TV for soccer. “We’re the leader in broadband sports, the No. 1 service on Roadrunner,” he adds. “We’ve created broadcast-enhanced content for them, more based on video packages with clips of interviews and Fox talent. And we’re really big in mobile electronics through PalmPilots and Windows CE devices; we’re No. 2 on Avantgo.com, which allows you to pull info off the Web. We think in terms both of what’s best for the Internet and what’s the best TV product because they absolutely go hand in hand. There are a number of platforms out there, and they’re barely in their infancy.”

“I don’t expect my competitors to like what we’re doing but they’d better be in” this game, says Enhanced TV’s Jonathan Leess

As the technology improves and broadens out, all players foresee ever-hipper convergence applications.

Snyder suggests that, if TV rights could be worked out, football fantasy freaks would be able to track video of all their players. Leess looks forward to digital set-top boxes that would allow for more signals on one channel. “If we have four channels of video, we can feed you cameras one, two and three, with maybe another for instant replay, and you decide which angle you want to watch. It’s not in the immediate future, but it is in our future and as programmers we’ve got to be prepared for it.” ■

CULTURE TRENDS

MTV's BUZZWORTHY

Buzzworthy songs are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos MTV designated as Buzzworthy, the vast majority have been certified gold or platinum.

Week of 11/29/99

Artist/Group: **Powerman 5000**
 Song/Video: **"No Body's Real"**
 Director: **David Meyers**

This Boston based group, whose vocals were once packed with more of a hip hop punch, have changed more than just their vocal style. The arrival of guitarist M.33 has beefed up the bands riffs, and a lengthy stint on the road has solidified its sound. All of which is evident in their video *No Body's Real*.

Artist/Group: **Macy Gray**
 Song/Video: **"Caught Outta There"**
 Director: **Mark Romanek**

The voice of Macy Gray is a wondrous thing. It can be as intimate as the wee small hours or as exciting as a packed nightclub; disarmingly sweet on one song, harsh and raspy on another. Within eight bars of any given song on her Epic debut album, *On How Life Is*, the voice is unmistakable. Whether it's the funky breakbeats coupled with Macy's raspy words of encouragement "Do Something" the album's first single or the smoky ballad, "Still" reminiscent of early Aretha, the result is an album filled with Macy's irresistibly gritty, yet soothing vocals

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MTV Around the World

Week of 12/6/99

MTV Asia

Artist	Title
1. Ronan Keating	When You Say...
2. Sugar Ray	Someday
3. Ricky Martin	She's All I Ever Had
4. C. Aguilera	Genie In A Bottle
5. Madonna	Beautiful Stranger

MTV Latin America (South Feed)

Artist	Title
1. C. Aguilera	Genie In A Bottle
2. Britney Spears	Crazy
3. E. Inglesias	Rhythm Divine
4. Five	Keep On Movin
5. Shakira	Ojos Asi

MTV India

Artist	Title
1. BSB	I Want It That Way
2. Sonu Nigam	Ab Muje RaatDin
3. Jagit Singh	Shaam Se Aankh Mein
4. Harbhajan Mann	Oye Hoye
5. Boyzone	When The Going...

MTV Australia

Artist	Title
1. Eiffel 65	Blue
2. V. Amorosi	Absolutely Everybody
3. Madison Ave.	Dont Call Me Baby
4. S2S	Sister
5. Jennifer Lopez	Waiting For Tonight

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay. Provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	4	1	15	He Didn't Have To Be	Brad Paisley
2	1	1	15	When I Said I Do	Clint Black
3	5	3	10	Breathe	Faith Hill
4	2	2	22	Home To You	John M. Montgomery
5	3	1	20	I Love You	Martina McBride
6	6	6	15	Come On Over	Shania Twain
7	10	7	20	What Do You Say	Reba
8	8	8	15	All Things Considered	Yankee Grey
9	11	9	13	Pop A Top	Alan Jackson
10	7	1	25	Something Like That	Tim McGraw
11	12	11	15	Big Deal	LeAnn Rimes
12	13	12	14	Cowboy Take Me Away	Dixie Chicks
13	15	13	12	My Best Friend	Tim McGraw
14	9	4	22	What Do You Say To That	George Strait
15	17	15	15	She Thinks My Tractor's Sexy	Kenny Chesney

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Billboard's Top 15 Albums

Compiled from a national sample of retail store and rack sales reports. Provided by SoundScan.

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	3	1	2	Celine Dion	All The Way...
2	-	2	1	Metallica	S&M
3	2	2	2	Dr. Dre	Dr. Dre -- 2001
4	6	1	28	Backstreet Boys	Millennium
5	1	1	2	Korn	Issues
6	8	1	46	Britney Spears	...Baby One More Time
7	-	7	1	NAS	Nastradamus
8	4	1	24	Santana	Supernatural
9	5	5	2	Will Smith	Willenniumv
10	12	1	14	Christina Aguilera	Christina Aguilera
11	24	2	108	Shania Twain	Come On Over
12	7	2	4	Mariah Carey	Rainbow
13	-	13	1	Garth Brooks	The Magic Of Christmas
14	23	14	2	Kenny G	Faith A Holiday Album
15	-	15	1	Dave Matthews Band	Listener Supported

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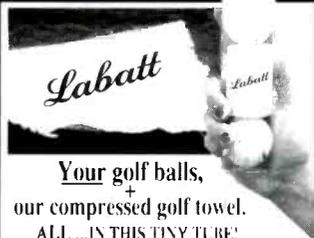
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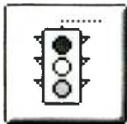
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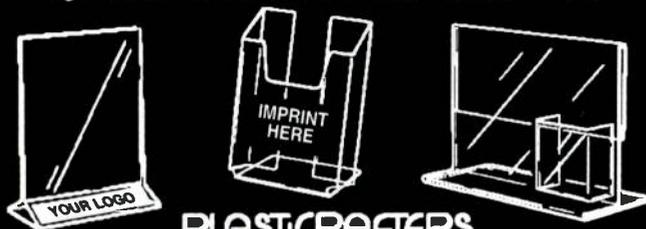
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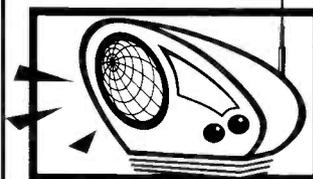


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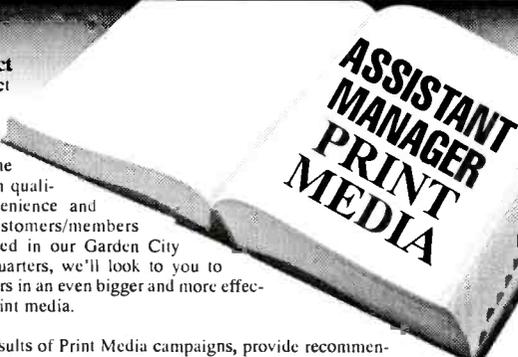
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Will create b-to-b ad campaigns for an established, award-winning trade publisher in Bucks County, PA. NBS has provided print, electronic and Internet products & services to clients in the promotional products industry for close to 50 yrs. Requires min. 5 years strong b-to-b exp. writing sales letters, product brochures, ads & direct mail. 4 yr. degree req'd. Forward your "personal sales letter," non-returnable business writing samples w/ your resume & salary history to: **National Business Services, 1100 Wheeler Way, Langhorne, PA 19047**
Fax: (215)750-3686. Visit us at: www.nbsonline.com EOE



MARKETING/PR ADMINISTRATIVE ASSISTANT

We are a New York based, high-end international real estate developer looking to expand our in-house marketing/PR department. The candidate we are looking for is PowerPoint proficient, well-versed in graphic programs such as Photoshop and Illustrator, is detail-oriented, can handle a multitude of tasks. The position requires coordinating with outside advertising/PR agencies, and assist in the management of a new website. Degree preferable, along with 1-2 years experience. We offer competitive salary and benefits.

Please e-mail your resume to: cclaus@millenniumpr.com
or fax to: C. Claus at (212) 595-6071

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RATES for Employment and Offers & Opportunities

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

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$170.00, 1/2 inch increments: \$85.00 week. Rates apply to **EAST** edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$25.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue. **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036.** 1-800-723-9335 Fax: 212-536-5315.

HELP WANTED

ADVERTISING SALES

Growing publishing/web firm is seeking an intellectually curious, self sufficient and well spoken advertising salesperson to join our established team.

Position is for ad sales, northeast territory, Delta Air Lines' Sky magazine. Audience is frequent business travelers. Combination of existing accounts and prospective business.

Strong written and presentation skills are a must. Applicants must be proficient with a laptop. Very fast paced environment. You must be an enthusiastic, high achieving team player.

We offer a generous compensation package, 401K, and benefits. You must be able to work from our Somerset, NJ office (55 minutes from NYC, Rt. 287, exit 12). Light travel is required.

Please fax resume to Hemisphere Inc. 732-764-0255
or email: lvisconti@hemnet.com

No phone calls please.

**Sales Manager
(Eastern Region)**

Audit Bureau of Circulation is seeking a sales manager for a sales, marketing and training development capacity to consumer and business-to-business advertisers and advertising agencies. This position will develop and execute sales strategies for new business and maintain existing client base.

Qualified individual should possess solid experience in direct sales; 2-5 years in publishing, advertising agency or magazine publishing; exposure to advertising sales, circulation or media publishing a plus. Some travel required.

Please send resume with salary requirements to:

Audit Bureau of Circulations
405 Lexington Ave., 48th Flr.
New York, NY 10174-4805
Fax: (847) 605-9771
Email: recruit@accessabc.com

**BROADCAST
MANAGER**

WestWayne, the largest independent agency in the SE, needs to add a Broadcast Manager to its Tampa, FL office. This position is responsible for supervising broadcast buying activities on multiple accounts within the agency as well as supervising several buyers and assistants.

Requirements include a strong spot broadcast buying background (spot TV, radio and cable), strong negotiating skills and experience in developing extensive added-value and merchandising packages, ability to manage multiple tasks on multiple accounts and strong managerial skills. 5+ years of broadcast buying experience is critical as well as ad agency experience along with a BA/BS in Advertising, Marketing, Communications or other related field.

Please email resume and cover letter to kfield@westwayne.com. No phone calls please.

WestWayne

AD SALES

Leading IT publication, **Federal Computer Week**, seeks ad sales professional for DC/MD/VA territory. Experience in IT print sales. High energy, self-motivated individual responsible for handling major accounts and developing prospects. Great growth potential and opportunity to work with outstanding team in division of world's largest IT media company, IDG. Excellent benefits and comp. Resumes to: HR Director,

FCW

3141 Fairview Park Drive, #777
Falls Church, VA 22042
email: hrdirector@fcw.com
fax: 703-876-5089

**ADVERTISING
OPERATIONS
MANAGER
INTERNET
OPPORTUNITY**

Streetmail.com, a rapidly expanding Internet company, desires experienced professional to develop and manage all areas of ad operations. Must be a quick thinker who can prioritize activities and demonstrate follow through in a fast paced environment. Minimum of three years experience in operations field. Salary plus stock options.

Fax resume to 212-981-1986 or email to judy@streetmail.com

ADVERTISING MANAGER—NORTH AMERICA

Project Finance International, the world's leading project finance publication, seeks a New York-based advertising manager for the North American region to sell advertising and sponsorship packages to financial institutions and major corporations in the US and Canada, as well as to maintain existing accounts in the region. Responsibilities will include face-to-face presentations, development of promotions, and working closely with editorial and marketing staff. US/Canada travel required. Position offers a competitive base salary and commission package.

The successful candidate will have a BA or equivalent, excellent presentation skills, and a minimum of 12 months sales experience in a financial or business-to-business environment. Project Finance International is owned by IFR Publishing, part of The Thomson Corporation, and an equal opportunity employer. Resumes should be sent (no calls please) to:

C. Sherman, IFR Publishing
One State Street Plaza, 25th Floor, New York, NY 10014
or e-mailed to: Diane.Bush@tfeurope.com
www.ifrpub.com



1. Are you tired of looking at lousy portfolios?
2. Are you an AD or CD who loves advertising enough to want to teach it?

If you've ever complained about the quality of student portfolios, here's your chance to do something about it. We're looking for two faculty members capable of teaching Advertising Design to undergraduate and graduate students, starting next fall. Both positions are tenure track. We'd prefer that you've won a few awards and have both print and television experience; that you're a good writer as well as a great designer, and have five years or more of professional experience and a BFA. You should know Quark, Photoshop and Illustrator well enough to answer the students' questions, but your teaching emphasis will be on campaigns, concept, strategy and problem-solving for the three classes a week you'll be teaching.

We have a terrific benefits plan that should let you retire as a millionaire plus if you put in twenty years. If you've got children, their education at Syracuse will be free, and you and your spouse can take six credits per semester tuition free (and work on those graduate degrees). We encourage you to freelance or consult, and retain professional connections, and give you time to do it. Interested? Send your resume and a reel and/or book to: Advertising Design Search Committee, Syracuse University, Shaffer Art Building, Syracuse, NY 13244, by February 1, 2000. We encourage diversity and support equal opportunity.

PROJECT MANAGER

Discovery Networks Advertising and Promotion Department of Discovery Communications, Inc., is seeking an individual to join our Media Strategy and Promotion Team. Working out of our Bethesda, MD headquarters, recently recognized by Washingtonian Magazine as one of the area's best places to work.

Collaborating with external media agency and internal liaisons to manage day-to-day implementation of our media plan, you will supervise media agency efforts, enhance media/creative integration by spearheading interactions with creative advertising counterparts, participate in interdivisional media committees/work sessions, manage value strategy/implementation, coordinate with advertising, promotion and cross-channel strategy members to communicate media plans/ideas, and oversee media budget, which includes monitoring/coding invoices, preparing monthly forecasts and variance analyses, and tracking redeployment of unallocated media dollars and bonus opportunities. Requires a BS/BA, or equivalent, 5-8 years media experience (agency or client-side), knowledge of MS Office, strong communications skills and a desire to proactively and assertively work in a fast-paced environment. We offer an excellent benefits and salary package. Please send your resume to: Discovery Communications, Inc., ATTN: Meredith Anderson, 7700 Wisconsin Avenue, Bethesda, MD 20814; FAX: (301) 771-3157; NO PHONE CALLS, please. EOE, M/F/D/V.

**NATIONAL AD REPS**

Dynamic theater publication with extensive distribution seeks experienced independent reps throughout US. Generous commission structure with very strong earning potential. Send resume:

The Development Group
93 Union Street
Newton Centre, MA 02459
Fax: to 617-527-4176

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(212) 475-0099

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media logic

HELP WANTED

www.hellofanopportunity.com

Still working on yesterday's accounts? Tired of expensive housing, lousy weather and/or agencies going nowhere fast? Then pack your bags for Atlanta. We're DWP, the fastest-growing agency in one of the hottest technology markets in the country. Our focus on building global technology and Internet brands has helped us top \$160M. All we need now are talented pros to help us keep on growing. If you have a passion for technology and want to work on great accounts (with great budgets), call Linda Summers at (770) 668-5700 or email your resume to jobs@donino.com.

We're looking for: Account Directors; Account Managers; Strategic Planning Directors; Sr. Creative and Interactive Talent; Production Artists; Broadcast Producers; Media Supervisors; Media Planners; Network TV and Sr. Broadcast Buyers; Media Research Manager.

www.donino.com/jobs



MEDIA PLANNING PROFESSIONALS INVITED

to join our leading global advertising agency.

Your place as a media planning professional may already be reserved at DraftWorldwide if you are ready for an outstanding and challenging career opportunity as a Media Planner, Sr. Media Planner, Media Supervisor or Associate Media Director.

TV, DRTV and/or print experience needed but not all positions require all of these areas of expertise.

DRTV buyers are welcome to apply for media planner positions.

To see if there is a place setting for you at our planning table, please e-mail or fax your resume with cover letter (including salary history and position of interest) to:

nyresumes@draftnet.com

FAX: 212-546-7811

www.draftworldwide.com



DraftWorldwide

EOE/M/F/V/H

PRODUCT/ADVERTISING SALES

Adweek Directories has an exciting entry-level inside sales opportunity for you to sell CD-ROM product and advertising in our directories serving the advertising, marketing and media industries. You must love to cold-call, be able to bring in lots of new business, deliver great customer service, and have the intelligence and imagination to work on enterprise solutions and ad programs for some of the largest and most innovative companies in the business. This is a telephone sales position, but "boiler-room" telephone reps need not apply; you must be comfortable with the smart, customer-focused, consultative sales approach. Competitive salary, excellent commission package and benefits.

Fax resume, cover letter and salary history to:

Mitch Tebo

(212) 896-7282

We have it all. Surf, sun, sand and a ton of new business.

All we need now is a ton of new people to help us work on it. Media planners. Account Service (entry level and 3-5 years experience). Creative, production, promotions and new media, all levels. Public relations (3-5 years experience). You'll be working with a growing

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\$50 million agency on accounts like Virginia State Tourism, Virginia Beach Tourism and Collecting Channel.com. And you'll be living in a fabulous resort city. The only question is, where will you go on vacation? Send resume' and samples, where appropriate, to Director of Business Operations, Barker Campbell Farley & Mansfield, P.O. Box 62122, Virginia Beach, VA 23462



BARKER CAMPBELL FARLEY & MANSFIELD

www.bcf-m.com

ADVERTISING SALES

National golf trade magazine looking for sales representatives based in NY Metro and/or Atlanta. Ideal candidate has an outgoing personality, is a self-starter, and possesses good communication and writing skills.

Position requires 0-2 years ad sales or marketing/media experience. Candidate must work closely with publisher and in-house staff. Call on established clients, as well as develop new accounts.

This is a highly visible position and a great career opportunity. Travel will be necessary. We offer a competitive compensation package (salary and commissions) as well as a retirement savings plan and benefits.

Please e-mail resume, salary requirements and cover letter to:

gpnmail@aol.com or fax to: (973) 402-1651

GREAT OPPORTUNITIES AT THE BEST INTERACTIVE AD AGENCY!

EXECUTIVE DIRECTOR

Looking for an excellent senior media planning person who is a great strategist. Interactive planning exp. a must.

MEDIA DIRECTOR

Looking for an AMD who has packaged goods and direct response exp. Interactive planning exp. a major plus.

Please send resume & salary info. to:

Lee Rudnick, President

DBI Media Executive Search

212-338-0808 ext. 5 Fax: 212-338-0632

E-mail: dbimedia@mindspring.com www.dbinny.com

HELP WANTED

BET is seeking to fill the following sales positions:

SALES ASSISTANT

Responsibilities include order entry, proofing and maintenance of agency order records. 1+ years office experience is required. Media experience is a plus.

SALES PLANNER

Primary responsibilities are media planning and account stewardship activities. Candidates must have strong multi-tasking skills, detail oriented focus and the ability to work independently in a fast-paced environment. Requirements include 2+ years experience in a Television Ad Sales support role, a working knowledge of media math, an undergraduate degree and proficiency in Excel.

Send resume (indicate desired position) and salary requirements to:

Att: Human Resources-CH BET

One BET Plaza/1900 W Place, NE Washington, DC 20018-1211



No phone calls, please Equal Opportunity Employer - M/F

Hot Jobs

New Office in New Jersey!

Paladin Staffing Services "Worksite" has new postings every week for freelance and full-time advertising and marketing jobs at top companies and agencies in the Tri-State area. Short or long-term interim assignments as well as full-time positions. All skills and titles, including creative. EOE/M/F/D/V



www.paladinstaff.com

ASSISTANT PRODUCTION MANAGER

The industry leader of leased Fine Jewelry Departments has an opportunity to work with our busy in-house retail Advertising Department in our New York City office.

In this role, you will supervise traffic and participate in color approval. Some travel may be required for press o.k.'s. Minimum two years' related experience. Retail background preferred.

Qualified candidates should forward their resumes with salary requirements to:

Finlay-HR, Dept.-SF 529 5th Avenue New York, NY 10017 Fax: (212) 983-7516 E-mail: pallen@fnly.com EOE

AD SALES ASSISTANT

Advertising industry trade magazine seeks organized, detail oriented, PC proficient assistant. Great interpersonal skills and ability to juggle many tasks a must. General administrative support for 2-3 salespeople plus opportunity to grow into space sales for right person. College education. Knowledge of Word/Word Perfect/Excel and ACT! a plus.

Forward letter/resume/salary history to

ADWEEK MAGAZINES 1515 Broadway, 12th fl. NY NY 10036 Att. Linda

FAX: (212) 536-5353

- no phone calls.

Account Supervisor and Account Coordinator

HELP US ERASE STEREOTYPES IN THE HISPANIC MARKET

One of the largest Hispanic Advertising Companies has an outstanding opportunity in their New York Office. This is a once in a life time opportunity... help launch their new office... be the direct support team for both new and existing consumer products clients... you must have the potential to grow and the ability to deliver today... bi-lingual, proven, high performance, Account Services experience in the Hispanic markets required. (Package Goods-a plus).

Fax your resume to: Human Resources 305 443 1928 today

Equal Opportunity Employer

ART DIRECTOR

We need a brilliant AD with three to five years of experience. Your portfolio must demonstrate exceptional design as well as conceptual thinking. A great opportunity for the right person in a highly creative, fast-growing, NYC ad agency with an impressive roster of quality consumer clients.

Fax resume and a couple of samples to: (212) 989-3102

SENIOR GRAPHIC DESIGNER/ART DIRECTOR

Award winning agency seeks brilliant, conceptual designer with strong web and print experience, min. 5-7 yrs.

Send resume & samples to:

BMG 256 Broadway Troy, NY 12180 or call: 518-274-0414

ADVERTISING SALES

Technology Investor Magazine is seeking dynamic sales people to join our fast paced advertising team. The ideal candidates will build sales in financial advertising. Must be able to work under tight deadlines. We offer competitive salary structure and benefits. Fax resume to:

Brian Clerkin 212-685-4265 or Brian_Clerkin @technologyinvestor.com

GENERAL/DIRECT/INTERACTIVE

Vintage Resources is now one of the leaders in placing Adv professionals in the NY area. We focus on your indiv talents. We reward your efforts w/ the best career optys & negotiate the best compensation pkges.

Group Acct Director.....to \$200K Account Supv.....to \$90K Account Exec.....to \$55K Media-All Levels.....to \$30-150K Traffic/Production.....to \$75K Database Marketers.....to \$180K Interactive-All Levels.....to \$150K Fax resume 212-490-9277 or E-Mail: vintageresources@mindspring.com

ACCOUNT MANAGERS NEWSPAPER AD SALES

The Chicago Sun-Times, America's 9th largest daily newspaper is looking for account managers to work out of our New York and Chicago offices. Previous media sales or agency background a must.

Fax resumes and salary history to: Randy Hano Fax: (312) 836-9019 EOE

RESEARCH DIRECTOR

WMC-TV, NBC affiliate, the market news leader and a Raycom Media station, seeks a Director of Research. Must have experience in Sales Marketing including collecting and analyzing data, preparing written and graphic presentations. Must be able to use qualitative research including, TVScan, Marshall Marketing, Nielsen Galaxy Navigator.

Will be working with rep firm to create projections and estimates and update station inventory avails system. Prepare sales pieces for presentation to local and national clients. Train account executives in use of research sales tools. Accompany sales personnel on client calls as necessary. Must be computer literate. Knowledge of Nielsen, TVScan, Microsoft Office. Must possess oral and written presentation skills. Qualified applicants send resume to Bill Applegate, VP/GM, 1960 Union Ave., Mphs, TN 38104, or e-mail resume to bapplegate@raycommedia.com. EOE M/F/D

WMC-TV, Memphis TN

ADVERTISING SALES EXECUTIVE

Seeking New York based, creative, goal oriented sales executives for a leading advertising sales organization. Newspaper or other media selling experience necessary. Must be able to work closely with newspaper staffs as well as sell national advertising at agency and client level. The ability to handle multiple projects a must. Excellent written and verbal skills required. EOE.

Fax resume in confidence to 212-986-9592

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HELP WANTED

WCJ

Wunderman Cato Johnson

Our **San Francisco** office is growing. We are looking for insightful, experienced professionals to work on our expanding list of blue-chip clients as part of our Account Management and Media teams. We offer highly competitive salaries and benefits, as well as relocation assistance for the right people.

Management Supervisor

You must have a min. of 8 years of Direct Response or Direct Marketing Agency experience. Demonstrated leadership, strategic planning and communication skills are a must.

Account Supervisor

You must have a min. of 4 years of comparable Direct Response Agency experience. Effective leadership experience and strong communication skills are essential and an in-depth knowledge of agency process is a must.

Account Executive

You must have at least 1 year of Advertising/Direct Marketing Agency experience, more would be absolutely delightful. You will work closely with clients—so great communication and presentation skills are essential.

Media Supervisor

You must have at least 4 years of Direct Response Media Planning experience. Any on-line or digital media background is a plus. You must possess proven supervisory skills, a thorough knowledge of spreadsheet data analysis and excellent organizational skills.

Media Planner

You must have at least 1 year of Media Planning experience. Any Online or Direct Marketing background is a plus. You must possess a working knowledge of spreadsheet data analysis and excellent organizational skills.

Send your responses to:
 Attn: Maria Hidalgo-HR Manager
 FAX: (415) 371-6869
 e-mail: maria_hidalgo@us.wcj.com
We are an Equal Opportunity Employer

Warner Bros. Online has the following positions available in our growing interactive department in New York.

SALES DIRECTOR

We are seeking a successful individual to supervise Account Executives and Regional Sales Managers to ensure that all online sales revenue goals are met as well as market WB web sites to existing and future national advertisers. Strong communication skills are necessary, as this role requires attending trade shows and working with outside promotional partners. A demonstrated ability to manage and motivate a team along with proven sales skills in an interactive entertainment environment is essential. Strong negotiation and presentation skills are required, as is an in-depth knowledge of multi-media advertising and interactive services. The flexibility to travel is also necessary.

ACCOUNT EXECUTIVE

The individual we seek will have aggressive sales skills in order to successfully sell online advertising on Warner Bros. web sites. This role requires working closely with national clients to develop interactive advertising solutions in addition to developing strong sales elements in order to attract new advertisers. The ability to conceptualize new ways of extending WB's reach into new areas will also be key. The ability to travel to various trade shows and conventions is also necessary.

We offer an attractive benefits package. Please send your resume and salary history, to: Warner Bros. Box #WAAW, 4000 Warner-D, Magnolia Blvd., PMB 180, Burbank, CA 91505. Fax: 888-309-5959 or e-mail: wbjobs@lexus.com. EOE.



entertainment

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ONE GREAT ACCOUNT SUPERVISOR

Philadelphia agency needs one more strategic thinking, organized, motivated person. Should have 7 years experience in healthcare and packaged goods. Must be strong in writing, problem solving and presentation skills. Recognizing big ideas is an absolute.

Fax or e-mail resume and salary requirements to:

Ernest L. McKenna

215-893-0543

or

Ernest.McKenna@cramp.com

Cramp & Tate

Seeing beyond the problem

EASTERN SHORE

Heir Apparent: CEO

Growing "b to b" agency jewel in idyllic Chestertown, Maryland seeks a person with strategic, creative and administrative skills, plus the "magic" of leadership, to replace the retiring founder/owner...and grow the business. Compensation includes equity.

In strictest confidence.

Contact: James B. Bradbeer

The Bradbeer Company

570 Maplewood Ave.

Wayne, PA 19087

Tel: (610) 293-1010

Fax: (610) 975-0337

Interactive Advertising Sales

WinStar Interactive, a leading website representation firm, is looking for sales executives, sales planners and traffic personnel.

Interactive Advertising Sales - LA, NYC and Texas

Senior sales positions available, media sales experience required, internet sales experience preferred.

Interactive Sales Planners / Traffic Personnel - SF and NYC

Interested candidates should e-mail resumes to salesinfo@winstar.com or fax (212)687-4636. For more information on WinStar Interactive, visit our website at www.winstarinteractive.com

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DMOC
 DIRECT MARKETERS ON CALL, INC.

CULTURE TRENDS

MTV Around the World

Week of 12/6/99

MTV EUROPE

Artist	Title
1. C. Aguilera	Genie In A Bottle
2. Britney Spears	Crazy
3. Ronan Keating	When You Say...
4. BSB	Larger Than Life
5. Bob Marley	Sun Is Shining

MTV Latin America (North Feed)

Artist	Title
1. Enrique Iglesias	Rhythm Divine
2. C. Aguilera	Genie In A Bottle
3. BSB	Larger Than Life
4. Savage Garden	I Knew I Loved You
5. Lius Miguel	O Tu O Ninguna

MTV Brazil

Artist	Title
1. N'Sync	U Drive Me Crazy
2. RHCP	Scar Tissue
3. Raimundos	A Mais Pedida
4. Geri Halliwell	Mi Chico Latino
5. BSB	Larger Than Life

MTV Russia

Artist	Title
1. Yellow	Squeeze Please
2. Zemphira	Pochemu
3. Geri Halliwell	Mi Chico Latino
4. Lightening Seeds	Life's Too Short
5. Eurythmics	I Saved The World

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by Broadcast Data Systems, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by SoundScan.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	20	Smooth	Santana/Rob Thomas
2	2	2	16	Back At One	Brian McKnight
3	5	3	9	I Wanna Love You Forever	Jessica Simpson
4	3	3	14	I Need To Know	Marc Anthony
5	6	5	15	My Love Is Your Love	Whitney Houston
6	7	6	8	I Knew I Loved You	Savage Garden
7	9	7	12	U Know What's Up	Donell Jones
8	4	3	16	Mambo No. 5	Lou Bega
9	8	8	9	Waiting For Tonight	Jennifer Lopez
10	15	10	4	Girl On TV	LFO
11	11	9	18	Steal My Sunshine	Len
12	10	1	25	Unpretty	TLC
13	21	13	13	Hot Boyz	Elliott/NAS/EVE/Q-Tip
14	17	14	14	Bring It All To Me	Blaque
15	13	4	33	Where My Girls At?	702

©1999 Billboard/SoundScan, Inc./Broadcast Data Systems

Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. Provided by SoundScan.

This Week	Last Week	Wks on Chart	Artist	Title
1	-	1	Tash	Rap Life
2	18	38	Sonicflood	Sonicflood
3	3	17	Brad Paisley	Who Needs Pictures
4	7	4	McDermott/Kearns/Tynan	Home For X-Mas
5	1	34	Static-X	Wisconsin Death Trip
6	9	2	The Cathedrals	A Farewell Celebration
7	5	3	H.Walker & The L. F. C. C.	Family Affair
8	8	7	Stroke9	Nasty Little Thoughts
9	-	1	South Park Mexican	3rd Wish
10	4	23	System Of A Down	System Of A Down
11	33	5	Sole	Skin Deep
12	10	25	Out Of Eden	No Turning Back
13	9	2	Marc Nelson	Chocolate Mood
14	12	5	Yolanda Adams	Mountain High...Valle...
15	Re-Entry		Raze	Power

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ADWEEK DIRECTORIES

2000 Editions

Are you using up-to-date data? The 2000 editions of **The Adweek Directory**, **The Brandweek Directory** and **The Mediaweek Directory** can help you get the job done quickly and accurately. Covering Advertising, Brand Marketing and Media, these updated reference sources contain over 24,000 companies and more than 100,000 key personnel.

If you've been using that "other reference," you'll be pleasantly surprised by how much more user-friendly we are. Listings are arranged so you can find all the data you need the first time. You can search by brand, by agency, by company name. And there are indexes to help you search by geographical location, by industry category, by company type. All backed by the resources of ADWEEK, BRANDWEEK and MEDIAWEEK.

Also, if you're looking for someone to build a Web site, an agency with a multimedia need, or a developer in search of digital alliances, you'll find all the answers you need in the **IQ Directory**. Published by the same people who created ADWEEK's IQ News, it lists over 2,200 Interactive/New Media Marketing Development companies and can save you hours of research.

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Or call toll-free 1-800-468-2395

Visit our website at adweek.com

YES. Please send me the following ADWEEK Directories:

- 2000 ADWEEK Directory @ \$340
- 2000 BRANDWEEK Directory @ \$340
- 2000 MEDIAWEEK Directory @ \$340
 - Any 2 of the above for \$550
 - All 3 of the above for \$695
- 2000 IQ Directory @ \$315

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- Bill me. (Directories shipped upon payment.)

U.S. and Canadian residents please add \$12 for shipping and handling. All other non-U.S., add \$45 per directory. Add applicable sales tax in CA, FL, GA, IL, MD, MA, NJ, NY, OH, TX & CANADA.

IFZ9ADAD3C99

ORDER ALL 3 AND SAVE

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Title _____

Firm _____

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City/State/Zip _____

Phone _____

Card # _____

Exp. Date _____

Signature _____

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1515 Broadway, New York, NY 10036

Or call toll-free 1-800-468-2395

Visit our website at adweek.com

YES. Please send me the following ADWEEK Directories:

- 2000 ADWEEK Directory @ \$340
- 2000 BRANDWEEK Directory @ \$340
- 2000 MEDIAWEEK Directory @ \$340
 - Any 2 of the above for \$550
 - All 3 of the above for \$695
- 2000 IQ Directory @ \$315

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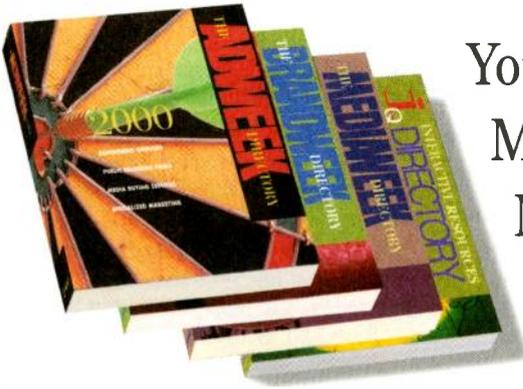
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Magazines

BY LISA GRANATSTEIN

Tech Support

ZD's new owners place a \$780M bet on technology sector

James Dunning is at it again. Less than a year after selling Petersen Publishing to U.K.-based Emap for \$1.5 billion, Dunning and private equity investment firm Willis Stein & Partners last week agreed to acquire Ziff-Davis Publishing for \$780 million in cash from Japan-

based Softbank, majority owner of Ziff-Davis Inc. Ziff publishes more than 80 consumer and trade tech titles, including *PC Magazine* and *Yahoo! Internet Life*. ZD's *Computer Shopper* and its stake in *Red Herring* were not included in the deal, which is expected to close in the first quarter.

"We will put millions on the table to effectively rebirth Ziff-Davis in the multimedia context," says Dunning, who will serve as chairman/CEO of the new Ziff-Davis Holdings and chairman of Ziff-Davis Publishing. (In the early '80s, Dunning was an executive vp of Ziff Communications, the predecessor of Ziff-Davis Inc.) "Remarketing and relaunching these brands is our priority."

The strategy, similar to the one Dunning executed at Petersen, will be to extend Ziff's print properties into trade shows and events, ancillary products and the Internet. Launches and acquisitions are planned. "Anything special-interest that has technology attached, we could be interested," Dun-

ning says. "If it makes sense to own Primedia, maybe we should own Primedia!"

The ZD Publishing team, which includes president/CEO Michael Perlis, will remain intact. Dunning says he will also bring in longtime partner and former Petersen exec Chip Block to help out with circulation.

ZD's new owners have their work cut out for them, particularly with advertising. Consolidation in the technology sector has meant a shrinking ad base for many Ziff titles. The company's total ad pages were down 25.3 percent this year through October, to 20,814. Ad revenue declined 12.6 percent over the same period, to

an estimated \$470.5 million, according to ADscope, a tech ad-tracking service.

"On the circulation side, there's still a solid base of readers, and [Ziff's magazines] perform a real service to the users," says Mark Edmiston, managing director of AdMedia Partners, a New York-based investment banking firm. "But they have

been advertising-driven historically, and that market is smaller than it was, and it's not going to get bigger again." Moreover, as tech continues to go mainstream, magazines such as *Business Week* and *Newsweek* are gaining share in hardware, software and dot.com advertising.

Many analysts had expected Ziff-Davis Publishing to fetch upward of \$1 billion. "[Dunning] got a good price because the perception is that there isn't a lot of growth to be had," says Michael Beebe, publishing analyst at Goldman, Sachs.

The deal does not include Ziff-Davis' Internet arm, ZDNet, which was a likely factor in the final price. Dunning and Chicago-based Willis Stein inked a five-year Web licensing agreement with Ziff-Davis Inc. "We'll certainly take a look at working with ZDNet, but we have no obligations or restrictions [on doing] anything in the multimedia community," Dunning says.

Perlis says ZD Publishing will continue to follow the model set by *Yahoo! Internet Life*, which fuses entertainment and the Web. "We follow technology where it goes in our culture," he says. "We can do these kinds of magazines very profitably and very effectively in ways other publishers can't."

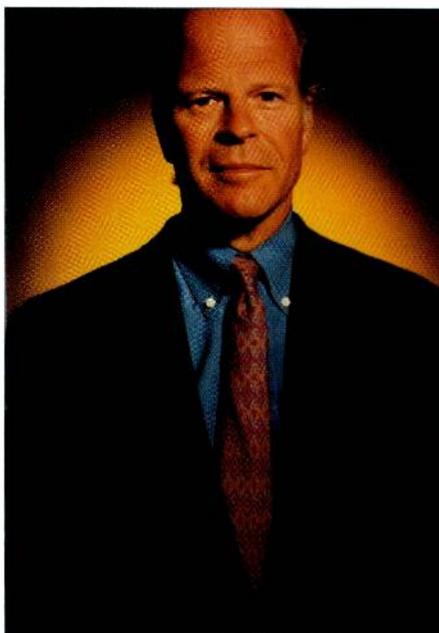
In just two and a half years, Dunning grew Petersen's stable of 76 special-interest titles to 160, completed a successful IPO and more than tripled his and Willis Stein's \$465 million investment. Ziff is the fifth investment Dunning and WS have partnered on.

TMM Taps Klein

President to 'grow franchises'

Jason Klein's rapid ascent at Times Mirror Magazines continued last week as the 39-year-old executive vp was named president and COO of TM's magazine division, publisher of more than 30 titles, including *Golf*, *Outdoor Life* and *Ski*. Klein succeeds Efreim Zimbalist III, who in January will become CFO of Times Mirror Co. after four years as president of TMM. Zimbalist, who will move from New York to company headquarters in Los Angeles, will retain his title as CEO of the magazine unit.

"Jason is a great general manager," says



Dunning notice: A dealmaker does another.

BRAD WILSON

Zimbalist. "He sees the whole picture—editorial, circulation, advertising and ancillary sales—and is able to integrate those into winning packages."

Klein joined TMM in 1993 from McKinsey and Co. Within two years, he moved up from director of strategy for professional information (overseeing strategic planning and business development) to president of TMM's Outdoor Co. Klein had overall responsibility for *Field & Stream*, *Outdoor Life* and the launch of the 300,000-circ *Outdoor Explorer*, which in January will be bumped up to bimonthly frequency from quarterly. In 1996, Klein added oversight of *Home Mechanix*, which he relaunched as *Today's Homeowner*. Last year, he took on the additional duties of TMM corporate sales and marketing.

"My main focus is to keep growing our franchises in different directions," says Klein. "We've had great success with the outdoor titles and *Today's Homeowner*. I want to build the titles, extend the brands, launch new titles and get into new markets and segments."

Times Mirror followed through on Klein's growth strategy last week by acquiring the 122,505-circulation *Motor*

Boating & Sailing from Hearst Magazines. The 92-year-old *MB&S* will become the third title in TMM's marine group, joining *Yachting* and *Salt Water Sportsman*.

Klein will have to find ways to reverse falling circulation at several of TMM's leading titles. *Outdoor Life's* paid circ fell 1.6 percent in the first half of this year, to 1.35 million, and newsstand sales were down 14.4 percent, according to the Audit Bureau of Circulations. *Field & Stream's* overall circ of 1.77 million was flat, and single-copy sales were off 2.6 percent. Total circ for *Today's Homeowner* was also flat, at 950,306, and newsstand sales were off 11.8 percent. *MB&S'* circ dipped 1.6 percent in the first half; single copies fell 7.2 percent.

March Madness

'Us' counts down to weekly launch

With three months to go before the relaunch of Wenner Media's monthly *Us* as a weekly, editor in chief Terry McDonell is busy hiring staff and firming up the book's editorial mission. Last week, McDonell named two key players to the team: Tom Conroy, a senior editor at Wenner's *Rolling*

Stone, will be *Us Weekly's* TV critic, and *RS* senior editor David Wild will serve as film critic. Also on board is Todd Gold, a former Los Angeles deputy bureau chief for *People* and most recently senior producer for the *Roseanne* talk show, who will be L.A. bureau chief and director of TV and Internet development. McDonell says he is about halfway through hiring some 50 new edit staffers for the weekly.

The redesign is being handled in-house by *Us* art director Rina Migliaccio. Noted *RS* photog Mark Seliger, who has occasionally handled shoots for *Us*,

will have a bigger role in the book next year.

Like Time Inc. behemoths *People* and *Entertainment Weekly*, *Us Weekly* will cover music, film, TV, books and fashion. "The magazine is about popular culture, it's rock 'n' roll, it's what's new," says McDonell. The title will aim for a young demo—readers in their early 20s to mid-30s. "[Our] audience is going to be far more alert to the moment," says McDonell. "In advertising parlance, they're early adopters."

Buyers who saw a prototype shopped around last summer by McDonell and *Us* publisher Larry Burstein say the changes are dramatic. "It looks bolder, more graphic and has a lot more white space," says Zenith Media's Melissa Pordy, who says she is considering signing up client Souza tequila. "It just looks more interesting."

McDonell says he expects to have a corps of 20 to 30 correspondents. "*Us* will be able to talk directly to the principal people," he says. "*People* doesn't have access to anybody—they constantly do [write-arounds]. That means you're not getting first-hand information." *Us'* access to the stars will no doubt be quite high, given owner Jann Wenner's statements that the magazine will be very celebrity-friendly.

"It's easy to get people if you want to surrender a lot of your journalistic standards," says Carol Wallace, managing editor of *People* (and former editor of *Us*). "[*Us*] has always stressed access to celebrities, but they have to ask themselves if it's paid off."

McDonell and company will learn soon enough whether Wenner's \$50 million gamble is a winner. The launch date for *Us Weekly* is March 17. ■



Hire authority:
Us' McDonell

Mediaweek Magazine Monitor

Weeklies

December 13, 1999

IDG's *The Industry Standard* continued on its roll with its Dec. 13 issue, up a whopping 578.58 percent over 1998, adding to the magazine's YTD total of 2,945.58 pages. While the Internet newsweekly owes much of its success to a strong Web economy, it also has broken a number of nonendemic ads, including American Express Blue, Visa, Makers Mark liquor and Xerox luxury goods, says associate publisher Cheryl Lucanegro. Dot.com ads pushing e-shopping for the holidays have packed fourth-quarter issues. —Lori Lefevre



	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
Business Week	13-Dec	191.58	14-Dec	112.80	69.84%	4,883.40	3,987.13	22.48%
Economist, The	4-Dec	59.00	5-Dec	68.00	-13.24%	3,031.44	2,735.57	10.82%
Industry Standard, The ^{L/D}	13-Dec	159.67	14-Dec	23.53	578.58%	2,945.58	578.05	409.57%
Newsweek	13-Dec	60.89	14-Dec	63.94	-4.77%	2,489.48	2,444.66	1.83%
People ^X	20-Dec	84.94	21-Dec	75.42	12.62%	4,216.76	3,970.49	6.20%
Sporting News	13-Dec	12.14	14-Dec	22.33	-45.63%	870.20	805.50	8.03%
Sports Illustrated	13-Dec	48.09	14-Dec	58.65	-18.01%	2,730.22	2,635.40	3.60%
Time ^E	13-Dec	65.16	14-Dec	73.78	-11.68%	2,856.78	2,677.31	6.70%
US News & World Report	13-Dec	58.76	14-Dec	39.32	49.44%	1,925.58	1,822.18	5.67%
Category Total		740.23		537.77	37.65%	25,948.44	21,656.29	19.82%
ENTERTAINMENT/LEISURE								
AutoWeek	13-Dec	34.70	14-Dec	22.46	54.50%	1,481.46	1,522.47	-2.69%
Entertainment Weekly	10-Dec	71.10	11-Dec	45.24	57.16%	2,088.68	1,887.44	10.66%
Golf World						1,265.92	1,278.93	-1.02%
New York								
New Yorker	13-Dec	44.68	7-Dec	133.71	-66.58%	1,987.42	1,880.59	5.68%
Time Out New York	8-Dec	112.20	9-Dec	69.00	62.61%	3,561.40	3,169.90	12.35%
TV Guide	11-Dec	62.47	12-Dec	59.11	5.68%	3,220.54	3,022.14	6.56%
Category Total		325.15		329.52	-1.33%	13,905.42	12,761.47	6.61%
SUNDAY MAGAZINES								
Parade	12-Dec	14.95	13-Dec	12.98	15.18%	600.51	613.81	-2.17%
USA Weekend	12-Dec	17.14	13-Dec	16.28	5.28%	609.49	593.92	2.62%
Category Total		32.09		29.26	9.67%	1,210.00	1,207.73	0.19%
TOTALS		1,097.47		896.55	22.41%	40,764.86	35,625.49	14.43%

D=DOUBLE ISSUE; E=ESTIMATED PAGE COUNTS; L=LAUNCHED ON 4/27/98; X=ONE MORE ISSUE IN 1998

AT DEADLINE (CONTINUED)

vp/COO of the company worldwide. Jeff Grant was named president of worldwide programming, a role in which he will oversee the development, production and distribution of programming globally.

ABC and NBC Sign Satellite Agreements

DirecTV last week signed retransmission agreements with ABC and NBC. The multiyear deals will allow DirecTV to carry the broadcast signals for both networks' owned-and-operated stations. CBS has yet to craft a retransmission deal with DirecTV and rival DBS provider EchoStar. Both companies, which have about six months to complete retransmission deals with broadcasters in any market where they deliver local-to-local signals, already have retransmission deals with Fox.

Hirschhorn Inks Umbrella Deal With Disney

As ABC and Disney continue to consolidate their production units, ABC network animation president Charles Hirschhorn exited his position last week, signing an overall deal with Disney to produce features and TV movies under his new banner Fountain Productions. Hirschhorn also was president of Walt Disney Television, overseeing *Wonderful World of Disney*. ABC movies and minis chief Susan Lyne is expected to assume duties for *Wonderful World of Disney*, while a replacement on the Walt Disney Television side is expected to be announced this week.

American Family Settles Fraud Lawsuit

American Family Enterprises, parent of the American Family Publishers, last week settled a number of class-action suits that claimed the company sent misleading mailings in order to drum up business. AFE will establish a \$33 million consumer fund to provide refunds for up to 35 million consumers who said they thought that buying magazines improved their chances of winning sweepstakes. The settlement, approved by the federal District Court in Newark, N.J., resolves any pending private or class-action litigation. As part of the settlement, the Jersey City-based company has agreed to change many of its practices, including adding "no purchase necessary" disclaimers on all mailings, including clearly stated contest rules and removing such statements as "you are a winner." Customers who bought merchandise from AFP after January 1992 may be eligible for a refund.

ABC's Enhanced TV Expanding Operations

ABC will expand Enhanced TV, the free product that provides online interactive content synchronized with network programming, to several dayparts, starting with the smash hit *Who Wants to Be a Millionaire*. Steve Bornstein, chairman of Disney's Go.com, last week revealed plans to broaden the use of Enhanced TV, which has successfully augmented NFL telecasts on ABC and ESPN this season. The first Internet-television convergence product available to the mass market, Enhanced TV offers data and games tied into on-screen action. *Millionaire* will go interactive with a real-time, play-at-home game, including prizes for online players.

Rodale's *New Woman* Won't See New Year

Citing severe circulation woes, Rodale Press last week folded *New Woman*, effective immediately. January's issue will be its



last. Rodale acquired the women's monthly from Primedia in 1997 for about \$17 million and poured an estimated \$30 million into a major overhaul that kicked off with September's issue. "Newsstand certainly played a major part, but the subscription side is also a challenge," said John Griffin, president of Rodale's magazine division. "It was just a daunting task to build circulation." Paid circulation was

flat through June, at 1.19 million, and single-copy sales fell 21.9 percent, according to the Audit Bureau of Circulations. Ad pages were up 2.94 percent this year, to 683, according to the *Mediaweek Magazine Monitor*.

Addenda: Total magazine advertising for the month of November was 13.7 percent above last year, at \$1.8 billion, according to Publishers Information Bureau. Total pages for November were 28,163, a 6.2 percent increase over 1998...*National Geographic Adventure* will increase its rate base 50 percent, to 300,000, and its frequency from four to six issues per year, effective with its January/February issue...*Meredith's Country Gardens* and *American Patchwork and Quilting* will increase their rate bases to 350,000 from 325,000 and to 225,000 from 200,000, respectively, with their February issues...**Anthony Jazzar**, creative director at Hearst's *Marie Claire*, will join Condé Nast's *House & Garden* as art director, effective Jan. 10...MSNBC named **Ramon Escobar**, formerly of NBC O&O WTVJ-TV in Miami, the network's executive producer...**Tom Cerio**, most recently senior vp and general sales manager, Eastern division, of Buena Vista Television, was promoted to executive vp of sales, overseeing the company's entire sales force...In a deal similar to the one cut by Hearst-Argyle a few months ago, **Post-Newsweek Stations** invested \$10 million in Internet Broadcasting Systems (IBS) for an 11 percent equity ownership...**Local spot television advertising** increased 6.1 percent in third quarter, while the national spot market grew 3.4 percent, according to data supplied by CMR MediaWatch and distributed by the Television Bureau of Advertising...**Adelphia Communications** will buy Cablevision Systems' 306,000-subscriber system in the Cleveland area for \$1.53 billion in cash and stock, valuing the system at an eye-popping \$5,000 per subscriber...**John DeLorenzo** has left his post as CFO and board member at Paxon Communications...**ESPN and Major League Baseball** settled their long-festering breach-of-contract dispute with a new rights deal worth about \$800 million...**George** executive editor **Richard Blow** will leave the magazine Dec. 31.

Correction: In an article in the "Media Elite" section of the Dec. 6 issue, "Practicing What She Preaches," Helga Hengge's name was misspelled.

'99 MEDIA ALL-STARS

A record crowd of 750 turned out for Adweek Magazines' Media All-Stars luncheon and awards ceremony on Dec. 8 at the Marriott Marquis hotel in New York. All-Stars Day began with a breakfast sponsored by *The New York Times*. The pre-awards cocktail reception was sponsored by Nickelodeon and the lunch by NBC. The event, which honored *Mediaweek's* 1999 Media All-Stars in 10 categories, was emceed by Jodi Applegate, host of NBC's *Later Today*.

Photography by Therese Kopin



(L. to r.) Diane Huntley, vp/promotions, MPA, and *NYT's* Ali Jabbour-Morris, managing dir./media, and Susan Tarrence, group dir./adv.



Tarrence with *New York Times* colleague Don Melanson, the paper's managing director.
Jodi Applegate with



L.A. *Times* national sales manager Vivian Mur and Joe Abruzzo, Research All-Star and exec. vp/director, marketing research, The Media Edge.



(L. to r.) NBC's Keith Turner, president/sales & marketing; CBS' Joe Abruzzese, president/sales; and Daniel J. Costarene, exec. vp, ITN.



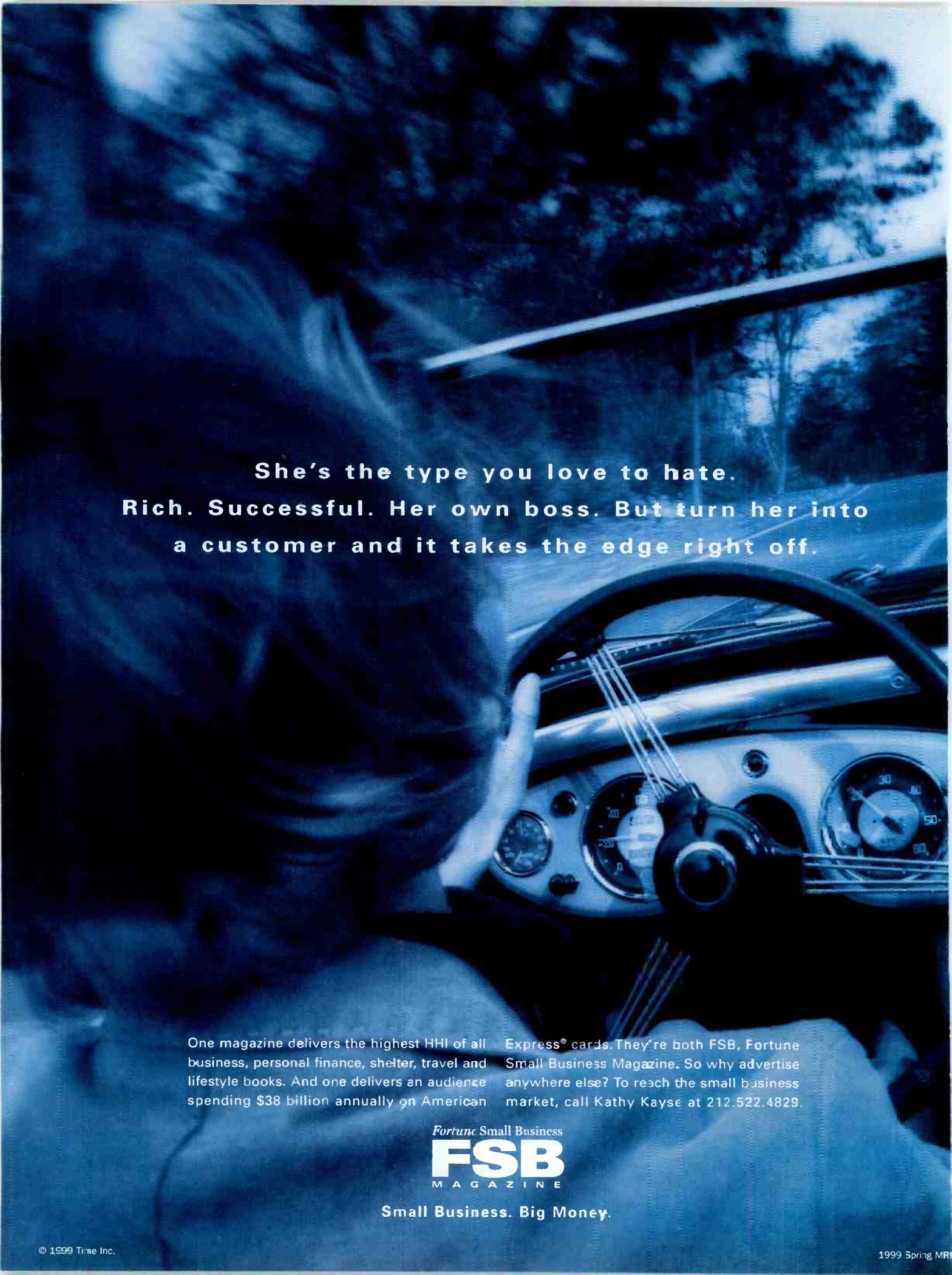
(L. to r.) CBS Plus vp Lauren Bryant; Dean Luplow, vp/media director, Starcom Worldwide; Chuck Bloomberg, director/Midwest sports sales, NBC; and Starcom vp/media director Shelley Watson.



Tom Kiernan, New Media All-Star and vp/managing director of Organic Media.



(L. to r.) SFM Media president Robert Frank and exec. vp Annette Mendola with MPG USA exec. vp Esteban Gomez and Agn s Lukasewych, Radio All-Star and SFM vp/radio supervisor.



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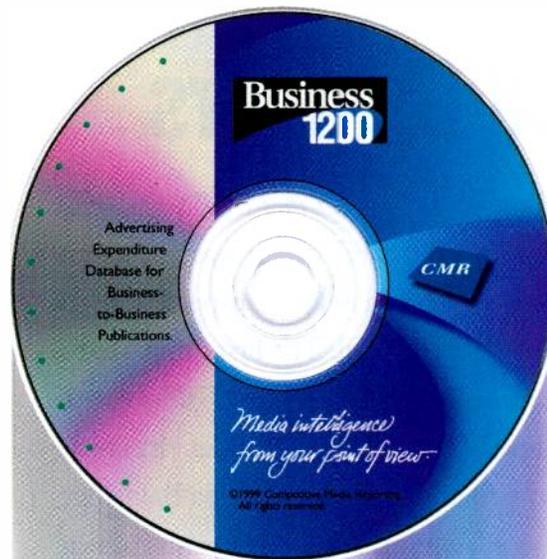
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Media Person

BY LEWIS GROSSBERGER



Missed Manners

LETITIA BALDRIDGE HAD A *TIMES* OP-ED piece last week on “e-etiquette,” which was not about

taking polite enemas, as some *Times* readers may have suspected upon reading the headline, but how to behave with e-mail. The first thing Media Person needs to say about this is that with a name like Letitia Baldrige, of course you’re going to end up making rules of etiquette. What else could you be? You might say she was to the manners born. A Letitia Baldrige sounds like she knows the subject cold, whereas you don’t want to hear one word about lifting a salad fork from someone named

Biff Klugel. If Media Person had gone into the etiquette field, he would have called himself Felicia Hardwick-Deauville.

Media Person must also point out, however, that Ms. Baldrige’s enthusiastic and constructive attitude surpasses her expertise in this area. Or, to put it somewhat less politely, Baldy knows diddly-squat about the Internet.

Take, for instance, her Rule No. 2, which decrees, “Please don’t waste my time with the latest ‘jokes du jour,’ sent to hundreds of e-mail addresses, including mine.” Ms. B doesn’t have the time for such tomfoolery and wonders about those “who have so little work to do that they can read jokes all day.” That’s the most un-American thing Media Person has ever heard. What are we, Prussian martinets? Grim robo-drudges slaving away all day, chained to our desks without a break or twelve to savor the absurdities and inanities of life on Earth?

Granted, the vast majority of e-mail “jokes du jour” are stupid and unfunny or, worse yet, already heard. But this is a small price to pay for the occasional genuine yuk, especially if it is politically incorrect, filthy or otherwise subversive of established values. The obvious truth of the matter is you don’t send your jokes to everyone. The sensitive, genuinely

polite e-jokester will know instinctively who wants them and who doesn’t. (Important clue: Do they send you theirs?) Therefore, Media Person is deleting Letitia from his e-mail joke list immediately. She doesn’t deserve ’em.

Which now brings MP to Rule No. 5: “I will keep my e-mails, those of my staff and those of my children free of foul language.” Good thing Media Person is inherently too polite to e-mit the

Hey, if you want to be a repressed prude, fine. But where do you get off censoring everyone else?

crude e-pithet this despotic diktat deserves, but it’s two words long and starts with “F.” Hey, if you want to be a repressed prude, terrified of good old lusty, earthy Anglo-Saxonisms, fine, but where do you get off censoring everyone else? Are you peeking into your employees’ e-mail, Baldrige? Or just threatening to fire them if they e-curse? Well, cut it out! That goes against the whole freewheeling nature of the Internet and has nothing to do with etiquette but rather puritanical (or worse, Big Brotherly corporate) values. And btw, as we say on the Net, what does your “staff” do, anyway? Etiquette processing? Mannered writing? What?

What finally confirms all Media Per-

son’s doubts about Letitia Baldrige’s comprehension of the true spirit of e-mail is Rule No. 8, which begins, “In my e-letters, I will use a salutation and a closing.” Get outta here! This woman seems to think e-mail is the same thing as mail. She’s trying to drag 18th-century conventions into a 21st-century medium. Stop that right now; it’s all wrong. It won’t play. What, “sincerely yours” in an e-mail? That’s like getting your mom on the phone and saying, “Good evening, mother; it is your faithful son, Llewellyn, calling. I bid you greeting.”

No. 8 was the last of the Baldrige Rules, which is yet another shortcoming of the piece, because there are at least another three dozen really necessary ones Media Person can think of offhand. But, okay, we all have space limitations. Here are four that can be violated at your peril. Some of you need to take these to heart. You know who you are.

1. Do not forward to Media Person (or anyone else) e-mails that start with miles of names and addresses of other recipients and senders that must be scrolled through before one can get to the actual message. The inconvenience involved should be the sender’s, not the recipient’s.

2. If you’re responding to something MP (or anyone else) has sent you, you must—this is mandatory—start your e-mail by quoting MP’s own words back to him. This of course can be done with two or three clicks, thanks to the magic of word processing. Imagine getting 367 e-mails a day and one of them reads, “For God’s sake, please don’t do that. It could be fatal.” What the hell is he talking about? Who can remember what they wrote to someone else an hour ago?

3. If you send Media Person a fabulous URL that he should visit immediately, do not expect him to send you a reply agreeing how super cool that Web site was. Because he ain’t going. Because one, he’s too damn lazy. And two, most of them aren’t.

4. You can flame MP if you want to. But you will die. ■

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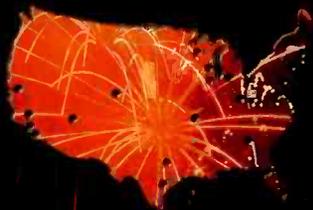
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Top Stations

AMFM's affiliates include major market metro stations that generally lead their market in ratings and formats.



Top Demo Targets

AMFM's advertising networks are #1 in many key demographic groups including females and young adults — providing minimum out-of-home waste.

New York
917-206-8900

Chicago
312-202-8850

Los Angeles
323-966-5087

San Francisco
415-281-2420

Detroit
248-614-7064

Atlanta
404-365-3054

Dallas
372-239-6220

