


# MEDIA WEEK

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NEWSPAPER



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## Millionaire Questions

Buyers say ratings defeats underscore ABC's need for backups this fall **PAGE 6**

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Gannett acquires 21 papers and CNHI gets 17 for a total of \$1.58 billion

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Publishers take different tacks to overcome loss of more than \$300 million in tobacco spending

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## Talk's New Dress Code

Ron Galotti explains the book's more traditional look for fall **Page 7**

### MARKET INDICATORS

**National TV: Solid**  
 Advertisers continue to fill up schedules with summer scatter. The morning daypart is particularly strong. The WB is paying back shortfalls with prime-time makegoods.

**Net Cable: Strong**  
 Hefty ad budgets from auto, retail and pharmaceuticals contribute to high double-digit CPM upfront increases for niche cable nats. Telecom is soft.

**Spot TV: Active**  
 June is still soft in the smaller markets. Advertisers are planning ahead to avoid an anticipated crunch as political advertising fills more inventory.

**Radio: Moving**  
 Some dot-coms are pulling ads at the last minute. Stations are easing on rates to fill the vacancies, but there are plenty of advertisers ready to snap up spots.

**Magazines: Hot**  
 Financial services and tech advertising continue to book at a record pace into the end of the third quarter.

1-6668-01549638-4 24>



STARTING JUNE 18



summer with a twist

# PREMIER

**SUNDAY**



**The Man Show** 10:00pm / 9:00c

**MONDAY**



**Strangers with Candy** 10:00pm / 9:00c

**TUESDAY**



**Don't Forget Toothbrush**



**Strip Mall** 10:30pm / 9:30c



**The League of Gentlemen** 10:30pm / 9:30c



**Whose Line is it Anyway?**

**The Daily Show with Jon Stewart**

# NEW EPISODES.

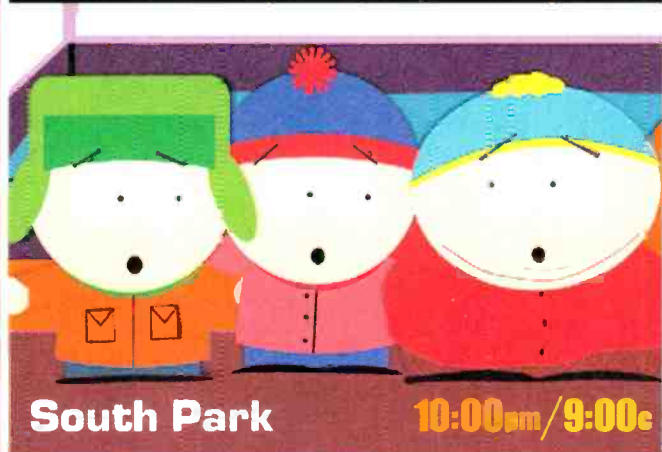
# NEW WEEK

WEDNESDAY

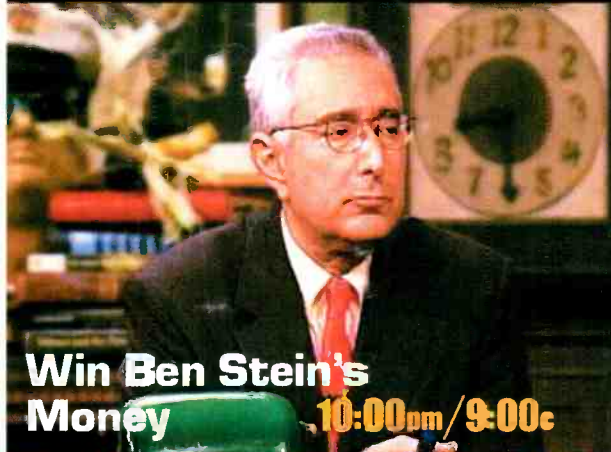
THURSDAY



Your  
10:00pm/9:00c



South Park 10:00pm/9:00c



Win Ben Stein's  
Money 10:00pm/9:00c



10:30pm/9:30c



Comedy Central  
Presents 10:30pm/9:30c



Turn Ben Stein  
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# AT DEADLINE

## MTV Breaks Up Country Network Duo

MTV Networks last week split cable nets TNN and CMT into separate divisions. CMT will remain a music channel, overseen by VH1 president John Sykes. David Hall, former president of TNN and CMT, will oversee only TNN, which will soon launch a new branding campaign designed to steer TNN away from its Southern flavor. In other consolidation news at MTV, Judy McGrath, president of MTV and MTV2, was promoted to MTV group president, overseeing the network's investment in Web unit MTVi. MTV general manager Van Toffler succeeds McGrath as president of MTV and MTV2.

## TNS Agrees to Purchase CMR

International market research company Taylor Nelson Sofres has bought Competitive Media Reporting for \$88 million. Previous owner VNU, *Mediaweek's* parent company, put CMR on the block last October when the Federal Trade Commission required VNU to sell off CMR in order to buy Nielsen Media Research. London-based TNS plans to use its global experience to grow CMR's business internationally. TNS also wants to increase CMR's traditional and Internet advertising-expenditure monitoring.

## ABC Hockey Ratings Improving

In the first head-to-head comparison with Fox's carriage last year of the National Hockey League's Stanley Cup finals, ABC recorded a 4.2 rating/9 share in households for the New Jersey Devils-Dallas Stars fifth game, a 5 percent increase over last year's Game 5 telecast on Fox. For Game 3, the rating was a 2.3/5; for Game 4, it was a 3.4/6. The first two games of the series aired on ESPN and produced a 1.2/3 and a 1.6/3.

## Sony Delays HDTV Set Rollout

Sony Corp. will indefinitely delay a line of digital, high-definition television sets it had planned to introduce in the U.S. this fall. Set to be the first broad line of HDTVs, they will be held up because of software problems and uncertainty over the accepted HDTV transmission standard.

## Emap Promotes Divisional Execs

Emap USA promoted several executives last week. General manager Steve Parr has been named president of Emap Petersen Active. Rob MacDonald, former executive publishing director and director of Emap Active in the U.K., moved to the U.S. as vp/general manager, overseeing the outdoor, high-tech and marine brands. Liberta Abbondante becomes

president of consumer marketing and was named to Emap's executive board.

## Dickey Moves Cumulus to Atlanta

Cumulus Media announced that Lew Dickey Jr. will run all the company's operations as president/CEO. The radio group is moving its headquarters from Milwaukee to Atlanta, where Dickey is based. Cumulus founder Richard Weening remains with the company, although he will no longer have operating responsibility. Weening keeps his equity in the company and remains executive chairman and a board member.


## Mediaweek Will Move on June 26

*Mediaweek* will be moving between June 23 and June 25. Effective Monday, June 26, the main editorial and business offices will be located at 770 Broadway, 7th Floor, New York, N.Y., 10003-9595. The general editorial telephone number will change to 646-654-5250; the fax number will change to 646-654-5368. Numbers for individual staffers will be published in the issues of June 19 and 26. For advertising, the number will be 646-654-5125 and the fax will be 646-654-5352. For production, the number will change to 646-654-5100. All e-mail addresses will remain the same. Due to the move, *Mediaweek* will be closed on Friday, June 23.

**Addenda:** *Money* publisher Geoffrey Dodge will leave next week to become president/CEO of Media Space Inc., an Internet media agency start-up...IDG's *The Industry Standard* will spin off in September its special-reports section into a monthly 200,000-circ magazine called *Grok*... Columbia TriStar Television Distribution's daytime talk strip *Donny & Marie* will not return to Fox's New York flagship WNYW-TV this fall, mirroring a move made by KTTV-TV, Fox's Los Angeles O&O...Paxson Communications said last week its Chicago outlet WCPX-DT was the first station to multicast six network feeds...Peter Herbst, editor in chief of Time Inc.'s *Family Life*, left last Friday. A replacement has not been named...*Gourmet* will raise its rate base from 850,000 to 900,000 with its October issue.

**Corrections:** In last week's issue, a story about a new portable people meter misidentified Stuart Gray's ad agency. It is BBDO New York. And a story about summer programming listed incorrect premiere dates for two Sci Fi Channel series. *Invisible Man* launched on June 9 and *Crossing Over* launched June 10.

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**Cable Upfront Nears Finish As Smaller Nets Wrap Biz**

The cable upfront market was just about wrapped last Friday, as smaller and niche cable networks prepared to close their books on advance ad sales for next season. Comedy Central was finishing up its business, and E! had about 90 percent of its deals written. The Food Network was 80 percent done last Thursday, and FX closed out its upfront work Friday morning.

Network execs said that some advertisers' budgets came in as much as 60 percent above last year, and CPM increases among the smaller channels were as high as 17 percent. Retail spending was up significantly over last year; automotive, packaged goods and pharmaceuticals also performed well. Execs at the smaller nets attributed the gains to subscriber growth, stronger programming and the targeted audiences of niche channels. "There is a real consciousness [among advertisers] that it isn't necessarily about eyeballs but about reaching the right consumer," said Karen Grinthal, Food Network senior vp of marketing.

The major broad-based cable networks, including Turner and Lifetime, concluded their upfront business several weeks ago. The cable upfront is expected to top out at \$4.7-\$5 billion. —Megan Larson

**18.7% Gain in National Ads Lifted Newspapers' 1st Q**

Bolstered by continued growth from national advertisers, newspapers took in \$10.8 billion in ad revenue during the first quarter, up 5.7 percent over the same period last year, the Newspaper Association of America reported last week. The trade group said that national advertising accounted for \$1.8 billion of the total, an 18.7 percent jump. Through such initiatives as the Newspaper National Network, which is funded by the largest publishers and sells and places ads in dailies nationwide, the industry has won more business from large national advertisers that were not big users of newspapers, such as Procter & Gamble.

In other categories, ad growth during the first quarter was more modest. Retail inched up 0.5 percent, to \$4.6 billion, and classified gained 6.7 (continued on page 8)

**For *Millionaire*, Some Questions**

*Buyers not alarmed by ratings defeats, but ABC needs backups*

**NETWORK TV /** By John Consoli

**A**BC's mighty *Who Wants to Be a Millionaire* is beginning to show a few chinks in its armor, but media buyers who have committed some \$700 million in advertising time on the game show for next season are confident it will continue to generate strong ratings numbers. Most buyers also say ABC should have more programming in reserve in case *Millionaire* falters on one or more of the four nights the network has slotted the show for next fall. Buyers believe ABC should be ramping up its prime-time development because the *Millionaire* craze will not last forever and because some of the network's other series are hurting.

"There is no way that *Millionaire* will hang around like a *Roseanne* or a *Seinfeld*," said one buyer who put down a significant amount on the show in the upfront.

Since its debut last summer, *Millionaire* has almost single-handedly lifted ABC from third to first place in the ratings and has similarly boosted the network's bottom line. But the once-unbeatable phenom has suffered some surprising defeats of late. In its first two weeks on the air, the new CBS summer reality series *Survivor* has soundly beaten *Millionaire* in most key audience demos. Last month, the CBS movie *Jesus* and NBC's season finale of *Frasier* also outdrew *Millionaire*. The median age for viewers of *Millionaire* has been rising, and its numbers in the adults 18-49 demo are declining.

In addition to the question of *Millionaire's* longevity, other uncertainties facing ABC this fall are Michael J. Fox's departure from *Spin City*; the network's new Friday-night comedy block (two ratings-challenged returning sitcoms, *Two Guys and a Girl* and *Norm*, and the new *People Who Fear People*



**Star power:** ABC can turn to celebrity guests, like Rosie O'Donnell, and other stunting to reenergize Regis' ratings.

and *Madigan Men*, both of which have been panned by critics); and softening viewership of the net's onetime ratings kingpin, *The Drew Carey Show*.

Buyers see some hope for ABC with *Gideon's Crossing*, the new drama starring Andre Braugher, but that show will go up against NBC powerhouse *Law & Order*. There has also been praise for the sitcom *Geena*, starring Geena Davis, which will follow *Dharma & Greg*. But ABC has not developed a hit comedy in three seasons, since the 1997 premiere of *Dharma*. New drama *Once and Again* was a modest hit, but it slipped in the ratings as the season continued. As was the case last season, the burden will fall on *Millionaire* to carry ABC this fall.

ABC execs are confident that the four weekly episodes of *Millionaire* will perform well enough that there will be no need to find programming to replace them next season. ABC Entertainment chairman Stu Bloomberg points out that *Millionaire* is still putting up strong numbers for a summer show; he noted that the June 6 episode's share was the program's best since its celebrity episodes during the May sweeps. "It's hard in the summer to draw an audience at 8 p.m.,

but we're not concerned," Bloomberg said.

ABC sales president Marvin Goldsmith has said *Millionaire* was "priced to move" during the recent upfront, hinting that the network did not set rates high to avoid trouble if it should have to offer advertisers makegoods for ratings shortfalls. *Millionaire* spots are said to have sold for about \$200,000 in the upfront. Buyers also noted that ABC sold less inventory than it did in the 1999 upfront, so the network will have makegood units available should *Millionaire* come up short of its guarantees.

Some buyers criticized ABC for scheduling special *Millionaire* episodes head-to-head against the launch of CBS' *Survivor*. But others discounted the damage from the defeat by *Survivor*, putting the CBS summer reality show—which will air for 11 more weeks—in the same category as a sweeps-period stunt. "Viewers feel they will have a million chances to watch *Millionaire* between now and the fall, but specials, series finales and *Survivor* are only on for limited times," said John Rash, chief TV negotiator for Campbell Mithun Esty.

"*Millionaire* has been so white-hot that it could not remain that way forever," said Tim Spengler, executive vp and director of national broadcast at Initiative Media North America. "But I can't see it falling apart completely. Even if it were to lose 20 percent of its audience, it would still be a top-10 or top-15 show."

And, of course, ABC can do ratings-goosing stunts of its own to prop up *Millionaire* host Regis Philbin if he sags a bit. "ABC has shown the ability to reenergize *Millionaire* with celebrity guests," noted Rash.

"*Survivor* can't come back until the winter, at which time we will probably be able to stunt against it," said ABC's Bloomberg.

The next challenge for *Millionaire* will be another CBS summer reality series, *Big Brother*, which launches July 6 and will be on five nights per week through September. Bloomberg said there are no plans to move or expand *Millionaire* from its regular three-times-weekly schedule to specifically compete with the new CBS offering.

While the new season will not officially begin until October, ABC is expected to air fresh episodes of *Millionaire* in September against NBC's Summer Olympics coverage. "With the Olympics preempting regular programming on NBC, the baseball playoffs on NBC and Fox and the presidential debates, viewers could be looking for a familiar show," said Campbell Mithun Esty's Rash. "That show could be *Millionaire*." — with Marc Berman and Alan James Frutkin ■

# Talk's New Dimensions

*Title will introduce major production, presentation changes in fall*

**MAGAZINES** / By Lisa Granatstein

**C**ome August, readers of *Talk* will have trouble fitting the magazine in their back pockets. Though chairman/editor in chief Tina Brown boasted a year ago that *Talk* would sport a Euro flair, it will revert to a standard American look with the September issue. In *Talk*'s second significant retooling since its launch a year ago, the magazine will switch to perfect-bound from saddle-stitch, carry heavier paper stock and cut its trim size to closely mirror that of *In Style*.

The changes come as *Talk*, jointly owned by Miramax Film Corp. and Hearst Magazines, undergoes a major overhaul in its formatting process. *Talk* will shift to offset printing (a procedure used by glossy magazines) from roto-gravure (a format used by *Parade*, which helped create *Talk*'s European aesthetic).

"It will actually give us more flexibility on both the advertising side and editorial side," explained *Talk* president Ron Galotti. "It will allow us to do black-plate changes, regional ads and inserts and last-minute changes on edit without disrupting the other pages."

Since its splashy launch, *Talk* has missed out on inserts and regionals because of the prohibitive production costs. "Most of the fashion, beauty, even automotive follow-up advertising is done against multipage insert business," added Galotti. "For us, the marketing realities just overshadowed the consumer acceptance on that level."

But the move to perfect-bound and heavier paper stock—from 36 lbs. at launch to 45 lbs. in September—had as much to do with consumer perception. "It will have more of a look and feel of a monthly magazine," said Robert Wallace, *Talk*'s editorial director since leaving his post last fall as St. Martin's Press editor in chief. "The original style of the magazine was wonderful... But some thought it had the feel of a weekly."

"The paper quality was a huge error from the start," noted Gene DeWitt, Opti-

media chairman. "The see-through feel of the paper [was] cheap, and they were selling to the same advertisers that sold to *Vogue* and *Vanity Fair*."

Even so, changes that began in February with the move to a single-image cover mark a clear departure from Brown's vision. "From our perspective, it was a real solid attempt to try and do something that was going to be different," said Galotti. "Hopefully, we'll still have communicated that difference in terms of content."

Through the June/July issue, the monthly has amassed more than 400,000 subscriptions and sold an average of 200,000 single copies in February, March and April—exceeding its 500,000 rate base, according to Galotti. *Talk*'s guaranteed circ will jump to 600,000 in September, on stands Aug. 8. *Talk* has also filed its last three issues for the Audit Bureau of Circulations' spring report. On the ad front, May had 41 pages and June/July took in 36 pages, said Galotti. Through February, *Talk* averaged 67 pages, and gross ad revenue was \$11.6 million.

In September, Wallace will tweak the front-of-book "Conversation" section to provide "shorter, quicker takes on things," he said. "We're looking to have a section that will be a little more coherent."

Industry observers say *Talk* needs to better balance its mix of stories. "They are definitely trying to play the high-low game," said a former contributor. "But the low is too low." Case in point, said magazine guru Samir Husni: June/July's profile of WWF wrestler Chyna. "They're trying to reach a mass audience and still be a well-respected magazine like *Vanity Fair* and *The New Yorker*. They're sending mixed messages, and any time you do that, you lose both audiences."

"The magazine reflects a broad range of story ideas and sensibilities and topics," countered Wallace. "We're looking for anybody who falls in love with the magazine and wants to read it." ■



Wallace says the new *Talk* "will have the look and feel of a monthly."

percent, to \$4.4 billion. Within the classified category, recruitment gained a strong 11.7 percent, to \$2 billion. The NAA said it was encouraged by the hardy showing of help wanted, a longtime domain of newspapers that the Internet has threatened to steal away.

"Despite labor shortages, the strong economy is helping drive recruitment advertising," said Miles Groves, chief economist for the Bethesda, Md.-based media marketing firm the Barry Group. "There may not be a big group of unemployed folks looking for jobs, but the employed are out there looking for better jobs." —*Tony Case*

**'Persistent' Shows Score In New TV Ad-Recall Study**

A new study from Zenith Media confirms the long-held belief that the longer viewers watch a TV program, the more ads they remember. But the research also found that only 6 percent of a random, nationwide sample could remember any advertising they saw without prompting. And even when prompted, 39 percent still could not remember a single spot.

About 1,200 adults were asked questions for the Zenith U.S. Persistence Study about TV spots on prime-time shows on ABC, NBC, CBS and Fox. The study was conducted by Nielsen Media Research during a two-week period in December. Other highlights of the report: Longer commercials were easier to remember than shorter ones; the first spot in a break fared better than others; and viewers ages 35-49 recalled more spots than their younger or older counterparts. "High-persistence" shows, such as NBC's *Friends*, produced an ad recall of 10-15 percent above the average. "Low-persistence" programs, including Fox's *Cops*, scored 15-25 percent below the average. —*Andrew McMains, 'Adweek'*

**Promax to Open the Floor Sans Sinclair, Tribune**

Like other TV trade shows, the Promax & BDA Conference—which begins on June 14 in New Orleans—has added international and new media constituencies to replace core exhibitors and attendees lost to industry (continued on page 10)

**Thomson Sells Papers**

*Publisher deals most holdings for \$1.58 billion; Central on block*

**NEWSPAPERS /** By Tony Case

Canadian publishing giant Thomson Corp., which is offloading most of its U.S. and Canadian newspapers to focus on electronic and Internet businesses, last week sealed deals to sell 21 papers to Gannett and 17 to Community Newspaper Holdings for a total of \$1.58 billion. The newspaper industry also braced for another possible big merger last week when Central Newspapers, publisher of the *Arizona Republic* and the *Indianapolis Star*, announced it had hired a Wall Street firm to shop it around.

The Central announcement—which comes on the heels of *Chicago Tribune* publisher Tribune Co.'s \$6.4 billion takeover of Times Mirror, owner of the *Los Angeles Times* and *Long Island Newsday*—surprised many who believed a family trust that controls the Phoenix-based company barred a buyout. The Eugene C. Pulliam Trust, named for Central's founder, supports a sale, according to the company. While Central hired Donaldson Lufkin & Jenrette to field bids, the trust enlisted Goldman Sachs as its own adviser.

Family trusts have proved less than ironclad. Times Mirror was also controlled by a trust, as was Minneapolis Star Tribune publisher Cowles Media, which was sold to California-based McClatchy Newspapers in 1997.

In the past, Central's management "assured me that the trust was unbreakable—

that even if the family wanted to break it, it was unbreakable," said analyst John Morton of Morton Research. The trust allows for a sale only if the company is "seriously threatened." Morton said that as he understood it, the family claims Internet competition constitutes such a threat. "Which, I think, is really stretch-

Thomson's Buyers				
Company	No. of Papers	States	Total Circulation	Price
Gannett	21	La., Md., Ohio, Wis., Utah	466,000	\$1.13 billion
Community Newspaper Holdings Inc.	17	Ind., Ga., Md., W.Va.	360,000	\$455 million

ing the facts a bit," the analyst added.

Both the *Republic* and *Star* lost circulation during the most recent Audit Bureau of Circulations reporting period, even as industry-wide sales were up.

Thomson agreed last week to pass Gannett 21 dailies in seven strategic markets in Louisiana, Maryland, Ohio, Wisconsin and Utah for \$1.13 billion. The papers have a combined circulation of 466,000. In a separate deal, Thomson will sell to the Community Newspaper chain—a growing, closely held publisher based in Birmingham, Ala.—17 dailies clustered in Indiana, Georgia, Maryland and West Virginia for \$455 million. Those papers have a total circulation of 260,000. Thomson expects to dispose of the rest of the papers by the end of this year. ■

**Mel's Duopoly Heaven**

*Viacom president eyes synergies with Chris-Craft outlets*

**TV STATIONS /** By Katy Bachman

There are few people on Wall Street or in broadcasting who don't think Viacom president Mel Karmazin should buy the 10 Chris-Craft TV stations. To hear some tell it, it's a match made in duopoly heaven.

"The beauty of it is [Viacom/CBS] would get stations that don't count

against the 35 percent cap," said Chris Ensley, an analyst with Lazard Freres. Under the Federal Communications Commission's duopoly rules, owning a second station does not double the television household shares.

James Marsh, senior broadcast analyst with Prudential Securities, estimates the ask-

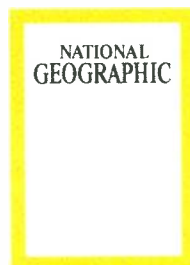


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consolidation. But with several key station groups staying away this year, some programming distributors are also cutting back on their participation in the show.

Promax has offered distributors and station executives a meeting venue at which to talk about on-air promotional support of syndicated programming. It's also a forum for creative services and promotion directors to talk shop. But several major station groups, including Sinclair Broadcasting and Tribune Broadcasting, are sitting out the confab this year and will conduct their own promotion meetings.

"Stations are concerned about costs, and not sending people to conventions is a way to economize," says former station executive-turned-syndicator Chuck Larsen, whose October Moon Productions sold the MTV series *The Real World* into syndication for this fall. Instead of presenting at Promax this year as usual, Larsen is posting his pitch on a Web site.

Other syndicators remain committed to Promax. "We still see it as the only place where we can see most of our [station] clients at one time," said Susan Kantor, executive vp of marketing for Studios USA. "Some of the groups have decided not to go, but a lot of people are still going." —*Daniel Frankel*

## Oxygen Deflates Two Shows For a Summer Hiatus

Oxygen Media last week put two of its regular cable series on hiatus. The noon talk show *Pure Oxygen* and *Trackers*, a news and entertainment series targeting teenage girls, have been shelved for the summer. About eight people from the production staffs of the two programs have been laid off. *Pure Oxygen* is expected to be back on the air in seven weeks, and *Trackers* is to return in September.

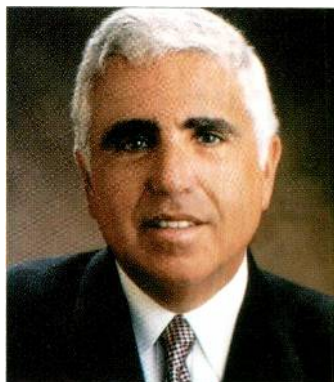
The shutdowns reportedly were made because the shows were over budget. Representatives of the 10 million-subscriber cable network did not return calls seeking comment. Geoffrey D'Arby, Oxygen president of production, said in a statement: "We had not planned to do this initially, and because of that some of the staff and crew on those shows will be released for the summer. We will use this gift of time to tune the shows for even greater success when they return." —*ML*

ing price is between \$3.2 billion and \$3.5 billion.

The face-off between Karmazin and Chris-Craft president Herb Siegel, two of the industry's toughest negotiators, has analysts handicapping a closed deal at a little better than 50 percent.

If a sale goes through, the CBS TV group would add four duopolies, in New York, Los Angeles, San Francisco and Minneapolis, to its six (Miami, Pittsburgh, Boston, Philadelphia, Detroit and Dallas), for a total of 10 duopolies. No one except Sinclair Broadcast would have more. CBS' duopolies would, however, be in the largest markets—seven in the top 10 TV markets alone.

Even though the combination of the two groups would also create duopolies in Baltimore and Salt Lake City, FCC regulations wouldn't allow CBS to keep them intact. In Baltimore, where CBS' Infinity has seven radio stations, the FCC has



Karmazin: King of all TV stations?

already said CBS needs to divest either a radio station or the TV station to keep the number of media voices in the market at 20. In Salt Lake City, CBS would gain ABC affiliate KTVX, and FCC regulations don't allow duopolies among the top four networks.

To keep the four new duopolies, CBS would

have to divest only two radio stations in Los Angeles and one radio station in San Francisco. Bringing the Chris-Craft stations into the mix would also alter which TV stations CBS is likely to divest to comply with the 35 percent national ownership cap.

Assuming that CBS would stick to owning the "beachfront property" of the largest markets, Ensley figures CBS would divest one of its two TV stations in Pittsburgh or KUTP, the United Television station in Phoenix or CBS-owned KCNC-TV in Denver, along with the TV stations in markets ranked below No. 20. ■

# AT&T Mulls Its Options

*Analysts expect telecom giant will shed TW stake to get MediaOne*

**CABLE TV** / By Megan Larson

**O**f all the options available, it is least likely that AT&T will divest cable systems in order to hasten its acquisition of MediaOne, according to Wall Street analysts.

Though it is the less complicated move, chances are slim the telecom giant could string enough non-core assets together to equal the 9.7 million subscribers that the Federal Communications Commission has asked it to shed. Moreover, by ridding itself of systems, AT&T's owned subscriber base would shrink to almost 6 million. "Why spend \$58 billion to get MediaOne and their 5 million subs just to get rid of 10 [million subs]?" asked Mike Goodman, senior analyst for the Yankee Group.

The FCC approved the merger of AT&T and MediaOne last week on the condition that AT&T either divest the 25.5 percent stake in Time Warner Entertainment owned by MediaOne, sell programming interests such as Liberty Media

Group or divest systems that amount to 11.8 percent of U.S. household coverage—9.7 million subs within six months.

The holding that probably has the least amount of value for AT&T is the stake in Time Warner. Some analysts, however, said that it could serve as a bargaining chip to gain greater access to Time Warner's cable lines for AT&T's telephony services. Time Warner agreed two years ago to share its pipes with AT&T, but the deal has not really panned out yet.

"What does holding on to [Time Warner] do? Nothing. What it does get you is the knowledge that—for the right price—Time Warner would like to get their hands on that 25 percent," said Goodman.

The "wild card," said Jupiter Communications analyst Dylan Brooks, is the divestiture of Liberty Media. AT&T insiders say the content-holding company isn't crucial to AT&T's overall business strategy, but Liberty's stake in several cable programmers could be useful in future carriage negotiations. ■



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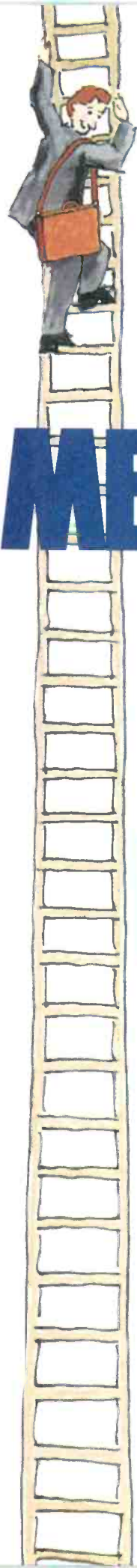
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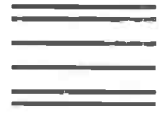
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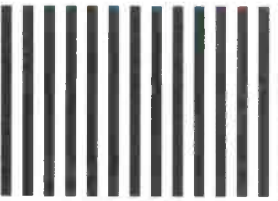
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**Fox Entertainment Group** last week signed a deal with former Walt Disney Studios chairman Joe Roth to acquire the television rights to movies that Roth's new Revolution Studio churns out over the next six years. Revolution will produce a minimum of 36 films that will be made available to Fox's broadcast and cable networks. Starz Encore Group has the pay-per-view rights to the productions, while Sony Pictures has agreed to distribute the films theatrically both in the U.S. and abroad.

**ESPN2** last week hit the 70 million subscriber mark. The seven-year-old offshoot of ESPN, which initially sought to embrace younger and edgier sports fanatics but has since gone more mainstream, gained 70 million homes in just a quarter of the time it took its parent network to hit that number.

**DirecTV** reports it added 130,000 new customers in May—a 24 percent increase over May 1999. Some of the gains last month were likely the result of rebate offers from DirecTV to Time Warner customers during the cable operator's standoff with ABC, a DirecTV rep said. DirecTV said it increased its subscriber base by 30 percent, or 715,000 homes, during the first five months of this year.

**Oxygen Media** is launching a new Web site and a public affairs series that aim to inform women of the issues facing them this political season. The site, *befearless.com*, went up on June 8; the *Oxygen Women's Forum* premieres on the cable network today and is expected to air once per month until election day. Al Gore serves as guest speaker for the first installment.

**TBS Superstation** had its mojo working when the June 4 premiere of *Austin Powers: International Man of Mystery* generated a 4.2 rating and delivered 3.3 million households.

**USA Networks** and the World Wrestling Federation go head-to-head in a Wilmington, Del., court starting today over rights to the WWF's *Raw*. USA is suing to keep the WWF from moving the show to CBS. —Megan Larson

# Fox Hunting Affils' Favor

*Network reducing inventory buybacks; execs pump fall schedule*

**TV STATIONS /** By Katy Bachman

**A**fter enduring a bitter battle last year over its inventory buyback plan and suffering a 15 percent decline in ratings, Fox made several efforts to cozy up to affiliates at last week's meeting in Scottsdale, Ariz.

"After the inventory deal, it was a struggle," admitted Diana Wilkin, vp and general manager of Clear Channel-owned KSAS-TV in Wichita, Kan., and a member of the Fox affiliate board of governors. "We weren't expecting as much positive response from Fox. We got further than we have in a long time," she said. "They realized they had to make some sort of concession," said Brian Brady, CEO of Northwest Broadcasting, referring to the inventory plan. At the suggestion of Fox's affiliate board, Chase Carey, Fox TV's chairman and CEO, said Fox would reduce the affiliates' payment by \$5 million, bringing the network's yearly take to \$50 million.

However, affiliates say the buyback plan is still a bad deal. Since the 9 percent reduction applies only to the increase planned for the second year, affiliates will still have to come up with \$50 million among them to buy back 20 spots per week.

"It's a move in the right direction, but it's modest at best given the circumstances. It still smarts affiliates in markets below

the top 15. The erosion in audience that we've experienced over the last year has been detrimental to business," said Meredith Broadcasting Group president Carey Jones.

Fox also acknowledged it had a problem with its 3 to 5 p.m. kids programming block and formed a subcommittee to address it. In response, affiliates called for action rather than a committee. "There is no kids business anymore. We've had discussions in the past, and it's time to give up the ghost," said Kevin O'Brien, executive vp of Cox Television. "Kids programming just doesn't make it as a lead-in," Jones added.

Despite the inventory issue and the kids dilemma, affiliates expressed confidence in Fox's new programming leaders,

Sandy Grushow, chairman of Fox TV entertainment group, and Gail Berman, president of entertainment for Fox Broadcasting. Grushow reiterated his promise to cut down on sensationalist programming such as *When Animals Attack* and *Who Wants to Marry a Multi-Millionaire*. At the same time, Fox reality-based programming isn't going away anytime soon. The cable net has lined up *The Sexiest Bachelors in America* and a CBS-like *Survivor* show called *Master Game* for November. ■



**Affiliates voiced support for Fox entertainment chairman Grushow.**

# Bad News for Net News

*Market woes forcing content sites to cut back or close down*

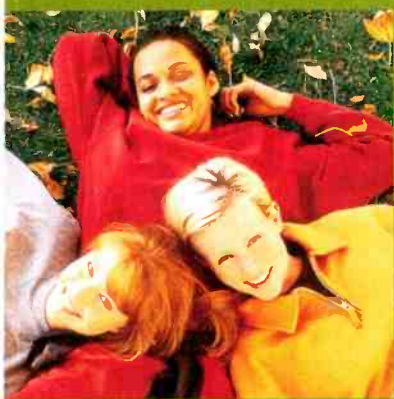
**THE INTERNET /** By Bryan Walsh

**T**he recent dips in the Nasdaq exchange have sent shares of content sites tumbling. The stock price of news sites such as *TheStreet.com* and *Salon.com* has plummeted. Some of these sites, such as DEN (Digital Enter-

tainment Network), have shut down completely, and Salon, the Internet division of CBS and others have made significant staff cuts. Just last week APBNews.com had one more death to investigate: its own. The award-winning crime-news site announced



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## NETWORK TV

**UPN, the WB and CBS** sitcoms are among the best at holding their audience in repeats, according to Nielsen Media Research data compiled by Horizon Media's main research executive, Brad Adgate. UPN's two Monday-night comedies, *The Parkers* and *Moesha*, lost only 10.7 percent and 11.5 percent, respectively, of their household audiences in repeats this past season, and 6.3 percent and 13.3 percent, respectively, of their delivery of adults 18-49. The WB sitcoms *The Jamie Foxx Show*, *The Steve Harvey Show* and *For Your Love* also did well in repeats. *Foxx* lost only 3.4 percent of its household audience and 7.7 percent of its adults 18-49. *Harvey* lost 8 percent of its household viewers and 6.5 percent of its 18-49 audience, while *For Your Love* lost 9.3 percent of its household audience and 9.5 percent of the 18-49 demo. CBS' three Monday comedies—*Everybody Loves Raymond*, *The King of Queens* and *Becker*—also fared well, with each of them losing less than 10 percent of their audience in repeats. By comparison, NBC's *Frasier* lost 29 percent of its household audience and 36.5 percent of its 18-49 audience in repeat episodes this past season.

**Pax TV** will add two daytime health programs to its schedule. *Women's Health-Guide* begins this summer, and *Dr. Art Ulene's Challenge* launches in the fall. *Challenge* will air from 12:30 to 1:30 p.m. five days a week, beginning Sept. 25. It will be hosted by former NBC *Today* show health correspondent Ulene, who, with a team of experts, will offer viewers medical advice. *HealthGuide* will be hosted by ex-Miss USA Kim Tõmes and will feature contributions from Dr. Joyce Brothers. The show will debut June 29, airing Thursdays and Fridays from 12-12:30, and increase to five days a week and move to 11:30 a.m. on Sept. 25. Both shows are produced by Kaleidoscope Network, a health-related Web company and TV producer.

**The NBA Finals**, which NBC is carrying domestically, are being broadcast in 200 countries and in 41 different languages, with 27 international broadcasters on-site in Los Angeles and Indianapolis. Among the countries airing the series are Japan, China, France, Spain, Brazil and Germany. —*John Consoli*

on June 4 that it had run out of funding and would be forced to lay off all 140 of its employees. A number of the staffers continued to work for free until the end of the week while executives held last-minute negotiations with potential investors.

One exception to the downturn is the media-news site Inside.com, which managed to raise \$23 million in the middle of the market correction.

As for APB News, Trevor Butterworth, a media consultant and the editor of Newswatch.org, believes APB did "too much, too soon." The company hired a large staff that included big names such as Pulitzer Prize-winning journalist Sidney Schanberg. APB reportedly spent \$27.1 million in its 22 months of existence. APB spokesman Joe Krakoviak bristles at the

idea that the company overspent early. "We were trying to build a media brand. We were going to invest the money we needed to become the big mover in our business, like *USA Today* or ESPN. Never in business history has that sort of brand been built overnight," he said. APB expected to turn a profit by January 2002.

Ellen Oppenheim, senior vp/media director of Foote, Cone & Belding, said, "The investment community mind-set has changed, and so has the payoff period. We're in a harder money phase."

Butterworth believes that content sites will eventually have to find a way to charge consumers a fee, "a cost that is negligible but which adds up to sustainable revenue."

In the meantime, "there are hard days ahead," he said. ■

# Comedy Central 2.0

*Laugh net launching originals in search for next 'South Park'*

**TV PROGRAMMING** / By Alan James Frutkin

**C**an lightning strike twice for Comedy Central? That question is sure to be posed when the network launches three new series next week.

Since the heady days of *South Park's* 1997 premiere, Comedy has used the hit animated series to increase both sales and viewership, as well as to platform new programming. But topping or even matching *South Park's* ratings success has proven elusive.

"When you talk about *South Park*, you're talking about a phenomenon," said Bill Hilary, the network's executive vp and gm. Hilary refrained from predicting whether the new series could make as big a splash as *South Park*. But he seemed less concerned about beating Comedy Central's programs than with battling with broadcasters. "Our shows are edgy, original and non-derivative of the networks," said Hilary.

That claim certainly holds true for the three new shows. Sunday, June 18, will mark Comedy's expansion into a fifth night of original prime-time program-

ming. *The Man Show* moves from Wednesday nights to the 10 p.m. anchor slot, followed by *Strip Mall*, a lowbrow comic soap opera starring Julie Brown as a former child star—and murderer—and her odd experiences in a Southern California strip mall. With a nod to *Monty Python's Flying Circus*, new Brits on the block *The League of Gentlemen* debuts on June 19 at 10:30 p.m. It leads out of the third-season comedy *Strangers With Candy*. On June 20, *Hangin' With Mr. Cooper's* Mark Curry returns to television at 10 p.m. as the host of



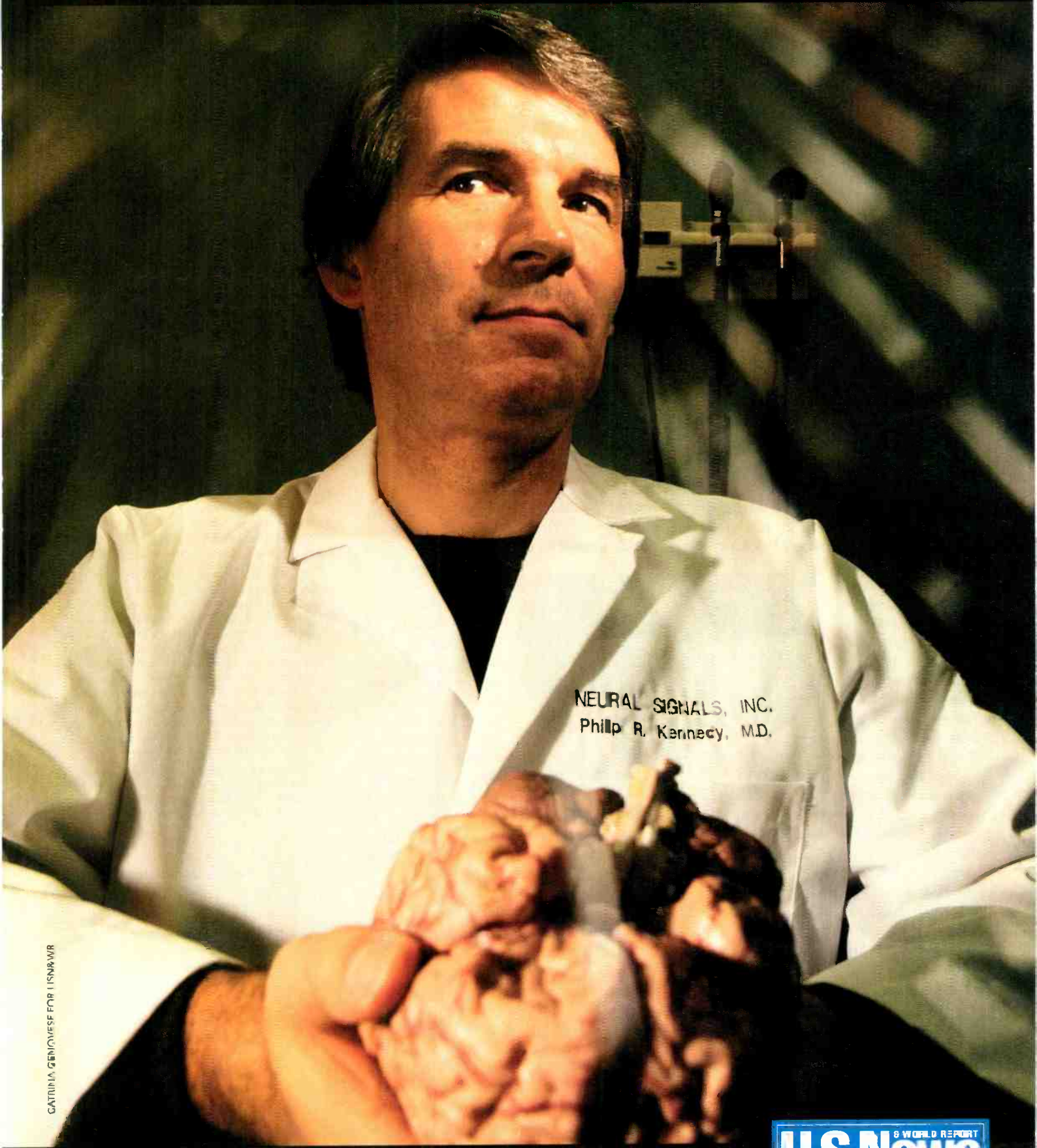
*Strip Mall*, starring Julie Brown, debuts next week.

*Don't Forget Your Toothbrush*, a sometimes raunchy game show that sends contestants on dream vacations.

Whether or not any of the new series turn out to be the next *South Park*, advertisers are pleased with the network's performance. "They have a real voice out there, and that sets them a bit apart," said Chris Geraci, senior vp of national TV buying for BBDO/OMD.

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cable network's content but also from how it programs that content. "Consistency has been their friend," said Stacey Lynn Koerner, vp of broadcast research for TN Media. "They've become much smarter about scheduling."

Comedy Central's household prime-time ratings have increased 26 percent, to a 0.4 in May 2000, from a 0.3 in May 1998. And the network experienced similar growth patterns among its target

audience of men 18-34 and men 18-49.

But with ratings declining for aging shows such as *South Park*, Koerner warned that development of new programming is crucial to Comedy Central's continued strength. BBDO's Geraci agreed. "Something to the degree that *South Park* was successful isn't all that important," he said. "But they probably could use another show that's talked about in a broader arena." ■

## Getting More for Less

As ratings for 'Seinfeld', 'Friends', 'Frasier' slide, CPMs rise

**SYNDICATION** / By Daniel Frankel

As they have regularly done in the past, established off-network sitcoms led this year's syndication upfront market. But the reality for media buyers this year is that they are paying higher cost-per-thousands—13 to 15 percent higher than in 1999—for lower-rated shows.

Nielsen Media Research put Warner Bros. Domestic Television's *Friends* at the top of the off-net performance rankings this year with a 6.2 rating, down 6 percent from a 6.6 last season. Columbia TriStar TV Distribution's *Seinfeld*—which regularly enjoyed national ratings in the high 8s several years ago—is averaging a 5.8 this season. Notably, *Seinfeld* recently dropped below a 5 rating for the first time since it launched five years ago. Paramount Domestic TV's *Frasier* is also down year-to-year, to a 5.2 from a 5.6.

Meanwhile, high-profile off-network debuts in 1999—Warner Bros.' *Drew Carey* (4.1 season to date) and Carsey Werner's *3rd Rock From the Sun* (3.4 season to date)—have not performed at the levels enjoyed several years ago by such off-net fare as Buena Vista's *Home Improvement*, which earned national numbers above 11 at its highest point.

"We moved our advertisers out of off-net for that very reason," said one media buyer. "Why pay so much for CPMs in

repeats when you can buy them more efficiently with a first-run access show like *Entertainment Tonight* or *Extra*?"

Speaking at a recent Hollywood Radio and TV Society event, Bob Wehling, global marketing chief for Procter & Gamble, one of syndication's biggest advertisers, cited figures that put overall broadcast CPMs up sixfold during the past 15 years and ratings down by half over the same period.

"We're a fan of broadcast TV," Wehling said, "but we've got more choices than ever to reach consumers. Somewhere, there's a point in time when the value just isn't worth it." And just as with network television, that point in

time doesn't seem to be now.

"People really shouldn't be paying so much for off-net," said Tim Spengler, executive vp/director of national broadcast for Initiative Media. "But it's really less about ratings than it is supply and demand."

Meanwhile, a new generation of off-net programs—including Paramount's *Spin City*, which debuts this fall, Columbia TriStar's *Just Shoot Me* and King World Productions' *Everybody Loves Raymond* (both premiering in the fall of 2001)—offers syndicators some hope of luring back ad dollars and viewers. But according to analysts, these shows won't have the massive ratings of the hits of years past. ■



*Seinfeld* earned strong upfront pricing increases.



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## PHOENIX RADIO STATIONS

# Emmis Swaps With Hearst-Argyle



Emmis Communications has finally gotten a media foothold in the Phoenix market, thanks to an agreement to acquire Hearst-Argyle Television's three radio stations.

The deal, penned last week, made Emmis CEO Jeff Smulyan breathe a sigh of relief. "We finally got a radio deal done," he



Emmis CEO Smulyan is happy to have cut a deal.

said. Smulyan, who has said all year that growing Emmis' radio group is his top priority, has lost out on several radio acquisitions, including a bid for Clear Channel's KKBT-FM in Los Angeles, which went to Radio One in March. This time Smulyan beat Infinity Broadcasting, Clear Channel Communications and Cox Radio to the negotiating table.

Phoenix, the 16th-largest radio market, was one of several markets the Indianapolis-based group had been targeting. "We have more in the works, mostly in top-20 markets or where we already have properties," Smulyan explained.

The agreement with Hearst-Argyle, valued at \$160 million, is structured as a tax-efficient swap, with one-half of the swap still up in the air. For three years, Emmis will operate under a local marketing agreement News/Talk KTAR-AM, Sports KMVP-AM and Soft Adult Contemporary KKLK-FM. During that time, Hearst-Argyle expects to identify a suitable TV station, which Emmis will purchase and then swap to H-A in exchange for

ownership of the Phoenix radio properties. If no suitable TV station is found, Emmis will pay \$160 million to Hearst-Argyle for the radio stations.

Emmis expects to begin managing the stations by July 1, but it has no plans to make any programming changes to what is already the fourth-largest cluster in terms of audience share. Together, the three stations draw a combined audience share of 9.5 and command about 13 percent of the market's radio revenue, according to Duncan's American Radio. KTAR-AM is the leading Talker in the market and the second-ranked station with a 5.8 share.

For H-A, which is focused on building its television group, the pending swap reduces the number of radio stations it owns to four: WIYY-FM and WBAL-AM in Baltimore, WXII-AM in Greensboro-Winston Salem-High Point, N.C., and WLKY-AM in Louisville, Ky. Aside from the Baltimore stations, H-A's radio properties were acquired when it purchased Pulitzer Broadcasting in 1998.

Emmis is the 10th-largest radio group, with stations in New York, L.A., Chicago, St. Louis, Indianapolis and Terre Haute, Ind. —*Katy Bachman*

## RADIO STATIONS

### Cox, Salem Set Swaps In Atlanta, Houston



If all goes as planned in a complicated swap hammered out between Cox Radio and Salem Communications and announced last week, Cox will own KKHT-FM in Houston, giving it a four-station cluster there. In exchange, Salem will pick up the station facility of WALR-FM in Atlanta, KLUP-AM in San Antonio and WSUN-AM in Tampa, Fla.

The intricate deal begins with Midwestern Broadcasting, which owns three small AM stations in Atlanta and a much-coveted FM station, Urban Adult Contemporary WALR-FM, the fourth-ranked station in the market with a 5.4 audience share. Cox Radio exercised its right of first refusal and plans to purchase WALR for \$280 million, having found out that Emmis Communications put a bid on the station. Should Midwestern decline Cox's offer, the whole swap deal with Salem could unravel.

If Midwestern accepts Cox's offer, Cox won't keep WALR. Because of newspaper/broadcast cross-ownership rules, Cox would face a long regulatory battle to add another radio station in Atlanta, where it already owns six radio stations, WSB-TV, and the *Atlanta Constitution*. "It would have been possible to get a waiver, but we thought a fourth FM in Houston would be more advantageous," said Bob Neil, president of Cox Radio, which in March agreed to buy KKTL-FM, KLDE-FM and KKBQ-FM in Houston from Clear Channel.

Instead, Cox will swap the license and transmitting facilities of WALR to Salem and put WALR's programming on WJZF-FM, which currently programs Smooth Jazz. That format has been sliding in the ratings from a high of 2.7 in Spring 1999 to a 1.9 in the previous Winter book.

Salem, which programs Christian-oriented radio stations, gets its fourth station and first FM in Atlanta and its second in San Antonio, and it enters Tampa, the 21st-largest radio market. "We now have a stronger presence in the nation's top 25 markets," noted Edward Atsinger, Salem CEO. —*KB*

## NEW YORK TV STATIONS

### WPIX Hopes to Build A.M. News Show



Following in the footsteps of other Tribune TV stations, WPIX-TV in New York last week launched its two-hour block of morning news, *WB Morning News*.

In its first broadcast June 5, *WB Morning News* delivered a 1.8 rating/6 share,



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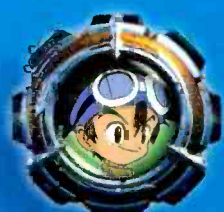
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May 2000  
vs.  
May 1999

FOX KIDS #1 Source: Nielsen Galaxy Explorer, FOX KIDS #1 (Broadcast Networks K2-11 & K6-11 Rtg. May Sweep Sat. 8a-12n); Growth May '00 vs May '99 (14 Hr. Avg. M-F 3p-5p Sat. 8a-12n). Qualifications available upon request. MAY SWEEPS Source: Nielsen Galaxy Explorer, #1 - Broadcast Network K2-11 & K6-11 Rtg. May Sweep Sat. 8a-12n (Digimon 9am, Monster Rancher 830am, Action Man (P) 930am half-hr. 5/20/00, Power Rangers: LSR 8am), NASCAR Racers 930am (B2-11 & B6-11 Rtg.). Qualifications available upon request.



WPIX's team (from left): Church, Muller, White and Lynda Lopez, the entertainment reporter

according to Nielsen Station Index, a considerable drop from the four syndicated shows the station had been running in the timeslot during the May sweeps. The new show did improve by 38 percent on the August 1998 debut of its direct competitor, Fox flagship WNYW-TV's *Good Day New York*. Ranked fourth overall in the daypart, WPIX also trounced WCBS-TV's morning news, which lagged with a 1.3/5.

Anchored by Lynne White and John Muller, the new a.m. program also features a heavy dose of weather and traffic from meteorologist Linda Church and "the chopper chick," Melinda Murphy, who reports from the station's new traffic helicopter, Air 11.

In January, Tribune stations launched similar morning news shows at KWGN-TV in Denver and KCPQ-TV in Seattle, with WLVI-TV in Boston set to roll out a show soon. KTLA-TV's early-morning news in Los Angeles, which launched in July 1991, and WGN-TV's in Chicago, which launched in September 1994, both capture strong ratings.

Paul Bissonette, WPIX vp and general manager, said the show was more about establishing the brand of the station in the market than simply competing with the morning shows. The new program "enhances everything we do with news. Because we have the resources, we can do more breaking-news coverage that we weren't equipped to do before," he said. Bissonette pointed to the station's live coverage in May of the passing of Cardinal O'Connor as an example.

Bissonette will have even more news resources at his disposal with the Tribune-Times Mirror merger in the works, which could leverage the news resources of the TV stations and the newspapers where the company owns both. For example, it's expected that KTLA and the *Los Angeles Times*—as well as WPIX and *Newsday*—

will cooperate in some form on newsgathering. "We're looking forward to that," said Bissonette. —KB

#### SAN DIEGO CABLE TV

### Cox Sets ITV Trial

In an effort to build itself into an all-inclusive communications company, Cox Communications is experimenting with interactive television in San Diego, Calif., where it owns cable systems serving some 354,000 subscribers. Excite@Home has partnered with the Atlanta-based cable operator to provide trial Cox cable homes with broadband services, including Internet access and digital data delivery, beginning sometime in the second half of this year.

The service will allow participants in the trial to shop, access information, check stock quotes and e-mail via TV sets equipped with set-top boxes provided by Cox. Viewers will also be able to personalize the service to suit their needs. —Megan Larson

#### TOPEKA, KAN. NEWSPAPERS

### C-J Lands Fish

Kansas' capital-city paper has new leadership. John Fish, assistant general manager of Morris Communications' *Augusta (Ga.) Chronicle* for the past two years, has been appointed publisher of the company's *Topeka Capital-Journal*, which counts a weekday circulation of 60,000, and 67,000 Sunday. Fish succeeds John Goossen, who left "to pursue other business opportunities," a representative for the paper said. Fish called Topeka "a tremendous community with a great newspaper."

In his most recent post in Augusta, Fish oversaw the newsroom, the production department and the paper's Internet operations. Earlier he served as managing editor at the paper, and before that was managing editor of Community Newspaper Holdings' *Robesonian* in Lumberton, N.C., and city editor of Bucker News Alliance's *York (Pa.) Daily Record*.

This is just the latest top-level change at Augusta-based Morris Communications, which publishes 43 papers in 15 states. In April, the company named Rita Thomas, former gm of its *Grand Island (Neb.) Independent*, to publisher of the *Yankton (S.D.) Daily Press & Dakotan* and group publisher over several weeklies there. She is the first

female publisher in the company's 139-year history. —Tony Case

#### RADIO STATIONS

### Beasley Hits Vegas



After raising close to \$100 million in net proceeds from its February initial public offering in order to expand in the top 100 markets, Beasley Broadcast announced last week it has an agreement to acquire three radio stations in Las Vegas and three in New Orleans from Centennial Broadcasting for \$138 million. It's the second acquisition this year for the Naples, Fla.-based radio group.

Not only is Beasley entering two new radio markets, it's also gaining a chief operating officer. When the deal closes before the end of the year, Allen Shaw, Centennial's president and CEO—the former COO of Beasley, from 1985 to 1990—will rejoin the company as vice chairman and COO.

Few if any programming or operation changes are planned for either radio cluster, said George Beasley, the company's CEO. In Las Vegas, Beasley will have Standards station KJUL-FM, Classic Rocker KKLZ-FM and Hot Adult Contemporary KSTJ-FM. It will be the market's third-largest radio cluster, with combined audience share of 13.4. KJUL-FM is the second-highest-ranked station in the market.

Beasley will also be the No. 3 group owner in New Orleans, with Urban Adult Contemporary KMEZ-FM, Classic Rocker WRNO-FM and Standards WBYU-AM delivering a combined audience share of 12.1.

The six stations in Las Vegas and New Orleans generate combined annual revenue of about \$15 million, bringing Beasley's pro forma annual revenue to \$103.7 million, according to BIA Financial Network. Including pending transactions, Beasley, the 16th-largest radio group in terms of revenue, owns or operates 42 stations in 11 markets. —KB

#### ORANGE COUNTY, CALIF. NEWSPAPERS

### OCR Buys Weeklies



Freedom Communications has bolstered its already strong standing in Orange County with the purchase of three free weekly papers. The publisher of the *Orange County Register* last week bought the 60,000-circ *Irvine World*



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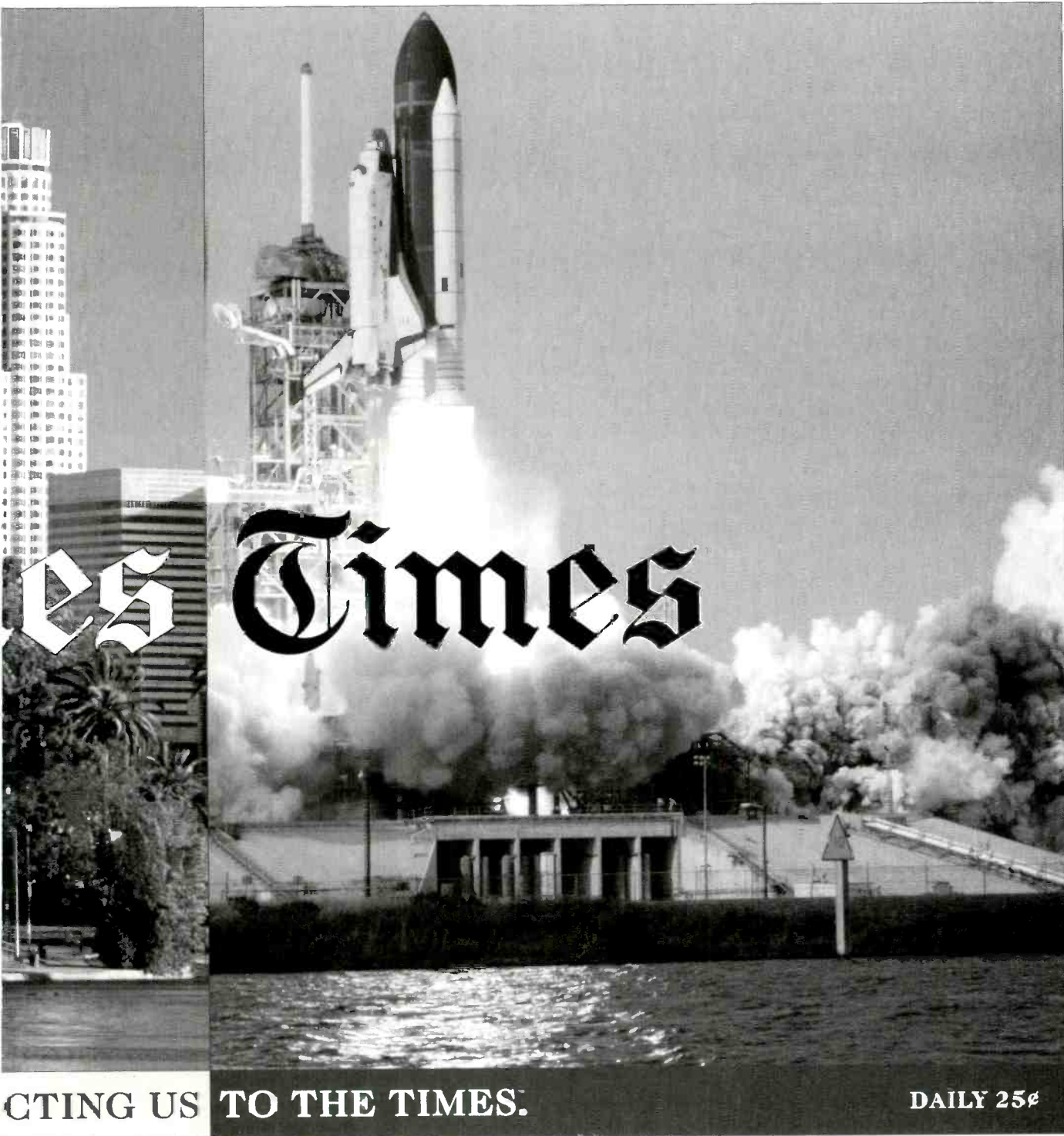


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## Scarborough Profile

### Comparison of Norfolk-Portsmouth-Newport News, Va. To the Top 50 Market Average

	Top 50 Market Average %	Norfolk Composition %	Norfolk Index
<b>DEMOGRAPHICS</b>			
Age 18-34	32.3	37.3	116
Age 35-54	40.0	38.6	97
Age 55+	27.7	24.1	87
HHI \$75,000+	22.2	13.9	63
College Graduate	12.3	10.5	85
Any Postgraduate Work	10.5	8.2	78
Professional/Managerial	21.9	23.7	108
African American	12.4	29.0	235
Hispanic	11.9	4.2	35
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	56.9	55.3	97
Read Any Sunday Newspaper	66.9	68.9	103
Total Radio Morning Drive M-F	24.5	22.9	93
Total Radio Evening Drive M-F	18.6	18.5	99
Total TV Early Evening M-F	29.3	29.9	102
Total TV Prime Time M-Sun	37.2	37.5	101
Total Cable Prime Time M-Sun	10.5	13.7	130
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	75.4	74.3	99
Read Any Sunday Newspaper	80.3	84.4	105
Total Radio Morning Drive M-F	79.7	79.6	100
Total Radio Evening Drive M-F	73.9	75.5	102
Total TV Early Evening M-F	67.6	74.9	111
Total TV Prime Time M-Sun	91.7	92.6	101
Total Cable Prime Time M-Sun	52.8	62.9	119
<b>MEDIA USAGE - OTHER</b>			
Accesses Internet/WWW	44.2	48.5	110
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	56.8	55.9	98
Shop Using Online Services/Internet	10.5	12.7	121
Connected to Cable	69.3	76.8	111
Connected to Satellite/Microwave Dish	11.3	7.7	68

\*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)

on to the No. 1 spot in every newscast except noon since the meters were introduced. Ed Munson Jr., WAVY vp and general manager, credits strong brand identity for keeping the outlet on top.

LIN also operates the market's Fox affiliate, WVBT-TV, via a local marketing agreement. Beach 43 Corp., a consortium of California-based investors, owns WVBT. Because two new independent TV stations are expected to launch within the next three years, bringing the total number of broadcast TV outlets in the market to nine, LIN is planning to acquire WVBT outright under the new federal duopoly rules. WVBT has been an LMA of LIN since 1993.

LIN also owns a 24-hour cable channel in the market. The aptly named Local Weather Station is available in about 420,000 cable households via operators Cox Communications, Falcon Communications and Charter Communications.

All three LIN properties operate out of the same facility in Portsmouth. Munson says WAVY has the largest TV news staff in Virginia, with more than 90 people. WAVY's newsroom, which was expanded last year by about 10,000 sq. ft., is fully digital, and Munson expects the station's digital signal to be up by the end of the year. WAVY recently became the first outlet in the market to buy its own news helicopter.

WAVY's brand is ubiquitous. The station has a 10-year-old agreement with Tribune Co.'s *The Daily Press* newspaper to share news stories and resources. WAVY's reporters also deliver 50 two-to-three-minute radio newscasts daily in a partnership with Bob Sinclair, a local radio-station owner with four stations in the market (one Sinclair Telecable property is not included in the Radio Ownership chart on page 36 because of its insignificant listenership). "That's part of our strategy...using locally driven content and finding other avenues to use that content," Munson says.

On Aug. 31, 1998, then-Fox affiliate WTVZ and then-WB affiliate WVBT swapped affiliations as part of a large settlement between the Fox network and Sinclair Broadcast Group, owner of WTVZ. The switch caused confusion among viewers in the market for about a year.

The most recent drama surrounding WVBT involved a retransmission dispute early this year between LIN and Cox Communications, the dominant cable operator in the market. LIN wanted WVBT, a UHF outlet that broadcasts on Channel 43, moved to a lower channel position on Cox's cable systems, saying that the Fox

affiliate was at a disadvantage from the other Big Four affiliates, which are VHF outlets at the low end of the dial. The dispute hit a boiling point when LIN pulled WVBT off of Cox's systems, affecting some 400,000 households. The station was off Cox from Jan. 1 until Feb. 4. The two sides reached a settlement, and on April 19 Cox switched WVBT to Channel 14, moving Animal Planet to 43.

Despite some fallout from the dispute, WVBT's 2-year-old newscast at 10 p.m. enjoyed an uptick in household ratings in the most recent sweeps, improving from a 3 in the May 1999 book to a 3.8 this year.

The market's young population offers younger-skewing TV outlets added clout with advertisers. Almost 38 percent of the

residents of Norfolk-Portsmouth-Newport News are 18-34 years old, well above the 32.3 percent average in the U.S.' top 50 markets (see *Scarborough Profile* above). As a result, WGNT is one of UPN's stronger affiliates around the country. In the May sweeps, the outlet's syndicated court-show block of *Judge Judy* and *Judge Joe Brown* finished second in households from 6 to 7:30 p.m. behind market leader WAVY. From 7:30 to 8, *Joe Brown* was tops in households with a 9.2 rating and 16 share, handily beating *Jeopardy!* on A.H. Belo's ABC affiliate WVEC, *Home Improvement* (on WTKR, the New York Times Co.'s CBS affiliate), *Real TV* (WAVY) and *Drew Carey* (WTVZ). "Since last May [the first metered sweeps], we've been either No. 1, or close

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to it, from 6 to 7 p.m.," says Harry Fagan, business manager for WGNT.

With confusion over its switch to the WB having settled down, Sinclair's WTVZ also has benefited from the arrival of the Nielsen meters, which have brought "a tremendous continuity from book to book," says Scott Sanders, WTVZ gm. "With the diaries, it was a buyer's nightmare."

WTVZ's biggest numbers gains with the meters has come in access and late-fringe time periods; the outlet's late-fringe ratings have jumped about 50 percent, Sanders says.

Nielsen's metered results have also shown that not as many Norfolk-area viewers watch TV news as the diary-based measurements had indicated. Conversely, stations that primarily air entertainment programming have seen some ratings bumps during news dayparts. WTVZ, which does not program news, this fall may get an additional boost from the syndication pre-

## Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in Millions)	Share of Total
Entercom	4 FM	22.6	\$13.4	24.9%
Clear Channel	4 FM	19.4	\$12.5	23.3%
Barnstable Broadcasting	2 AM, 4 FM	21.6	\$11.0	20.5%
Saga Communications	1 AM, 2 FM	12.1	\$8.7	16.2%
Sinclair Telecable	1 AM, 2 FM	8.3	\$4.4	8.2%
Willis Family Broadcasting	2 AM	3.1	\$1.4	2.5%

Includes only stations with significant registration in Arbitron diary returns and licensed in Norfolk-Virginia Beach-Newport News or immediate area. Ratings from Arbitron, Winter 2000 book; revenue and ownership information provided by BIA Financial Network.

miere of *Spin City*. The station also plans to extend its 10 p.m.-to-midnight ethnic programming block to 1 a.m., with the addition of syndicated reruns of *Moesha* and *The Jamie Foxx Show*.

ABC affiliate WVEC operates a 3-year-old cable news service called Local News Channel. LNC is a three-way partnership among the Belo broadcast station, Norfolk-based Landmark Communica-

tions' *The Virginian-Pilot* daily newspaper and Cox. LNC viewers see a rebroadcast of WVEC's newscasts throughout the day. At 10 p.m., the cable channel (13) airs its own newscast, produced at the *Virginian-Pilot's* newsroom.

CBS affiliate WTKR is typically either the second- or third-ranked TV news outlet in households, battling with WVEC for the runner-up slot. Over the past five years, WTKR has revamped its news product and hired new on-air personalities. In March, the station launched its WTKR.com Web site, offering users free Internet access. So far, about 10,000 subscribers have signed up. The station is working to add streaming video of its local news to the Web site, says John Turner, WTKR general sales manager.

The market's two new TV stations will be Channel 21, whose license is held by Winstar, and Channel 4, licensed to Danbeth Communications of North Carolina.

Cable penetration in Norfolk-Portsmouth-Newport News is 76.8 percent, well above the 69.3 average for the country's top 50 markets. Of that nearly 77 percent penetration, Cox controls 64 percent, or about 408,000 households. Cox Cable Rep, the local interconnect, handles ad insertions for 40 cable networks.

Sharon Frazier, general sales manager for Cox Cable Rep, says the market's African American population is a major factor for both the media and advertising communities. "A lot of media is purchased in this market to target [African Americans] because they are such a large percentage," Frazier says, citing heavy spending in local cable by fast-food chains McDonald's and Burger King.

The local radio market features some spirited competition. "You have tenths of a [ratings] point separating stations in some demos," notes Becky Naujoks, associate media director at the Meridian Group, an ad agency in Virginia Beach.

Arbitron, which labels the market as Norfolk-Virginia Beach-Newport News, ranks it as the country's 36th largest. Clear

## Nielsen Ratings/Norfolk Evening and Late-News Dayparts, Weekdays

### Evening News

Time	Network	Station	Rating	Share	
5-5:30 p.m.	NBC	WAVY	6.8	15	
	ABC	WVEC	6.1	13	
	CBS	WTKR	5.4	12	
	UPN	WGNT*	3.9	8	
	WB	WTVZ*	2.7	6	
	Fox	WVBT*	1.1	2	
5:30-6 p.m.	PAX	WPXV*	0.2	0	
	NBC	WAVY	8.0	16	
	CBS	WTKR	6.0	12	
	ABC	WVEC*	4.7	10	
	UPN	WGNT*	3.9	8	
	WB	WTVZ*	3.2	7	
6-6:30 p.m.	Fox	WVBT*	1.1	2	
	PAX	WPXV*	0.1	0	
	NBC	WAVY	8.9	17	
	UPN	WGNT*	7.9	15	
	CBS	WTKR	6.3	12	
	ABC	WVEC	6.1	12	
Late News	WB	WTVZ*	4.1	8	
	Fox	WVBT*	1.3	2	
	PAX	WPXV*	0.2	0	
	10-10:30 p.m.	UPN	WGNT*	5.0	7
	Fox	WVBT	3.8	5	
	WB	WTVZ*	3.3	5	
11-11:30 p.m.	NBC	WAVY	9.4	17	
	ABC	WVEC	8.4	15	
	CBS	WTKR	7.5	13	
	WB	WTVZ*	3.7	7	
	UPN	WGNT*	3.0	5	
	Fox	WVBT*	1.4	3	
PAX	WPXV*	0.4	1		

### Late News

\*Non-news programming Source: Nielsen Media Research, May 2000

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## Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WOWI-FM	Urban	9.6	13.1
WNOR-FM	Album-Oriented Rock	9.0	5.8
WWDE-FM	Adult Contemporary	7.4	7.8
WNVZ-FM	Contemporary Hit Radio	6.6	8.0
WWSO-FM	Rhythmic Oldies	5.8	5.7
WGH-FM	Country	5.1	5.8
WAFX-FM	Classic Hits	5.1	5.6
WCMS-FM	Country	5.1	5.3
WPTE-FM	Modern Adult Contemporary	4.3	4.0
WSVY-FM	Rhythmic Oldies	3.8	2.0

Source: Arbitron Winter 2000 Radio Market Report

Channel Communications has a lock on the market's ethnic listeners, owning an Urban and an Urban Adult Contemporary station (WOWI-FM and WSVV-FM, respectively), along with Smooth Jazz WJCD-FM. WOWI-FM is the far-and-away market leader among listeners 12-plus, posting a 12.2 share in the Winter 2000 Arbitron book. WOWI also far outdistances all its competitors in billings; the stick took in an estimated \$7.9 million in revenue in 1999, according to BIA Financial Network.

One station that has enjoyed dramatic improvement in the ratings is WWSO-FM, a Rhythmic Oldies property owned by Barnstable Broadcasting (which locally goes by the name Hampton Roads Radio Group). WWSO last year flipped from a Lite Rock-type format to Rhythmic Oldies. The switch has catapulted the station into the top five in the market; playing Lite Rock, it was not even in the top 15. In the Winter 2000 Arbitron book, WWSO racked up a 7.0 share among listeners 12-plus, compared to a 5.1 in the Fall 1999 book and a 3.4 in Summer 1999.

With the ascent of WWSO, Clear Channel's competing Rhythmic Oldies station, WSVY-FM (simulcast on WSVV-FM), has seen its once-growing ratings start to erode. WSVY dipped from a 4.3 share in 12-plus in the Summer 1999 book to a 2.2 in the Winter 2000 book.

In newspapers, Norfolk-Portsmouth-Newport News is unique, featuring two daily newspapers that have virtually no head-to-head competition. That's because *The Daily Press* and *The Virginian-Pilot* cover the market on either side of Hampton Roads, with the *Press* sticking to the west and the *Virginian-Pilot* having its foothold in the east.

"Neither of us sees a particular advantage in trying to attack the other, simply because there's no pot of gold," says Will Corbin, vp/editor of the *Press*. "It's real hard to move a

decent hometown paper out of its home town."

Because the market skews young, one major area of concern for both papers is the national trend of declining newspaper readership among young people. Both Norfolk-area papers have suffered gradual declines in circulation in recent years and are searching for "new ways to engage readers," Corbin says.

Because of the market segmentation, there's very little overlap in the two papers' circulations. *The Daily Press* (circulation 93,514 daily, 116,162 Sunday) has in its purview Newport News, Hampton, Williamsburg, James City and the York County area, commonly referred to as the Peninsula. While the paper hasn't made any major changes on the news side of late, last week it expanded its editorial section to include more reader input and to offer a broader rotation of syndicated columnists.

*The Virginian-Pilot* (circulation 197,451 daily, 233,818 Sunday) covers Norfolk, Portsmouth, Virginia Beach and Chesapeake, down to the border with North Carolina. The paper this month made some up-

per-level management changes, including the promotion of Dee Carpenter, previously general manager, to president/publisher. Carpenter succeeds R. Bruce Bradley, who will concentrate on his duties as president of Landmark Publishing.

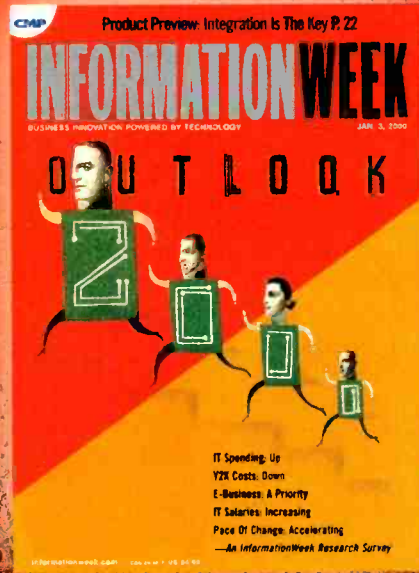
Like many other papers around the country, the *Virginian-Pilot* is reducing its trim size from a 54-inch width to 50 inches, which should save on newsprint costs. The paper is gearing up for the introduction on Sept. 24 of a total redesign, along with some other, as-yet-undisclosed product improvements.

The local out-of-home advertising business is dominated by Adams Outdoor Advertising, which controls nearly 800 billboard facings in the market. Adams offers about 570 posters and some 200 rotary and permanent bulletins. The next-largest player, Lamar Outdoor Advertising, controls about 70 permanent vinyl bulletins in the area. The most prominent locations for billboards include I-264, an expressway between downtown Norfolk and the Virginia Beach oceanfront. Other popular billboard locations include I-64, which runs east-west from Williamsburg to Suffolk, Va., and Military Highway, a major artery that traverses several communities in the DMA. ■

## Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Chesapeake City: 68,500 Households</b>				
<i>The Washington Post</i>	198	284	0.9%	0.4%
<i>Virginian-Pilot</i>	34,802	41,722	50.8%	60.9%
<b>Hampton City: 52,900 Households</b>				
<i>Newport News Daily Press</i>	25,469	31,104	48.1%	58.8%
<i>Virginian-Pilot</i>	224	505	0.4%	1.0%
<b>Newport News City: 67,500 Households</b>				
<i>Newport News Daily Press</i>	32,157	37,513	47.6%	55.6%
<i>Virginian-Pilot</i>	760	1,565	1.1%	2.3%
<i>Richmond Times-Dispatch</i>	198	349	0.3%	0.9%
<b>Norfolk City: 78,600 Households</b>				
<i>Virginian-Pilot</i>	37,869	42,623	48.2%	54.2%
<b>Portsmouth City: 36,600 Households</b>				
<i>The Washington Post</i>	170	337	0.5%	0.9%
<i>Virginian-Pilot</i>	17,959	19,931	49.1%	54.5%
<b>Virginia Beach City: 147,800 Households</b>				
<i>Virginian-Pilot</i>	75,794	92,375	51.3%	62.5%
<b>James City: 17,200 Households</b>				
<i>Newport News Daily Press</i>	7,457	8,725	43.4%	50.8%

Source: Audit Bureau of Circulations



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**Steven Aster**, former senior vp for global business operations at Disney Publishing Worldwide, has been named executive vp of consumer marketing for Primedia's *Enthusiast* and *Consumer Magazine Group*...At *Time*, **Maureen McAllister** and **Matthew Turck** have been promoted from New York sales directors to associate publishers...**Lou Dilorenzo**, former art director for American Express Publishing's *Food & Wine*, has joined Ziff Davis' *Expedia Travels* as art director...*USA Weekend* publisher **Bette Ann Yarus** has been promoted to national director of sales development.

**TV**

**Olivia Cohen-Cutler** was promoted to vp/broadcast standards and practices at ABC Inc., succeeding Christine Hikawa, who will be leaving the post this summer. Cohen-Cutler, previously vp/television business affairs at ABC in Los Angeles, will now be responsible for the operation of broadcast standards and practices on both coasts, for programming on both the TV and radio networks...**James Ellis** has been promoted to vp of group operations for Tribune Broadcasting. He was formerly vp of creative services...**Bruce Baker** was named executive vp/television affiliates for Cox Broadcasting. Baker was formerly vp and general manager of Cox-owned WSOC-TV and WAXN-TV in Charlotte, N.C....**Robert Friedman** was promoted from vp of cable sales to senior vp/cable sales manager for Paramount Domestic Television.

**RADIO**

**Wayne Brown** has been named vp and regional manager of Radio One's seven radio stations in Charlotte and Raleigh-Durham, N.C., and Atlanta. Brown will also assume responsibilities as general manager for WHTA-FM and WAMJ-FM in Atlanta, replacing **Mary Catherine Sneed**, who is focusing on her duties as the company's COO. Brown comes to Radio One from Infinity, where he was president and general manager of WPEG-FM, WBAV-FM and WGIV-AM in Charlotte.

# The Media Elite

Edited by Anne Torpey-Kemph

## Success Marks the Spot

**A**fter feeding his habit for seven years, success junkie Chris Witting is showing no signs of quitting.

The host of radio's *The Success Journal* recently celebrated the 1,000th broadcast of his syndicated show, on which he interviews world-class entrepreneurs. "I like to remind people that most of the companies we know all started with one or two people," says Witting of rubbing elbows with the likes of Bill Gates, Dave Packard and Bill Marriott.



Radio's Witting hit a career milestone.

Witting cites among his most memorable interviews: Herb Kelleher, CEO and founder of Southwest Airlines, who told Witting he wants his tombstone to read

"He Tried Like Hell" and shared some prime examples of his renowned prankstership; and Debbie Fields, who left the host with a giant bag of cookies.

Witting has a success story of his own. In addition to the Creative Broadcast Consulting-syndicated radio show, which premiered on Chicago's WMAQ-FM in 1993 and is now heard on some 200 stations, Witting's idea has spawned a Web site ([www.successjournal.com](http://www.successjournal.com)); a

book, *21-Day Countdown to Success* (Career Press); a second radio feature, *Tracking Business Leaders*; and regular articles for *Success* magazine. —*Katy Bachman*

### SPOTLIGHT ON...

#### David Garfinkle

Executive Producer, *Blind Date*

**A**s part of the executive producer team that created Universal Worldwide Television's freshman series *Blind Date*, David Garfinkle seems to have found the right chemistry for romancing rating points and time periods.

Positioned mainly in late fringe to start its rookie season, Garfinkle's half-hour reality strip has steadily grown to a 1.7 average national rating, with the audience divided evenly between young men and young women. He contends that a strip show has to be a "machine" to work, and *Blind Date* is so well-oiled that stations in Los Angeles and New York have already added a second run in access time periods.

"It's a great time to be in alternative programming, with all the consolidation and all the cable channels," says Garfinkle, who developed *Blind Date* with Gold Coast Entertainment partners Jay Renfro, Matthew Papish and Thomas Klein.

Each episode follows two couples on blind dates, with peanut-gallery comments thrown in from host Roger Lodge (a former E! *Talk Soup* guest host), and a series of rather funny pop-up text graphics.

Garfinkle—who cut his teeth in reality syndication on *PM Magazine* some years back—says he drew on his experience producing *Fast Food Films* for the FX cable network several years ago. But instead of editing a two-hour film down to 10 minutes, as he did for *Fast Food*, he's reducing a three-hour date to show length. And facing other unique challenges. "Trying to set up people isn't easy, and we need 20-25 percent of the dates to actually work out," he says, "because it would get old if none of them did." —*Daniel Frankel*



Leading the *Blind*



# Disney Will Miss Mr. Pitts

Billy Pitts' recent abrupt—but not unexpected—departure from Disney/ABC as its lobbyist-in-the-trenches has left a huge pair of shoes to fill. “I’m in the fortunate position of being able to take some time off and think about the future,” said Pitts. “I’ve experienced political life on the outside, and I have learned what I set out to learn.”

An insider’s insider, the 50-ish Pitts was the floor director for former House GOP leader Bob Michel and is a friend of current Speaker Dennis Hastert (R-Ill.). He’s also a long-time pal to numerous Democrats, including his hunting buddy, the powerful Rep. John Dingell (Mich.). In two decades on the Hill, Pitts’ ability to make friends with his professional adversaries set him apart



Poised to ponder the future

from many other lobbyists, including, it was well known, his own boss of two years, Disney’s Preston Padden.

“I’m a finesse guy,” said Pitts. “That’s what I learned from Bob Michel,” who also had a reputation for unflinching civility. Padden, on the other hand, was recently described in a *Wall Street Journal* profile as a “street fighter.”

Still, the good cop/bad cop routine helped Disney. Recently, the two execs ran circles around the much-vaunted lobbyists for Time Warner, fomenting a near-revolt on the Hill regarding

the Time Warner merger with AOL and inciting a congressional riot when TW shut off ABC’s signal on some of its cable systems in early May. “I wanted to go out on a high note,” said Pitts. —*Alicia Mundy*



**Shining example:** Anne Zehren, publisher of Time Inc.’s *Teen People*, committed herself to the cause of youth anti-violence a few years ago when an honoree of TP’s “20 Teens Who Will Rule the World” lost her best friend in the Columbine high school shooting the day before the awards were presented.

For Zehren’s subsequent work as a board member of the National Campaign Against Youth Violence, she recently received honors from the anti-violence group Shine. (Above) Zehren with Shine founder Alan Rambam.

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The **Radio-Mercury Awards** will be held June 15 at the Starlight Roof of the Waldorf-Astoria Hotel in New York City. Contact: 212-681-7222.

The Laredo Group and Adweek Conferences will present three one-day seminars at the Sheraton New York Hotel & Towers: **How to Buy & Sell Web Ads**, on June 15, and **How to Measure, Research & Target** and **How to Build Internet Revenue & Business Plans**, on June 16. For more information, call 888-536-8536.

**Woman's Day** will host the "Women With Heart" luncheon to raise awareness for the American Heart Association on June 15 at the Pierre Hotel in New York. Contact: 212-767-6062.

**New York State Broadcasters Association** will hold its annual executive conference June 19-22 at the Sagamore Resort Hotel in Lake George, N.Y. Contact: 518-456-8888.

The Advanced Learning Institute will host a two-day conference on e-branding. **Building and Leveraging Your Brand to Impact the Bottom Line** will be held July 10-11 at the Westin Michigan Avenue in Chicago. Contact: 888-362-7400.

The **Cable & Telecommunications Association for Marketing Summit** will be held July 16-19 at the Hynes Convention Center in Boston. Contact: Seth Morrison at 703-837-6546.

**National Cable Television Cooperative's** 16th annual members meeting will be held July 31-Aug. 2 at the Doubletree Hotel in Newport, R.I. Contact: 913-599-5900, ext. 305.

**American Women in Radio & Television Association's** annual convention will be held Aug. 26-29 at the Regal Biltmore Hotel in Los Angeles. Contact: 703-506-3290.

**Radio-Television News Directors Association** will hold its annual conference and exhibition Sept. 13-16 at the Minneapolis Convention Center. Contact Rick Osmanski at 202-467-5200.

# Inside Media

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

## Snoop Dogg Hip-Hops Onto Syndie Stage

Hip-hop artist Snoop Dogg's four-hour weekly show, *Big Snoop Dogg Radio*, heard weekly on Emmis-owned KPWR-FM in Los Angeles, is going national through a syndication deal with NBG Radio Networks. The four-hour show features live, in-studio interviews and performances by well-known and unknown artists, along with Snoop's favorite R&B and hip-hop cuts. In addition to his radio show, Snoop also has his own record label, Doggystyle Records, and a film division called Snoopadelic Films.

## Winstar to Rep SoundsBig.com

Winstar Global Media, the national radio sales arm of Winstar Radio Networks, is expanding its business to the Internet via a deal to handle affiliations and ad sales for SoundsBig.com, an Internet audio broadcaster. WGM president Lou Severine says the recent increase in Internet audio broadcasts prompted the move. Boston-based SoundsBig has more than 100 audio channels. Separately, Launch Radio Network, formerly repped by Winstar Radio Networks, has switched its affiliation marketing to Jones Radio Network and its national sales representation to Jones' subsidiary, MediaAmerica. LRN, formerly known as SW Networks, provides news, entertainment news and show preparation services to about 1,000 radio stations.

## United Stations New Feature Has Soul

United Stations Radio Networks has launched *We Remember*, a new daily fea-

ture hosted by T.C. Bandit, the morning-drive co-host of the *Les Brown Morning Show* on Radio One's WMMJ-FM "Majic" in Washington, D.C. Offering a daily look at the legendary classic performers of soul and R&B, the show is geared for stations programming Adult Urban, Urban, Rhythmic Oldies and Oldies formats. United States will handle affiliations, distribution and ad sales. *We Remember* is a collaboration among USRN, Kirk Tanter Productions and T.C. Bandit Enterprises.

## Sirius Satellite Radio Lines Up Retailers

Due to launch at the end of the year, Sirius Satellite Radio has inked several marketing and distribution agreements with retailers who will sell the 100-channel radio service and the radios to receive it. Some of the retailers, including Circuit City, Best Buy and Tweeter, have announced similar agreements with XM Satellite Radio, the competing service. In addition, Sirius has signed Good Guys, Sound Advice, Al & Ed's Autosound and CarToys. It also announced that it has an alliance with Crutchfield, a catalog and online retailer of consumer products.

## NBC Affiliate Board Gets New Chair

After steering the NBC affiliate board through turbulent times, Alan Frank has stepped down as chairman, to be replaced by Jack Sander, president of A.H. Belo's television group. "Jack is a great leader," said Tony Vinciguerra, executive vp and COO of Hearst-Arlyle Television and an affiliate board member.

## LaBarge Advances to Parade

Joan Sheridan LaBarge, executive vp and group publishing director of Weider Publications, is joining Parade Publications as senior vp of sales & marketing. She will assume her duties at the Advance Publications unit on June 27. Reporting to executive vp and general manager Jack Griffin, Sheridan will oversee advertising, marketing and research for *Parade*, the nationally distributed Sunday magazine. During her career, she has worked at Hachette Filipacchi's *Family Life* and *Woman's Day*, as well as several ad agencies, including BBDO, Ted Bates and FCB/Leber Katz.



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# Inside Media

CONTINUED

Also elected to the board were six new members: Mike Burgess, general manager of KOB-TV in Albuquerque, N.M.; Guy Hempel, vp of operations for Cosmos Broadcasting; Steve Wasserman, general manager of KPRC in Houston; Ed Munson, general manager of WAVY in Norfolk, Va.; Jim Lutton, general manager of WSTM in Syracuse, N.Y.; and Patsy Smullin, president of California-Oregon Broadcasting.

## Finance Mags Take Ride on Blue Dolphin

Blue Dolphin Group has obtained venture capital funding from North Bridge Venture Partners of Massachusetts and Matrix Partners of Massachusetts and California. The Massachusetts-based Blue Dolphin plans to launch the Blue Dolphin SmartSub system, a new interactive publishing and marketing system. In August, Dolphin will use the new marketing system to launch *Blue Dolphin Money Update*, an online electronic newsletter with selections from personal-finance magazines, books and newspapers personalized for each reader. *Consumers Digest*, *Business 2.0*, *The Industry Standard*, *Kiplinger's Personal Finance*, *Worth*, *Morningstar Fund Investor* and *Red Herring* have all joined as content providers. There are plans in the works to launch two more newsletters in the fall, on health and travel.

## CTW Trades on Sesame Success

Capitalizing on its *Sesame Street* series, Children's Television Workshop has changed its name to Sesame Workshop. The switch also reflects the production company's move into media other than broadcast television, including cable, print and interactive. The company's most recent launch was cable network Noggin, the "thinking channel for kids," a cooperative effort between Nickelodeon and Sesame Workshop.

## MediaOne Starts New England Channel

MediaOne has launched a regional channel in New England, MediaOne 3, offering local sports, news and entertainment to more than 1 million subscribers. MediaOne 3 carries vintage TV shows such as *Hogan's Heroes* and *The Fugitive*, as well as original content on cooking, gardening and other topics rel-

evant to the region. Sports programming includes extensive coverage of college and minor-league teams in Massachusetts and New Hampshire.

MediaOne 3 delivers regional news to the Massachusetts towns of Lowell, Cape Cod and Fall River.

## GSN Keeps Upping Subs

The Game Show Network reports it has gained 1 million subscribers through MediaOne's recent pickup of the network in Boston. Over the past year, carriage deals with Time Warner in Indianapolis and Cablevision in Cleveland have boosted GSN subscriber levels by 7.5 million.

## AT&T to Carry PAX in Pitts.

AT&T has agreed to carry Pax programming on its cable system in Pittsburgh, the media giant's largest subscriber pool with 532,000 million homes. Pending the completion of the agreement, PAX TV will be available to 81 percent of U.S. households.

## Web Site Crafting All-Things-TV Image

Television.com, aiming to be *the* television portal on the Web, is negotiating with 30 cable and broadcast networks to acquire promotions of current TV programs to video-stream on the site. The site, launching Aug. 16, will offer news, information, program schedules and e-commerce links to all things television.

## TLC Puts Stock in *Junkyard*

Cable network TLC has purchased additional episodes of *Junkyard Wars*, a popular British game show that premiered on TLC in January. The one-hour show, which performed well for the network in its two airings earlier this year, features two teams competing to design and build a machine with parts found in a junkyard, then pitting the machines against each other. The weekly broadcast will begin July 5 on TLC with back-to-back episodes airing from 9-11 p.m. Following in the vein of British-import quiz show *Who Wants to Be a Millionaire*, TLC plans to launch an American version of *Junkyard*, early next year.

The site will be subscriber-based, but free passwords have been given to a control group so the company's researchers can gauge consumer response over the next two months.

## Romance Classics Adds Originals

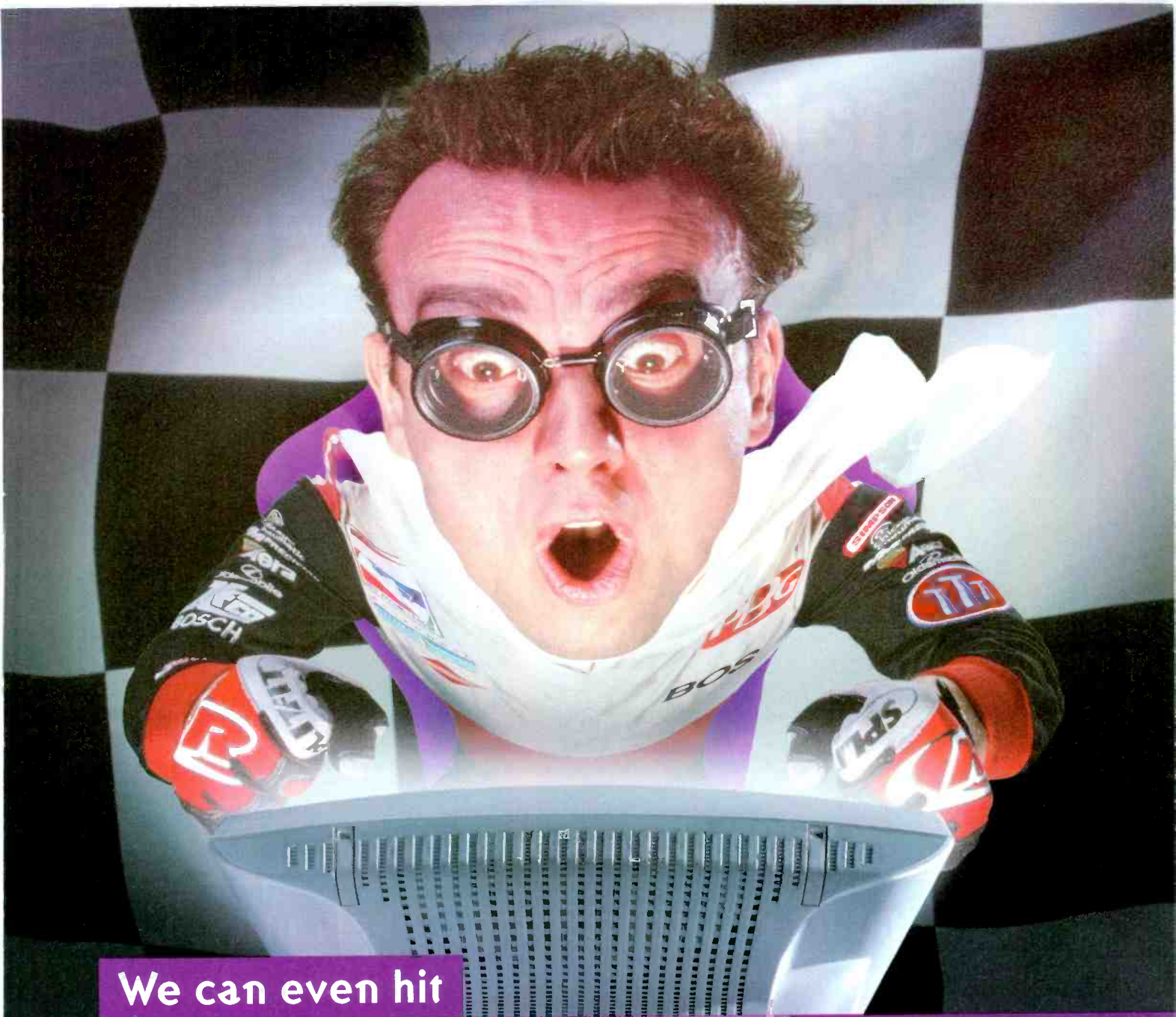
Romance Classics, the network of Judith Krantz and Barbara Taylor Bradford made-fors, will add new escapist fare next month. On July 10 the net will launch *Style World*, with host Rachel Hunter traveling to cities around the world to examine architecture and design. The program will air Mondays at 8 p.m. Also next month, RC kicks off "Southern Comfort," a month-long film festival showcasing the best of the South, including *The Long Hot Summer*, starring Paul Newman.

## FSN, MSG to Air Senior Tennis Tourney

Fox Sports Net and MSG Network this weekend will cover the semifinal and championship matches of the LastMinuteTravel.com Masters, the Worldwide Senior Tennis Circuit/ Success Magazine Tour's season-ending event, from New York City's Central Park. The tournament, which begins June 13, will feature the top eight seniors, including Jimmy Connors, John McEnroe and Mats Wilander. Fox Sports, MSG and other regional sports networks will telecast the matches on tape delay later this month. Separately, the Worldwide Senior Tennis Circuit has signed a deal with Fox Sports' new channel in Eastern Europe to carry its 20-plus annual tournaments, which are staged in 14 countries.



The "talent" from another British game show



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**It's been a terrible month** to be a dot-com. The recent meltdowns of once-promising e-companies such as Digital Entertainment Network, boo.com and APB Online, just to name a few, must have many struggling dot-coms wondering when the other shoe is gonna fall. The volatility of the market seems to have cooled a bit, but the upshot appears to be that solid business plans, whether online or offline, will triumph. Still, there's something eerie—and oddly exhilarating—about witnessing this kind of accelerated e-business Darwinism in action, don'tcha think?—*Kipp Cheng*

# interactive news

## @deadline

### It's WinWin For iTurf

New York-based iTurf, an online network for teens and young adults, and Boston-based WinWin.com, a data royalties network that rewards consumers for their personal information, today announced a partnership that will deliver targeted, personalized ads to individuals who register on the iTurf network. iTurf Web sites **TheSpark.com** and **OnTap.com** will host WinWin's technology that will pose relevant questions on an opt-in basis to visitors. WinWin will then serve micro-targeted ads based on the information users choose to submit.

### News Site, Paper Pair Up

**CBS.MarketWatch.com**, a financial news site, and **Financial Times**, the daily newspaper covering European business, are partnering on a new Web site, **FTMarketWatch.com**, to cover the European markets. "Partnering with Financial Times gives us credibility in Europe," says Larry Kramer, president and CEO of MarketWatch.com. "It's the single best name in the financial world there." FTMarketWatch.com is currently in soft launch and is accessible through CBS.MarketWatch.com. It will officially launch June 17.

### Mini MI:2 To Premier

With the film *MI:2* continuing to cash in at the summer box office, **Entertainment.com**, Warner Bros.'s Internet entertainment destination based in Glendale, Calif., today on the Net and in WB Studio Stores unveils *Mission: Imp*, a 10-minute satire starring Verne Troyer, who played "Mini-Me" in *Austin Powers: The Spy Who Shagged Me*.

**Correction:** In the 6/5 issue of *IQ*, the De Beers campaign featured one Unicast Superstitial creative. It posted a 5.16 percent average clickthrough rate.

## Beyond Interactive to Deploy WAP-Enabled Ads

By Ann M. Mack

**A**nn Arbor, Mich.-based Beyond Interactive today announced its deployment of interactive ads for WAP-enabled mobile phones. The interactive ad agency, a partner company of the Grey Global Group, will use Advertising.com, a WAP site network and ad server, to deliver wireless messages for clients such as Cambridge, Mass.-based connectivity services site GetConnected.com and South San Francisco-based online pharmacy PlanetRX.com. Advertising.com serves ads as text links, banners or interstitials that pop-up for two to three seconds as users navigate its network of wireless sites, including AfroNet, TagTag and Hoiley.com.

According to Cambridge, Mass.-based Forrester Research, the number of regular mobile online users is expected to explode from 2 million in 2001 to 23 million in 2003. Beyond Interactive hopes to take advantage of this burgeoning market. To this end, the agency formed an Emerging Media Services Group last month to develop interactive advertising for new media, including wireless devices, Internet appliances, interactive kiosks, video games and interactive television. "As we move toward a 100-percent networked society, we want to pioneer the delivery of advertising messages to all new media forms," said John Behrman, chief executive officer of Beyond Interactive. "In that way we assure

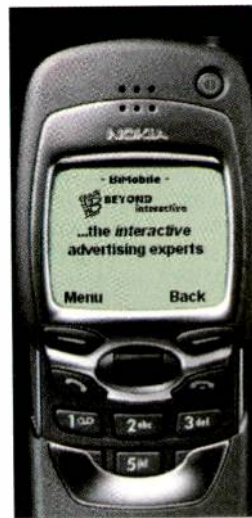
our clients of a presence with the consumers when the need for information or urge to purchase occurs."

However, advertisers must practice restraint, so as not to alienate consumers by delivering unwanted, obtrusive messages, warned Vic Vasan, Beyond Interactive director of new technology. "A wireless device is a very personal device," he said. "So, it becomes increasingly important that the ads you deploy are value added."

Right now, the challenges facing advertisers in the wireless space include minimum screen size, display type and bandwidth. Beyond Interactive predicts that technology will evolve quickly to handle the ad volume. "This is going to move at warp speed," said Behrman. "The penetration is there. It's just a matter of creating usability."

As the demand by advertisers to use the wireless medium grows, Advertising.com is looking to add to its dozen-site network

base. "We're in the process of building up the inventory of WAP sites," said John Ferber, chief internet officer at Baltimore, Md.-based Advertising.com. Meanwhile, the company is not charging Beyond Interactive to serve their ads. Once the service is established, Ferber said Advertising.com most likely will use a CPM model with a month-to-month renewal rate. ■



Beyond Interactive predicts that wireless ad technology will grow at warp speed.

# CDnow Shifts Strategy From Spending to Selling

**BY ANN M. MACK**—In an effort to improve the bottom line, Fort Washington, Pa.-based CDnow has shifted its focus from ad spending to ad selling. The move, months in the making, possibly could make the beleaguered music e-tailer a more attractive package for potential investors or partners.

Last week, the company reiterated its plans to name a new strategic partner by the end of the quarter. "We are on schedule with our investment process and we expect to announce a deal with a merger partner/investor by the end of the quarter," CDnow chief executive Jason Olim said in a statement.

The announcement by Olim came on the heels of a report issued by Goldman Sachs analyst Anthony Noto, who predicted that "CDnow is less likely to survive as a stand-alone company." Noto further projected that CDnow would have a negative cash position of \$4.6 million by the end of the third quarter and negative \$18.2 million by the fourth quarter. But, Howard Blumenthal, senior vice president of media and sales at CDnow, shrugged off the doom-sayers, saying, "We are focused on the here and

now, rather than the analysts' predictions."

In keeping with this philosophy, it's full speed ahead for the e-tailer, which looks to expand its base of advertisers and sponsors to augment its CD sales. The site, which averages 4.7 million users a month, plans to monetize those eyeballs by delivering them to advertisers. "We are selling our customers and audience to another advertiser," Blumenthal said. "Other sites are using our audience to build their audience."

Originally just an e-commerce venue, CDnow has added content, such as the latest news on bubble-gum pop queen Britney Spears, and events such as a behind-the-scenes-peek at 14-year-old blues sensation Shannon Curfman. The new commerce/content model allows advertisers to buy space on the site, ranging from traditional banners, buttons and text to middle-of-the-road sponsorships and integration opportunities to innovative event boutiques and preferential placements.

CDnow reports that total ad revenue for

1999 was \$8.9 million. In Q1 2000, the site posted \$3 million in ad revenue, a nearly 350 percent increase compared to last year at the same time.

Although the music site has not halted its own marketing efforts altogether, it has scaled back its ad spending significantly. Initially, like most dot-coms, the company poured big money into brand building. Now that they've established a name, however, they are turning their attention to customer retention. The site reports that 66 percent of its customers are repeat visitors. Through rewards programs and personalized e-mails, CDnow hopes to keep loyal customers coming back.

In addition, the site boasts an affiliate network with more than 250,000 members, including AltaVista, Ask Jeeves and DoughNet. Affili-

ates earn between 7 and 15 percent commission when visitors to their sites click on the link to CDnow and make a purchase. The program, said Blumenthal, accounted for 5 percent of CDnow's total revenues for first quarter sales in 2000 and 9 percent of new customers for that same quarter. Recently, the e-tailer offered its affiliates the option to add an ePod, a transactional Internet advertising showcase, to their sites. "We are changing the meaning of affiliate programs on the Internet," said Blumenthal. ■



# Closure, Cuts Give Content Sites Pause

**BY JENNIFER OWENS**—Following in the recent footsteps of its e-tailing brethren, the online content site category suffered a shakeout of its own last week as APB.com, a crime news Web site, laid off its entire staff of 140 and online magazine Salon.com let go 13, or about 9 percent, of its total staff.

Despite the attention such announcements received last week, however, few observers took the moves to mean the end of viability for content-only plays.

"I think you have to separate the future of the business and the development of the medium from specific companies," said Scott Moore, publisher of Microsoft's Redmond, Wash.-based online magazine *Slate*. "Clearly, millions and millions of Americans are getting information and news from the Internet, so I think that bodes well for the future."

David Card, a senior analyst with New

York-based Jupiter Communications, agreed, blaming the cuts on shrinking capital markets and newly scaled-down business plans—the same combination that has shuttered some retail sites in recent weeks.

"We're just getting much more realistic expectations now and that's a good thing because those [earlier] expectations were crazy," said Card. In the meantime, he said, "I think Salon is probably a viable property, but maybe in Q2 2000 it's not realistic for it to have a Seattle office."

As part of its staff reductions—part of an effort to trim costs by 20

percent in fiscal year 2001—Salon has closed its one-person sales office in Seattle, a spokeswoman said. According to a Securities and Exchange Commission filing, Salon lost \$18.3 million on sales of \$8 million last year.

To Moore, whose site is supported and backed by Microsoft, the plight of Salon and

APB.com leave the future of independent content sites open to some question. "It's hard to amortize costs for a stand-alone content play," he said, "just like it is for a stand-alone magazine. The economies of scale are critical in the media business."

But should advertisers be worried about content sites disappearing?

"It gives you more than a little pause," said Card. "But the reality is that you don't have to sign up for a long-term contract. And it also doesn't mean that you should go running into the arms of only an AOL or Yahoo!, because they're tremendously overpriced, or they can be." Both are great mass-market companies that segment their content, he said, "but you can get better bang for your buck more often than not by dealing with a smaller player."

Meanwhile, Moore argues that such shakeouts will only strengthen the content-only market. "It leaves fewer high-quality choices for media buyers to select," he said. "If you're a media buyer trying to get good placement with a quality demographic, there's a set of sites that you're going to consider. And if there are fewer sites to consider, then that's better for the survivors." ■



APB.com is the latest content casualty, shutting down last week.



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# Radio the Hard-Drive Way

For listeners, ClickRadio offers quality sound and more control over content; for advertisers, it's a data mine. By Karl Greenberg

Those who think Net radio is an online-only audio-streaming experience may want to think again. New York-based ClickRadio has. The company recently launched its audio Webcasting solution with major venture funding and deals with two leading recording labels, all without a trickle of an audio stream.

The free-to-user, advertiser-supported, Internet-enhanced digital radio service may be the first audio Webcast service to capitalize on the fact that downloaded music on a hard drive currently sounds better than its streaming counterpart. The company's proprietary technology, which downloads, rather than streams music, allows intensive data-mining for advertisers, and CD-quality sound coupled with more control over the music lineup than that afforded by traditional radio for users.

"Since ClickRadio delivers 'packetized' music to a user's hard drive," says Jim L'Heureux senior vice president of marketing, "the sound is not broken, and audio quality is extremely high." The company's ClickRadio application, which launched May 11, sports an audio player that behaves like a personalized radio. And like radio, ClickRadio plays song lists in its own order, with audio ads interspersed between songs.

Unlike radio, though, music genres can be chosen, and music selection influenced to some extent by users' tastes. Furthermore, according to L'Heureux, there is less advertising than on terrestrial radio. "We do on the order of five minutes of ads per hour, about a third of what you hear on a radio station."

The company has secured voluntary interactive radio license agreements from BMG Entertainment and Universal Music Group, and is negotiating similar deals with Sony Music, Warner Bros. Music Group and a number of independent labels. The deals with BMG and Universal cover the music

giants' entire catalogs, allowing ClickRadio to deliver whole selections, free, to a user's hard drive.

"And by the time we are widely available, we expect to have deals with most, or all majors," claims L'Heureux.

ClickRadio works by immediately connecting to the company's server as soon as an Internet connection is detected. While a user is busy on the Web, ClickRadio is busy downloading and uploading files compressed with Lucent ePAC (enhanced perceptual audio coding). The process throttles up and back depending on the data load of user activity. "Old songs are pulled out of the cache and new ones are put in based on user preferences," says L'Heureux.

Those preferences are registered via a wafer-thin control bar—or "virtual tuner"—that rests on the top edge of the PC screen (Mac version due out in the fall). After you select a genre (Alternative; Blues; Country, Dance, Eclectic; Electronic; Hip-Hop; Hits; Jazz; Latin; R&B; and Rock), the application queues up the tunes, and away it goes.

If you like the current song, there's a "thumbs-up" button that moves it to the A-list, increasing its play and longevity in the cache, while a "thumbs-down" button kills a song and speeds its exodus back to the "motherhip" (ClickRadio's sobriquet for its server). There's also a neutral "skip" button. "Users can't choose the song they want to hear, but they can control the experience," says L'Heureux. Also included is an e-mail connection for communication between ClickRadio and users, a button for viewing artist bios and lyrics and an option to purchase a CD containing a queued or cached selection.

Selections within each genre are overseen by a panel of traditional broadcasting mavens, or "MusicGuides," such as Scott



Hank Williams, founder and president of ClickRadio.

Shannon, a New York pop-radio fixture; Max Tolkoff of the syndicated radio show *Modern Rock Live*, who will oversee alternative music titles; and Dan Neer from WNEW among other stations, for mainstream rock.

The strong-box feel of ClickRadio—like having a free vending machine in your kitchen that dispenses snacks and an occasional ad at random, changing the selections every few days, but allowing you to reject or prefer what it sends down the chute—may be less about the legality of letting users have what they want, when they want it, for free (read Napster), than good marketing. Imagine a little man with a clipboard sitting in that vending machine, noting not only which advertisements you choose, but which selections you favor.

"Software within the application, linked to a database, captures every interaction you have with the tuner," says ClickRadio founder and president Hank Williams. "When that information is uploaded, we can aggregate; we are able to do an incredibly robust set of data mining about who is

We contemplated showing  
 a snazzy 3-D pie chart,  
 and then we said,  
 "Screw it. Show 'em the numbers."



Rank	All Digital Media	Average Minutes Spent Per Day
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2	JUNO/JUNO.COM	27.3
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4	The Uproar Network	16.3
5	Yahoo Sites	12.2
6	Microsoft Sites	11.6
7	Priceline	11.6
8	iVillage.com: The Women's Network	11.5
9	Excite@Home	9.2
10	IWON.COM	9.2
11	Travelocity	9.1
12	SONY ONLINE	8.8
13	The Women.com Networks	8.6
14	Snowball	8.3
15	Go Network	8.3
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Source: Media Metrix, March 2000 Top Properties

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responding when and what circumstances they are responding to."

He says ClickRadio captures demographic information when a user registers: ZIP code, age and gender, as other services do. "The difference," he says, "is, unlike traditional radio, we guarantee an audience." ClickRadio doesn't only register response to songs, it also notes which advertisements a user heard and which he or she preferred. "We don't give you back a sample, we give

you actual audited numbers of people who have heard the ad."

According to Williams, when a listener is interested in an audio ad, he can press the "i" button on the toolbar, which runs an interstitial-type presentation powered by Macromedia Flash. "Since, when you sign up we've asked for your age, gender and ZIP code, and because we know the type of ad you've heard or chose to view, we can be very precise. We can tell the

The ClickRadio control bar rests at the top edge of a PC's screen.



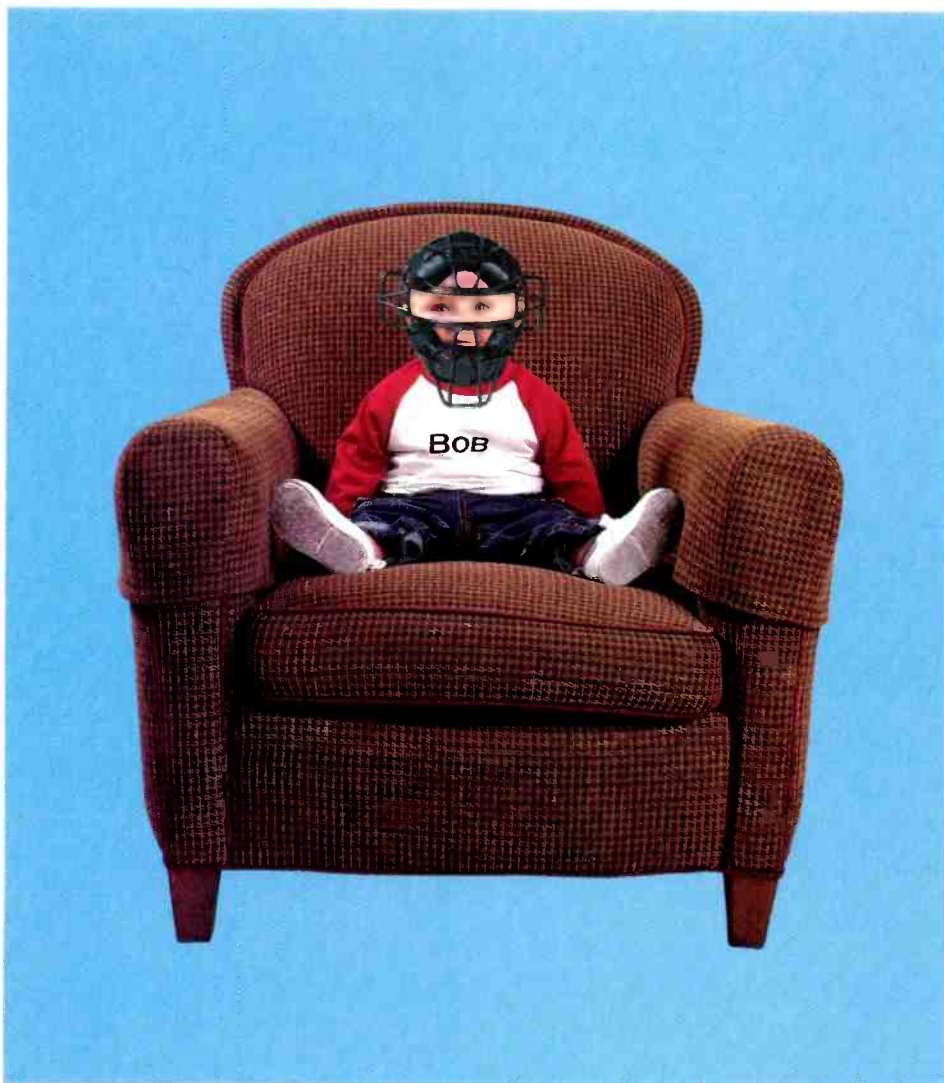
advertiser whether an ad is more or less effective than the average ad in that category, measured by the number and type of people who hit the information button," says Williams. He says ClickRadio will announce in the next couple of weeks its first set of advertisers.

The other side of the direct-marketing equation for ClickRadio comes, as it does in terrestrial radio, from music marketers seeking to test new artists on a sample audience. "What we intend to do is break hits, break new artists. If a company comes to us with a song and wants to test it, we can play it within a genre to, say, 10,000 people, and get real responses to the song. It isn't personal information, it's aggregated: 5,000 people selected it, 5,000 rejected it, for instance."

Rather than damaging ClickRadio's prospects, which to some extent counts on limitations of audio streaming, increases in bandwidth will improve ClickRadio's offering, according to Williams. Currently it takes about 7 minutes to download a song on a 56k modem, requiring about half an hour a day to download three songs. Williams explains that, with broadband, a song would take seconds to cache. "Caching will always be a very compelling way to do things. But we don't wish for broadband not to come, because the better the bandwidth, the better our product works. It's the continuous connection we benefit from, not just the bandwidth. Also, when broadband comes it will still be problematic for everyone at 8 o'clock to receive streaming content."

And wireless? "By the end of this year there will be stereo component devices that will allow ClickRadio to operate without a computer. That's important because we are not really in the [dot-com] business. We are a technology and entertainment company with a new consumer electronic music delivery platform," Williams concludes.

The company closed an \$8 million round of VC financing last October with Sierra, Telesoft and iHatch, among others. ■



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# Perked Up

Promotion and customer loyalty are byproducts of Perks.com. By Erik Gruenwedel

**R**agingBull.com, an Andover, Mass.-based platform for individual investors, was looking for a way to retain and reward its Internet customer base.

DrDrew.com, a Pasadena, Calif.-based entertainment site, wanted to supply sweepstakes and gift items for off-site promotions and to online chat participants.

Instead of staffing an in-house fulfillment department and hiring outside legal consultation to handle the logistics, both companies called on Perks.com, a two-year-old Los Angeles-based provider of online customer loyalty and motivation programs, to make things happen.

This year, more than \$1.8 billion will be spent by online marketers looking to manipulate consumer shopping habits, motivate company sales forces and retain employees, according to Cambridge, Mass.-based Forrester Research.

While that sounds like a lot of parties and swag, in reality online company promotions encompass more than just T-shirts and coffee mugs and now include a growing

number of online promotions, such as coupons, rebates, price discounts, sampling, free products, points programs and referrals, say experts.

"It's not just about bringing eyeballs to a site," says Patrick Sinclair, vp of loyalty and retention products at the 90-employee Perks.com. "[Online promotions are] about changing the attitudes of the end users."

For most of those end users, e-commerce sites are only as good as their last discounted deals. Non-existent switching costs coupled with a bevy of competitors promising better bargains, make commitment practically a dream.

To combat this, Perk's Sinclair says e-tailers have to work on establishing customer loyalty so price doesn't become the deciding factor between sale and click-by.

For example, Streamline.com, a Westwood, Mass.-based online grocer, includes free samples, coupons and specials with its online orders. Consumers who respond to freebies are added to a database.

Despite the increased volume of online

promotions, few marketers are able to determine the effectiveness of their promotions, according to Forrester.

Nearly 40 percent do not have a clue regarding their customer acquisition costs related to the promotions, and many rate a campaign's overall effectiveness on gut feelings rather than more precise return data, opines Sinclair.

"Many clients come to us with a Net solution but don't know much about their market," Sinclair says. "Others want to better understand their staffs."

Rates vary based on client expectations, says Sinclair. Perks charges about \$30,000, which enables a client to receive a customized incentive-based Web site, catalog of rewards, research, data tracking, profiling and customer service.

While some loyalty providers simply act as hired guns, Sinclair says Perks wants to integrate itself as more than a consultant.

"We want to become marketing partners with our clients," he says. "In a sense, we are an OEM product for the client." ■



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# Stayin' Alive

Industry analysts give their take on the latest dot-com shutdowns, and what can be done to prevent future casualties.

By Ann M. Mack

**A**fter a tumultuous month that dealt fatal blows to e-commerce shops boo.com, toysmart.com, CraftShop.com and Foofoo.com, among a bevy of others, surviving online retailers now must search for the magic pills that will save them from similar fates.

To survive the dot-com bloodbath, industry analysts suggest that e-tailers need to swallow a healthy dose of offline realism—as well as rein in their formerly high-flying dot-com pride. This process of self examination, says Elaine Rubin of Internet retailing trade association Shop.org, means that dot-coms can no longer ignore fiscal bottom lines, since the notion that e-tailers are exempt from viable business models has proven false. The reality check for dot-coms? The same business principles found in the offline world apply in cyberspace.

## TOO MUCH, TOO SOON

In their zeal to gain footholds in particular e-commerce categories, too many e-tail contenders opened up shop prematurely, says Rubin, who chairs the Silver Spring, Md.-based Shop.org. With pockets flush with VC cash, some e-tail entrepreneurs blazed onto the scene with much ballyhoo—launching multimillion-dollar ad campaigns and spreading marketing hype to match—only to crash and burn a short time later. Some startups failed to consider the tedious details involved in building an e-business, particularly customer service, merchandising and fulfillment, Rubin explains. “Investor euphoria fueled the excitement and some online retailers were leaping off before they were ready,” she says.

The highest profile debacle of the year, boo.com, boasted big-name investors—such as French luxury goods magnate Bernard Arnault, the Benetton family, Goldman Sachs and J.P. Morgan—



Failed international e-tailer boo.com was recently acquired by Fashionmall.com, which takes control of the boo.com brand, Web address, ad materials and online content.

that poured millions into the site from its conception, only to flee when the international e-tailer was on its deathbed. The fashion retailer sought bankruptcy in late May and was acquired last week by Fashionmall.com for an undisclosed amount. With the sale, New York-based Fashionmall.com gains possession of the boo.com brand, Web address, advertising materials and online content. The deal does not include boo.com's back-end technology and associated intellectual rights, which sold a week earlier to British Internet company Bright Station P.L.C. for a paltry \$372,500, a fraction of the reported development cost.

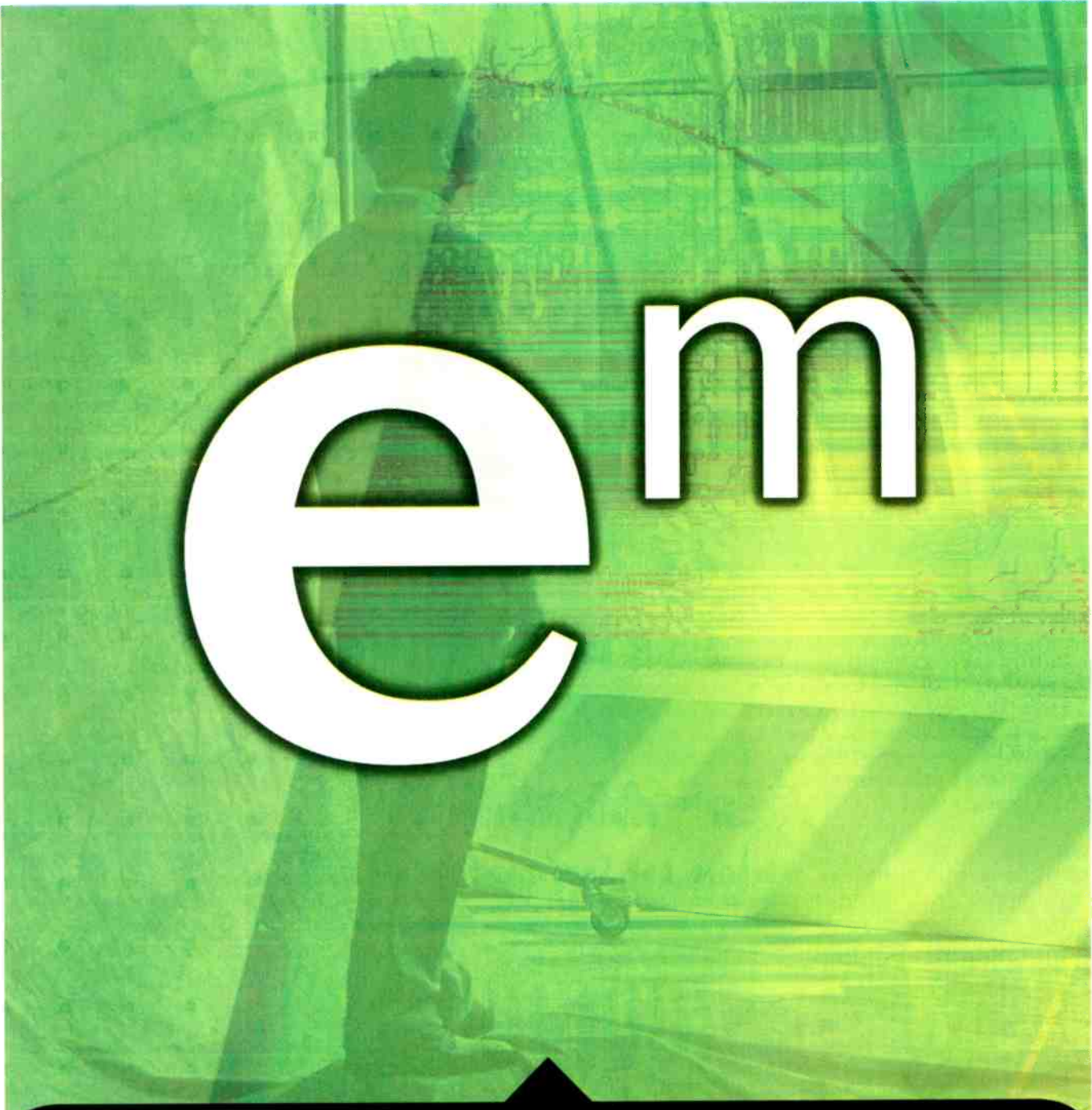
Launched in November 1999, boo.com burned through its cash at a dizzying rate, even by dot-com standards. According to Cambridge, Mass.-based Forrester Research, boo.com exhausted an exorbitant amount on communications, shelling out close to \$38 million in offline advertising through TV, radio and fashion magazines like *Elle*. The site's notoriety also gained momentum online with banner buys and e-mail and viral marketing.

But, nothing fueled the boo.com fire more so than the media, which embraced the two 29-year-old Swedish founders, Ernst Malmsten and ex-Elite model Kajsa Leander, and hailed the idea before it was even live. With its fancy investors and ambitious plan to be the international e-tailer for high-end fashion, boo.com soon became the darling of the press, receiving favorable editorial coverage in fashion magazines like *Vogue* and *Harper's Bazaar*.

## SPEED KILLS

Like boo.com, Waltham, Mass.-based toysmart.com flamed out after unsuccessful attempts to secure additional funding from investors, namely its majority owner The Walt Disney Co. “It is very sad, but I saw it coming given Disney's lack of commitment to the company,” wrote Patrick Rafter, former director of communications at toysmart.com, in an e-mail reply. “We erroneously thought that Disney would have the patience of other funding sources [VCs] to know that profitability doesn't come in the first





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year of a company's operation. Thus, my assessment is that toysmart.com had everything going for it save sufficient time, cash and a loyal partner who was as committed to the business as we were."

The one-and-a-half-year-old online toy seller expended much of its funds on marketing, spending roughly \$21 million on a series of TV, radio and print ads touting its "good toys"—the ones that inspire, enlighten and endure in a child's mind. Developed by Boston-based Arnold Communications, the effort celebrated the joys of childhood and carried the tagline "Click on your child's potential." The e-tailer also funded a year's worth of *Sesame Street* programs on PBS in exchange for 15 seconds of sponsorship time before and after each episode. In addition, the 60 percent purchase by Disney last August brought the e-tailer ad time on Disney's entertainment properties and products. Despite the advertising push, along with an aggressive guerrilla marketing campaign, the site failed to post traffic and sales numbers anywhere near those of online competitors eToys and Toysrus.com.

"The business premise that in one short shot you can create a brand and brand equity is a fallacy," says Rick Milenthal, CEO of Columbus, Ohio-based HMS Partners, an integrated marketing company. "All of the same fundamentals of the traditional world apply to the Internet. The recent demise of some dot-coms underscores the importance of building a brand the right way—building a relationship over a period of time. It takes time, patience, focus and planning. Simply being on the Internet is not enough to build an e-commerce brand." But, most of these business basics learned at Harvard and the other elite MBA schools that spit out dozens of dot-com CEOs were abandoned in the first-time mover frenzy. "Speed was driving a lot of people," says Rubin.

## FRONT-END FOLLY

When boo.com entered cyberspace, the high-brow site boasted "the most sophisticated virtual shopping technology," which included 3-D and 360° product previews and virtual assistant Miss Boo. However, its founders didn't anticipate that the very bells

## Here, There and Everywhere

The e-commerce gods have spoken: The "e" in e-retailing doesn't stand for "electronic." It stands for "everywhere." Given the current plight of the dot-com retailer, more and more pure plays are realizing that they can't put all their eggs in the vulnerable virtual basket. Instead of existing in cyberspace alone, most will have to adopt a multichannel approach, extending their efforts offline to reach as many consumers in as many ways as possible, advises Elaine Rubin, chairman of Internet retailing trade association Shop.org, Silver Spring, Md. Conversely, she continues, brick-and-mortar retailers will have to establish an online presence.

A marriage between a pure play and brick-and-mortar seems to present a tidy solution, some industry analysts say. When New York-based Estée Lauder acquired gloss.com in April, the deal united the venerable cosmetics giant to an online beauty pure play. By buying the San Francisco-based startup, Estée Lauder snatched up a team of beauty industry experts equipped



Those who click on to toysmart.com's site are greeted by the press release announcing its demise.

and whistles they promoted during their six-month public relations blitz would contribute to the site's demise. Admittedly, instead of focusing on front-end technology, problem-plagued boo.com concentrated initial efforts on fulfillment—not an easy feat considering that the e-tailer opened globally in seven languages and multiple currencies. Boo.com was surprised when slow download times and lack of accessibility shut out most of its target audience, especially during the critical e-holiday season, which accounts for up to 60 percent of sales in the offline world for most retailers. According to Forrester, 99 percent of European and 98 percent of U.S. homes lack the high bandwidth necessary to easily access boo.com's bleeding-edge animations. "In November, we were getting heartburn over the front end," former boo.com North American president Jay Herrati said earlier this year.

To remedy the situation, boo.com unveiled a low-tech alternative to the site in early February. But, by then, the damage was already done. "Most online shoppers have no retailer loyalty," writes Forrester analyst Dr. Theresa Torris in her report, "Boo.com's Demise: A Good Wake-Up Call." "Dissatisfied [consumers]—like boo.com users hindered by a bad user interface and slow-to-download pages—leave a site unhappy and don't return." Repeatedly, the site failed to meet its sales targets, which prompted key executives to leave and forced the company to scale back its inflated employee base, which at its height ballooned to close to 400 worldwide.

"If you don't have all the pieces of the puzzle, if you don't have all the stars aligned, you're not going to be successful," says

with Internet smarts—a tough find in a tight job market. In return, gloss.com profited from being tied to the formidable brand, almost guaranteeing that, unlike most startups, it would not have to build a brand from scratch.

In February, another online/offline deal was struck when Seattle-based coffee giant Starbucks entered into a partnership with on-demand, Internet-to-door delivery service Kozmo.com. The deal represented the first time Starbucks invited another company to live inside its doors. The fact that the company was a dot-com added to the groundbreaking news. "This alliance defines the benefits of a truly integrated click-and-mortar strategy for our customers," said Howard Schultz, Starbucks chairman and CEO, about the alliance earlier this year. Under the five-year agreement, Starbucks is expected to receive \$150 million from New York-based Kozmo.com for in-store exposure and co-marketing opportunities. Kozmo.com will locate "drop boxes" for the return of videos and other items in Starbucks stores throughout the cities where Kozmo operates.

Sarah Kugelman, co-founder and president of gloss.com, says

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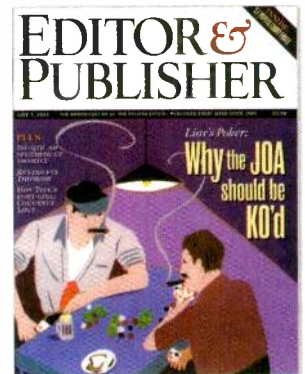
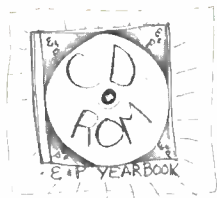
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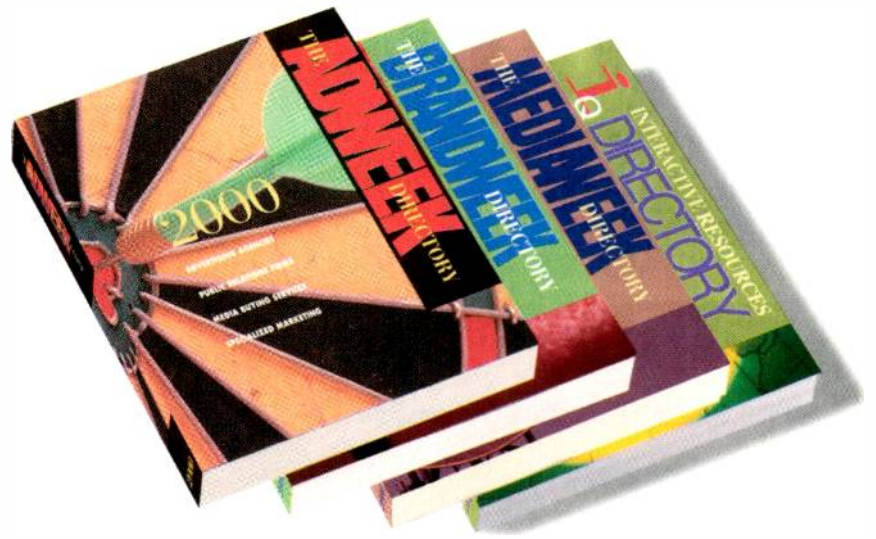
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URL: http://www.deja.com

Established: 1995 Employees: 7  
Specialties: Consultant (Internet Marketing), [unclear]

Under/Vice Pres., Technology Opns. Steve  
CEO Tom Phillips  
Vice Pres., Mktg. David Wilson  
Mktg. Mgr. Tempy Evans-Munoz (512) 343-6397  
Sales Consultant Ben Friedman (212) 343-6397  
Sales Rep. Chris Santa Ana (212) 343-6397

Interactive Marketing Contact: Tempy Evans-Munoz

Company Profile: Deja.com is the world's largest discussion forums, providing access to the Internet users. We enable marketers to reach advertising and commerce programs.

Strategic Alliances: America Online; Bell & Howells; Lycos; Microsoft; Open Text; Web Crawler

Web Site Developed By: In-House

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Shop.org's Rubin, who is also an e-commerce consultant. In the case of boo.com, she speculates that the boo crew was "very ambitious, overly publicized and had huge expectations" that could not be fulfilled.

## YOU GO, GIRLSHOP

As much as boo.com was reckless from the get-go, success story Girlshop.com was thoughtful, practicing a philosophy of incremental and sustainable growth. Compared to other e-tailers' millions, the niche site that peddles street-savvy clothing and accessories from up-and-coming designers started with a mere \$15,000 and no VC backing. "When you start with that much money [millions], it's just a different story," says Laura Eisman, founder of New York-based Girlshop, referring to boo.com. "Their expenses were outrageous. We're just normal." Modesty aside, Girlshop.com is anything but normal. In 1999, the site only allotted itself a marketing budget of \$100,000, which paid for local TV ads, a few national print executions and postcard campaigns. Thus far in 2000, they've spent about the same. Despite the meager ad spend, the site continues to record about 8 million hits a month. And Eisman reports that Girlshop posted \$900,000 in revenues in 1999. It is only now—nearly two years after Girlshop's birth—that Eisman approaches the investment community with her proven product. She plans to use the funding to increase marketing efforts and hire more employees—but, again, only when the need arises.

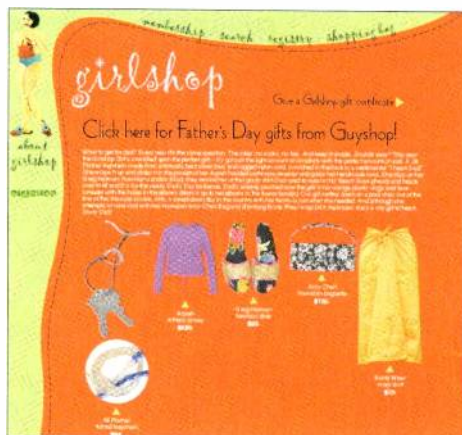
## PROCEED WITH CAUTION

As the e-commerce body count continues to add up, Shop.org's Rubin suggests e-tailers take a more subtle approach, much like Girlshop. "Baby steps are the best way to build a business and then go out with a bang," she says. In terms of how dot-coms should spend their marketing dollars, Rubin says, "You have to look at it on a case-by-case basis. There were huge marketing spends where the brand was not viable." But, she continues, "There were others that spent and gained the brand recognition that was needed—the

she expects to see several more of these brick-and-mortar/dot-com alliances. "It's going to be very hard for the pure plays to survive [alone]," says Kugelman. "The market is splintering, with companies realigning, diversifying and repositioning."

In addition to partnering with brick-and-mortar companies, online retail shops are branching offline by creating catalogs, such as Lyndhurst, N.J.-based trophy and promotional products provider Awards.com and New York-based online women's specialty store Indulge.com. "You're seeing the middle ground with pure plays developing catalogs," says Rick Milenthal, CEO of Columbus, Ohio-based integrated marketing company HMS Partners. "Their online presence is not enough to grab the attention or the brand awareness."

While dot-coms embrace the paper-based medium, BMG Music Service, known best for its 12 CDs-for-one, catalog-based business model, welcomes the Internet. Launched in 1996, BMG's interactive arm BMGMusicService.com doesn't plan to replace the mailbox filler. Instead, it hopes to offer consumers yet another vehicle to reach the company. BMG Direct presi-



With \$15,000 and no venture capital funding, Girlshop.com posted close to \$1 million in revenue in 1999.

Amazons, the eBays—usually the first-time movers." However, she cautions that this doesn't mean what it once did.

According to a survey of 1,000 participants conducted by Wilton, Conn.-based Internet research firm Greenfield Online, no consistent correlation exists between ad spending and "top-of-mind" brand awareness for Internet companies. Conducted on behalf of HMS Partners, the study revealed that some Internet brands achieve similar or greater levels of brand awareness despite significantly smaller ad budgets than several of their big-spending brethren. For instance, 22 percent of the sample population recognized San Jose, Calif.-based trading community eBay, despite its slim ad budget of \$5.5 million. In contrast, Norwalk, Conn.-based "Name-Your-Own-Price" auction site Priceline.com, which spent \$49.6 million in advertising, only scored 5 percent brand recognition.

So, what does this mean for e-commerce companies that must shave their budgets without sacrificing brand-building efforts? "It's not how much you spend, but how you spend it," advises HMS Partners' Milenthal. "Dot-coms know branding is crucial for success—and most seem both willing and able to put considerable resources into supporting their brands. The winners are going to be the ones that find the most effective ways and places to allocate those resources." ■

dent and CEO George McMillan boasts that the site posts a profit year after year.

According to Shop.org's "State of Online Retailing 3.0" report, catalog-based multichannel retailers were the most profitable online group in 1999, with no less than 72 percent achieving profits at the operating level. The trade association attributes these e-tailers' success to their existing assets. First of all, the report says, these retailers already possess developed fulfillment and customer-service infrastructures. Secondly, they have an established customer base that can be steered online. And finally, their marketing campaigns can be used to promote the business at little or no incremental cost, the report explains (i.e. BMG Direct can simply add its URL to its catalog).

And now with the proliferation of everything mobile, retailers are shifting focus from e-commerce to m-commerce. In the end, Rubin predicts the multichannel e-tailers or retailers will win out, by existing everywhere the consumer wants them to be. "It's not an Internet world," she explains. "It's a multichannel, mixed-media world."—AMM



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# CULTURE TRENDS

## The Hollywood Reporter's Box Office

For weekend ending June 5, 2000

This Week	Last Week	Picture	4-Day Weekend Gross	Days In Release	Total Gross Sales
1	1	M:I 2	27,016,029	12	130,719,917
2	New	Big Momma's House	25,661,041	3	25,661,041
3	2	Dinosaur	12,035,617	17	96,845,828
4	3	Shanghai Noon	8,966,077	10	32,232,411
5	4	Gladiator	8,376,721	31	138,958,290
6	5	Road Trip	6,733,164	17	45,548,022
7	7	Frequency	2,023,819	38	37,788,230
8	6	Small Time Crooks	1,673,201	17	11,164,920
9	8	U-571	1,537,920	45	71,113,720
10	9	Center Stage	1,053,768	24	14,378,938

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## MTV's BUZZWORTHY

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

Week of 6/5/00

Artist/Group: **Pink**  
 Song/Video: **"There U Go"**  
 Director: **David Myers**

This fuchsia bombshell is about to blow the spot up. Sending the warning that she is not one to be messed with in her debut video "There U Go", Pink is LaFaces latest rising star. Her self-titled album, due out in March, contains a medley of musical influences - from Mary J. Blige to Fleetwood, as witnessed on the possible second single, "Players".

Artist/Group: **Incubus**  
 Song/Video: **"Pardon Me"**  
 Director: **Steven Murashige**

This five-member band from Calabasas, California has finally made a mark with this video off their recently released album, Make Yourself. Not new to the music scene, Incubus started out as a garage band back in 1991, and moved up through the ranks to eventually release their first full-length record, S.C.I.E.N.C.E. in 1997. Their newest offering blends funk and alternative metal, with a little rap/rock thrown in for good measure.

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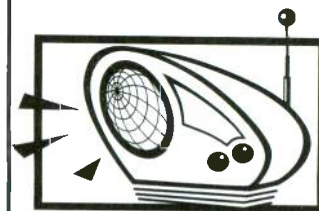
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### ANNOUNCEMENTS

### ADWEEK MAGAZINES CLASSIFIED IS ON THE MOVE!

On Monday, June 26, 2000, ADWEEK MAGAZINES CLASSIFIED New York headquarters will be moving into new Manhattan offices. Our Eastern, New England, Southeastern, Southwestern, and Midwestern account managers will have new direct-dial phone numbers and a new fax number; our toll-free number remains the same. Customers who send ad material to NY should note the new address.

**Our new address will be:**

**ADWEEK MAGAZINES CLASSIFIED**  
770 Broadway  
New York, NY 10003-9595

**Toll-free phone number (unchanged):**  
800-7-ADWEEK

**Direct-dial phone numbers:**

**Harold Itzkowitz** (Classified Publisher): (646) 654-5301  
**Julie Azous** (New England Account Manager): (646) 654-5308  
**Karen Sharkey** (Southeastern and Southwestern Account Manager): (646) 654-5309  
**Liza Reich** (Midwestern Account Manager): (646) 654-5310  
**Margaret Morris** (Eastern Account Manager): (646) 654-5311

**Fax number:**  
(646) 654-5313

**E-mail addresses (unchanged):**

jazous@adweek.com      mmorris@adweek.com  
ksharkey@adweek.com      lreich@adweek.com  
hitzkowitz@adweek.com

CONTACT INFORMATION FOR OUR CALIFORNIA STAFF IS UNCHANGED.

## EMPLOYMENT

### ADVERTISING SALES

Entertainment industry publishing company seeks an advertising sales representative for its New York office. Position offers great growth potential for an organized, goal oriented salesperson with the ability to service existing accounts as well as develop new business. 3+ years print and online sales experience is a plus.

For immediate consideration, fax resume to (323) 460-6314 or email to brianmc@la411.com

**LA 411**

### ART DIRECTOR. COPYWRITER.

Hot New England agency seeks creative types with similar fire. 5+ years agency experience. Broadcast, print, collateral, web. Check out our work at www.cronin-co.com. Send your resume and three samples to:

**Steve Wolfberg, EVP/CD**  
**Cronin and Company**  
50 Nye Road  
Glastonbury, CT 06033  
No phone calls, please.

Reach Your Ad Community In Adweek Magazines

★ ★ ★ Classified Advertising M. Morris at 1-800-7-ADWEEK ★ ★ ★

### 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: \$184.00, 1/2 inch increments: \$92.00 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.

## EMPLOYMENT

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When it comes to providing you with the best relationship marketing professionals, no one's more able.

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RELATIONSHIP MARKETERS  
FROM DIRECT TO ONLINE

voice 212-691-1942 fax 212-924-1331 info@dmoc-inc.com

### DIRECTOR of MEDIA OUTREACH and PARTNERSHIPS



The Advertising Council, the country's leading provider of public service announcements ("Friends Don't Let Friends Drive Drunk", "Take A Bite Out Of Crime") is looking for an experienced media person to develop public service campaign partnerships between non-profits and media outlets, oversee the Ad Council presence at industry trade shows and supervise our media outreach staff. We need someone with a minimum of 4 years media exp., excellent communication skills and a commitment to social issues.

Please mail or fax resume with salary requirement to:

Judy Giberstone  
**The Advertising Council**  
261 Madison Avenue - New York, NY 10016  
Fax: (212) 922-1676  
Check us out at [www.adcouncil.org](http://www.adcouncil.org)

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**ROZ GOLDFARB ASSOCIATES**

HELP WANTED

MARKETING/BRAND MANAGEMENT

# BRAND THIS.

We're Capital One, the fastest growing credit card issuer in the business. And we're looking for the best and brightest to help turn our name into a household brand.

We offer one of the industry's best benefit and compensation packages—in fact, we're one of the "100 Best Companies to Work For" according to a recent survey by FORTUNE® magazine.

We're seeking:

### Brand Management Professionals

Must have 3–10 years' experience in Brand Management.

If you're ready to join a company where you can go as far as your desire takes you, you're ready for Capital One.

To apply, e-mail your résumé to: [BrandThis@capitalone.com](mailto:BrandThis@capitalone.com)



For more information on our outstanding benefits and relocation packages, please visit our website at [www.capitalone.com](http://www.capitalone.com).

Capital One is an equal opportunity employer committed to diversity in the workplace. We promote a drug-free work environment.

## MARKETING DIRECTOR / NYC

If you're a blue-chip performer with the heart of a start-up, this is your position! A leading publisher in the personal finance field is looking for a creative, dynamic Director of Marketing.

### QUALIFICATIONS

The ideal candidate will have a BA or BS degree; an MBA is a plus. A minimum of 5 years experience in marketing or related fields. Experience in account planning & strategic development coupled with strong writing skills. A strong quantitative & qualitative research background is a key requisite. PC skills a must.

### RESPONSIBILITIES

- Management of marketing budget of \$1.9 million
- Oversee the organization, interpretation & utilization of all research studies
- Conception, organization & execution of innovative merchandising & added value programs
- Development of the presentations & supporting sales development tools to optimize paging opportunities
- Provide sales staff with timely and specific guidance on positioning the magazine vis-à-vis the competition
- Oversee the development of effective trade advertising campaigns, direct mail, PR efforts and events
- Development of strategic partnering & co-branding opportunities

Salary is commensurate with experience. Full benefits package

Forward resume and cover letter to:

Fax: 631.277.8961 • Email: [mktg@cmi2.com](mailto:mktg@cmi2.com)

# STARVING ARTISTS

You shouldn't have to suffer just because you're creative. If you're a marketing, advertising, creative or web professional, The Creative Group is where you want to be to find the best creative and marketing jobs.

Creativegroup.com is a leading online employment resource for the creative community where you can create and submit an online portfolio, browse open projects and apply for the position that is just right for you.

marketing managers / account managers / web designers  
graphic designers / copywriters / art directors

888.846.1668 [creativegroup.com](http://creativegroup.com)



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## Looking for Leaders.

Who we're looking for:

### Head of Operations

(10+ years experience) Responsible for leading all operational aspects of the creative process

### Production Manager

(5+ years experience)

### Digital Asset Manager

(5+ years experience) Develop and execute the direction of all digital assets from CD ROM to Intranet

### Digital Asset Coordinator

(2+ years experience) Collaborate with the Digital Asset Manager to implement digital asset strategies

### Traffic Manager

(2+ years experience. Point-of-sale background a plus.)

### Retail Designer

(4+ years experience with emphasis on 3D design)

### Senior Designer

(4+ years experience)

We are Global Marketing Services – Creative  
adidas  
541 NE 20th Avenue  
Portland, OR 97232

Send qualifications and samples to the attention of Human Resources

adidas is an equal opportunity employer.



REACH YOUR AD COMMUNITY  
ADWEEK MAGAZINES

HELP WANTED

# Brimming With Cool Ideas? Use Them In One Of These Hot Opportunities!

*With new markets, products and services always in the works, Citibank is the ideal place for creative gurus who want to use their talents on hot projects. If you're ready to step up your career with a fast-paced leader in the financial services industry, join our team in beautiful Northeast Florida in one of these exciting, highly visible roles!*

### Senior Art Director

You'll manage a team of Art Directors and freelancers as you concept and create direct mail and other customer communications materials. To qualify, you must possess the ability to **create** hard-hitting, high-concept direct mail, collateral, and more; **know** the ins and outs of mail formats; and **have** a basic background in postal regulations and the production aspects of developing mail packages. Direct mail agency experience strongly preferred.

### Senior Copywriter

You'll partner with Art Directors to conceive high-concept direct mail and develop advertising communications from beginning to end, as well as, supervise the creative work developed by copy and creative team members. To qualify, you must possess a Bachelor's degree in Communications, Journalism, English or related field; 7-10 years of direct mail copywriting experience with proven success and print samples; 2-4 years of creative supervisory experience; excellent presentation and Mac desktop publishing skills, along with strong knowledge of MS Word, Word Perfect and Quark. Direct mail agency experience strongly preferred.

### Creative Director

You'll be responsible for the competitive positioning of our Cards website, by driving visual and user experience standards, guidelines, and policies; managing and directing creative teams to ensure the high-quality execution of visual and editorial standards across the site; and for working with our Internet team to determine strategies. To qualify, you'll need a Bachelor's degree in Marketing, Graphic Design, or equivalent experience; 15+ years of graphic design and/or communications experience; 3-5 years interactive media/Web design experience to include a demonstrated understanding of Web technology and preparation; experience with brand/image management and agency processes; and strong writing/presentation skills. Creative agency management experience a considerable plus.

We offer a fully competitive salary (with no state income tax!), comprehensive benefits which start on your first day of employment, and the potential for professional rewards and recognition that few companies can equal. To find out more and apply online, visit us at [www.jaxitsjobs.com](http://www.jaxitsjobs.com) or you can fax resume to: (904) 954-8692.

*Citibank is an equal opportunity employer M/F/D/V.*



## ASSOCIATE ACCOUNT MANAGER

Rarely available Associate Account Manager position open to individual with 2-4 years media experience. Team player needed to work with Sr. Manager, sharing management duties on a variety of broadcast accounts. Candidate should have good communication skills, be organized, detail oriented and PC literate.

Please send resume to:

**Eleanor Smith**

**Fax: 212-632-0200 E-mail: [esimon@tbsmm.com](mailto:esimon@tbsmm.com)**

# ACTIVE INTERNATIONAL

We are a fast paced international media trading company located in Rockland County. Currently we have the following positions available for individuals who are highly motivated, detail-oriented and possess numerical aptitude.

## PRINT MEDIA BUYING ASSISTANT (ENTRY-LEVEL)

Must be able to handle multiple tasks and learn quickly. Windows/Excel/Word and/or some media background a plus.

## PRINT MEDIA BUYER / PLANNER

Must possess strong negotiation & communication skills. Need proven ability to autonomously manage high profile accounts and excellent relationships within the media community.

For the above positions, send resume to: Attn: JC/SD, Fax: (914) 735-0749

## NATIONAL BROADCAST COORD.

Responsible for the coordination of departmental reporting and oversee the work flow of dept. assistant. Related degree or supervisory experience necessary.

## ASS'T NATIONAL MEDIA BUYER

Entry level position available for bright, recent graduate. Knowledge of Excel and Word needed. Related degree and or experience preferred.

For the above positions, send resume to: Attn: Karin Wilcox, Fax: (914) 735-0633. Email: [kwilcox@activeinternational.com](mailto:kwilcox@activeinternational.com)

## ASSISTANT MEDIA BUYERS

Entry level positions exist for bright, recent graduates. You'll learn all facets of media buying. Related degree and/or experience a plus.

## MEDIA BUYERS(2) (SPOT RADIO/TV)

Excellent position with enormous growth potential. Must have strong negotiating skills. Trade experience preferred but not necessary.

For the above positions, send resume to: Attn: Jennifer Cooney, Fax: (914) 735-0505.

Candidates should forward resumes to: **ACTIVE INTERNATIONAL**, One Blue Hill Plaza, P.O. Box 1705, Pearl River, NY 10965. (See above for ATTN: and Fax#). EOE/Employee Owned/M/F/D/V.

[www.activeinternational.com](http://www.activeinternational.com)

## AD SPACE SALES

ADWEEK Magazines seeks a dynamic, eager and imaginative inside sales rep for our classified advertising department. Although this is a full-time inside sales position, we're looking for someone with the intelligence and poise of an outside sales pro. 1-3 years experience preferred. Salary & commission + benefits. Fax resume & salary history to: **Harold Itzkowitz, (212) 536-5315**

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

## PICKY, PICKY, PICKY...

One of NJ's largest consumer and B2B agencies is picking one highly creative/motivated person to fill one Ass't. AD position. Print, collateral, grfx, web. Broadcast a plus. Team environment. To get picked, send resume and salary reqs.

**Gianettino & Meredith Adv.**

Attention: **Harriet**  
788 Morris Turnpike  
Short Hills, NJ 07078

Fax: 973-376-3492

[HarrietG@GandMadagency.com](mailto:HarrietG@GandMadagency.com)

No phone calls, please.

For Classified Advertising Call M.Morris at 1-800-7-ADWEEK

**HELP WANTED**

Marketing

**TRIBUNE  
ENTERTAINMENT**

**New York, New York  
Director, Advertising Sales**

Tribune Entertainment Company, the syndication division of one of the country's most successful media companies is seeking a dynamic, self motivated, organized professional with top communication and presentation skills. This position will be responsible for maintaining a broad account list, creating ideas to sell & market our programming, as well as negotiate and maintain schedules, utilize research and marketing resources to increase business. You will work closely with key clients to learn future advertising plans and provide them with a solid understanding of how Tribune Entertainment programming can help them sell more product.

The ideal candidate will have 4 to 8 years national TV sales experience. The ability to build and maintain strong client and agency relations; excellent communication, presentation and negotiating skills; plus proficiency in Word, Excel and PowerPoint are essential.

We offer a competitive compensation and benefits package. For immediate consideration, fax cover letter, resume and salary history to:

**212-210-1055**

**MEDIA DIRECTOR SPOT BUYER  
BROADCAST BUYER  
SUPERVISOR MEDIA SALES  
ASSOCIATE MEDIA DIRECTOR  
MEDIA PLANNING  
MEDIA SALES  
SUPERVISOR MEDIA SALES  
PLANNING  
DIRECTOR MEDIA BUYER  
SPOT BUYER  
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DIRECTOR MEDIA BUYER  
INTERACTIVE MEDIA  
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DIRECTOR MEDIA BUYER**

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national specialists  
for the placement of  
media professionals  
in traditional and  
new media careers*

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fax: 312-467-4664 email: patricia@sklarsearch.com  
www.sklarsearch.com

**FOX LATIN AMERICAN CHANNEL**

**RESEARCH ANALYST**

Fox Latin American Channel is seeking a Media Research Analyst for our New York office to provide qualitative and quantitative media research support to all departments within Canal FOX, FOX Kids and FOX Sports Latin America. This highly motivated, detail oriented individual will be responsible for generating audience and marketplace analysis, effective sales positioning and support materials for all departments within the FOX Latin America networks. Ideal candidate will have 2-3 years' related experience at a cable or broadcast network, ad agency or other media. Requires knowledge of Nielsen and or IBOPE Media Research products, MRI and other syndicated research sources; strong written and verbal skills; strategic creative thinking and the ability to interpret data; proficiency in PC based applications i.e., MS Word, Excel, PowerPoint and Access. Individual must be able to prioritize, handle multiple projects with deadlines, be resourceful and a team player. Spanish and Portuguese a plus.

We offer competitive salaries and a great benefits package. For consideration, please fax or e-mail resume with salary requirements and references to: **Human Resources Manager, Fox Latin American Channel, 11833 Mississippi Ave., Los Angeles, CA 90025; Fax: (310) 447-7391; Email: humanresources1@usa.net.** Equal Opportunity Employer.



**MANAGER, AD SALES OPERATIONS**

A&E Television Networks has an opportunity for a Manager, Ad Sales Operations. Will ensure efficient and effective customer service to clients by providing training and service support for department regarding business policies, processes and technical practices.

The qualified candidate must possess a BA preferably in Advertising or Communications. 5 years cable experience in Ad Sales Administration. Must have managerial and training experience, with strong communication, organizational and analytical skills. Computer experience, Word & Excel — Gabriel experience a plus.

*For immediate consideration,  
please forward or fax your resume with salary requirements to:*

**A&E Television Networks**  
Attn: Human Resources Dept/MgrAdOps  
235 East 45th Street, New York, NY 10017 OR  
FAX: (212) 907-9402 Email: recruiter2@aetn.com

NO PHONE CALLS PLEASE

EOE M/F/D/V

**SALES SUPPORT**

Perform research to determine industry trends and identify new prospects for a fast paced media communications company. Work directly with the Sales and Production managers. Responsibilities include database and direct mail management, customer service and client relations. Working knowledge of Access, Excel and Word preferred.

**Please fax resume to:  
212-797-1530**

**JR. ART DIRECTOR**

Princeton, NJ retail/consumer agency. Seeking rising star. You must have 3+ yrs. exp., design degree & be a pro in MAC, Quark, Illustrator & Photoshop; plus strong digital pre-press and prod. skills.

**Send resume/samples/salary req.  
to: carol@zulloassociates.com  
Fax: (609) 683-4773**



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Every assignment has its own unique requirements. Our clients know they can rely on Paladin to find uniquely qualified candidates to get the job done. We're the leading job source for marketing, advertising, communications and creative assignments and careers. We have great short and long-term temporary assignments, as well as full-time opportunities. If you have at least 2 years of experience in our skill areas we'd like to hear from you.

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**EXECUTIVE  
ASSISTANT TO CEO**

of dynamic Internet/Marketing Company engaged in education/entertainment with environmental focus. Come help us save the planet and be the right hand (no discrimination against lefties) to CEO. Need to be nurturing, highly organized, not a clock-watcher, and have good command of priorities, along with good command of the computer and internet. Extensive experience for a key executive. Potential for participation in stock option plan and bonuses.

**If interested fax resume to:  
212-929-6020**

## HELP WANTED

Remember the **feeling** of taking the reins?

Increased responsibility is more than just a little exciting, which is why the professionals at Discovery Communications, Inc. get so much out of their careers. And, as a leader in the media industry, we'll offer you the chance to take the reins of some very exciting projects. Contact us today about the following position in our **Bethesda, MD** corporate headquarters:

**PUBLICITY MANAGER – Discovery Health Channel**

Developing all trade/consumer press strategies, you'll build a strong rapport with, and manage information flow to, key trade/media reporters, critics and editors, as well as develop press releases and kits, aggressively pitch programs to the press, organize press events and work with program producers and subjects to conduct background research. Requires 5+ years' experience in hands-on media relations, exceptional writing and independent thinking skills, and the ability to multitask and meet tight deadlines.

Take the reins of your career and enjoy a competitive salary and benefits package. Forward your resume to:

**Discovery Communications, Inc., Human Resources Generalist, 7700 Wisconsin Ave, Newlands Building, Bethesda, MD 20814; FAX: (301) 771-4997; e-mail: Recruiter\_7@discovery.com.** No phone calls, please. EOE, M/F/D/V.



[www.discovery.com](http://www.discovery.com)

## ADVERTISING SALES NATIONAL ACCOUNT MANAGER

New York office of National Media Company seeking experienced advertising salespeople. Candidates should have 3-4 years experience in advertising sales and have good communications skills. Our company operates several unique media properties designed to reach high-level business executives. Responsibility will include developing business from top Fortune 500 companies. Experience with business-to-business advertising and/or Corporate Image advertising a plus.

Computer/Internet proficiency required.

Base + commission. Potential for six figure annual compensation.

Fax resume to: 212-551-3221

Phone: 212-551-3219

or mail to:

EMN

100 Park Avenue, Suite 1600, NY, NY 10017

## SR. ART DIRECTOR

VH1 Off Air Creative

### ARE YOU USING YOUR **RIGHT** SIDE?

**MTV Networks**, one of the largest and fastest growing entertainment companies in the world, has an interesting and creative opportunity for a unique, artistic individual with managerial skills. Joining our Off-Air Creative team, you will develop strategic branding efforts and direct a variety of Off-Air Creative projects, including consumer and trade print ads and campaigns, marketing materials, packaging for consumer products, merchandise, and programming event materials.

Additional responsibilities will include overseeing designers' work, collaborating with the network's Creative Director to maintain a level of excellence that enhances VH1's trademark value, & working closely with copywriters to conceptualize ads and materials executions. You will also direct photo shoots as needed, present work to network executives, advertising managers, programmers and producers, and revise work to achieve mutually agreed-upon network communications goals. To qualify, you must be adept in Quark, Illustrator, and Photoshop, possess strong typographic skills & strategic mind, & able to handle feedback from several sources. Five years' experience in a television network, design firm, marketing communications or advertising agency is preferred, including experience in giving design direction and in presenting to client groups. BFA in graphic design preferred. Experience in directing production teams and knowledge of current music is very helpful. **JOB CODE: GK-SAD**

**Rock and pop music fans are strongly encouraged to apply!**



**MTV NETWORKS**

Attn: GK-SAD, 1515 Broadway, New York, NY 10036

FAX: 212-846-1473

We regret that we can respond only to those who meet the above requirements. We are an EEO/AAP Employer embracing and encouraging diversity in the workplace.

## CANON KNOW HOW

*As the world of technology advances on a daily basis, Canon is making things easier for all of us...creating first of their kind products...from cameras and copiers, all the way to digital radiography, Canon is the bridge between technology & humanity, providing thousands of products and one simple idea...giving people know how.*

### ASSISTANT MANAGER -ADVERTISING-

We're looking for a highly motivated experienced professional to work on innovative business-to-business national advertising campaigns.

In this highly creative, hands-on position in our Corporate Communications division, you'll be responsible for conceptualizing, developing and executing national print and broadcast advertising for our business-to-business product areas. You must be a strategic thinker, possess creative judgment and understand business-to-business advertising on and off-line.

To qualify, you must have a bachelor's degree with 5+ years of advertising agency or corporate advertising experience. Excellent presentation and organizational skills a must in addition to demonstrated computer proficiency with both MAC and PC.

Canon U.S.A. offers a competitive salary, outstanding benefits package, profit sharing, a 401K Plan and exceptional opportunities for growth. Please send your resume with salary history and requirements to:

**Canon U.S.A., Inc.,**

LS-Human Resources Dept. ASA

One Canon Plaza, Lake Success, NY 11042

FAX: 516-328-4669 E-mail: [hqrec@cusa.canon.com](mailto:hqrec@cusa.canon.com). An EOE.

[www.usa.canon.com](http://www.usa.canon.com)

**CANON**

*Leading the way*

USE ADWEEK MAGAZINES  
TO GET NATIONAL EXPOSURE



## HELP WANTED

# LisaFrank

*Play a leading role in this innovative, creative, dynamic, high-growth company!*

## Marketing Director

*Requires strong experience in brand management, planning and executing sales and marketing strategies, extensive background in consumer goods, strong presentation skills, and an entrepreneurial approach.*

## Graphic Artists/Designers

*MAC proficient in Adobe programs and Quark. Variety of media. Experience with product and packaging a plus. Must submit samples with resume.*

## Art Production Manager

*High volume art production! Must be experienced in the processes of art and pre-press. Must be extremely well-organized and a good communicator.*

## Product Development Manager

*Manage the entire process of taking ideas and designs from concept to delivery. Sourcing/buying in Orient. Toy, apparel, or accessories background required. Significant Orient travel required.*

## Advertising Art Director

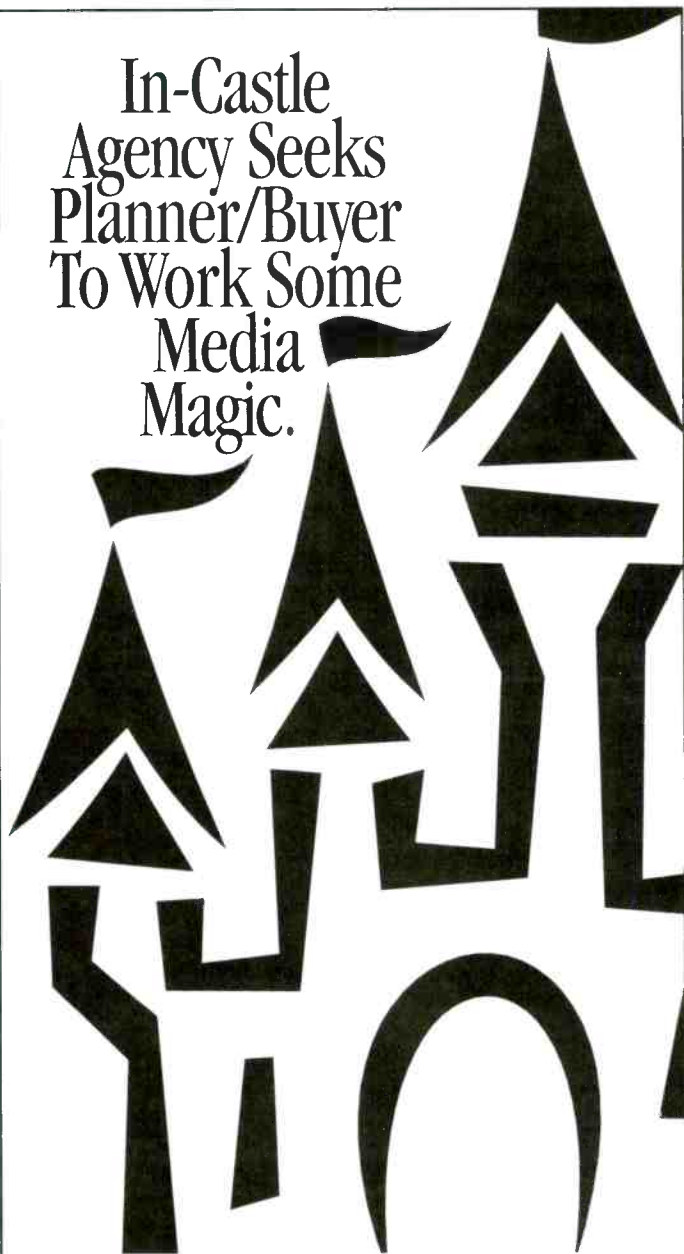
*Design and direct photography within in-house photo/sound studio to produce print and television advertising campaigns. Experience with consumer brands. Must submit samples for consideration.*

## Photographers

*Experience with both product and fashion photography. Must submit samples for consideration.*

A once-in-a-career opportunity to utilize all your skills and abilities in an environment that encourages and rewards your entrepreneurial spirit! If you are one of those special people who thrive on continuous challenges and the opportunity to truly make a difference, immediately send your resume via email to [emplymnt@LisaFrank.com](mailto:emplymnt@LisaFrank.com) or fax to 520-547-1332 or mail to 6760 S. Lisa Frank Ave., Tucson, AZ 85706.  
EEO M/F

## In-Castle Agency Seeks Planner/Buyer To Work Some Media Magic.



The Walt Disney World® in-house agency is looking for a Media Planner/Buyer to guide us through the changes that are transforming our industry faster than a pumpkin at midnight. Our 120-person shop is made up of pros from every corner of the ad industry. With a World of entertainment twice the size of Manhattan, and a client roster that reads like the Who's Who of Never Land, just imagine what a royal hall this job will be.

**Media Planner/Buyer** – We're looking for a creative thinker who can work as much magic with a media plan as a fairy godmother can with a handful of mice. Should be familiar with all the latest planning tools and have 5 plus years of agency experience, or equivalent on packaged goods or retail accounts. If your negotiating and buying skills are second to none, send your confidential cover letter and resume to:

Disney Worldwide Services, Inc., Professional Recruitment  
XADSAW037, P.O. Box 10,090, Lake Buena Vista, FL 32830-0090

[www.disneycareers.com](http://www.disneycareers.com)

EOE Drawing Creativity from Diversity

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For Classified Advertising Call M. Morris at  
1-800-7-ADWEEK

## HELP WANTED

# alta vista:

**High-profile, pre-IPO sales opportunities**  
**AltaVista, the Web's premiere knowledge resource, is hiring!**

For more information on these and other exciting opportunities, please visit:

**www.altavista.com**

## STRATEGIC ALLIANCES

### Director of Strategic Alliances (Palo Alto)

Senior position responsible for soliciting and negotiating strategic, multi-million dollar deals. Internet and contract experience a must.

## OUTSIDE SALES

### Regional Sales Mgr (Palo Alto & Irvine, CA; NY; Chicago; Detroit)

Outside senior sales position. Min. 4-6 years of media experience required, Internet preferred.

### Account Executive (Palo Alto & Irvine, CA; NY)

Outside sales position. Min. 2+ years of media/account management experience required.

### Sales Associate (Palo Alto & Irvine, CA; NY; Chicago)

Entry-level sales position. General knowledge of the Internet and media sales required.

## ADVERTISING OPERATIONS

### Advertising Technology Producer (Palo Alto)

Implement ad campaigns utilizing advanced ad serving technologies. Experience required.

### Sales Program Producer (Palo Alto)

Create, design and implement sales programs and collateral. Strong Web design and production skills a must. HTML required.

### Advertising Product Manager (Palo Alto)

Create revenue-driven promotions across the AltaVista Network. 3+ years Internet experience preferred.

### Inventory Analyst (Palo Alto)

Forecast traffic and implement new ad products. Experience in analysis and database management required. HTML a plus.

### Traffic Manager (NY)

Supervise team responsible for implementing and maintaining ad campaigns. Internet advertising background essential, HTML skills preferred.

### Traffic Associate (Palo Alto, Chicago, NY)

Implement and maintain advertising campaigns. Quality HTML skills and ability to multi-task required.

### Project Coordinator, Advertising Operations (Palo Alto)

Facilitate projects and daily operations. Min. 1 year of marketing/advertising experience. Strong organizational & interpersonal skills required.

## ACCOUNT MANAGEMENT

### Account Manager (Palo Alto; NY)

Oversee the development, implementation and execution of the Company's Strategic Alliances. Min. 2-3 years account management or sales experience required, Internet or advertising agency preferred.

Qualified candidates, please send your resume to

**jobs@altavista.com.**

**Complete job description are posted at [www.altavista.com](http://www.altavista.com)**

## TELEVISION

## VICE PRESIDENT, Consumer Marketing

FOOD NETWORK, the leading 24-hour cable network dedicated to food and entertaining, seeks a VP, Consumer Marketing to: Manage consumer marketing budget. Provide ongoing direction to ad agencies, freelance sources, vendors and in-house creative groups on Food Network marketing & media objectives. Analyze & advise Food Network executives of results. Implement overall product position and consumer marketing strategy. Includes recommendations involving use of tune-in, image & other messages in the media. Manage crossover & integration of consumer marketing priorities w/ on-air promotion group. Responsible for the development & execution of all collateral material & media planning/buying including broadcast television, cable, radio magazine, newspaper, in-store & outdoor. Create & execute consumer promotions that increase advertiser & affiliate participation & strengthen network tune-in. Design & implement all consumer press strategies. Interact w/research department to produce effective consumer marketing programs. Identify, know & understand Food Network's consumers. Perform other duties as needed, and as directed by supervisor.

### REQUIREMENTS:

Bachelor's Degree or equiv. required. MBA or MA preferred. 5-10 years in Mktg/Sales background. Consumer background a plus. Computer prof. req. with MS Word & Excel. Must be a team player & possess strong writing, communication & presentation skills. Ability to work w/ corporate executives; must be multi-task oriented. Ability to work w/ public & office personnel in person & by telephone in sometimes stressful situations.

Competitive salaries & excellent benefits  
 Fax: 212-398-0850 or email: [humanresources@foodtv.com](mailto:humanresources@foodtv.com)  
 Equal Opportunity Employer



Visit us at: [www.foodtv.com](http://www.foodtv.com)

## BUSINESS DEVELOPMENT

FIND/SVP, Inc. is a world-class business advisory service serving the Advertising/Public Relations, Publishing and Entertainment Industries and is dedicated to helping our clients improve performance by making better, more informed business decisions. Our consultants are on the cutting edge of trends and developments in a dynamic, ever changing worldwide market place. We currently have exceptional opportunities for two enthusiastic, innovative sales professionals in New York City.

### Business Development Managers are responsible for:

- achieving targeted sales quotas through the development of new retainer clients while promoting
- selling additional FIND/SVP services to existing clients
- managing approximately 50/80 accounts monitoring usage
- cold calling to develop new business, and
- educating prospective clients on all of company's services and products.

The successful candidate will have a consultative sales orientation with strong account management skills, proficiency in closing and cold calling along with the demonstrated ability to work independently from a home office to achieve sales objectives.

This position requires a BS/BA and 5-8 years of sales experience where exceptionally strong client development and new business are essential. Travel is within the metropolitan New York area. FIND/SVP, Inc. offers competitive starting salaries, a comprehensive benefit package that includes stock options. (Relocation not available.)

For immediate consideration please email your resume to  
[dgillotte@findsvp.com](mailto:dgillotte@findsvp.com) or fax to the attention of BDM 212-463-6232.

EOE

Please visit our website at [www.findsvp.com](http://www.findsvp.com).

**HELP WANTED**

TELEVISION

**DIRECTOR,  
Programming**

FOOD NETWORK, the leading 24-hour cable network dedicated to food and entertaining, seeks a Director of Programming to: Develop new programming ideas. Discover new talent, on & off air. Supervise all aspects of production. Liaise w/ Marketing dept to promote.

REQUIREMENTS: Must have strong editorial skills and the ability to screen rough-cuts and give detailed comments. Must have good interpersonal skills. Industry knowledge and connections a plus. Good verbal & written skills. Competitive salary and excellent benefits. Fax: 212-398-0850 or email: humanresources@foodtv.com. Equal Opportunity Employer



Visit us at: [www.foodtv.com](http://www.foodtv.com)

**REGIONAL  
ADVERTISING  
MANAGER**

**Editor & Publisher**, the dominant trade magazine of the newspaper industry, seeks a Northeast Regional Advertising Manager to sell display advertising across multiple print and web products. Minimum 5 years print advertising experience required, along with knowledge of the newspaper industry. Online publishing knowledge a plus. Position offers a competitive compensation package.

Please respond to

**Dennis O'Neill**  
VP/Publisher

fax (212) 691-6939 or  
[doneill@editorandpublisher.com](mailto:doneill@editorandpublisher.com)

No phone calls please

Chicago based Ad Agency has the following openings for talented and creative professionals:

**Packaging Dept:** Creative Director & Sr. Designer - Five + yrs exp in Consumer Goods, Food, Pharmaceuticals & Toys desired.

**Creative Dept:** Creative Director & Sr. Art Director & Copywriter - five + yrs exp in Retail desired.

Resume: Attn: 002PAK, PO Box 618462, Chicago, IL 60661.

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The strategic combination of Fleet and BankBoston builds on the market strengths and rich traditions of both organizations, creating one of the most extensive and diversified franchises. Today, retail banking is an industry experiencing profound change in the products and services customers want, how they access them, and whom they turn to for financial solutions.

The Retail Distribution Group's financial and strategic business priorities focus on meeting the demands of our customers by building greater access to a broad array of products and services, by providing new, innovative capabilities to improve the customer experience, and deepening capabilities to deliver financial expertise.

We are seeking experienced professionals with proven track records. We have positions located throughout Massachusetts for professionals in the following areas:

- **Marketing Analyst**  
Source code: XHXAW35048
- **Marketing Segmentation/ Research**  
Source code: XHXAW35035
- **Customer Portfolio Manager**  
Source code: XHXAW35041

For high impact career opportunities, please visit our website at: [www.fleet.com](http://www.fleet.com)

Please forward your resume to: Employment Shared Services, Source Code: \_\_\_\_\_, 111 Westminster Street, Mailstop RI/DE/03312C, Providence, RI 02903; Email: [fleet@isearch.com](mailto:fleet@isearch.com); Fax: (800) 315-3665.

Our comprehensive benefits encompass a wide choice of health and well-being plans, including medical and dental coverage, and much more. We are an Equal Opportunity Employer that continues to grow from the strength of a diverse workforce, M/F/D/V.



**The Hollywood Reporter**  
**Consumer Ad Sales**

The Hollywood Reporter, the leading daily entertainment trade paper, is seeking a senior level ad salesperson to handle fashion, automotive, liquor and travel accounts on the East Coast. Must have previous consumer sales background, with a minimum 3-5 years of experience. Position is located in our New York office.

Great career opportunity to work in the most exciting industry in the world.

Competitive salary and benefits. Mail or fax resume, cover letter and salary requirements to:

**The Hollywood Reporter**  
Attn: M. Chiavelli  
1515 Broadway, 11th Floor  
New York, NY 10036  
Fax: 212-536-8875

**SELLING TO  
FORTUNE 500  
COMPANIES**

Assignment: sell advertising space in retail publications to client companies. Personal requirements: have record of selling success, be a self-starter, have a professional demeanor, able to schedule appointments, overnight travel involved. Package covers: salary, expenses, commissions, benefits.

Send resume to:  
J.G. Smith  
PPRB

2 Park Ave, NY, NY 10016  
Fax 212-726-7110

## HELP WANTED

**Ready for your Dream Job? So are we.**

We're B-12, a dynamic, interactive agency that's prepared to offer you the job of your life! That's because we know how important it is to have smart, driven professionals who "get it", working on our team.

We offer competitive salary/benefits packages, an incredible work environment and unlimited growth potential. AND WE HAVE FUN!

B-12, a 1999 PROMO Magazine "Hot Shop" is looking for qualified individuals for the following positions:

**VP Business Development**

8+ years new business development exp., a huge Rolodex and proven track record are a must. Candidate will develop relationships, execute lead-generation programs and pitch potential clients

**VP Strategic Planning**

6+ years related experience and a solid understanding of the e-business environment are required. Candidates must also be able to effectively conduct & evaluate research and should possess strong oral/written communication skills.

**Media Manager**

5+ years media planning & buying experience and in-depth knowledge of print & broadcast industries required. On-line media experience a great plus.

**Account Supervisor**

5+ years in advertising/promotion agency account management. Must be detail-oriented, computer literate and a self-starter. Background in e-commerce a plus.

**Public Relations**

PR guru to manage in-house effort of publicizing B-12.

4+ years experience and solid media contacts a must. Candidate should also have solid writing, phone, pitching and follow-up skills.

**HR Manager**

Please run our department! 6+ years experience needed. Candidate should be familiar with all human resources functions, including recruitment, employee compensation & benefits, and professional standards & practices.

Interested?

Please fax resumes & salary requirements to (212)791-0693 or e-mail to [smcnamara@B-12.com](mailto:smcnamara@B-12.com).

(Please specify which position you are applying for.) EOE your daily marketing supplement

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New York \* Chicago \* Philadelphia \* Connecticut

We specialize in the placement of marketing and advertising professionals into:

**MARKETING COMMUNICATIONS  
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- General
- Direct Response
- Interactive

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**THE ADVERTISING GROUP**

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Check us out at [www.smithhanley.com](http://www.smithhanley.com)

**WANTED:  
Account Manager with  
Ample Gray Matter**

1. **Must come equipped with brain.** (Ability to think fast, flexibly and creatively required.)

2. **Minimum 5 years agency experience.** (And we don't mean a detective agency.)

3. **Must be able to communicate on multiple human levels.** (Written, spoken, hand signals, swift kicks beneath the table.)

4. **Gotta be a team player.** (We'll provide ample parking for ego.)

5. **Must thrive on the pace.** (Which is faster than a hummingbird on speed.)

6. **Speaking of hummingbirds.** (Must be able to shift directions effortlessly.)

7. **Will need to handle workflow and billing.** (Ah yes, the details.)

Account Managers who meet at least 7 of these requirements are eligible.

Please contact [cheryl@brainsonfire.com](mailto:cheryl@brainsonfire.com).

**Brains on Fire**

**JUNIOR ART DESIGNER**

Prestigious, fast-paced media trade association seeks creative-driven jr. art designer. 2-3 years exp in graphic arts design preferably with a print background. Will design & produce promotional materials ranging from newsletters & house ads to presentations & other promotional collateral. Will work with outside design/printing vendors as needed. Must be a MAC expert but can also transition to PC as needed. Required skills: MS Word, Excel, Quark, Powerpoint, Photo-shop, Illustrator & Fireworks. Copywriting skills a +.

**Fax resume & salary range to:**

**Sandy at 212-888-4217**

**SARA LEE****SENIOR MARKETING SERVICES MANAGER**

With the recent acquisition of Chock Full o' Nuts and Hills Brothers Coffee, Sara Lee Coffee & Tea continues to maintain a leadership position in the US and European roasted coffee market. Reporting to the Director of Marketing, Sara Lee Coffee & Tea seeks to recruit a Senior Marketing Services Manager to be headquartered in White Plains, NY. Primary responsibilities include:

- Manage the full time, onsite IRI Account Executive and the Marketing Services Coordinator.
- Act as the primary liaison with IRI and AC Nielsen Services.
- Create and implement a PC-based infrastructure to distribute monthly IRI reports.
- Evaluate relevant databases (Spectra, Marketing Matrix, Story Finder) to determine best marketing practices.
- Responsible for market research.

A minimum of five years overall experience is required with at least two years of hands-on experience with IRI and/or AC Nielsen services. Proficiency in MIS skills such as PowerPoint, Excel and MS Word a must. An attractive compensation package including competitive salary, bonus and full benefits plan will be offered.

**Please reply: Shannon Labhart**

**h: (646) 282-3102 Fax: (646) 497-0807**

**Or email: [ShannonL@futurestep.com](mailto:ShannonL@futurestep.com)**

[www.futurestep.com](http://www.futurestep.com)

**FCB Southern California  
is growing in New York!!**

We are currently seeking an experienced Account Executive to work on a high-profile account in New York City. Ideal candidate will have 2-3 years experience, agency preferred. Hospitality and leisure experience highly desired. Candidate must have proven ability to handle multiple tasks at once, be a hard worker, excellent communication and interpersonal skills, and have excellent client contact skills. Must be proficient with MS Office: Word, Excel, and PowerPoint.

Interested candidates please submit resume w/ salary history to:

**FCB Southern California**

Attn: **Stephanie Quintana - HR/NYAE**

535 Anton Blvd, Suite 700

Costa Mesa, CA 92626

Fax Number: 714-708-9299 [squintana@socal.fcb.com](mailto:squintana@socal.fcb.com)

EOE/AA/M/F/D/V No Phone Calls Please

**ACCOUNT SUPERVISOR**

US Concepts, Inc., the premier event marketing agency, seeks an Account Supervisor to work in our Wine & Spirits Division.

This position is responsible for planning events nationally, working closely with field marketing teams to implement and execute events; and the client to develop and monitor programs.

The ideal candidate should have 3-5 years Ad Agency Account Management experience, working with senior level clients in consumer products.

Excellent interpersonal and organizational skills required. Must have an outgoing, energetic personality able to work in a dynamic fast paced environment. Supervisory experience is preferable.

Please fax resume along with cover letter and salary requirements to:

US Concepts, Inc.

Attn: HR-AS 212-206-0628

E-mail: [marthas@usconcepts.com](mailto:marthas@usconcepts.com) [www.usconcepts.com](http://www.usconcepts.com) EOE

**AD SPACE SALES**

ADWEEK Magazines seeks a dynamic, eager and hard working self starter for a junior-level position in our advertising department. 1-3 years sales experience preferred, media or client experience helpful. Salary & commission + benefits. Fax resume & salary history to: **Gina Mele (212) 536-5353**

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

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## HELP WANTED

## NEED A PENCIL?

If you're the kind of COPYWRITER or ART DIRECTOR that needs, pines, pants for a One Show pencil, then you're our kind of creative. Send your resume to the address below. You'll be expected to contribute to our strong regional/national award presence and help us go for the gold. But you'll also be rewarded—401K, health, sports club membership, bonuses, etc. Not to mention living in a city ranked as one of the nation's most livable.



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436 Market St. • Chattanooga, Tennessee 37402  
FAX to Christie: 423.267.0475 • Email: cwhite@johnsgroup.com

## PROMOTE YOURSELF!

Strategic marketing thinker, and self-motivated team player with retail co-marketing experience? Why not promote yourself to one of the top Sales Promotion Agencies?

We're **Ryan Partnership**, a leading national marketing communications agency with offices throughout the United States. We're experiencing growth in all of our offices and need the best people! If you fit the bill, let's hear from you.

We need **managing directors** with 5+ years of brand/agency sales promotion experience. You'll develop and present strategic marketing and promotional plans, creative concepts and proposals, as well as manage the development of tactical plans and program execution. A solid knowledge of Grocery and Mass Merchandise retailers is also needed. Packaged goods a plus!

We also need account managers (3-5 years of experience) looking to apply flawless executional skills and expand their knowledge of national consumer promotion. If you have the passion to drive your client's business by applying strategic, creative solutions, you should talk to us.

We have the following opportunities available:

<b>Columbus</b>	<b>Managing Director</b>
<b>Dallas</b>	<b>Managing Director</b> <b>Account Manager</b>
<b>Los Angeles</b>	<b>Managing Director</b>
<b>Minneapolis</b>	<b>Managing Director</b> <b>Account Manager</b>
<b>Westport</b>	<b>Managing Director</b> <b>Account Manager</b>

Check out our website [www.ryanpartnership.com](http://www.ryanpartnership.com) for further info. Qualified candidates may send their resume with salary history to:

Ryan Partnership®

Ryan Partnership

55 Post Road West, Westport, CT 06880

Or via fax 203-226-2773

or [humanresources@ryanpartnership.com](mailto:humanresources@ryanpartnership.com)

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MIF/ID



**Huntington**  
LEARNING CENTER®

Huntington Learning Center is the nation's oldest company in the private tutoring industry with over 200 units in 32 states. We are currently experiencing tremendous growth. Due to our success, we have an immediate need for two strong marketing professionals.

### Director of Field Marketing

You must possess extensive experience in a multi-unit retail environment, have strong leadership abilities, be able to manage multiple agencies and field related projects, and have a strong analytical background. Franchise experience is a plus. Significant travel required.

### Marketing Manager

At least five years experience in a multi-unit retail environment, and be able to manage multiple projects in a fast paced environment. A background that includes data base management (MS Access) is a plus.

We offer a competitive salary and outstanding benefits. Please fax your resume and salary history to 201 261-8460, or mail to HLC, attn: KS-BW 496 Kinderkamack Road, Oradell, NJ 07649.

### BIG IDEA DIRECTOR!

Are you the person in every meeting who brings "the big idea" to the table? Are you someone who loves to "sell the sizzle with the steak"? Are you entrepreneurial, passionate about great work, creative, energetic and a great leader? If so . . . we should talk.

Creative and strategic Soho communications agency seeks a **DIRECTOR OF PROMOTIONS**.

Ideal candidate is very creative, has entrepreneurial spirit and comes with strong presentation and management skills. You must have a minimum of 8 years promotions background. You will be responsible for running the promotions accounts, bringing in new business, forging new relationships, managing staff and growing the promotions discipline within the agency.

Some travel will be required.

Please fax resume and cover letter w/ salary requirements to:

(212) 633-1750

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## HELP WANTED

### HOT DEMOGRAPHIC SUCCESS TRACK RECORD WELL-FINANCED

Bigwords.com, the leading emerging commerce brand for 18-24 year olds, is launching a broad editorial initiative. This initiative is staffed by well-recognized editorial leadership. With the August launch of its new editorial product, Bigwords.com is staffing its advertising/sponsorship sales staff. We have opportunities throughout the sales organization.

#### VP Sales

East or West coast located

**Sales Manager**

NY/NE territory

**Sales Manager**

Midwest

**Sales Manager**

West

If you have direct media sales experience or strong business development background and want to build the best-positioned emerging media product for this market-leading demographic, contact us.

Bigwords.com offers a dynamic work environment and a very strong management team.

For immediate consideration, please send your plain text resume within your email to:

**Todd Sotkiewicz at  
todd@bigwords.com  
Or at FAX 415.543.1427**

### INTERACTIVE MEDIA SUPERVISOR

If you possess strong ad agency and mgt exp and are ready to move into online advertising, we need you! This position oversees media planning/buying operations, oversees research projects, negotiates buys, optimizes campaign destinations for clients, and supervises/trains a staff of buyers and analysts. Required: 4-yr degree; 3 yrs in advertising agency setting; 2 yrs supervising staff. Previous work experience in an interactive agency is desired.

Email resumes to:

**hr@interadnet.com  
Or fax 919-859-7808**

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### STUDIO/PRODUCTION MANAGER

John Frieda Professional Hair Care, Inc. a leading multi-national manufacturer of beauty products located in Wilton, CT is looking for an extremely organized, talented, and experienced person to fill the position of Studio/Production Manager for our Creative Department. This person must have at least 5+ years experience in the graphic field, expert knowledge of the Mac relating to production and pre-press for packaging, displays, and advertising. This person needs to be detail-oriented, work closely with Creative scheduling and managing all projects, work with outside vendors along with other responsibilities.

*We offer a high-energy, creative environment and excellent benefits.  
If interested, and qualified, please send your resume and salary history to:*

**John Frieda Professional Hair Care, Inc.**

Director of Human Resources

57 Danbury Road, Wilton, CT 06897

or Fax: 203-762-3546

### BATES SOUTH MIAMI, FL MEDIA PLANNER/ BUYER POSITION

Multinational advertising agency seeks a media planner/buyer with a minimum of three years experience in US Hispanic and Latin America media markets.

Candidates should be organized and have the ability to manage multiple priorities in a fast paced environment. Be bilingual (English/Spanish) and have well-developed skills in effective media planning, negotiation, creative "media" thinking. Good presentation and written skills and Internet media knowledge a plus.

Please fax your resume to:

**HR: 305-358-8919**

EOE M/F/D/V

### NEW ECONOMY RESEARCH

Need Senior Research Expert to expand our proprietary line of on-line and off-line Research Services. Have completed highly successful two-year pilot with blue chip companies. Now ready for scale up. Research design and analysis experience a must.

Respond to:

**jobs@enetresearch.com**

### ASSOCIATE ART DIRECTOR/ GRAPHIC DESIGNER

Redbook magazine is looking for a talented art director with strong graphic design skills and 4-5 years of professional experience in either an ad agency or graphic design shop to work with our Creative Director. Must be highly energetic and detail oriented with a strong sense of design (upscale and fun/hip style) that can translate into sell sheets, custom advertorials, direct mail, promotion and collateral pieces, presentations etc. Quark, Illustrator and Photoshop required. Power-Point a plus! Ability to multi-task and meet deadlines a must. Salary low - mid 40's. We are an equal opportunity employer dedicated to promoting a culturally diverse work environment. We offer a comprehensive benefit plan. Please fax your resume and cover letter to: **Evelyn Cooper, at fax: 212-581-7605.** No phone calls please.

### BE A DOER

Advertise in ADWEEK classifieds, and you'll be rewarded with responses. And maybe more than that. Be a mover and a shaker with ADWEEK classifieds. Call NOW!

**Call M. Morris**

Classified Sales Manager  
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ADWEEK MAGAZINES Classified Online at [adweek.com](http://adweek.com), the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means to confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

**VISIT ADWEEK.COM**

In print and online, ADWEEK MAGAZINES Classified is  
**THE HIRE AUTHORITY**

### ADVERTISING PRODUCTION MANAGER

Ethan Allen, a world leader in the fine home furnishings industry, is seeking a professional to join our growing Advertising Department in Danbury, Connecticut.

In this position you will assist with planning, coordination and production of all corporate publications and printed retail advertising material, and devise solutions and develop programs to meet advertising objectives.

The professional we seek will possess a Bachelor's degree and at least three years of advertising production experience. You must be a detail-oriented self-starter possessing a thorough knowledge of printing and advertising production methods along with solid creative, planning, managerial and problem solving skills.

As a member of the Ethan Allen team, you will enjoy a competitive salary and comprehensive benefits package, in a fast-paced, professional environment. Please send your resume, including salary history, in confidence to: **Human Resources Department PM, ETHAN ALLEN, Ethan Allen Dr, Danbury, CT 06811. Fax: 203-743-8609**

**ETHAN ALLEN**

We are an Equal Opportunity/Affirmative Action Employer M/F/D/V

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Check out our classifieds at [www.adweek.com](http://www.adweek.com), you'll be impressed by how much ADWEEK on-line has to offer!

Please call **1-800-7-ADWEEK**, and we will prove how fast we can fill your jobs with great people, and how much money you'll save doing it!

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No other reference gives you key contact and rate information on Radio, TV, Cable, Out-of-home, Magazines and Newspapers in one book. You'll find over 9,000 individual listings and over 40,000 personnel for the Top 100 Local Media Markets, the Top 300 Consumer Magazines, the Top 150 Trade Magazines, plus National Networks, Syndicators and Sales Reps. Organized by media type, each section provides detailed information on format, demographics, daypart availabilities, affiliation, representation, circulation, ownership and much more.

The **2000 MEDIAWEEK Directory** is also on CD-ROM and on the Web...with powerful software that lets you search and retrieve information in seconds and export data for mail merge with no restrictions!

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# ADWEEK DIRECTORIES

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Account # \_\_\_\_\_ Exp.Date \_\_\_\_\_

Signature \_\_\_\_\_

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

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**PRINT EDITION \$340**

**CD-ROM EDITION \$480**

**CD-ROM & PRINT COMBINED \$750**

**Standing Order Option.** (Check this box and your order will be automatically renewed for you next year at this year's prices.)

**Check enclosed for \$** \_\_\_\_\_

**Bill Me** (Directories shipped upon payment.)

**Charge my:**  Visa  MC  AMEX

Account # \_\_\_\_\_ Exp.Date \_\_\_\_\_

Signature \_\_\_\_\_

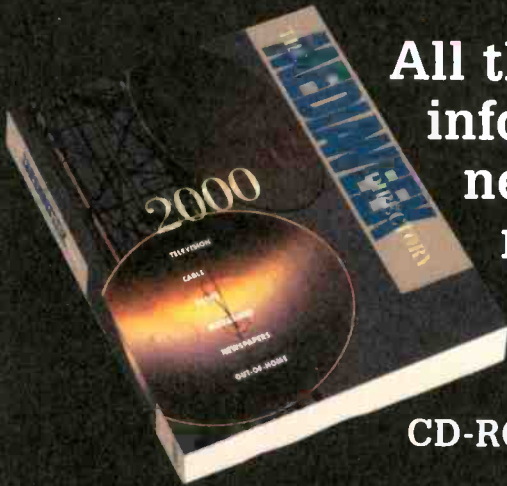
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UNITED STATES



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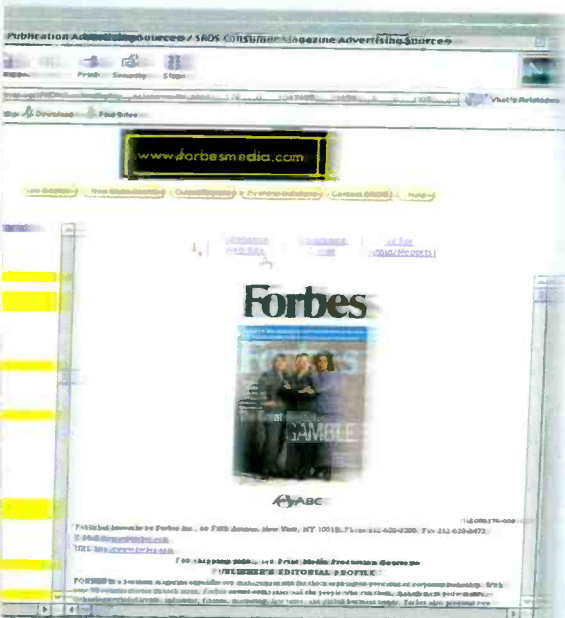
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COMPETITIVE MEDIA REPORTING

## Nicotine Withdrawal

*Some publishers fight to keep Philip Morris dollars, while others seek new business*

**D**ozens of publishers will have to scramble to make up for lost revenue in the face of Philip Morris USA's move last week to pull tobacco ads from magazines reaching a substantial number of teen readers. In all, the 42 titles on the tobacco company's hit list accounted for well over \$300 million in revenue last year.

"It's a serious blow," says Emap USA president/COO Tom Moloney of his company's affected seven titles, which include *Hot Rod* and *Motor Trend*. "It's a lot of revenue." Already, both books are having a tough year, with *Hot Rod's* ad pages through June skidding 15.2 percent, to 430, and *Motor Trend's* dropping 15.4 percent, to 474, according to the *Mediaweek Magazine Monitor*. Last year, *Hot Rod* took in \$2 million of Philip Morris tobacco ads, and *Motor Trend* accepted \$2.6 million.

As one of the tobacco companies under fire from state Attorneys General seeking to curb the marketing of cigarettes to teens, Philip Morris announced that by September it would suspend the placement of ads in magazines that were deemed to have either 2 million readers under 18 or a teen readership that was higher than 15 percent.

This year, Brown & Williamson has trimmed 10 magazines from its print budget, including *Vibe* and Hachette Filipacchi's *Car Stereo Review*. Philip Morris and B&W have voluntarily attempted in recent years to keep ads out of teen magazines.

The research used to compile PM's list of publications was based on data—criti-

cized by several publishers as inaccurate—from Mediamark Research Inc. and Simmons Market Research Bureau. The suspension comes on the heels of this week's

meeting in Phoenix between The National Association of Attorneys General and the tobacco companies, at which they will try to craft new methodologies to better track young readers. If and when new methodologies are developed, it is possible other tobacco companies like Brown & Williamson may pull ad schedules.

"Cutbacks like these were inevitable, given what's going on in the country socially," notes Rick Jones, managing part-

ner of The Douglas/Jones Group, a magazine marketing advisory firm. "It's a significant move towards building smoke-free magazines... Although it's unfortunate, publishers are going to have to build their positioning for other products that ought to be in magazines, like apparel, consumer electronics and dot-coms."

Among those hard hit by the Philip Morris pullout were Time Inc.'s *People*, which last year reaped \$17.4 million in ads; *TV Guide*, which scored \$11.9 million; and Hearst Magazines' *Cosmopolitan*, which last

year reaped \$6.5 million in cigarette revenue, according to Competitive Media Reporting. Condé Nast has five titles on the list, including *Allure* and *Vogue*; Time Inc. has *Entertainment Weekly*, *Sports Illustrated* and *People*; Hearst has *Cosmo* and *Popular Mechanics*; and Wenner Publishing has *Rolling Stone* and *US Weekly*.

Some publishers on the list, however, are blasé about the loss of ads. "It will have a minimal impact on us," says *Parade* chairman/CEO and publisher Walter Anderson, who notes tobacco is no longer the cash cow it once was. "Twenty years ago, we would publish easily five full tobacco pages a week. We got a lot of business, but it just doesn't exist anymore."

Since *Parade* is estimated to have 3 million readers ages 12-19, Anderson says he was hardly surprised to land on Philip Morris' list. Last year, Philip Morris spent \$4.6 million on *Parade* (which pulled in a total of \$533 million, according to CMR), but this year's first half was scaled back to about \$250,000, a drop in the bucket for the Advance Publication Sunday magazine.

Anderson says *Parade* recouped its losses with direct response, prescriptions, dot-com and tech.

*Newsweek* publisher Carolyn Wall was surprised her title made the list, though it may have been the 200,000 copies distributed to high schools that tipped the scale. Wall notes she will lose less than 12 pages this year—hardly a dent, but significant because it's the second high-profile loss in pages the weekly has suffered in the past year. Ford Motor Co. announced last summer it would



Moloney wants to shift PM spending to Emap's older-skewing titles.



Anderson: *Parade* sought out other ad categories.

shift \$100 million of its print budget to other media, and *Newsweek* was one of several titles targeted. Wall admits the one-two punch of losing both advertisers is "painful"

but adds that losing Philip Morris' \$4.2 million last year is "mitigated by an increase in tech pages." Ad pages through June 12 fell 3.5 percent, to 1,052 (see chart).

With revenue goals left unchanged, *EW*—which stands to lose 4 percent of its fourth-quarter revenue, or \$4.9 million—expects to fill the vacuum with dot-coms, media and movies. The combination of a strong upfront and solid Memorial Day box-office returns, says *EW* publisher David

Morris, may lead to additional spending in the magazine. Morris and the publishers of *People*, which made last week's list, and *Sports Illustrated*, which lost its ads last month, are expected to meet as early as next week to discuss the impact of the pullout.

Meanwhile, other publishers have different plans to keep the cigarette dollars. Emap's Moloney says he will fight to keep Philip Morris business in-house. "The whole thing's not played out yet," he explains. "The money may well be diverted to other Emap [properties]... We publish 190 different assets."

American Media, which owns *The National Enquirer* and the *Star*, joins a veritable conga line of publishers disputing the syndicated research being used by Philip Morris. "Our numbers don't jibe with [MRI]... We're going back to MRI, get our ducks in a row and present the case to Philip Morris that in fact we do not... fit that [young] grouping," says Richard Amann, American Media executive vp of publishing.

"It's not the normal usage of the data,"

says Alain Tessier, MRI chairman/CEO, of Philip Morris' use of his company's teen and adult studies to accurately apply the 2 million and 15 percent rule. "[But] I don't know how the data could be used any differently in the circumstance." ■



Wall admits losing PM and Ford was "painful."

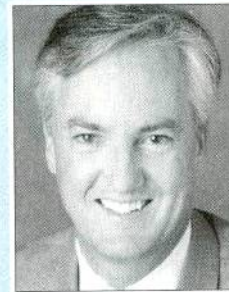
Wall admits losing PM and Ford was "painful."

## 60 SECONDS WITH...

### Ed Kelly

President/CEO, American Express Publishing

**Q.** What will be your first move as the newly named chief exec? **A.** Obviously, I've got to replace myself [as Travel & Leisure group publisher]. I'm looking for a mini-me. I'm a big believer in internal hires—it's certainly benefited me this time around. I want to try to keep that trend going. **Q.** Do you have a time



frame to fill the group publisher slot?

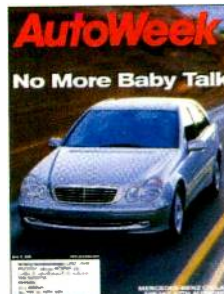
**A.** I'm hoping to resolve this within the next couple of weeks. **Q.** What challenges do you foresee at AmEx? **A.** The challenges will be keeping this tremendous momentum of growth going... We have benefited from some really good times. And for me, my challenge will be to get a quick understanding of all the disciplines that I may not have had a lot of responsibility for or exposure to, such as our new-media efforts, our custom publishing division and cookbooks division. **Q.** There's been some talk that AmEx may move away from stamp sheets, particularly Time Inc.'s American Family Publishers. Has that been awkward, given your ties to Time Inc.? **A.** The fact that Time Inc. is connected to AFP has no bearing on us. We don't rely very heavily on AFP, if at all. We've really been using our own methods through our own independent lists [and AmEx credit cards] to get subscribers. **Q.** Will there be any spinoffs or launches coming up this year? **A.** Our focus is on existing products. We don't have anything in the hopper right now. **Q.** I hear you are T&L editor Nancy Novogrod's bellhop on out-of-town sales calls. Who will she turn to now? **A.** Actually, that's my biggest concern right now—who's going to schlep her luggage around.

## Mediaweek Magazine Monitor

### Weeklies

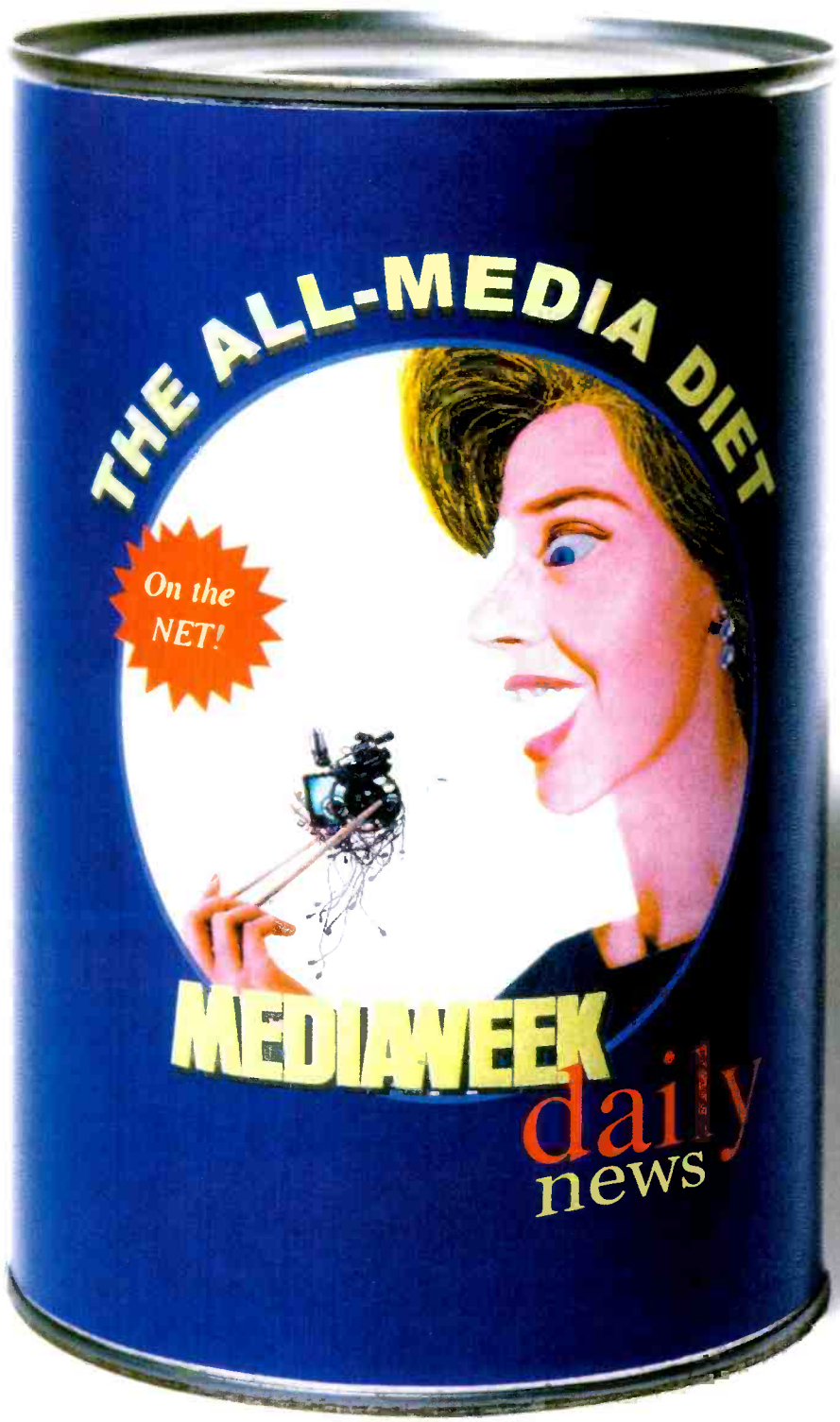
June 12, 2000

*Autoweek* and other auto-enthusiast magazines face a conundrum this year. While the auto industry had a stellar 1999, selling record numbers of cars, automotive magazines are witnessing a second straight year of declining ad pages in the category. To date, *Autoweek* is struggling to stay flat against last year, in part because Ford pulled its schedule, says Jeff Nellett, ad director of the Crain Communications title. "A lot of the car companies are having a hard time accepting that the reader of a buff book is really that valuable," says Nellett. "Now, they want to get at people's life-styles." Overall, auto spending is up in magazines in 2000. —Lori Lefevre



	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
Business Week	12-Jun	114.83	14-Jun	105.78	9.05%	2,665.88	1,924.42	38.53%
The Economist	3-Jun	54.00	5-Jun	59.84	-9.76%	1,389.00	1,410.57	-1.53%
The Industry Standard	12-Jun	216.58	14-Jun	67.83	219.30%	3,731.31	664.02	461.93%
Newsweek	12-Jun	44.25	14-Jun	76.70	-42.31%	1,052.05	1,089.91	-3.47%
People	12-Jun	79.32	14-Jun	83.50	-5.01%	1,772.25	1,784.78	-0.70%
Sporting News	12-Jun	15.00	14-Jun	19.75	-24.05%	357.71	400.06	-10.59%
Sports Illustrated	12-Jun	65.17	14-Jun	60.56	7.61%	1,198.36	1,270.88	-5.71%
TimeE	12-Jun	64.66	14-Jun	129.98	-50.25%	1,353.57	1,246.49	8.59%
US News & World Report	12-Jun	33.72	14-Jun	41.37	-18.49%	736.10	864.06	-14.81%
<b>Category Total</b>		<b>687.53</b>		<b>645.31</b>	<b>6.54%</b>	<b>14,256.23</b>	<b>10,655.19</b>	<b>33.80%</b>
<b>ENTERTAINMENT/LEISURE</b>								
AutoWeek	12-Jun	28.53	14-Jun	25.80	10.58%	718.41	724.99	-0.91%
Entertainment Weekly	9-Jun	34.48	11-Jun	32.53	5.99%	840.36	838.39	0.23%
Golf World	9-Jun	66.19	11-Jun	60.32	9.73%	747.00	672.16	11.13%
New York	12-Jun	24.40	14-Jun	20.00	22.00%	1,152.60	1,062.00	8.53%
The New Yorker	12-Jun	43.64	14-Jun	23.66	84.45%	1,047.05	759.20	37.91%
Time Out New York	7-Jun	69.75	9-Jun	69.70	0.07%	1,681.06	1,555.15	8.10%
TV Guide	10-Jun	46.99	12-Jun	52.58	-10.63%	1,571.03	1,588.14	-1.08%
<b>Category Total</b>		<b>313.98</b>		<b>284.59</b>	<b>10.33%</b>	<b>7,757.51</b>	<b>7,200.03</b>	<b>7.74%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	11-Jun	11.15	13-Jun	14.54	-23.33%	293.07	300.94	-2.62%
USA Weekend	11-Jun	10.69	13-Jun	13.48	-20.70%	273.53	308.19	-11.25%
<b>Category Total</b>		<b>21.84</b>		<b>28.02</b>	<b>-22.06%</b>	<b>566.60</b>	<b>609.13</b>	<b>-6.98%</b>
<b>TOTALS</b>		<b>1,023.35</b>		<b>957.92</b>	<b>6.83%</b>	<b>22,580.34</b>	<b>18,464.35</b>	<b>22.29%</b>

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# Media Person

BY LEWIS GROSSBERGER



## Imperfect Rosie

ONE OF THE BIG PROBLEMS WITH LAST week can be summed up in three simple words: too much Rosie. One day Ms. O'Donnell is hosting the Tony show (which she's supposed to be rescuing, and which promptly achieves its lowest rating in recorded history). A few days later, she's out rescuing poor Al Gore (whose party the next day confesses it's launching a \$25 million TV ad campaign to "redefine" him before he slips into candidate oblivion). Meanwhile, of course, she is doing her weekday talk show, *Upbeat Chitchat With My Celebrity Pals*. ♦ Is there any way to get this frighten-

ingly hyper-energized woman to slow down before either she or the American public drops from exhaustion or overexposure? She is rapidly getting on Media Person's nerves.

Not that Rosie O is a terrible person. Her tireless crusade to convince the American public that theater exists and is not some ancient myth like Atlantis is, in Media Person's book, at least, A Good Thing. Media Person approves of theater, especially when it does lots of singing and dancing and jokery, though he doesn't get to it as often as he should, owing to its unfortunate demand that he must leave home to do so.

But opening the Tony show with Rosie O attempting to sing cannot be considered an effective promotional device for Broadway since, to face the brutal truth, she can't. This became all too clear all too soon and all too loudly. And though she does possess some wisecrack-delivery ability, whoever was writing the gags for her and co-star Nathan Lane also can't. So lame they were. Mass cringing occurred.

But Media Person blames Rosie. She's the big face up front, so she takes the hit. And we're all getting the feeling that she's just a little too satisfied with herself lately, aren't we? You too, huh? MP knew it. Listen, just because she adores Broadway

is no reason to let her swallow it whole. Next year try something different. Like, for instance, *no* Rosie. Why not integrate the awards into the Letterman show? Media Person still thinks Dave got a bum rap for that Oscar fiasco a few years ago. Problem was the all-star, all-uptight audience was a bunch of stiffies. How about the winner of each Tony sits down with Dave and gets ridiculed? Then Dave does the Top Ten Tantrums Thrown by Broadway

**Listen, just because she adores Broadway is no reason to let her swallow it whole.**

Stars. It might work.

And now Rosie wants to take over politics, too. So she's foisting herself on poor Al Gore. Media Person is starting to feel sorry for Al. Al's getting desperate. Nothing's working. The specter of Dukakis suddenly haunts his nights. The specter of Mondale and of McGovern. All the Great Democrat Losers. So there he is in the A section of *The New York Times* visiting a Manhattan child-care center with Rosie. Oh yeah, and Tipper. Al is there to announce his program on day care, but the *Times* leads with Rosie's program on day care.

"I'm very fortunate that I am very, very rich," she is quoted in the *Times*. She has adopted three children, but she can

handle it "because I'm a multimillionaire. I do it just about trouble-free." There is more about her, her crummy childhood, her vow that if she ever got "famous, like Barbra Streisand," she'd dedicate herself to child advocacy. Down in paragraph seven, the story finally gets around to Gore's proposals.

And right next to that is a story saying the Dems must spend millions in soft money (a type of evil Al has in the past denounced) to redefine Al. Can you imagine how depressing it must be to learn you need this procedure? It's like the public has rejected your entire identity and you need to change immediately into someone better. To make matters worse, Al has changed several times already!

Meanwhile, George W. is defining himself very prettily and scoring well in the polls. Media Person's theory on what happened there is that George started out so poorly, with people basically believing that he was a complete idiot, that they were then tremendously impressed when they found that he was able to go out and make speeches and *actually propose things*.

Of course, there are still disquieting rumors to the effect that he remains a complete idiot. Indeed George seems proud of it. He wears it like a badge of honor. Yet another recent *Times* story recounted how Gov. Gary E. Johnson of New Mexico boasted to voters in Albuquerque that Bush had once turned to him at a conference of state leaders and said, "What are they talking about?"

"I said, 'I don't know,'" the dialogue continued.

"He said, 'You don't know a thing, do you?'"

"And I said, 'Not one thing.'"

"He said, 'Neither do I.'"

"And we kind of high-fived."

And Johnson is a Bush supporter.

So George could have a problem eventually, once the voters get around to actually listening to whatever it is he's saying. But he has one strong, perhaps insurmountable advantage over Al. Rosie O isn't backing him. ■





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