

MEDIA WEEK

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TELEVISION

Tough Launch Seen for Paxon Net

Ad community has questions on programming, positioning, pricing

PAGE 6

NEWSPAPERS

A Bigger Piece of New Jersey

Owner of 'The Record' gets a daily and 11 weeklies in \$45 million deal with Singleton

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SYNDICATION

Are We Getting Too Much Action?

While most current action hours struggle for ratings, major new projects are in the works

PAGE 9

NATIONAL TV

WATCH FOR MOVING KIDS



The 1998 children's upfront advertising sales market could be moving by mid-December, a month earlier than usual. **PAGE 4**

MARKET INDICATORS

National TV: Quiet

Most 4th-quarter business is done. Inventory is very tight, with some relative softness in daytime and news. First-quarter scatter money is expected to start flowing after Dec. 1.

Net Cable: Slow

Buyers are taking a break leading into the holiday; sellers with inventory left in 4th quarter begin discounting. Specialty networks are virtually sold out. Still no 1st-quarter movement.

Spot TV: Slow

Rare lull comes to what has been blistering market. Studios and automakers are among remaining active categories.

Radio: Quiet

A post-holiday lull is expected until late January, when February Nielsen sweeps generate TV business and retail kicks in for Presidents' Day.

Magazines: Strong

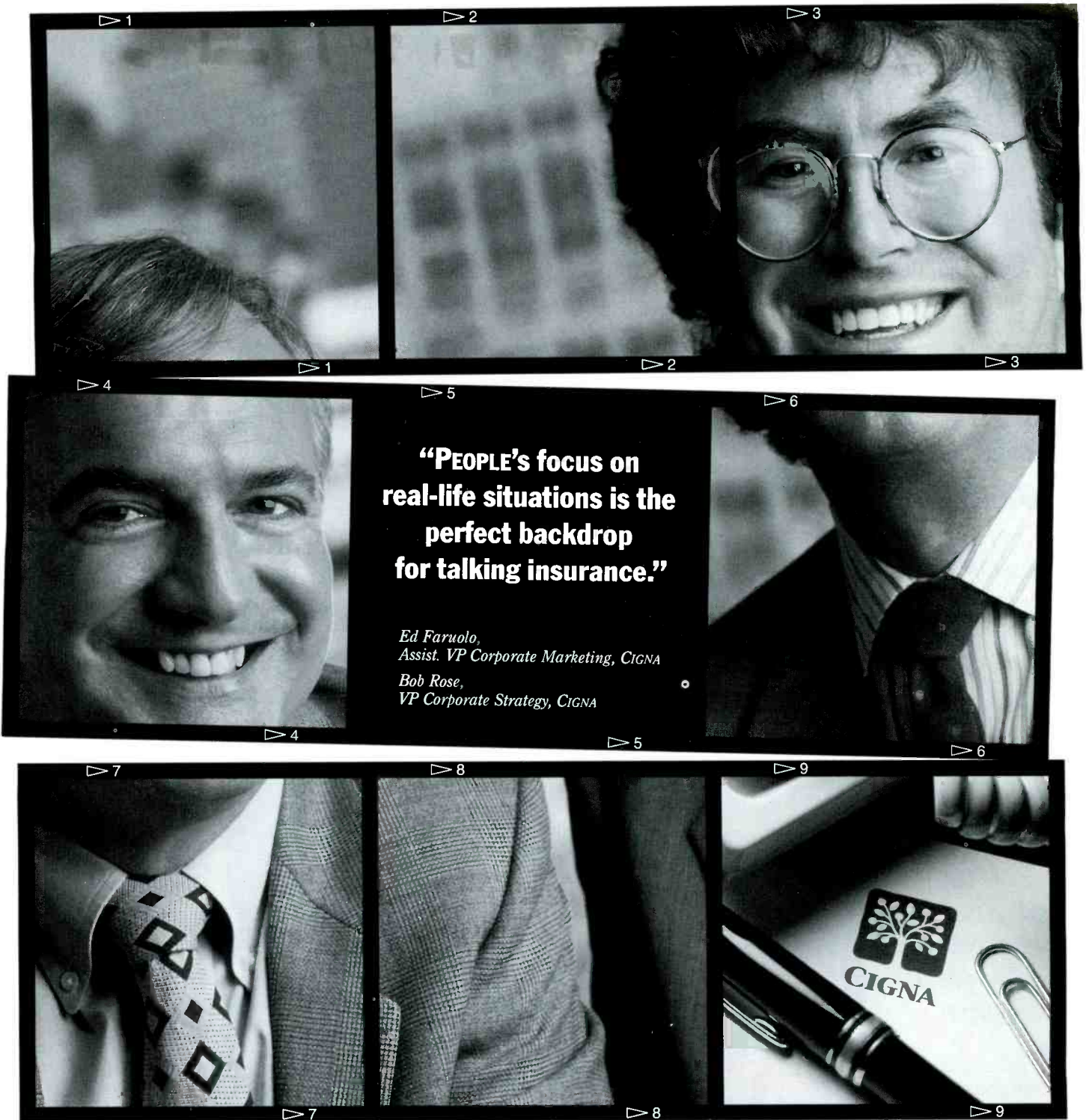
MPA says ad revenue for October 1997 was 14.4 percent above last October. Drugs & remedies still buying heavily. Strong categories include publishing & media.

WB Sees a Victory

Net says it could pass UPN in viewers in 2d half **PAGE 5**

AMY GOLDBERG PHOTO: BILL GALLEN/VPNI



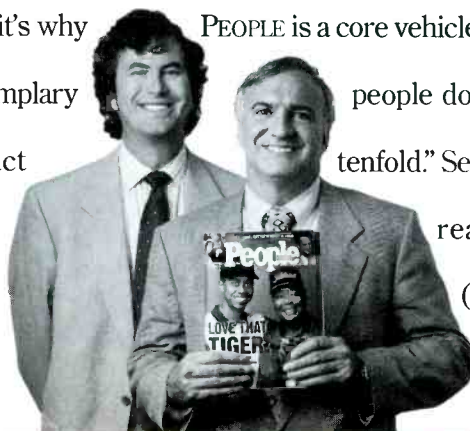


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Laura K. Jones

NOV 24 1997

AT DEADLINE

Meidel Renegotiates, Will Stay at Uni-USA

In a span of 24 hours late last week, Greg Meidel resigned as chairman of Universal Television Group and then closed a renegotiated deal with Universal TV's soon-to-be owner and USA Networks chairman, Barry Diller. Meidel last Friday agreed to become chairman and CEO of USA Networks' to-be-named TV production and distribution division—assets that Diller will be acquiring from Universal Television early next year. Sources close to Meidel said he was contacted by Diller and Universal chairman Edgar Bronfman and was offered a "sweetened transitional package" to stay with the newly remodeled USA group.

Drugs, Remedies Push Ad Pages Up

Magazine ad pages were up 5.4 percent through October, to 184,998, according to the latest Publishers Information Bureau report. Revenue was up 13.2 percent, to \$10.1 billion, for the same period. Drugs & remedies continues to be a dynamic growth category; its spending in magazines for the month increased 44 percent, to \$23.5 million, over last October, despite the Food and Drug Administration's decision in August to relax rules on TV drug ads. The top three spending categories for the period were automotive, toiletries and cosmetics and direct response, all charting double-digit percent increases year-to-date, though toiletries and cosmetics was flat for October.

USA Today's Roush to TV Guide

Matt Roush, senior television critic of *USA Today*, has been named to the same post at *TV Guide*. Roush replaces Jeff Jarvis, who resigned to focus full-time on his duties as editorial director of Advance Publications Internet. Said Roush: "Having grown up collecting *TV Guide*, there is probably no more exciting place for me to work."

Operators Sign for TBS Conversion

TBS Superstation, which plans to convert full-time to a cable network on Jan. 1, said it has signed Cox Communications, Jones Intercable and the National Cable TV Co-op to agree to the conversion. Together, the trio represents about 12.3 million subscribers. TBS has already gotten Tele-Communications Inc. and Time Warner Cable (the former owns a small stake in TBS; the latter controls TBS) to agree to the conversion. Essentially the conversion will let operators insert local cable advertising on TBS and will also force them to pay a higher subscriber fee to TBS, which the

company will be able to keep instead of handing over to the Copyright Tribunal.

Ameritech Gives Carat a Big Ring

Carat ICG last week won the estimated \$100 million media buying account of Ameritech, the Baby Bell that serves the Midwest. The business had been at Leo Burnett, which resigned the account to pitch another of the Baby Bells, SBC Communications. Ammirati Puris Lintas, which has the creative and media-planning assignments, also pitched the media buying. Carat ICG, which is headquartered in Los Angeles, will service the account from its Chicago office. Morgan, Anderson & Co. in New York assisted the client with the review and had contacted fewer than 10 shops. Morgan executives declined to name the other contenders.

NBC Looks for Affiliate Buy-In

A "voluntary" new investment partnership between NBC and its affiliates is in the works, according to an announcement last week by NBC Television network president Neil Braun and NBC affiliate board member and Pulitzer Broadcasting head Ken Elkins. NBC has confirmed that it will work with its 200-plus affiliates in a "joint venture...charged with investing in media, programming and technology interests that have both a national and local content component. The transition to digital television and the creation of Internet services are examples of areas that could be explored by the joint venture."

CNBC, Fox Bid for Rivera

At press time, CNBC's Geraldo Rivera was considering leaving the NBC-owned cable network for a major position at rival Fox News Channel. Last week, Rivera signed a contract to join FNC to coanchor a nightly 7 p.m. newscast and host an hour-long, prime-time interview program. As part of his FNC agreement, Rivera would also cover breaking news for FNC and host four prime-time specials each year for the Fox broadcast network. But NBC has the contractual right to match FNC's deal.

Maxim Editor McHugh Departs

After only four issues, Dennis Publishing's *Maxim* has a change at the top. Editor-in-chief Clare McHugh—about whom much was made for being a female editor of a men's title—resigned last week. McHugh wishes to "pursue other projects," said a *Maxim* representative. Deputy editor Keith Blanchard will serve as acting editor-in-chief. McHugh declined to comment.

INSIDE



Network wannabe Paxson faces tough sell

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MEDIA WIRE

Pay-Per-View Rides Higher With Boxing a Ringleader

More pay-per-view events were shown in 1997, but there wasn't a proportionate increase in revenue. Such was the verdict issued last week by Showtime Event Television, the pay-per-view arm of Viacom's Showtime Networks in its business review of the PPV industry. However, PPV is expected to generate some \$1 billion in 1997, with a 34 percent increase forecasted for 1998. Boxing events were the breadwinners, accounting for only 12 percent of the 121 events but a whopping 62 percent of the revenue this year. The whole addressable universe (those homes that can order PPV) has grown about 45 percent this year to 29.4 million homes.

Pay-per-view distributors have been very encouraged by the positive numbers generated in direct broadcast satellite homes, which tend to purchase events with far more frequency. Twice as many DBS homes order PPV events or movies than cable homes, helped by the fact that DBS homes have far more PPV channels than cable can offer. But the DBS universe accounts for only 6.7 million subs.—*Michael Bürgi*

Klein Takes WCBS-TV Helm; Search Is on for 1st Mate

CBS station group president Jonathan Klein has inserted himself to replace longtime WCBS-TV gm Bud Carey at the network's New York flagship station. A spokesperson for the station said that Klein will continue to manage CBS' 14 other owned TV stations in addition to his new responsibilities at WCBS. A source familiar with WCBS' plans said that another executive may be transferred or hired to serve as Klein's lieutenant at the station. If so, likely candidates are said to include Jay Newman, vp/gm at Detroit CBS O&O WWJ-TV and Allan Shaklan, gm at CBS' Miami O&O WFOR-TV.

Carey's departure is illustrative of the jarring changes that have racked WCBS in the last 13 months: It replaced its national and local sales managers and a news director and fired seven longtime anchors and reporters in what became known as "the Octo- (continued on page 6)

Kids May Arrive

Sellers try to panic the market; buyers remain

NETWORK TV / By Michael Bürgi

Though the kids upfront marketplace has moved earlier each year for the last several years, the 1998 upfront season might break before the Christmas holidays. The reason? It's expected to be a buyer's market for the first time in years, and some of the major players in the kids marketplace are already dangling packages before clients and their agencies.

Several factors are influencing the mentality that this year may favor buyers. First, the scatter market for kids has been soft all year. Second, with the Family Channel programming to kids from 6 a.m. to 6 p.m. seven days a week—all new-found inventory to kids buyers—it's one more player buyers can position against the other players. Third, though there could be another 5-6 percent more dollars working the market in 1998—about \$750 million was spent in the 1997 kids upfront—there won't be enough advertising money to fill all the available inventory, at

least at '97 prices. That means some players could end up with fewer dollars.

Most kids buyers reached for this story were shocked to be receiving calls this soon about the market but then went on to say that Family Channel and Fox began making the agency rounds last week to give them a sense of Family's programming. Included is a ton of off-net programming, both recent and vintage, but not all the deals for the shows

are a lock. Among the programs acquired more recently are *Pee Wee's Playhouse*, *Camp Candy* and *Heathcliff*. The vintage programs that will run on Family include the old *Casper*, *Dennis the Menace*, and *The Pink Panther*. Also planned are both new and old episodes of *Shining Time Station*. Another buyer added that Family will be heavy on interstitial programming featuring veejays and music.

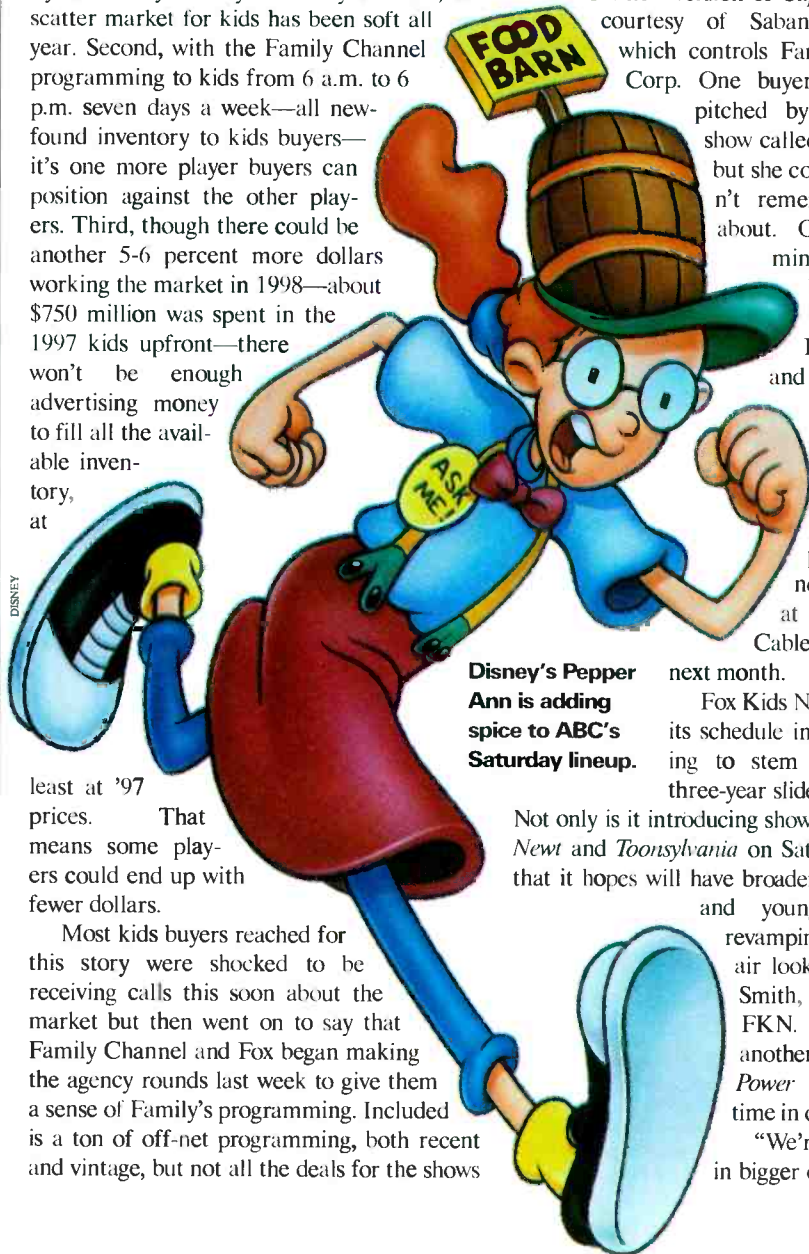
Among the new programming on Family is a new version of *Captain Kangaroo*, courtesy of Saban Entertainment, which controls Family with News Corp. One buyer said she was pitched by Family on a show called *Monster Farm*, but she confessed she didn't remember what it's about. Other programming details are being kept close to the vest. Family, Saban and Fox officials declined to comment on the Family schedule, which they plan to announce publicly at the Western Cable Show early next month.

Disney's Pepper Ann is adding spice to ABC's Saturday lineup.

Fox Kids Network will redo its schedule in February, hoping to stem what's been a three-year slide in kids ratings.

Not only is it introducing shows such as *Ned's Newt* and *Toonsylvania* on Saturday mornings that it hopes will have broader appeal to girls and younger kids, it's revamping the whole on-air look, said Maureen Smith, senior vp at FKN. Also on tap is another iteration of the *Power Rangers*, this time in outer space.

"We're also putting in bigger orders for exist-



Early

vary but ready to move

ing series," added Smith. Smith said ratings increases at ABC and the WB Kids contributed to the ratings dips at FKN. But, she added, "This tells me that broadcast TV to kids is far from dead. It remains a healthy and strong business."

Meanwhile, Cartoon Network plans to announce this week it is splitting to two feeds, East and West Coast, effective in March. Cartoon, which reaches close to 40 million homes, also will pick up a lot of Warner Bros. product off the WB Kids lineup, said buyers. Included in its lineup is *Superman/Batman*, *Animaniacs*, *Beetlejuice* and older Loony Tunes product. *Tiny Toons Adventures*, currently on Nickelodeon, will join the Cartoon lineup in 1999.

The ratings race to date has Nick still in the lead with 58 percent of GRPs and more kids 2-11 across-the-board. But its ratings have leveled off. Among broadcasters, Fox is slipping while ABC and WB have made gains. Most syndicated fare is slipping away, and Cartoon Network said it's up 91 percent in kids 2-11. CBS, said one buyer, is not a major player, and NBC deals exclusively in teen viewers.

"It's going to be an exciting market," said a major New York kids buyer, pointing to Family's arrival as raising the most questions in the market. "If Family has all this non-animation viewing, will they bring new viewers to kids from PBS and other places?"

The biggest kids player, Nickelodeon, as usual won't reveal what it will do. Technically, John Popkowski, executive vp of ad sales for MTV Nets, could sit this upfront out, selling only the 2½ new hours of kids programming in prime time it just announced two weeks ago. Popkowski has long-term upfront deals that fill inventory into 1999. But every year before, he has gone back in to sign up the incumbents to another year extension. "We're not going to do anything different than in the past," he said.

Some buyers believe sellers are clearly trying to promote a sense of urgency in the buying community. But that may backfire.

"The only way to move the market this year is if advertisers panic," noted Gary Carr, senior vp and lead kids buyers with Ammirati Puris Lintas. "And they'll play right into the sellers' hands." ■

WB Sees Win Over UPN

No. 6 projects it could pass No. 5 in total viewers in season's 2d half

NETWORK TV / By Richard Katz

Propelled by ratings momentum, additional distribution and the launch of a fourth night of programming in January, officials of the WB claim the network could surpass archrival UPN in total viewership during the second half of this season. UPN brass, led by new president Dean Valentine, dispute that claim, pointing to programming moves that they expect will improve their network's performance.

When both weblets launched in 1994, UPN was miles ahead in ratings and distribution. But the WB has grown steadily, while UPN has slipped. UPN earned a 4.3 household rating for the 1994-95 season, dipped to a 3.1 the next year and inched up to a 3.2 for 1996-97. So far this season, UPN is averaging a 3.3. The WB recorded a 1.9 in '94-'95, moved ahead to a 2.4 and then a 2.6 last season. This season, the network is up to a 3.0 average.

UPN still has a significantly stronger distribution lineup, but the WB is making gains on that front as well. On Jan. 1, five major-market Sinclair Broadcasting stations will switch their affiliations from UPN to the WB.

And on Jan. 20, the WB will launch a Tuesday-night schedule by moving its popular *Buffy, the Vampire Slayer* (8 p.m.) over from Mondays and premiering the eagerly awaited *Dawson's Creek* at 9 p.m.

"It's like déjà vu all over again," said Jamie Kellner, WB chief executive. "What's happening now reminds me so much of Fox when it really started to happen." (Kellner and much of his senior staff at the WB worked together at Fox during that network's launch in the 1980s.)

While Kellner is modeling the WB's growth plan on Fox's success, Valentine is looking to ABC for inspiration. Valentine plans to redirect UPN's programming toward a more "middle-class" vein, a shift that could involve major changes in the network's schedule. The network president cited ABC shows such as *Home Improvement* and *The Drew Carey Show* as

middle America-type shows that UPN would like to emulate. He plans to broaden the web's programming from its mostly urban-centered shows to those with appeal to more mainstream America.

"We're not going to do stories about trying to find a mate in Manhattan," Valentine said. "We're targeting everyone that doesn't live between Battery Park and 96th Street and between Beverly Hills and Brentwood."

With the WB's *7th Heaven* emerging as a legitimate hit—the sophomore series peaked at a 4.8 rating on Nov. 17—the pressure is on UPN to turn things around quickly. "So far this season, the WB has done a little better," said Bob Igiel, U.S. director of broadcast for the Media Edge. "But...Dean Valentine is a pretty smart guy, so I expect a lot. It's a new team, so it will take time."

In addition to the new broad-based series it plans to develop, UPN next fall will add its fourth night of programming—a sci-fi movie night. Valentine said that if his team can develop enough new quality shows fast enough, UPN will also launch a fifth prime-time night next fall.

"We're going as fast as we can," the UPN chief said.

While WB has the forward spin now, it's just the nature of the business that

things could change. "WB has always had the better programming philosophy," said Allen Banks, Zenith Media's North American media director. "But UPN realized they had a problem, they made a change, and I'm not sure that the momentum the WB has now won't be balanced off by the changes that UPN is making."

UPN's ratings advantage has been driven by two factors: superior distribution over the WB and strong ratings for *Star Trek: Voyager*. However, *Voyager* isn't nearly as strong as it once was. And the WB will improve distribution via the Sinclair stations and with the launch next September of its WeB cable affiliates. ■



Kellner: Modeling WB on growth of Fox net



Valentine: Call is out for mainstream fare

WARNER BROS.

CRAIG T. MATTHEW/UPN

MEDIA WIRE

massacre" in New York's tabloids. But the October Nielsen sweeps showed small improvements in WCBS' morning and afternoon newscasts. It gained three share points in those two time periods. In recent months, WCBS has upped its story count with a "more news in less time" approach. —*Claude Brodesser*

In Quest for Women 25-49, L.A. Station Sheds Deejays

Chancellor Media Corp. sounded off with a new format for KIBB-FM 100.3 in Los Angeles last week. Replacing its former urban dance format is an urban adult contemporary approach that emphasizes '60s and '70s music and is targeted to Latino and other females in the 25-to-49-year-old demographic. With no on-air talent left from the old KIBB, Chancellor senior vp and regional manager John Madison emphasized that the format change marks a fresh start; KIBB previously catered to a younger demographic.

And although the outlet is currently deejay-less (local listeners introduce the music of such artists as War and Gloria Estefan), new station vp and general manager Bob Visotcky said: "It's all by design... We're going to let the music talk for itself right now. We did extensive research and found there's a tremendous hole for 25-to-49-year-old females, especially Latinas."

While the talent lineup is being solidified, KIBB execs said, listeners can participate in a contest to name the station: the provider of a moniker that best fits the station will get a \$25,000 Christmas Eve present. —*Rachel Fischer*

Raiding Party: ESPN Bids To Clean Time Inc.'s Clock

ESPN Magazine, a new sports biweekly set to launch in March, announced a string of high-level hires last week, many of whom have worked for Time Inc.'s rival weekly *Sports Illustrated*.

"We've now got a staff at the top of our masthead that can hold its own against any magazine in the country," said editor-in-chief John Papanek. Steve Wulf was named executive editor and will work with Gary Hoenig, the book's other executive (continued on page 8)

Buyers Wary on PaxNet

Programming, pricing, positioning are major question marks

TELEVISION / By Claude Brodesser

Media buyers had a collective response of "show me" to Paxson Communications Corp.'s announcement last week of its planned fall 1998 launch of PaxNet, a family-oriented seventh broadcast network. "I'm not particularly impressed yet," said Allen Banks, executive vp and North American media director at Zenith Media. "What I like is that they have identified a niche [women 25-54]. But it's hard to build a network on one show and rumors of others. [Paxson] is going to have to scratch for programming."

Many TV buyers noted that last week's long-anticipated statement by Paxson was short on details. "It's all very hazy—the numbers seem to be a little off the wall," said Walt Staab, chairman of SFM Media in New York. "I don't see this as a major player either nationally or locally."

Paxson has acquired rerun rights to *Touched by an Angel* to anchor its prime-time schedule, along with *Promised Land* and *Dave's World*. But the network will air infomercials and programming from Paxson's Christian Network to fill its overnight and weekend day parts.

PaxNet's narrow focus on women will be a challenge in building a broadcast network, buyers said. "How does [the network] differ-

entiate itself from Lifetime and USA?" asked Howard Nass, senior vp and corporate director of broadcast at TN Media in New York. "Once you go to niche programming, your ratings get very, very small."

Company chairman Lowell "Bud" Paxson said that he expects to turn a profit on the network "in four months" after its September 1998 launch. The network will rely heavily on local advertising sales and will own all of its programming. Dean Goodman, PaxNet president, said that first-year revenue is projected at \$400 million.

Advertising executives said those predictions are quite optimistic. One exec called the profitability expectation "statistically questionable." But they are willing to give Paxson a chance. "We will look at it, but it would have to be priced extremely efficiently," said one major TV buyer.

"I don't think they have the right stations." Paxson has built the backbone of the network with 70 independent UHF stations that the company has acquired in the last year.

Other agency execs said that PaxNet will add to the clutter on America's television screens. "With cable and all of these other stations, there are too many [options]," one buyer noted. "[Paxson] is putting this programming at 8-10 p.m., smack in the middle in prime time, and they will get creamed." ■



Ready for prime time: Paxson (left) with *Touched* star Roma Downey and *Promised's* Gerald McRaney

Dailies Joined in Jersey

'The Record' of Bergen County buys a paper in nearby Passaic

NEWSPAPERS / By John Consoli

Culminating a deal first proposed two years ago, Macromedia Inc., parent company of *The Record*, of Bergen County, N.J. has acquired the daily *North Jersey Herald & News* of Passaic County, N.J., and 11 area weeklies from Denver-based MediaNews Group for approximately \$45 million.

Now under the same ownership, the *Record*, 46,089 daily circ, and the *Herald & News*, 52,716 daily circ, will compete in a "healthy sibling rivalry," according to Macromedia president Malcolm Borg. The *Herald & News*, formerly *The Herald News*, was once one of the largest papers in the state and as recently as the mid-1970s had a

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MEDIA WIRE

editor. Wulf spent 20 years at Time Inc., including 17 years as a writer and editor at *SI*, and, most recently, three years as a senior writer at *Time*.

New managing editor Lynn Crimando formerly served as assistant m.e. at Time Inc.'s *Money* and operations director at *SI*. Nik Kleinberg, who was with *SI* spinoff *SI for Kids*, first as director of photography then as director of television and new media, has joined *ESPN Magazine* as director of photography. Former *SI* and *SI Presents* art director Darrin Perry will serve as design director of the new book. And Tom Friend, West Coast sports correspondent for *The New York Times*, will be an L.A.-based senior writer for *ESPN*. —Jeff Gremillion

Miami Herald, TV Station Team for Peek at News Action

Silver King Broadcasting's Miami station, WYHS-TV, has struck a deal with Knight-Ridder's *The Miami Herald* to jointly produce a local news show that offers a behind-the-scenes look at the newspaper. Tentatively called "City Desk," the show will focus on area investigative news stories and will showcase the interaction between reporters and editors covering them.

"We're likening it to *Lou Grant* meets *COPS*. It's a hybrid news product... capturing the moral, ethical and legal dilemmas reporters might go through in the week of covering a story," said Sue Kawalerski, WYHS news director. Kawalerski added that a pilot is being shot but a launch date has yet to be determined.

Meanwhile, Miami media buyers said that the idea of "hyper-local" is interesting. "I see this as an opportunity to reach an upscale market," said Leroi Donald, a media buyer who regularly purchases spot TV ad time in Miami for New York-based Zenith Media. However, another buyer, a New York-based media supervisor who buys the market regularly, expressed reservations: "The [ratings] in news are largely two's and three's. If they're [Miami audiences] not interested in news itself, they're not going to be interested in how it's put together." —Claude Brodesser

daily circ exceeding 100,000.

Herald & News owner William Dean Singleton, president and CEO of MediaNews, first approached Borg two years ago with an offer to sell, but his asking price was too high, Borg said. A subsequent meeting took place a year ago, and with a more palatable sale price, discussions went forward. A deal was reached during the summer but a decision by both parties was made to get approval from the Justice Department before announcing the deal so as not to disrupt operations at the *Herald & News*; approval was necessary because the acquisition increases significantly the dominance of Macromedia in Northern N.J. The *Herald & News* reaches an audience that does not overlap much with the *Record's*, and the paper is said to be profitable. Another key to the deal, said Borg, was inclusion of the 11 weeklies that distribute in parts of five counties. Those papers, Borg said, have a combined ad revenue base of about \$25 million.

Singleton said the future of his chain is geared toward owning clusters of newspapers in particular markets. Realizing Borg would not sell the *Record*, Singleton decided to sell



The *Herald & News* has shrunk in recent years.

to his competitor and use the money elsewhere. "If we could not cluster, we felt we'd let ourselves be clustered," Singleton said.

One market where Singleton is looking to add to his existing cluster is in Los Angeles County, where he owns four newspapers, including the recently acquired *Long Beach Press-Telegram*. Singleton is reportedly interested in the *Los Angeles Daily News*,

which went on the block last month.

Singleton said the N.J. sale was not made to raise cash but that the money "will certainly go toward buying something... Certainly we'd be interested in adding another daily in Los Angeles County."

Borg said there are no planned staff cuts at the *Herald & News* and that funds will be made available for enhancements to the paper. The *Herald & News* will be printed at the *Record's* plant and eventually combined ad packages will be offered. The *Herald & News* will also revert to a standard broadsheet size from the narrower page sizes adopted two years ago to save newsprint cost. ■

TeleVest Bulking Up for P&G

Winner in huge media consolidation to hire buyers from Wells

AGENCIES / By Sloane Lucas

As part of the spoils of victory in the \$1.2 billion Procter & Gamble media consolidation last week, TeleVest is absorbing the cable TV buying staff from Wells BDDP that had been devoted to P&G.

"There was a very good fit between a prospective need we had and the staff they had," said Irwin Gotlieb, TeleVest president and CEO. Sources said that 18 Wells employees will move to TeleVest's New York office in January and that TeleVest will acquire some proprietary software from Wells.

In return, Wells has received payment above and beyond what the agency had already earned through its work for Procter & Gamble, sources said.

TeleVest and Wells said in September that they would join forces to pitch the P&G account. On its own, Wells was not viewed as a viable contender for the entire account, but the shop was valued by P&G for its cable-buy-

ing savvy.

TeleVest, a unit of the MacManus Group, was already the agency of record on P&G's \$775 million network, spot and syndication buying account. TeleVest adds some \$200 million from Wells.

Daryl Simm, P&G vp of media and programming, said the shift "make[s] us more effective and efficient in our media planning and buying."

Some media planning assignments will be moved from P&G's brand agencies to TeleVest, which previously only handled buying, sources said.

A driving force behind the review was Procter & Gamble's desire to import European optimizer software—which manipulates audience measurement data—to the U.S. market.

Sources said the contest came down to TeleVest and Leo Burnett. Zenith Media and Grey also pitched. —with Hank Kim and Kevin McCormack ■

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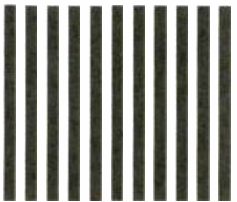
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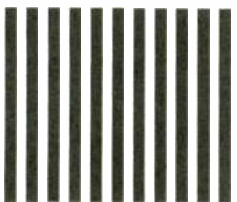
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Many Pieces of the Action

Warner, Universal, Rysher mull new entries to crowded genre

SYNDICATION / By Michael Freeman

Syndicators know it takes more than throwing leather bustiers on Amazon women to make a hit drama series. Sure, *Xena* and *Hercules* are thriving with a mix of babes, beefcake and fantasy, but the cloning process common to TV is creating a programming glut that could drag down the entire action-adventure category.

Of the more than two dozen action-adventure series on the air, 19 are currently performing under the 3.5 rating threshold syndicators aim for on first-run production budgets. More alarming is that close to half of the weeklies—13 series—are performing at below a 2.5 rating average season-to-date.

Yet those unexciting numbers are not stopping several of the major players—and some newcomers—from joining the action-adventure fray. Universal Television, producer/distributor of *Xena: The Warrior Princess* and *Hercules: The Legendary Journeys*, is contemplating two spinoff projects, *Amazon High* and *Young Hercules*. Both teen-oriented series could launch in September 1998 or January 1999. Station rep sources said the shows may go the cable route now that USA Network and Universal TV have been bought by Home Shopping Network chief Barry Diller. Universal programming executives were unavailable for comment on the status of the two spinoff projects.

Warner Bros. has turned to noted filmmaker Oliver Stone, who, in his first stab at TV, is fronting a new fantasy series called *Witchblade*. The weekly project is based on a popular comic strip about a female cop who attains supernatural powers upon her discovery of an ancient sword. Columbia TriStar is taking a similar tack with a new Pamela Lee (*Baywatch*, *Barb Wire*) series called *V.I.P.*, which stands for Valerie Irons Protection. Both shows could enter the market in September 1998 or January 1999.

Rysher Entertainment, the Los Angeles-based independent distributor, is also developing a female spinoff of its 6-year-old *Highlander* series. Ira Bernstein, Rysher's president of domestic distribution, confirmed that the Cox Enterprises-owned company is developing the *Highlander* extension for either a syndication or cable run. Bernstein said he is in talks with USA for a cable run.

Bernstein said one reason to look at cable for the *Highlander* spinoff is the "high-fat, high-cholesterol" weekly market, with 27 hour-long action series currently airing in syndication. That alone may explain Bernstein's guarded response to speculation that Rysher may team with Jim Henson Productions to dis-

tribute a big-budget sci-fi series called *Space Chase*, touted as "*Star Wars*-meets-*Independence Day*."

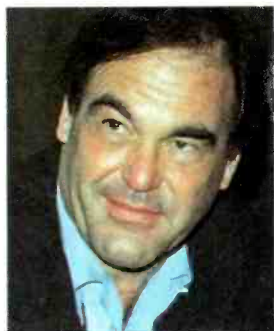
"I love what I've seen of it [*Space Chase*], but it just may be too expensive to do for this kind of market right now," Bernstein said. "But with the average action series doing a 2.5 or lower, the question is, can we ever hope to cover production costs at \$1.3 million to \$1.5 million

per episode and make any kind of profit in the back-end [daily rerun stripping]?"

That grim scenario also could dim the outlook for some of the 14 action series currently in various stages of development. The only action series that have been green-lighted to enter the 1998-99 market so far are PolyGram Television's *The Crow: Stairway to Heaven* and Pearson/All American's *Kickboxer and the Kid*.

The stellar success of Twentieth Television's off-network rollout of *The X-Files* has raised the bar of success even higher for original action hours. *X-Files* is flattening its first-run action competition with an 8.4 rating average this season (NSS, Sept. 8-Nov. 2). Only a handful of first-run series are averaging above a 3.5 rating, with Universal's *Xena* (5.7 rating) and *Hercules* (5.2), Paramount's *Star Trek: Deep Space Nine* (5.1), Tribune's *Gene Roddenberry's Earth: Final Conflict* (4.6) and All American's *Baywatch* (3.5) clearing the key threshold.

"A lot of syndicators who are paying us cop compensation to carry their hours must realize they have loss leaders domestically," noted a major station-group programming executive who requested anonymity. "I just hope they keep them coming, because we can use the money." ■



Stone's debut in TV is an actioner for Warner.

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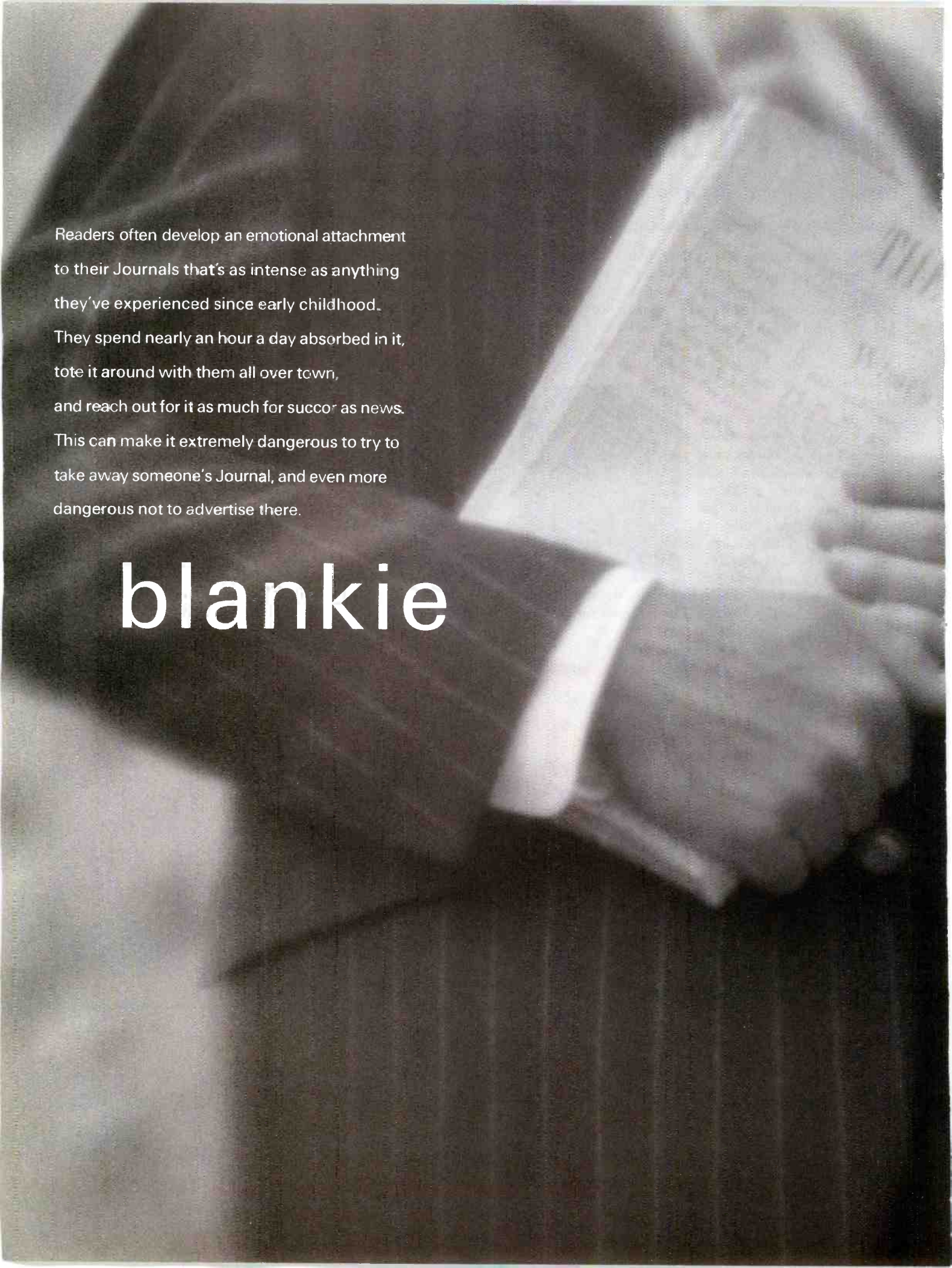
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TV SPORTS

By Langdon Brockinton

Road to the Final Four

Deals with two new advertisers boost CBS' college-hoops game plan

CBS is said to have moved about 65 to 70 percent of its '97-'98 college basketball inventory, including both the regular season and the NCAA tournament in March. Honda has agreed to return as the presenting sponsor of CBS' *Prelude to a Championship*, the pre-game show for the network's March 30 prime-time broadcast of the NCAA title matchup. As CBS began to accelerate its college-hoops sales efforts last week, the Honda deal was one of a number of agreements that the network struck with incumbent advertisers. CBS, industry sources said, also has cut major college basketball deals with two advertisers that did not buy commercial time last season: Microsoft and Isuzu. Details of those deals were not disclosed.

Accounting for a sizable portion of the ad time are advertisers that signed multiyear agreements dating back to last season and before. Anheuser-Busch, Nike and General Motors, via long-term deals, each will have significant exposure on CBS' college-hoops coverage this season. Sources said CBS is seeking price increases of "just under 10 percent" on a unit-cost basis.

It remains to be seen whether the 1998 Winter Olympic Games will have an effect on CBS' basketball sales. The Games, which will air in February on CBS, have siphoned hundreds of millions of ad dollars out of the sports marketplace. Consequently, the possibility exists that some Olympics advertisers may have less money available for other sports—such as college basketball—early in 1998.

Honda is in talks with ABC regarding a sponsorship of the network's new College Football Championship Series, which kicks off next season. "We're in the final stages of negotiation," Paul Sellers, national advertising manager at American Honda, said last week. Sellers declined to discuss details of the potential deal.



At the core of ABC's Championship Series are the four major bowl games: the Rose, Sugar, Orange and Fiesta. ABC has exclusive television rights to those bowls, including the national championship matchup, each January from 1999 through 2002. A national championship game between the No. 1- and No. 2-ranked teams will be rotated each year among the Rose, Sugar, Orange and Fiesta bowls.

NFL Films will team with ESPN's Classic Sports Network to coproduce a one-hour prime-time special commemorating the 25th anniversary of the Miami Dolphins' perfect season in 1972. A telecast date has yet to be set, but John Collins, NFL vp of programming, said that Dec. 29 is a possibility. Classic Sports will use the special to kick off a series titled *Classic Reunions*.

In addition to containing highlights of the Dolphins' 17-0 season, the show will likely bring together coach Don Shula and several members of his '72 squad to "relive their glory moments," Collins said. This will be NFL Films and Classic Sports' second collaboration on an original production. *Game Breaker: The History of the NFL on Television*, a 90-minute special, will premiere in January on CSN.

NBC has begun approaching advertisers, offering what's left of its NBA commercial inventory for this season. The network is said to be seeking price increases, on a unit-cost basis, of about 12 percent above last season's rates. About 70 percent of NBC's inventory on NBA broadcasts was sold through multi-year deals struck prior to the 1994-95 season, the start of the network's current four-year rights deal. NBC this month re-upped for another four years, paying \$1.75 billion.

While NBC does not begin its NBA coverage until Christmas, Turner Sports began its cable telecasts last month. Turner is said to have sold 90 percent of its ad time for the season. ■



Marching toward March: Miles Simon of defending NCAA champs Arizona

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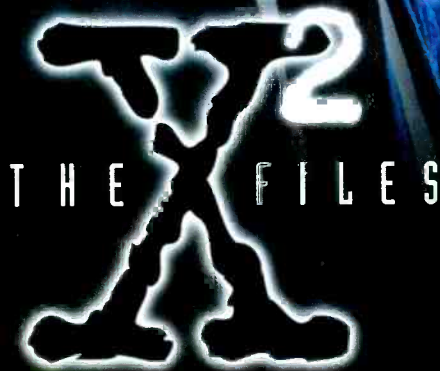
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Home Improvement

Seinfeld

The Simpsons

Star Trek: Deep Space 9

A 18-34

7.0

5.1

5.0

4.8

4.6

A 18-49

7.3

5.4

4.7

3.7

4.4

A 25-54

7.7

5.4

4.7

3.1

4.2



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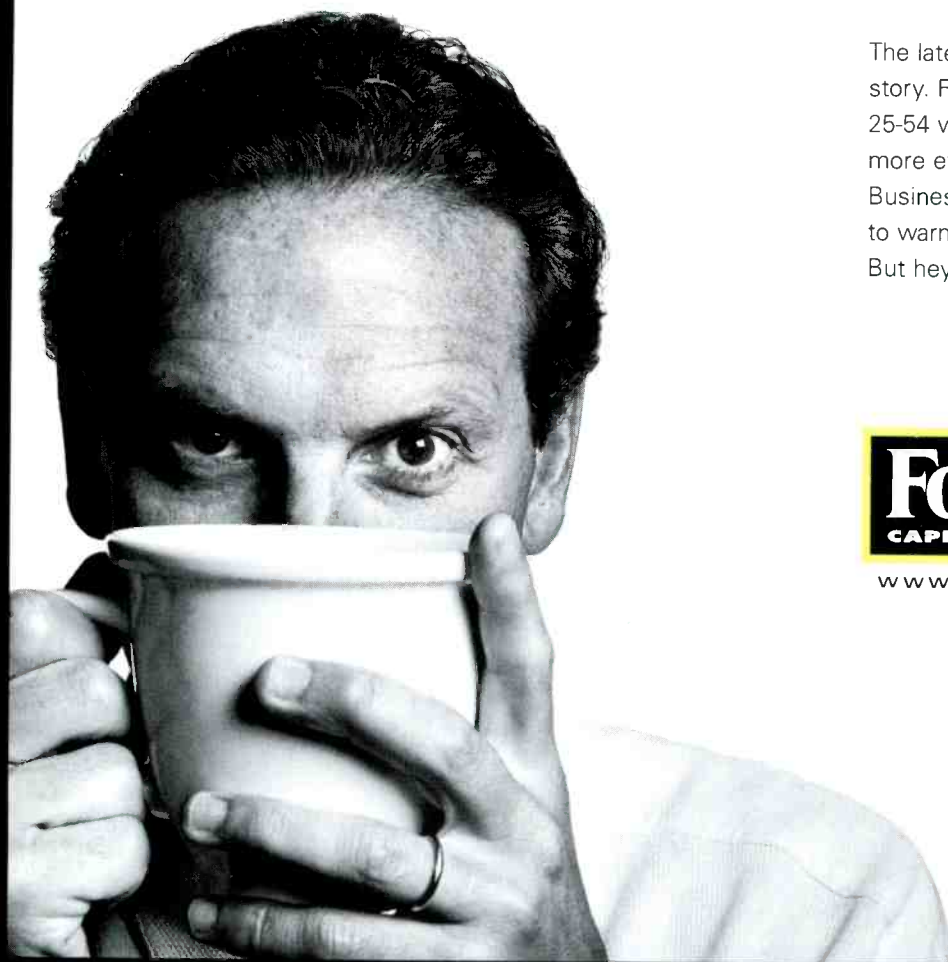
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TV STATIONS/CABLE TV
Claude Brodesser

RADIO
Rachel Fischer

JACKSONVILLE/TV STATIONS

Ratings Quagmire Confounds Buyers

• MEDIA BUYERS FOR JACKSONVILLE, FLA., ARE virtually flying blind when it comes to local TV ratings. And the situation, they say, won't get any better anytime soon. "It's been a nightmare," said Babs Lovern, senior media buyer at the William Cook Agency in Jacksonville, adding that "everyone's in a kind of limbo about 'Are the [ratings] numbers true?'"

Other buyers confirm the ratings predicament, caused in part by viewer-confounding changes made in February when Richmond, Va.-based Media General's WJKS-TV, the market's limping ABC affiliate, lost its affiliation and switched to the WB network (changing its call letters to WJWB). Even a recent yearlong experiment by MediaOne, the local cable system, to provide more-accurate viewing numbers via cable monitoring has apparently flopped, media buyers said, charging that the new system failed to take into account broadcast TV stations.

Two other factors are further complicating matters. First, Nielsen Media Research will start metering in June 1998—a practice that typically upsets the ratings appcletart by boosting underreported upstart affiliates and shrinking well-established, major network affiliates. Secondly, there's the arrival of WJXX, the new ABC affiliate owned by Washington-based Allbritton Communications. But as WJXX was ramping up, some ABC Network egos apparently got in the way. "The divorce [between Media General and ABC] at former WJKS wasn't due until April 1," said Mike Liff, vp at the newly reflagged WJWB. But Liff said that the decision to begin dropping ABC programming that interfered with the WB fare had ABC execs so angered that they pulled the affiliation early, in February 1997. That meant that WJXX had to be on the air, and fast.

The rush to get on the air was "a horrible mistake," as one buyer termed it. WJXX was plagued by regulatory problems, a weak signal and channel overlap by its cable carrier.

Meanwhile, Allbritton execs are pushing for a solution. Part of their strategy is to cover the market with two ABC affils: On its northern border, it programmed WBSG, a Brunswick, Ga., station that Allbritton runs through an LMA with local owners; on its southern border, it programs WJXX.

Jim Church, WJXX news director, maintains that "our technical problems have been

solved." And Jerald Fritz, vp for strategic and legal affairs at Allbritton, said he expects that any other problems stemming from cable-channel overlap should be soon resolved.—CB

JACKSONVILLE/NEWSPAPERS

Jags Help Times-Union Become Fatter Cat

• MANAGEMENT AT JACKSONVILLE'S FLORIDA Times-Union appreciates the city's National Football League franchise, the Jaguars, for much more than being a Super Bowl contender in only their third season. That's because the Jags are a big reason that the dai-

SCARBOROUGH MEDIA PROFILE: JACKSONVILLE, FLA.

How Jacksonville adult consumers compare to those in the nation's top 50 markets

	Top 50 Markets %	Jacksonville Market %	Jacksonville Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.8	49.9	85
Read any Sunday newspaper (average issue)	68.5	60.4	88
Total radio average morning drive M-F	25.5	21.9	86
Total radio average evening drive M-F	18.2	17.5	96
Watched BET past 30 days	8.0	12.2	153
Watched CNN past 30 days	44.3	51.9	117
Watched Discovery past 30 days	45.4	49.8	110
Watched ESPN past 30 days	38.4	45.9	120
Watched MTV past 30 days	23.6	20.7	88
Watched TNN past 30 days	25.0	32.1	128
Watched TNT past 30 days	42.2	49.1	116
Watched The Weather Channel past 30 days	42.5	56.6	133
Subscribe to any online service	16.2	13.3	82
DEMOGRAPHICS			
Age 18-34	34.1	34.2	100
Age 35-54	38.9	39.0	100
Age 55+	27.0	26.8	99
HOME TECHNOLOGY			
Connected to cable	75.4	82.6	110

Source: 1996 Scarborough Research—Top 50 Market Report

ly's national ad revenue is up 10 percent to 12 percent this year, said Ray Dallman, director of sales and marketing at the *Times-Union*. He declined, however, to quantify the paper's national ad revenue, except to say that it's an "eight-figure" number. "Having an NFL franchise has given the city a lot of national exposure," Dallman explained.

"Some advertisers actually target the 30 NFL cities," added Carl Cannon, publisher of the *Times-Union*, whose parent company, Augusta, Ga.-based Morris Communications, is a privately held concern that owns about 30 newspapers.

Though Jacksonville ranks as only the 54th-largest market in the U.S., the *Times-Union* has found its way into the marketing plans of more national advertisers. Spending hikes by firms in the highly competitive telecommunications industry, such as Bell-South and AT&T, also have helped spur the paper's national ad sales this year. Total ad revenue at the daily will be up about 5 percent in 1997, buoyed by a strong showing in the classified arena, which accounts for almost half of the *Times-Union's* ad intake. Retail ad sales have grown slightly, despite a shakeout in the local marketplace that has left several companies belly-up. Those shut-downs probably cost the paper about \$3 million in business this year, Cannon said.

As part of its effort to generate new revenue, the *Times-Union* last summer launched what Cannon calls "a select-market advertising vehicle": A packet of print ads is delivered weekly via mail to as many as 150,000 households that don't subscribe to the daily.

"We knew we needed to be more competitive in the direct-mail category," explained Cannon, adding that the new venture is generating about \$65,000 in weekly sales. Advertisers can use the program to target certain households and to expand their reach beyond the *Times-Union's* penetration. On weekdays, the paper reaches only about 50 percent of metro-area homes.

In 1998, management also will focus on improved customer service to help boost weekday circulation by 10,000. Daily circ now stands at 178,000, Sunday circ at 245,000. —LB

JACKSONVILLE/RADIO

Adult Contemporary Makes For Angry Waves

• AS RAPID CONSOLIDATION IN RADIO TAKES hold in Jacksonville, competition apparently is down-and-dirtiest in a format where everyone

supposedly behaves like adults—adult contemporary, that is. The mudslinging began with a format and call-letter change at WIVY-FM, which last month became WMXQ-FM and revamped its format to an AC mix of tunes from the 1970s, '80s and '90s.

Before its makeover, WIVY was "copying us," charged Buc Weatherby, the general manager at WEJZ, the market's AC leader. Another local radio veteran, Linda Byrd, vp and gm of Jacksonville's six Clear Channel stations (formerly Paxson), also singled out WMXQ. "They shift it to the right and to the left," said Byrd. "And they advertise it as 'the new.' But they're playing the same old Billy Joel. I can't quite figure out what they hope to accomplish with this change."

With commute times sharply growing, dutifully employed, licensed-to-drive grown-ups are just the types that adult-contemporary radio executives want to befriend. "We're all trying to get [more] into that market [of adults 24 to 54]," said Les Samuels, market manager for Covington, Ky.-based Jacor Communications, which owns five radio outlets in the Jacksonville area.

Cat Thomas, operations manager for Jacksonville SFX stations, would not address comments from his competitors. WIVY, he said, was suffering from "past baggage...It just wasn't producing the kind of success we hoped for." Thomas is hopeful about the fate of WMXQ, which is launching a promotional billboard campaign this week: "I wouldn't expect to see [solid ratings information] until January. But we believe in it. It's not going to be easy to take listeners from EJZ, of course, but we have some of the best minds in the business helping on this one."

Indeed, WEJZ will be hard to beat. The station—which is not owned by a huge conglomerate but by the small Renda Broadcasting—carries clout and gets some of the locale's top ad dollars, said media buyer Babs Lovern of Jacksonville's William Cook Agency. Still, the top spot in the market teeters between Jacor's country warbler WOIK-FM and the album-oriented rock outlet WFYV-FM. Popular among Jacksonville's young adult males—what one local radio exec called "the Howard Stern crowd"—WFYV is one of six stations in the market owned by New York's SFX Broadcasting. That company was recently acquired by Hicks, Muse, Tate & Furst for its Capstar subsidiary. —RF

SALT LAKE CITY/TV STATIONS

NBC Affil Fills Role Of Ratings Shield-Bearer

• AS NBC STANDS ITS GROUND AGAINST Congress in its battle over content ratings, at least one network affiliate is giving some up—and seemingly with the network's approval. Enter TVWise, a nightly on-air prime-time ratings capsule produced by KSL-TV in Salt Lake. The two-minute segment premiered Nov. 3 as "a combination of promotion and information," a KSL exec said. The new content-ratings segment may provide some insight into how NBC might try to placate angry voices on Capitol Hill—voices like Sen. John McCain's (R-Ariz.) and Rep. Ed Markey's (D-Mass.) that threaten to review all licenses held by NBC O&Os and affils if the network fails to provide expanded guidelines to help parents shield children from violence, adult situations and language.

Once NBC realized TVWise "wasn't a 'Don't watch this show because...' type of announcement, NBC approved," said a station source. (NBC is the only one of the six broadcast networks to balk at additional content ratings.) Further, NBC sources said, the network has sent a memo to all affiliates offering more information on TVWise. NBC is also said to be offering KSL advance program information about its prime-time lineup, a source at KSL said.

According to execs familiar with the TV market, heavily Mormon Salt Lake City is "a community that is more conservative and less heavily cabled, [and] therefore watches more over-the-air television"—key reasons for KSL's content preview. "The NBC guys had asked us questions about whether or not we've got the name 'TVWise' trademarked [They do]—and if we might let them use it, but no further discussions have occurred since then," the KSL source said.

Nancy Paul, media director at Salt Lake's Scopes-Garcia-Carlisle, lauds the effort as "very, very, good PR" and a resource for parents, but still calls it "censorship on the gentler side." She cautioned against assuming that advertisers would jump right into shows with controversial topics. "We buy for Coca-Cola, and there are some shows that, warning or not, they're not going to advertise in," Paul said. —CB



TVWise: NBC's world is watching.

WASHINGTON

Alicia Mundy

Cable's New Comeuppance

It's an election year, and Congress is looking to foster competition—and lower prices



In April, Decker Anstrom, president of the National Cable Television Association, launched a sound bite at the nation's broadcasters and the terms of their digital license agreement with the government: "Today's FCC decision to give away valuable public spectrum for free makes the sale of Manhattan for a few beads look like a hard bargain."

That was one of many occasions in 1997 when Anstrom and the NCTA could revel in the networks' public discomfort. But those heady times are about to end. As we go into 1998, members of Congress and the Federal Communications Commission are losing interest in broadcasters (well, it is an election year). Cable is now Public Enemy Number One.

The legislative agenda for the next session of the Senate and House starts with a series of moves, one particularly radical, designed to beef up cable's new competitor—DBS. And there will be more hearings on why the telecom bill has failed to deliver stable cable rates. Meanwhile, the FCC is under pressure to control cable—new chairman William Kennard is reviewing a petition from the Consumers Union and the Consumer Federation of America to put a lid on cable rates. Though Congress undid the previous FCC chairman's regulation on cable rates, the costs to consumers in the 18 months since Telecom passed have risen so rapidly that the FCC may find politicians more sympathetic to agency activism now.

"Cable's left a bad taste with Congress," explained a Senate staffer who would not speak for attribution, describing the new mood. One reason is that during the telecom debate in 1995-1996, cable relentlessly lobbied Congress for the right to enter the phone market, and several politicians went to bat for the NCTA. But after the bill was passed, cable dropped the ball. Then there's been a spate of rate raises, causing voters to complain to their representatives. Finally, at a time when Congress is prodding the broadcasters to develop HDTV, some cable systems, such as TCI, say they are looking to increase the number of channels carried by systems, even if it means diluting their transmission's sharpness. "Fuzzier pictures at higher costs?" asks Gene Kimmelman, head of the Consumers Union. "What's wrong with this picture?"

"Right now, with cable, Americans have the worst of all possible worlds—an unregulated monopoly," said Sen. John McCain (R.-Ariz.) in an interview. The chairman of the Senate Commerce Committee added: "The problem is that cable companies do not have viable competition. We've got to give other industries an opportunity to compete." The chair of the House Sub-

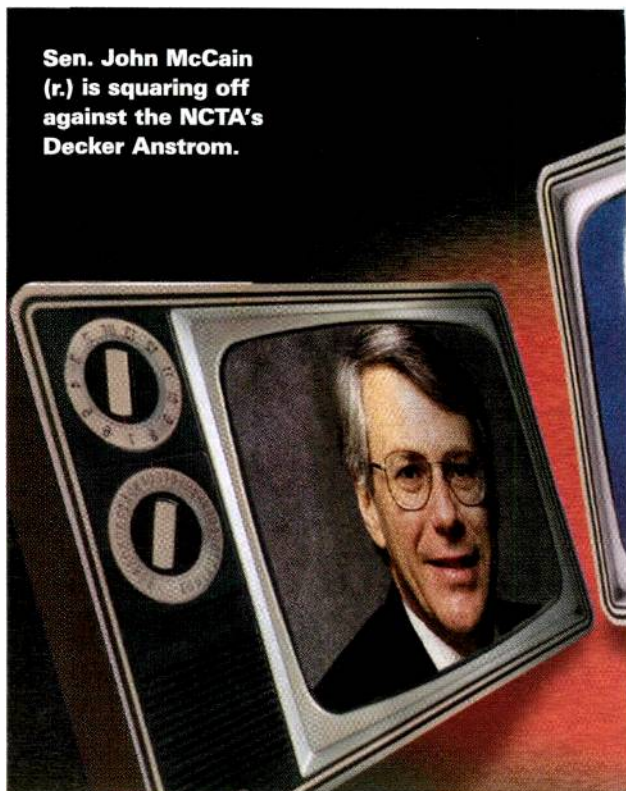
committee on Communications, Rep. Billy Tauzin (R-La.) has even stronger feelings. "No one wants regulation," said his aide, Ken Johnson. "But he believes firmly that if there is no competition, rate regulation may be the only answer." Coming from a deregulatory Republican, these are fighting words.

Where is Anstrom in this maelstrom? Preparing a major PR campaign for December and January on Washington-area TV stations. "We haven't done a good job telling our story," said Anstrom. "We need to tell the public about the positive achievements of cable—more choices, better technology and, above all, improved customer service." A series of issue ads is just one of the planned tactics, said Anstrom, who conceded: "Anytime we raise our prices, it's a concern to our customers—and Congress."

McCain sees DBS as the leverage to force cable to rein in its rates. But a recent decision by the Copyright Authority Royalties Panel raised the cost of re-broadcast programs for DBS from 6 cents per subscriber to 27 cents. Cable pays only about 8 cents. So just before Congress recessed two weeks ago, McCain and Tauzin introduced bills to stay the CARP ruling until at least January 1999. (The DBS lobby, Satellite Broadcasting and Communications Association, has filed two suits in Federal Court to stay CARP.)

"That's one of the first things we're going to address in the next session," said McCain. "We have to help DBS be competitive with the cable industry. We can't have the Library of Congress (which managed the CARP deci-

Sen. John McCain (r.) is squaring off against the NCTA's Decker Anstrom.



sion) raising the costs of satellite services like this.”

The DBS empowerment initiative doesn't stop there. The CARP issue and a series of news stories on how cable rates will continue to rise, largely because of sports packages, have given impetus to an unexpected move in Congress to explore letting DBS go head-to-head with cable by allowing it to beam local programs.

In a Nov. 12 hearing before the Senate Judiciary Committee, Sen. Pat Leahy (D-Vermont) asked Anstrom a loaded question: Would the cable industry object if DBS were put on an equal footing—in other words, if it could transmit local stations. Anstrom gamely said “No.”

“I think we were all pleased with his public answer,” said Edward Burns, an aide to Leahy, “but we'll see how they lobby everyone once legislation goes forward to make DBS completely competitive.” Tauzin and McCain are both looking at new program access for DBS.

Of course, that's not an immediate concern for cable, since the technology for “spot beaming” isn't ready. “But we're working on that right now,” said Andy Paul of the SBCA. Pushing DBS is logical for Congress now, said Richard Wiley, the preeminent telecom lobbyist in Washington. “They expected the phone companies to compete with cable, but it didn't happen.”

Congressional attempts to roll back CARP costs will be strongly opposed by Jack Valenti, the president of the Motion Picture Association of America and top spokesman for the Creative Incentive Coalition, a lobby pushing higher copyright costs. Other members include

Time Warner, Viacom, Universal—and the NCTA. Cable's in an awkward spot here, because if the CARP rates jump up for DBS, rebroadcast rights will surely be raised for cable.

Anstrom argues that rising programming costs have driven up cable rates—but that's not flying with either McCain or Tauzin. McCain noted that giants such as TCI provide some programming, so they control prices, which they then complain are pushing up their costs. “They blame programmers, when they *are* the programmers,” he said. Meantime, Tauzin is worried about off-the-charts costs for sports packages—and the controversial issue of bundling. “It's a dysfunctional market,” said Johnson. “NFL viewership is going down while prices (for airing games) go up. The congressman thinks a lot of what's going on is monopoly behavior—sports sta-

“[DBS] is one of the first things we're going to address,” said McCain. “We have to help DBS be competitive with cable.”

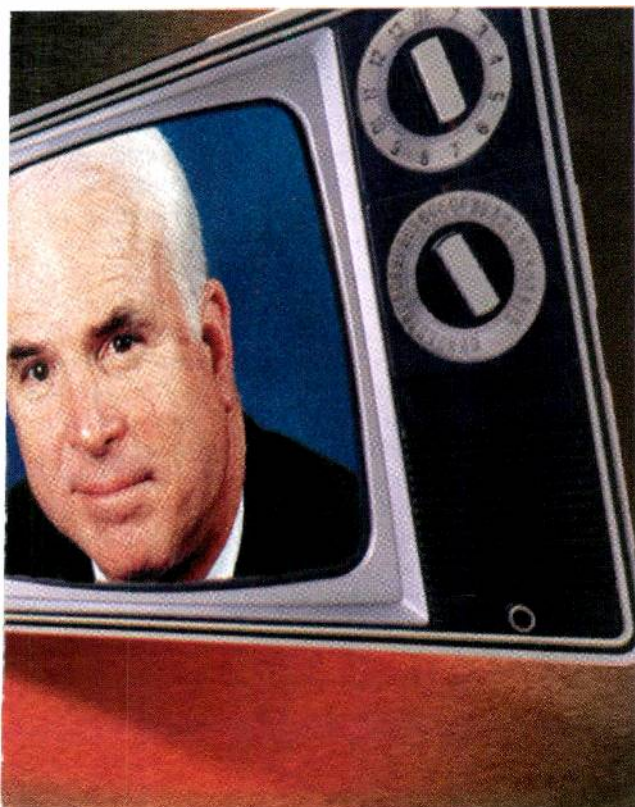
tions shouldn't dictate how they are marketed by the cable networks to consumers.”

Cable rate rises are out of line with other costs, said Kimmelman. The Bureau of Labor Statistics indicates that costs for new programs and new channels are much less than the amount of the cable increases. “Cable rates have risen almost four times the rate of inflation since February 1996,” he added. The last consumer revolt, in 1992, was preceded by rate increases three times that of inflation, Kimmelman noted. That's why, he said, FCC chairman Kennard has said the cable issue is near the top of his 1998 agenda.

A month ago, Tauzin sent a letter to Kennard urging the FCC to look at cable rates. “Congressman Tauzin wants the FCC to get off their seats and use their authority here,” said Johnson. “He doesn't support a blanket rate regulation, but he has made it clear that the FCC can and should deal with these companies in areas where they are gouging consumers.”

McCain's spokesman, Mark Buse, said several senators have in the past week asked to cosponsor McCain's CARP bill. “Cable costs are a hot-button issue, especially since this is an election year.” He added that pols who voted for Telecom may have to answer charges by their opponents that “they promised competition in cable and now look at what happened to your cable rates.”

Coincidentally, a major supporter of Telecom's promise of competition was Vice President Al Gore—who could find himself running against McCain for president in 2000. McCain did *not* vote for Telecom. ■



AMY GOLDBERG

Magazines

By Jeff Gremillion

In a biz where buzz counts for a lot, the recently low-profile 'Premiere' gets a much-needed shot

Quiet on the Set

Before last week's big scoop from *Premiere* that Princess Diana at the time of her death had been seriously considering co-starring in a film with Kevin Costner, Hachette Filipacchi's monthly movie magazine had suffered something of a dry spell in the buzz department. Nearly two years had passed since the book had last been the talk of the industry, back when then editor Chris Connelly quit in protest of corporate meddling in editorial matters. ♦

"They've been keeping a bit of a low profile," one major print media buyer says of *Premiere*. "When I'm looking at the entertainment cate-

gory, I sometimes think, 'Oh yeah, *Premiere's* out there, too.'"

Editor James Meigs, who by all counts has freed *Premiere* from the editorially tainted atmosphere of the

late Connelly era, has put out a solid product, even if its formula is rather familiar: sexy celebrity covers pegged to new films, in-depth insider tales of the making, the often hysterical humor column by screenwriter Paul Rudnick (writing as Libby Gelman-Waxner).

Still, current industry indicators are flat, or worse, for

Premiere. Single-copy sales for the first half of this year were down 11.7 percent, to 131,000. Total circulation was flat, at slightly more than 600,000, for the period. Advertising pages through October were down 5.6 percent, to 570, although revenue for the period was up 2.3 percent, to \$20.4 million.

Not surprisingly, *Premiere's* competitors in the entertainment genre are only too eager to help explain the monthly's middling performance. "They are too heavily invested in the celebrity profile game," offers an editor at a rival book. "Look at their

December cover—Matthew f----- McConaughey! Is there anybody in America who really wants to see another McConaughey cover? And their stories seem so inside, they don't connect to the way regular people experience and perceive movies. They worry more about pleasing Hollywood than their readers."

Meigs denies that the title's focus is too insider or too major-studio. "I love to point out that we devoted more space to *In the Company of Men* than we did to *Batman & Robin*



Meigs: Diana story is "all ours."

last summer," says the editor. "There was more of a story" with *Company*, by first-time writer-director Neil LaBute, Meigs adds. The editor also notes that *Premiere* was the first major magazine to feature last year's runaway independent hit, *Sling Blade*, and that it ran a piece on this season's critical smash *Boogie Nights* months ago.

"In one survey, our readers ranked higher than any other magazine's for 'determination to see a movie the weekend it opens,'" says Meigs. "Our readers really love movies. They're fascinated with the process of making a film, fascinated with directors.

"I've tried to make the magazine more accessible to a broader audience without losing our insider's touch," he adds, "by putting great writers on the stories, making them really interesting." Recent features have included a long behind-the-scenes take on the upcoming blockbuster *Titanic* and an exhaustive piece on the wild reversals-of-fortune of one Tinseltown superagent.

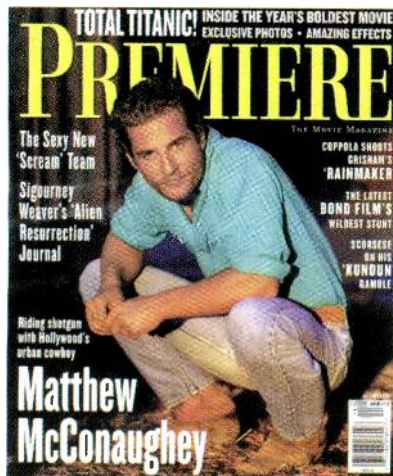
Last week's Diana revelation, pulled out of a January cover profile of Costner by senior editor Holly Millea, put *Premiere* back on everyone's radar screens. At the same time, publisher Steven Aaron says that the fourth quarter has been a good one for the title and that ad revenue will end the year up 12 percent, to about \$28.7 million.

Aaron notes that *Premiere* also has hired its first fashion editor (Josh Patner) to oversee more dedicated fashion coverage, a move that could open the door to more fashion advertising. "I believe this is the start of something big," the publisher says.

Some media buyers are true believers. "I'm a big fan of the magazine," says Pam McNeely, media director of Dailey & Associates in Los Angeles. "*Premiere* has picked up a strong voice. If *Movieline* [the 246,000-circ, independently published, L.A.-based monthly] is the feisty independent, *Premiere* is the studio."

For the moment, *Premiere* is reveling in its journalistic coup. "We've had camera crews in here from around the world," says Meigs about the Diana story. "The British press is going nuts. Larry King just called. To break major international news is really exciting. *Vanity Fair* didn't have this. None of the hundreds of reporters on the Diana story had this. This one is all ours."

Welcome back, buzz.



Balancing act: The book is looking for the right mix of star profiles and insider info to rouse newsstand and ad sales.

Financing Update 'Utne Reader' Gets Some Healing

Utne Reader recently received a shot in the arm in the form of new financing from some of the title's existing backers. But Minneapolis-based *Utne*, which reportedly was for sale last summer, is not out of the woods yet. "We're looking for a strategic partner—minority investors who can help with growth," says Hugh Delehanty, editor of the bimonthly digest of the alternative press.

Delehanty, who declined to identify the 13-year-old book's benefactors, said that the magazine is no longer for sale. The current search is for long-term strategic investment for growth, he said.

A former *People* senior editor who has been with *Utne* for nearly two years, Delehanty has overhauled the title, trying to reverse a sharp dive in circulation sustained in the mid-'90s. He has banished much of the book's left-leaning political material and reduced the amount of

content picked up from alternative weeklies to 50 percent, from 70. Delehanty has filled the void with unique self-help information intended to help readers improve their spiritual well-being.

The book's evolution continues. A new column called "Practical Seeker," which launched in the November/December issue, explores alternative techniques for rejuvenating mind and body. According to the column, discussing so-called "voice therapy" in this installment: "A growing mass of evidence shows self-generated sounds—tones, chants, mantras, raps—can be potent emotional and physical healers."

For the first half of this year, *Utne's* total circulation was up 3.3 percent, to 269,000, the title's first growth in more than two years. The upswing was fueled by a dramatic 15.1 percent increase on newsstands. Delehanty says the second-half figures will be even stronger. *Utne* is not audited by PIB, but the editor says that ad sales are healthy. Saturn and Aveda have recently joined the title's roster of advertis-

ers, which is heavy on self-help products and services.

Shelter Title Launch Natty 'Nest' Is In the House

Time Inc.'s newly acquired *Wallpaper* isn't the only way-hip maverick in the booming shelter category these days. *Nest*, a privately funded startup, hit newsstands last week. The quarterly has a rate base of 50,000. *Nest*, which takes a sociological look at interior design, is the brainchild of designer/artist Joseph Holtzman, who "follows a vision quest all his own," according to his official bio.

Features in the launch issue include a look at tree houses inhabited by natives in the New Guinea jungle, the kooky bedroom of a 15-year-old Baltimore boy, and a Manhattan banker's palatial townhouse.

Nest is a premium production—rich color photos, heavy paper, \$7.50 price. Advertisers include Isaac Mizrahi, Calvin Klein and Givenchy. ■

Writers' Block

A sample of great writing from a recent issue:

So it's settled then. We have come here to celebrate the launch of Matt Damon, actor, not Matt Damon, celebrity. We shall not torment him with shallow appraisals of his love life. We shall not murmur that he looks kinda fat or suspiciously thin in that photo we saw in *People* magazine's "Star Tracks" section. We shall leave him alone to develop his craft and indulge his use of that word, *craft*.

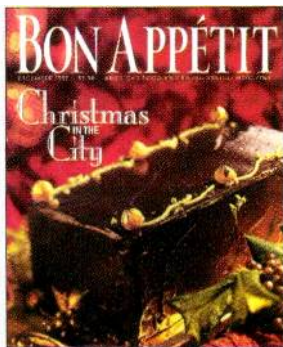
—David Kamp
in "Meet Matt Damon,"
Vanity Fair, December

DESIGN WATCH

Christmas Wrappings

The holidays are not much of a season for risk-taking by shelter and food titles, whose December issues traditionally have decked newsstands with familiar images of yuletide joy. Hearst's latest *Good Housekeeping* leads with its customary gingerbread

house, for example, and several other shelter books are featuring Christmas trees on their current covers.



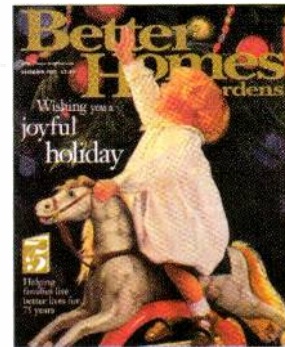
Sweet season: Oozing chocolate is a *Bon* seller.

topic—chocolate. *Cooking Light* editor Doug Crichton says that last year's year-end issue (which featured a caramel-and-chocolate brownie on the cover) was the book's best-seller ever, topping 300,000 in single-copy sales. "We've done more choco-

late [covers] in the last year than in the previous three years combined," says Crichton. "Chocolate is appealing because it's a reward—it's luxe and pampering." *Cooking Light's* cover subjects this year have included a choc-

olate cake, frozen mud-pie sandwiches, a chocolate cheesecake tort and, for the current issue, a dark chocolate soufflé.

Meredith's *Better Homes and Gardens* has reprinted its first-ever Christmas cover, from 1924—a painting of a little girl hanging a tree ornament—to culminate the book's yearlong celebration of its 75th anniversary. This is the first time the magazine has reprinted an old cover, but editor Jean LemMon knows about vintage images. LemMon says that the best-seller of her five-year tenure has been the December 1994



Classic trimming: *BH&G* goes back to its roots.

issue, which featured a Rockwellian Santa Claus hawking Coke.

One shelter title daring to stray from the holly-strewn path this season is *Condé Nast House & Garden*. The title's current cover is a

close-up of a glittery red ornament ball on a stark white backdrop. "We're coming off a few covers that were very lush and romantic," says *H&G* editor Dominique Browning. "It was time for a different take. It's a nice bauble, and graphically strong. It says, 'Have a ball this holiday season.'"

MOVERS

TELEVISION

Rick Allen has been named president/CEO of National Geographic Ventures, responsible for the strategic business development of National Geographic Television, Interactive, Maps and Retail. Allen had been senior vp of business development at Discovery Communications since 1995.

AGENCIES

At BBDO Chicago, **Carlyn Morris** and **Heather Andraesen** have been hired as media planners. Morris had been a media buyer/planner at Leo Burnett; Andraesen joins from Ogilvy & Mather, Los Angeles, where she worked on Mattel's Barbie account.

PRINT

Timothy O'Connor has been named advertising director at Hachette Filipacchi's *Premiere*. O'Connor moves up from advertising manager. Also at Hachette, *Travel Holiday* has hired **Frank Rose** as senior account manager. Rose had been senior account manager at Cahners Publishing Group...**Robin Tick Herzberg** has been upped from beauty manager to beauty director at *Us*. She will strategize with the Wenner Media title's sales force to develop new business ventures and advertising partnerships...*Southern Living* has named two district advertising managers: At the Southern Progress title's Los Angeles office, **Traci Aratari**, who had been an account manager with James E. Elliott Co.; and at *SL's Atlanta* office, **Alex Inman**, most recently a senior account exec at Golin/Harris Communications.

The Media Elite

Edited by Anne Torpey-Kemph

SPOTLIGHT ON...

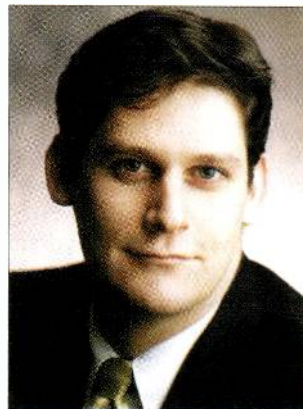
Glenn Ginsburg Partner and vp of business development, Visionary Media

Overseas has its limits, but global is the world. Roughly translated, that's Glenn Ginsburg's explanation about why he left his job as a business development exec at cable's USA Network and headed for the Web.

The Internet "offers a true shot at building a global medium" for entertainment, says Ginsburg, who recently joined New York-based Web content provider Visionary Media. One of the pioneers of episodic Web sites, Visionary earlier this year launched an action-adventure series titled *WhirlGirl* (<http://www.whirlgirl.com>), which offers a new episode every Thursday at 6 p.m. (ET).

Ginsburg learned about episodic action as an over-

seas account exec for 20 months at USA, where he forged pan-regional advertising and marketing partnerships for USA Network Latin America and its sister Sci-Fi Channel Europe and other worldwide territories.



Peddling WhirlGirl's Web action to the world

Since joining Visionary in mid-September, Ginsburg has helped propel *WhirlGirl* to wider online distribution

and promotion, on Microsoft's Web TV Networks, ViewCall Canada's Beyond TV and Europe's ICL. All three of the Internet-connected television services will provide links to the *WhirlGirl* site, which will get featured presence on Web TV's Explore Magazine default homepage.

"The Web is so fragmented that we feel distribution on Internet-connected television networks will go to where the viewers are," says Ginsburg, who is partner to Visionary founder David Williams. "Advertisers who have been concerned about controlling their placement on the Web know with *WhirlGirl* that they can be placed in a safe environment and have great exposure on Web TV Networks. Essentially, it is a TV-style model for the Web."

Spoken like a former TV exec. —Michael Freeman

Wallace Has Fallows for Lunch at National Press Club

Normally, National Press Club award luncheons are pretty staid Washington affairs where the speakers chosen to laud the award winners have been selected carefully and everyone makes nice. But all did not go smoothly at the Nov. 4 lunch, at which James Fallows, editor of *U.S. News & World Report*, received the Arthur Rowse Award for media criticism for his book *Breaking the News*.

In the book, Fallows ripped several of the media elite. Apparently, no one on the NPC's award committee remembered that Mike Wallace was one of the rip-ees

when they invited him to the affair. After the awards were presented, Wallace was asked to speak. And speak he did.

Wallace told the packed room that he was happy to meet "this gentleman who trashed me and *60 Minutes* so thoroughly." He swiped at Fallows' "piety" and his "hatchet job," as the honoree sat stiffly just a few feet from the podium. The audience hung on as Wallace continued attacking Fallows' book: "Jim, you missed

the point." He ended with: "You probably deserve the Rowse award, despite your pious tendency to hold up to public and personal obloquy those with whom you disagree."

Asked by a *Washington Post* reporter about his speech, Wallace said: "What better place to do it? The National Press Club, he's there getting an award—it's going to be on C-SPAN."

—Alicia Mundy



Roasted: Fallows

CALL FOR ENTRIES



BEST SPOTS OF 1997

In January, Adweek's editors will undertake the arduous task of choosing the 50 best new TV commercials of 1997, plus the best new campaign of the year. The winners will be announced in Adweek's February 2, 1998 issue.

Single spots and campaigns which aired in the U.S. for the first time in 1997 are eligible for submission. English language commercials only. PSA's are not eligible for review. Send all spots on 3/4" NTSC video, dubbed from a broadcast quality master. Please include bars and tone at the front of the reel on all dubs. Multiple spots and campaigns may be submitted on one reel.

NO ENTRY FEES & NO ENTRY FORMS!

DEADLINE: 12/31/97

(don't even think of asking for an extension!)

Please include the following information with all submissions:

Agency/Location, Brand and Spot Title, Creative Director, Art Director, Copywriter, Agency Producer, Production Company, Director, Editor, First Air Date, Contact Name & Number

SEND TO:

Adweek's Best Spots of 1997
1515 Broadway - 12th Fl
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Attn: Nancy Sobel
212-536-6453

ADWEEK  **OF THE YEAR**

MEDIA DISH

'People' Signs Hill for 'Speaking' Engagement



At the Time-Life building in New York for a recent *People*-hosted book-signing for Anita Hill's *Speaking Truth to Power* (Doubleday). (l. to r.): Ann Moore, president, *People*; Hill; and Jennifer Kohl, vp/group supervisor, Young & Rubicam.

Spanish-Language Cable Net Plants Antena



In Miami for the launch of Antena 3 Television (l. to r.): Carmen Stevens, owner, Int'l. Lending; Paul Stevens, president, Telemiami; Filiberto Fernandez, managing director, Antena 3; and Frank Jorge Elias, president, Cable Television Dominicana.

'New Woman' Gets a Workout in Five Markets

At the Manhattan Plaza Health Club to kick off *New Woman's* month-long, five-city fitness series (clockwise from top): Johnny G., creator of The Spinning Program; Wendy Balkum, *NW* ad sales rep; Laura McEwen, *NW* publisher; Stephanie Shay, account supervisor, Bates USA; and Scott Salmon, MPHC general manager.



NICKELODEON

Prime airtime: Nickelodeon's *Rugrats* will take flight on Thursday as the first-ever three-character balloon in the Macy's Thanksgiving Day Parade. Nick execs are hoping the toddlers will be better behaved on T-Day than they were during a windy test run, when they lifted several handlers off the ground.

TV Judges on Cameras: Roll 'Em

The verdict is in on courtroom strips—they're hot. Soon to join the TV genre that includes the popular *Judge Judy* (Worldvision) and *People's Court With Ed Koch* (Warner Bros.) are *Joe Brown* (also from Worldvision) and *Judge Mills Lane* (Rysher Entertainment); both are set for fall 1998 syndication launch. And Charles Manson prosecutor Vincent Bugliosi is rumored to have a show in the works.

As TV cameras prep to roll into more courtrooms, *Mediaweek* asked some of the originals: Is this a good thing?

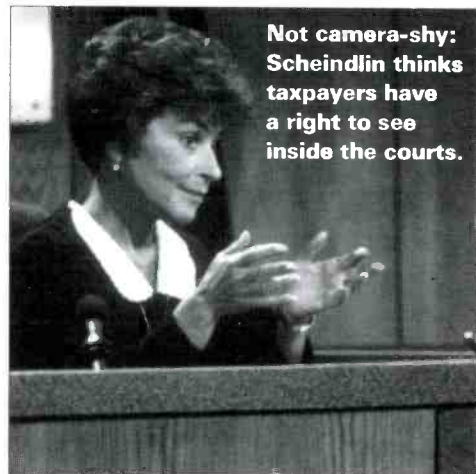
Koch: "I am for cameras in the courtroom. When you have a judge who can't handle his courtroom, like [O.J. Simpson trial judge Lance] Ito, cameras get a bad name."

Judy Scheindlin, star of *Judge Judy*: "I've seen judges who

closed the courts to the press [cameras], and you know what? They were always the worst judges."

Doug Llewellyn, veteran courtroom reporter on the 13-year run of the original *People's Court*, says cameras are "a big plus" in the courtroom and joins in the Ito-bashing: "If Wapner had been running the O.J. trial, it would have been over a helluva lot sooner."

When *Mediaweek* tried to reach Joe Brown, we got the oldest excuse in the world: He was on jury duty. —Claude Brodessa



Not camera-shy: Scheindlin thinks taxpayers have a right to see inside the courts.

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SPECIAL CORPORATE AND EDUCATIONAL PACKAGES AVAILABLE

The screenshot shows the MEDIAWEEK Online website layout. At the top left is the 'MEDIAWEEK Online' logo. Below it are three main navigation tabs: 'On The Cover', 'Headlines', and 'Creative'. The 'On The Cover' section features a thumbnail of a magazine cover with the text 'Click to View also' and links to 'ADWEEK', 'BRANDWEEK', and 'MC'. The 'Headlines' section is titled 'IQ Daily News Updates' and lists three items: 'AT&T WorldNet Launches Golf Page', 'Microsoft Debuts Boston Sidewalk', and 'The Times@Toyota Site Re-Released'. Below this is an 'IQ News' section with a headline 'Online Waiting Game: The gaming industry isn't aggressively playing online ... NBC and Wink Sign Interactive Television Deal ... Internet Marketing Soon to Be Snuffed Out ... More'. The 'Creative' section has a 'Best Spots' link with the text 'Today: LIPTON BRISK ICED TEA' and a 'Portfolio' link with 'Today: PFALTZGRAFF CASUAL DINNERWARE'. A 'Special Report: Upfront 2' link is also visible. On the right side, there are links for 'member login' and 'about membership'. At the bottom left, there is a 'Newswires' section with links for 'Adweek', 'Mediaweek', and 'Brandweek'. At the bottom right, there are links for 'Special Report: Upfront 2', 'Help Wanted', 'Culture Trends', 'Events', and 'Store'. A footer at the bottom of the screenshot reads: 'Welcome to the new Adweek Online Web site! Comments? Questions? Contact Bryan Gottlieb at info@adweek.com or 1-800-641-2030 / 212-536-5319.'

<http://www.mediaweek.com>



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WebTV Wanna-bes

A bevy of WebTV competitors emerged last week at Comdex in Las Vegas. **Web Surfer**, a Canadian brand, will make its debut early next year. For around \$299, the package will include a wireless keyboard, word processing and Internet telephony. **Zilog**, Campbell, Calif., is manufacturing a set-top box and is looking for ISP's and TV manufacturers to market it. A Norwegian company, **HomePilot**, is also trying to get in on the category, which plans to give consumers Internet access on TV via set-top box technology.

Ho! Ho! Yahoo!

In time for the Christmas season, **Yahoo** today will unveil a new search feature for **Visa Shopping Guide by Yahoo**. A product search now pulls up a spreadsheet of retailers' online inventory, which includes such details as price, ordering fees and a link to order directly from the vendor's site.

Free Email on iVillage

iVillage is instituting free, Internet-based email into its network as well as an online directory of email, residential phone listings and online personal publishing tools.

WhoWhere?, a Mountain View, Calif.-based technology company, is providing the online tools for iVillage. **AT&T**, **@Home Network** and **Excite** also license free email and personal publishing tools from WhoWhere. Some other prominent Web sites, such as Yahoo, also offer free email.

If some of the more prominent products on display at last week's Comdex show were TV set-top boxes that allow couch potatoes to surf the Web, then a bigger story will be if the boxes actually sell this Christmas season. Everyone from Norwegian company HomePilot to Microsoft-owned Web TV Networks hopes so, but it seems as though much of the burden falls on those who market the devices. Last year's crop of ads demonstrated the limits of selling high-tech products in 30 seconds.—*Catharine P. Taylor*

Barnes & Noble Looks To Book Affiliate Ads

By Bernhard Warner

In support of its 2-month-old program to syndicate book sales on other Web sites, BarnesandNoble.com has unveiled a variety of Christmas sales promotions. But the promotions, centered on building the retailer's online bookselling business, are a precursor to a planned spring launch of a B&N online advertising network made up of the company's Internet affiliates.

Plans for the ad network, which would be similar to those run by companies such as DoubleClick, have not been finalized. However, under the proposed plan, an advertiser would be able to buy ad space through the B&N ad sales team and have it placed on affiliate sites, said Susan Boster, director of marketing, new media at B&N.

Executives at BarnesandNoble.com, which launched in May, won't release the number of sites participating in the affiliate program except to say the number is over 100 and growing. The affiliate network includes such sites as www.nytimes.com, www.nationalgeographic.com and www.planetout.com. Affiliates earn a commission on each book sold through links connecting affiliates with BarnesandNoble.com. The banner links on

affiliate sites are free to B&N.

The New York-based book retailer plans to continue adding sites to its affiliates' base and eventually charge advertisers for the placement of banner ads on its affiliate network, said Boster. But before B&N plans to unveil such ambitious plans, it wants to boost book sales on individual affiliate sites. "The last thing we want to do is run a network with affiliates sucking wind," Boster said.

As for the Christmas promotions—"GiftMatch" and "Celebrity Author Picks"—they will be part of a new gift tips area on BarnesandNoble.com called "Holiday Gift Center" that will last

through Christmas. Next month, B&N plans to offer free shipping on all orders over \$50. The offer will be promoted in a variety of banners on affiliate sites, said Boster.

Some analysts have predicted B&N will catch Amazon.com in online book sales in 1998. At around \$100 million, the sale of books online is the third-highest selling product category behind computer software and travel services, according to a University of Michigan study. Merrill Lynch estimates B&N and Amazon.com will each do \$200 million in business next year. ■



Barnes & Noble plans to drive sales on affiliate sites this Christmas through its "Holiday Gift Center" promotion.

Search

News

Features

Reviews

People

Events

[POINTCAST PUSHES COMMERCE p. 28](#) | [SAATCHI SHOPS WIN KIWI TELCO BIZ p. 30](#) |

[CLICKOVER'S SCOTT KAUFFMAN p. 30](#) | [MOVIE STUDIOS STICK WITH PROMOS p. 31](#) |

bits

► **The Globe**, a community site, plans to launch online store **The Globe Marketplace** the day after Thanksgiving. The new addition to the main site consists of link agreements with **BarnesandNoble.com**, **CDNow**, **K-Swiss**, **Simutronics** and other online retailers.

► **Levi Strauss & Co.** has selected **CKS Partners**, Cupertino, Calif., as interactive agency of record for global strategy on its **Levi's**, **Dockers** and **Slates** brands. **CKS** prevailed over **Digital Evolution**, Los Angeles, and **Organic Online** and **Ikonic**, both San Francisco.

► **Warner Music Group** launched an online artists' Web site called **ear1** (www.ear1.com) that encompasses all the Warner subsidiary labels, including **Warner Bros./Reprise**, **Elektra** and **Atlantic**. The site will house artist information, song clips, contests and chat. **CNN Interactive** will provide music news on the site. **Avalanche Systems**, New York, developed the site with Warner.

► **Wired Digital** laid off some 33 employees, reducing its staff to 115 last week. The layoffs are the second round recently, following the pink-slipping of 17 percent of the **Wired Ventures** unit's staff earlier this year. **Wired Digital** produces **HotWired**, **Wired News** and search engine **HotBot**.

► Clarification: The "On the Right Path?" story in the Nov. 3 *IQ News* stated the coordinated January 1998 debut of print and online versions of Time Inc.'s *Teen People* would be the first simultaneous launch of a magazine. In fact, the publication's multimedia debut marks a first for Time Warner properties.

PointCast Looks Toward Online Transactions

BY ANYA SACHAROW—PointCast is entering the online transaction and commerce market. The push service, which broadcasts content to personal computers, will announce today a new online trading and business services program called **Preferred Online Broker**.

The program will be part of a new **Companies** channel on the **PointCast Business Network**. Online brokers including **Ameritrade**, **Charles Schwab**, **DLJdirect**, **Fidelity Investments**, **E-Trade** and **Suretrade** will provide stock and mutual funds trading services on the network.

Anna Zornosa, PointCast vice president, sales and affiliate development, pointed out that 90 percent of the service's users own stock and most trade more than nine times a year. Therefore, PointCast is setting up a service to help companies sign up new accounts. Online trading is a competitive area with many of the same partners offering services on **Quote.com**, **Microsoft Investor** and **Excite Business & Investing** by **Quicken.com**.

Another transactional channel, **EntryPoint**, which has its own button that stays on the desktop, launched last week and offers more general online transactions on **PointCast Business Network** and on the **PointCast College Network**. **EntryPoint** includes an aggregation of online commerce companies, including **BarnesandNoble.com**, **CareerPath**, **Travelocity**, **OnSale** and **Zip2**.

PointCast will announce in the coming weeks other online commerce companies

for its transaction services, including more travel services, online music sales and a new sponsorship from a search engine partner. All told, PointCast's deals with transaction partners represent \$3 million in advertising.

The company is not permitted to take a cut of online stock trading because third parties cannot have a share of stockbrokers' commissions.

The **PointCast Business Network** has 1.2 million members. The **PointCast College Network** launched last September and has 100,000 members.

PointCast's strategy for online transactions is geared

more toward services than shopping. "How many times does a professional have to track a package or look up a travel reservation?" Zornosa said. "We want services that will help our viewers navigate their lives."

According to an **IntelliQuest** survey, many of the 1.2 million **PointCast Business Network** members are willing Internet spenders. Of those who participated in the poll, 63 percent had made a purchase on the Web.

By contrast, only 27 percent of the general Internet population had done so, according to a **Find/SVP** survey conducted earlier this year.

Also according to the **IntelliQuest** data, 42 percent have looked at computer hardware on the Internet, and 20 percent have purchased it online; 47 percent researched a travel purchase online, and 20 percent have booked their travel online. ■



Zornosa: stressing online services instead of sales

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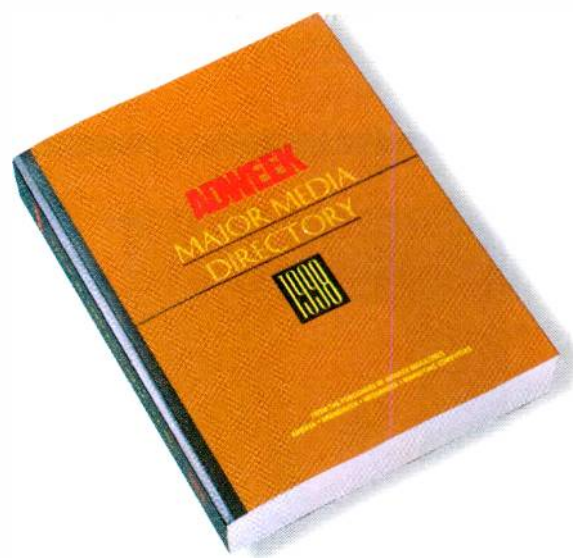
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Saatchi Units Dial Up Telecom Biz

Three interactive units of Saatchi & Saatchi have jointly pitched, and won, a three-year assignment from New Zealand Telecom. In so doing, the three divisions—Saatchi Vision in London, Darwin Digital, based in New York and Saatchi & Saatchi Interactive Pacific, based in Torrance, Calif.—prevailed over local Web developers and financial services firm KPMG Peat Marwick to win the business. The assignment will be coordinated out of Saatchi & Saatchi Wellington, which also has the traditional advertising agency of record account from the client.

The assignment involves redesigning the current site's interface and setting in place an infrastructure that will ultimately handle online transactions between New Zealand Telecom and its customers.

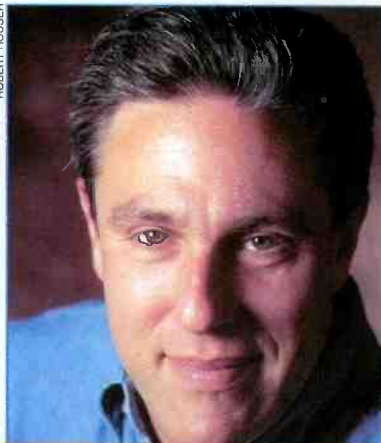
The tripartite effort was headed up by Mary Doan, Saatchi worldwide director of client service applications. Bringing these various resources together is noteworthy because of this year's formation of Saatchi Vision and Darwin Digital, two entities that were to operate distinctly from Saatchi & Saatchi Interactive Pacific. That office, which services Toyota, elected not to become part of Darwin Digital. "If we're going to stand for the best, we have to go beyond our borders and be flexible," said Doan.

The account team is being led by Alan Segal, interactive creative group head of Saatchi & Saatchi Interactive Pacific, and Rodger Raderman, associate creative director of Darwin Digital. In addition to launching the Web site, Segal and Raderman are expected to establish a new media group for Saatchi & Saatchi Wellington.—*Laura Rich*

IQ movers

CNN Interactive has promoted **Mark Bernstein** to vice president and general manager, from vp, business development . . . **Alan Maguire** has joined TheStreet.com as strategic sales manager: He was previously a product manager at Reuters . . . CyberGold, Berkeley, Calif., has named **Mark Searle** chief operating officer: Searle had been a manager at Plynetics Express . . . At R/GA Interactive, N.Y., **Lisa Anderson** was named executive producer from the same title at Corbis, Bellevue, Wash.; **John Mayo-Smith** has become director of technology from senior vp of Byron Preiss Multimedia, N.Y. . . . **Charles Haynes** has been named vp, technology, at Ikonix, San Francisco. He had been development manager at *AvidNews*.

ROBERT HOUSER



Scott Kauffman, president and chief executive of ClickOver, may have a knack for being in the right place at the right time. Just last week, as ClickOver, which manages online ads for publishers,

announced a merger with Focalink Communications, an online ad manager for agencies, Kauffman emerged as head of the newly created entity. He'd been at ClickOver for just three months.

Although the 41-year-old executive was aware of the merger talks when he joined the company, he had little to do with the deal itself. Ironically, he would have been well-equipped to handle such negotiations—he previously served as vice president of online services at CompuServe, where he was on the team that sought a buyer for the H&R Block-owned company.

Shortly after giving a speech to the CompuServe staff intended to rally the troops as the search for suitors became constant technology gossip, Kauffman himself fled the coop.

"I was torn by the [buyout] responsibility and trying to also on a day-to-day basis run a large group of people," he says. Of his decision to leave, he opines, "Consumer online services are a bloodbath."

Now, Kauffman is charged with making something out of two merged entities that pale in name recognition when compared with CompuServe and some of his former jobs, which included marketing posts at *Entertainment*

Weekly, Lever Brothers and Benton & Bowles. His introduction to the online universe came after the *EW* launch, when he became vice president of business development at Time Warner Interactive. Now, he says, he's a technology addict.

It was ClickOver's backing by prominent Silicon Valley investment bankers Kleiner, Perkins, Caufield & Byers that clinched his decision to move from con-

sumer media to the sometimes arcane world of online ad management.

"There's a lot of opportunity in infrastructure development right now," Kauffman says. The real potential of this as-yet-unnamed new

company, he thinks, is to establish a standard that will make defunct the old John Wanamaker saying, "I know half of my advertising works; I just don't know which half."

Kauffman figures that if he can convince both buyers and sellers to use ad-tracking software, his company will have a lock on the market. Another bonus, he points out, is that compatible systems will make it possible to provide better accountability to advertisers.

"At the end of the day, the marketer has to say, 'It works,'" he says. ■



INSIDER

KAUFFMAN CLICKS

By Laura Rich





That's Inter-tainment

For most studios, the Net is still only used for promotion. **By Anya Sacharow**

The hotly competitive holiday movie season is ramping up, filled with an ever-expanding mix of sequels, special effects and movie adaptations of John Grisham novels. But if each movie's trailer promises something new and exciting, each studio's use of the Internet looks approximately like it did last year.

Rather than using the Net as a new entertainment medium, a new place to pull in eyeballs with proprietary content, the Web remains, for most studios, a pure promotional vehicle for movies.

In a sense, using the Web to lure theatergoers is a smart move on the studios' part. Rather than

20th Century Fox is devoting much attention to its site for the upcoming animated *Anastasia* (www.anya.com); Disney is committing what one company representative described as "boatloads of [online] resources" to sites supporting the releases of children's movies, *The Little Mermaid* (www.thelittlemermaid.com), which entered theaters in mid-November and the upcoming remake of *Flubber*, starring Robin Williams (www.flubber.com). Meanwhile, smaller studios, such as Miramax, are continuing to place much emphasis on their sites—but with a purely promotional bent. Its recently redesigned site, the first major makeover since the online Miramax Cafe first launched two years ago, incorporates more photography but is clearly focused on the long-time raison d'être of the Miramax brand: movies.

The emphasis on promotion may fly in the face of an occasionally apparent industry trend toward viewing the Web as a new outlet for entertainment content. "Just as publishers are trying to figure out different business models, studios are, too," says Jon Slavet, vice president of advertising sales for E! Online. "Studios jumped on the interactive movement as many other companies did, because they needed to. They're still trying to rationalize what the business model is of this whole thing."

But the studios that have found a separate, potentially moneymaking business in Internet content tend to be those with a much broader business base than movies alone. Disney has been aggressive with its Daily Blast subscription-based children's online service, and confident enough in its success that it recently raised the price of a subscription and added new features. Last spring, Sony Online Ventures launched its ambitious site, The Station; its primary focus is online gaming. And Warner Bros. Online, which already has proprietary content on the Internet, owns, like Disney, a long list of established properties around which to



Godzilla.com is indicative of sophisticated online movie promos. The Columbia TriStar flick opens next May, but its site went up last July.

seeing the Internet as another potential threat for stealing attention away from silver screen time, they are looking to turn computer monitors into an opportunity for generating viewers for the big screen.

But if the studios' use of the Internet hasn't changed much since they first started to use it en masse in 1995, the seriousness with which they approach it has intensified. These days, studios are spending \$10,000 to produce an independent film's microsite and \$250,000 or more for anticipated blockbusters. The precise goals for these investments vary from studio to studio. But generally, it's about filling theaters.



create content. Those include enough TV properties to launch its own local content service, CityWeb, expected to debut early next year.

"It's a great promotion and marketing device but our main direction and the emphasis on the content is to create an online business," says Jim Moloshok, senior vice president of Warner Bros. Online. "Once we have a massive circulation of more than 100 million page views per month, it gives us the ability to do what we do in the motion picture and TV sector."

But that particular brand of bullishness is a rarity among Hollywood types. "The goal is to get people to go to the movie theater and to see the movie or rent the movie or purchase a movie," says Alan Hochman, president of IntegratedMedia, a Web design agency that maintains and produces Miramax's site. Far more common than proprietary content these days are sites that, to industry insiders, betray increasing sophistication with how best to use the Internet to prime the pump of movie promotion.

Columbia TriStar has been leveraging the Internet as a marketing tool since 1995, with a site for the sci-fi flick *Johnny Mnemonic*. While that site followed the pattern of being launched at approximately the same time as the movie, the studio now does things differently.

It launched a site last July for a remake of the campy Japanese horror flick *Godzilla*—even though the movie itself won't hit theaters until next May. "The studios had a change in focus," says Lynda Keeler, vice president of marketing at Columbia TriStar Interactive. "A couple of years ago there was less support and understanding. Today we're brought in on every marketing meeting for TV and film for how to keep the franchise alive. They look at the Internet as a way to capture the fans until the sequel comes out."

And some studios are apparently happy to pay substantial sums on whiz-bang Web sites. Industry insiders' estimates of how much the *Godzilla* site cost range from \$100,000 to upward of \$250,000. Whatever the exact number, the studio is getting used to the idea of including online in its market-

ing budget.

The studio has also begun to buy ad banners and do promotions on other Web sites, starting with one for *Starship Troopers*, a movie that hit theaters earlier this month. Among its larger buys was a promotional deal with America Online's Entertainment Asylum, the latest in a series of ambitious entertainment-focused sites that are vying for a movie studio online spending pot that is still fairly small—at least as far as executives at sites in the entertainment category see it. "Certain studios might consider the balance of money from the budget and spend more on awareness to get people into the seats as opposed to creating a site as big as possible," says E! Online's Slavet. "The balance has been more on the side of

creating a cool site. . . . If the goal is to get people into seats, the studio might spend more on awareness raising."

Still, parts of Columbia TriStar's approach show that even if proprietary content isn't yet in the offing for most studios, a shift toward building online revenue streams is. The studio includes links to online ticket merchants such as MovieLink on its sites, and it is also developing online stores, including "for Internet shoppers only" movie merchandise.

For instance, T-shirts and belt logos for *Starship Troopers* were created only for online buyers. "Our goal is to develop the site and integrate the store throughout," says Keeler. "We've created exclusive online merchandise for the *Starship* Web stores, so if you're an online fan, you can buy things that show it's online rather than from traditional licensees."

Still, many industry observers believe such moves just circle back to the crucial measurement of how they affect box-office grosses. "The big question is, is this promotion or is this an attempt to create real revenues?" says Patrick Keane, an interactive content analyst at Jupiter Communications. "I'd argue that it's still getting to their real money, getting butts in seats."

Even online, the only line that counts is the bottom line. ■

"[Studios] look at the Internet as a way to capture the fans until the sequel comes out," says Columbia TriStar's Keeler.

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ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?
We specialize in insurance for **advertising & media firms.**

Our rates are the most competitive in the industry!

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Call for a quotation with no obligation.
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Design and Marketing by NY's #1 website company. Reseller program available.
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Video News Releases
Promote your ad campaign on TV newscasts.
A powerful tool for getting added exposure.
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D S Simon Productions, 212.727.7770.
Ask for Gene. <http://www.dssimon.com>

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info@won.com

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Baltimore (410) 825-1251

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The Other Guys Charge You A Bundle To Cover The Cost Of Their Big Space Ads. Our Productions Sound Great, Too. But When You Hear Our Prices, They Sound Unbelievable. 800/789-RADIO Sounds Almost Too Good To Be True.

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Send us The World's Worst Radio Spot, we'll send you a big bird for the Holidays.

Details above or by fax at (213) 856-4311 or phone (213) 462-4966
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If You Don't Like Our Reel, Please Call 212-661-2968.

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GREAT RADIO ISN'T CHEAP. CHEAP RADIO ISN'T GREAT.

At least not very often. Heck, even "high-end" radio costs less than the catering budget on a TV spot. Why cut corners when this powerful medium is so inexpensive anyway? In radio, you get what you pay for.

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Classified Advertising
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I'm gonna get stuffed on Thanks-giving!

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

Sarley, Bigg & Bedder
Radio at its best

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MAL SHARPE, the original Man-on-the-Street Interviewer

Campaigns now running in Chicago, San Francisco, Philadelphia & Minneapolis.

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**TRANSLATIONS/
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SPANISH TRANSLATION
307/366-2290 or spantran@tctwest.com

**THREE AUDIENCES
FOR THE PRICE
OF ONE**

For one low price, your Classified ad appears in three different magazines: ADWEEK Classified, BRANDWEEK Classified and MEDIAWEEK Classified.

THREE FOR ONE . . . , not a bad idea.
Call M. Morris **1-800-7-ADWEEK**
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For Classified Advertising Rates
Call M. Morris at **212-536-6493**
or **1-800-7-ADWEEK**

**REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES**

RADIO PRODUCTION

If this were one of our spots, we'd have someone much more talented than you reading it.

RADIO IN THE NUDE
617-536-3890 pantless@aol.com

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

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**Catch a Creative Genius
ADWEEK CLASSIFIED**

OFFERS & OPPORTUNITIES

REQUEST FOR PROPOSALS

The New England Ford Dealers Advertising Association with an annual budget of \$25+ million is seeking an advertising agency of record.

Interested full-service advertising agencies that have a minimum of \$100 million in 1997 billings, related automotive dealer group experience, and no accounts that represent a conflict of interest may respond in writing by December 5, 1997.

To be considered for the RFP and final presentation, you must submit the following information:

- Date the firm was founded, office location(s), number of employees
- Biographies of the firm's principals
- Total billings and billings by media type for 1995, 1996, 1997
- Provide description of New England based media buying and account service capability.
- Client list and tenure
- 1/2" reel of retail (preferably automotive) television commercials reflecting a range of costs.

Send all replies no later than December 5, 1997 to:

The New England Ford Dealers Advertising Association
304 Newbury Street, P.O. Box 179
Boston, MA 02116



BUSINESS OPPORTUNITIES

ACQUISITIONS

Well known, successful, creative, mid-sized advertising agency interested in acquiring New Media, Design and Public Relations firms.

ADWEEK Classified, Box 4039
1515 Broadway, 12th fl.
New York, NY 10036

REAL ESTATE

New York - National Magazine Representative firm would like to Sub-lease two good sized offices, to other magazine or advertising related companies. Great location some services. \$950 an office.

Contact: Ofc Mgr, 212-588-9200
(Corner of Lexington & 135th)

Reach your ad community in
ADWEEK CLASSIFIED

NOTICE

EARLY CLASSIFIED DEADLINE

Because of the Thanksgiving holiday, our Classified deadlines for the December 1st, 1997 issues of ADWEEK, BRANDWEEK, and MEDIWEEK will be earlier than usual.

The deadline for Offers & Opportunities and Employment ads in the December 1st issue will be Tuesday, November 25, 1997 at 4:00 pm.

For more information, please call 1-800-7-ADWEEK; in the West, call 213-525-2279. Thanks, and have a great holiday.

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

RATES for Employment and Offers & Opportunities

MINIMUM: 1 Column x 1 inch for 1 week: \$158.00, 1/2 inch increments: \$79.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

Classified Asst: Michele Golden

EMPLOYMENT

Marketing

Associate Product Manager

National Foods, whose Hebrew National brand name is one of the most respected names in food processing, is seeking an Associate Brand Manager to join our Marketing Department.

The successful candidate will be responsible for executing and analyzing marketing efforts with a focus on the retail class of trade. The position works closely with sales/broker and marketing personnel, advertising/PR and promotion agencies, outside printers and suppliers, and manufacturing and labeling departments to coordinate marketing projects on a regular basis. The Associate Product Manager will develop, in conjunction with the Department, marketing strategy and tactical plans for our flagship business.

Major responsibilities include the development, procurement, distribution, fulfillment and inventory management of selling aids, brochures and point-of-sale materials for the Department.

A Bachelor's degree is required; MBA preferred. Candidate should have 1+ years of successful experience in related, subordinate positions, with strong analytical and computer skills to include Lotus and WordPerfect. Computer proficiency with PowerPoint and the Internet are a plus.

If you meet these requirements, please forward your resume and salary history to:

Allison Goodman, HR
National Foods
600 Food Center Drive
Bronx, NY 10474

EOE M/F/D/V

National Foods

FILM & TV JOBS

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

www.eej.com (888) 335-4335

ACCOUNT EXECUTIVE

NCC, the country's leading spot cable advertising rep firm (16 offices nationwide), seeks aggressive, seasoned Account Executive for its New York office. Candidates must have 3-5 years sales experience (media or rep exp. preferred). Ability to work successfully at client and agency levels; work from established list and develop new business. Sound background in broadcast media fundamentals a must. Familiarity with New York agencies a plus. Excellent growth opportunity with the leading national cable TV rep firm. NCC is a E.O.E.

Send or fax resume
and salary requirements to:

National Cable
Communications
114 West 47th Street, 17th Floor
New York, NY 10036
Fax #: (212) 840-1497
ATTN: Michael Goodman

ADVERTISING SPACE SALES

Major trade magazine publisher seeks dynamic, energetic self starter with proven sales record to sell in the NY metro area. Good presenter, quick thinker who thrives in a team environment. 3 yrs experience required, publishing or marketing services experience a plus. Salary, commission, benefits.

Fax resume and salary history to:

212-536-5353

ACCOUNT EXECUTIVE

Leading broadcast information retrieval company seeks account executive for New York and surrounding region. Candidate should have strong communication, presentation and sales skills. Must have the perseverance and desire to get the meeting, no matter what it takes. Competitive salary plus incentives and generous benefits package.

Fax resumes to:

Betty at (212) 629-8159

CALL 1-800-7-ADWEEK

HELP WANTED

SENIOR MANAGER CORPORATE MARKETING RESEARCH

Prestigious Afro-American pub. co. seeks mature individual with corporate level research experience. This position will be involved with all the market and decision-support research, both primary and secondary, for the company's major business units and all future business.

Responsibilities include providing research support to all sales/marketing services areas to optimize magazine competitiveness in the advertising market place. Using computer syndicated research data (e.g., MJR-J.D. Powers, STC, Telmar-SMRB), you will field surveys, focus groups and use other methodologies to measure/monitor image, social trends, brand equity, usage and attitudes, viewership, internet and consumer behavior. Thorough knowledge of marketing, market research techniques and procedures, questionnaire design, sampling theory and design, and data collection skills. Experience overseeing, directing, and/or consulting with outside research suppliers on data collection, data analysis, interpretation, report writing and presentation of findings.

Must have excellent written and oral presentation skills. Your MBA (bachelor degree min.) in marketing or MS statistics of market research or communications is a plus. At least 5 years min. exp in national marketing, research advertising or communication research, coupled with superb computer skills (Powerpoint, Excel, Microsoft Office) required. We offer excellent company benefits and an environment conducive to professional growth. Salary \$65M.

For immediate consideration send resume to:

ADWEEK Classified, Box 4019
1515 Broadway, 12th fl., New York, NY 10036

Think Brand? UNDERSTAND THAT
THE BRAND IS MORE IMPORTANT THAN THE
AD? RECOGNIZE THE BRAND AS A BUSINESS
ASSET? LIVE FOR BRAND STRATEGY?

Challenge Convention

Brand strategist, manager. 1 - 2 years
marketing communications experience
with agency or client. Work with great
thinkers. **Build Brands.**

Resume only via FAX
or e-mail to:

Larry McNaughton
Corporate Branding
203.353.8180 or
larry@corebrand.com

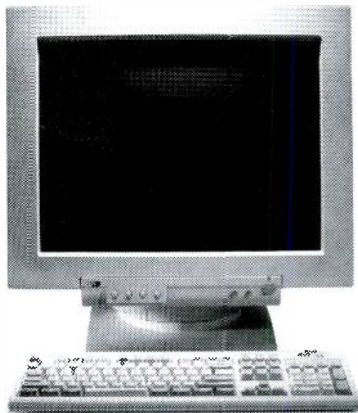


Corporate Branding

In-the-box thinkers wanted.

It takes keen strategic, creative and technical minds to put big brands like Kraft, Kodak, LLBean and IBM on the Web. And Strategic Interactive Group has managed to do exactly that in just two years.

We're fast growing (over 200 so far), award-winning, and we're looking for experienced **interactive media professionals** who can articulate our philosophy of customer segmentation, traditional and interactive media tactics, and execution. You'll work closely with the Media Department to ensure that media plans and creative work are strategically aligned, meet the needs of our clients, and satisfy our own quality standards.



You'll also help deepen existing client relationships and open new ones. A bachelor's degree and interactive experience are required. Strong interpersonal skills for client interface and presentations are an absolute must. Prior direct marketing experience is a definite plus.

We also have positions available in Creative, Marketing, Technical, and Marketing Analysis in Boston, San Francisco and New York. If you're interested in joining one of the largest, full-service interactive agencies in the country, get in touch with us today.

Email tdreier@sig.bsh.com, or use one of those other methods of communication.

Strategic Interactive Group
A Bronner Slosberg Humphrey Company

Strategic Interactive Group, Inc. Human Resources/TD The Prudential Tower 800 Boylston Street Boston, MA 02199 Fax (617) 867-1111 No phone calls, please.
www.sig.bsh.com SIG is an Equal Opportunity Employer. M/F/H

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

WE NEED A SENIOR ART DIRECTOR WHO'D SOONER SLASH THEIR WRIST THAN BECOME ONE.

Small, distinctive Agency (blue-chip tech, publishing and online accounts) seeks razor-sharp Senior Art Director. Position requires 5+ years experience, a superb print book and the ability to manage art staff/freelancers in our New York and Boston offices. Please send resume and selected, non-returnable samples to:

GRECO ETHRIDGE GROUP

126 Fifth Avenue • New York, NY 10011 • Fax: 212.633.9133

ADVERTISING

Active Media, a fast paced media barter company, has the following opportunities available:

**Print Media Buyer/Planner
Media Buyer/Newspaper
Media Buyer/Outdoor**

We seek experienced professionals with knowledge of Windows, Excel and Word. Barter experience a plus. Forward resume, which must specify position desired as well as salary history/requirements, to:

ACTIVE MEDIA

Attn: Trade Department
One Blue Hill Plaza, 9th Fl.
Pearl River, NY 10965
Fax: (914) 735-0749

Production Manager

We need a production expert to work with our creative teams to create a wide variety of marketing and design projects, manage our vendor relations, negotiate estimates, and assure timely delivery. Must have previous agency, prepress, or printing experience.

Traffic Coordinator

We need someone to keep us and our projects in line. Must be organized, detail oriented, and able to juggle multiple projects.

Send résumés to: Cheryl Eaton.

ksv COMMUNICATORS

212 Battery St., Burlington, VT 05401

EOE

ART DIRECTOR/DESIGNER

US: North Central NJ 4A's full service ad agency. Aggressive. Entrepreneurial. Growing. Great atmosphere. Strong creative. Good benefits.

YOU: Do it all. Ads. Direct Mail. Collateral. Sales promotion. From design through production. Quark. Photoshop. Illustrator. Take the initiative. 5-7 years' experience. Sense of humor. Great book. High taste level. Chance to shine.

SEND: Resume with salary history to **S. Chamberlin, Linett & Harrison, 306 Main Street, Milburn, NJ 07041.** No phone calls.

Managing Office Technology

Magazine seeks enthusiastic Ad Sales professional to service existing national accounts and create new business. Must have excellent written and verbal skills. Magazine ad sales, ad agency or comparable experience required. No relocation required. Fax resume to Publisher at (281) 362-1771 or mail to 10200 Grogan's Mill, Suite 150, The Woodlands, TX 77380.

MANAGEMENT SUPERVISOR

You're a Management Supervisor or a Brand Manager in static Agency or Corporate situation. You're ready to talk w/ one of the nation's leading Entertainment Companies. You're adept at building strategic alliances w/ clients. You're ready to go beyond traditional advertising and help us marry information with entertainment in a variety of media...from Spots to the Web to the Point of Sale.

If this sounds appealing to you, fax your resume to:

M. Moody
at 212-366-5423

*The Career
of the '90s.*



Feed Dogs.

*We need a
Media Planner for our
Kal Kan business.*

BBDO West

Please fax resume to (310) 444-4555

ACCOUNT EXECUTIVE

One of the fastest growing and largest agencies is looking for an enthusiastic, self-starter to manage the day to day operations of a regional account.

You must have 2 to 3 years of agency experience that includes a strong foundation in media and a familiarity with the creative and production process. Current or past experience with fast food, automotive or the real estate brokerage category is desired, yet not mandatory.

This is an opportunity that will challenge your skills.

Send or fax resumes to:

Wanda Switzer
Arnold Communications
437 Madison Avenue
New York, N.Y. 10022
Fax: 212-207-3081

Arnold is an employer that encourages diversity in the work place.

ADVERTISING SALES ASSISTANT

Leading advertising sales organization seeks a Sales Assistant at their New York midtown location. Your duties will include typing, rate quotations, placing space reservations, serving as liaison between advertising clients and newspaper owners. Newspaper and/or advertising experience helpful but not required.

Candidate should have knowledge of Windows 95 and Lotus.

Competitive salary/benefits, great work environment.

Please fax resume to:
212-286-9004

ADWEEK Classified, Box 4044
1515 Broadway, 12th fl.
New York, NY 10036

EOE

Advertising Sales Rep

Fashion publisher seeks an advertising account executive to sell advertising space in children's fashion trade publication. Will be required to cover existing accounts and generate new business. Must have a minimum of 2 years' ad sales and/or related industry experience and be computer literate. Some travel required. Please fax resume and salary req's to Box: BG, Fairchild Publications (212) 630-4295. EOE.

**Fairchild
Publications**

CALL 1-800-7-ADWEEK

MEDIA TECHNOLOGY

Help Reuters Marketing Information build the AdValue Network service for New York agency, rep and station community. As Customer Executive, you will service multiple client accounts, train users, and troubleshoot. You already have worked in a large agency or rep firm; have familiarity with AdValue Network; know DDS or other large agency/rep systems; and are computer literate. Reuters' offers excellent benefits and competitive salary.

Fax resume and salary history to:

212-603-3867

ADVERTISING SALES

New York based start-up focusing on fashion, interiors, beauty and entertainment seeks experienced professional to manage advertising sales effort. Must be highly motivated, self starter with excellent communications skills and proven track record handling high-end retail and consumer goods accounts. Entrepreneurial spirit is a must.

Fax resume to Pam at 956-5961.

COPYWRITER

to write ads, direct mail, newsletters and collateral materials for healthcare and B to B clients. Must have several years experience and be great with concept development. Experience writing proposals a plus. Send resume with salary requirements to:

Managing Director
CCG
26 Parsippany Road
Whippany, NJ 07981

HELP WANTED

SONY**Marketing
Communications
Administrators**

SONY Electronics Inc., a world leader in electronics, has several outstanding opportunities for Marketing Communications Administrators in our Consumer Products and Business and Professional Products groups at our **Park Ridge, NJ** headquarters.

You will be responsible for the development/implementation of strategic objectives for communications plans, directly managing vendors and agencies in the fields of creative development, production and distribution of collateral material, including brochures, literature, point of sale, premium items and retail advertising. You'll also be fully responsible for budget management, project scheduling, and coordination of support material for sales meetings and trade shows.

To qualify, you should have 2-3 years related experience in account management or sales promotion, including experience in print production, graphic design and copy development. Strong project management, organizational, and communication skills are necessary.

SONY offers a generous compensation/benefits package which includes employee savings/profit sharing plans. To apply, send your resume with salary requirements/history in confidence to: **CM/ADVERTISING STAFFING, SONY ELECTRONICS INC., 1 SONY DRIVE, MD 3C8, PARK RIDGE, NJ 07656-8003.** No agencies or phone calls please.

We are proud to be an EEO/AA employer M/F/D/V. Women and minorities are encouraged to apply. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing.

**Brand
Manager**

ADD
FLAVOR
TO
YOUR
CAREER

Together, **Mistic Brands, Snapple and Royal Crown Company** make up the **Triarc Beverage Group**, an exciting, leading-edge marketer and distributor of carbonated soft drinks and premium beverages.

We have an excellent opportunity for a Brand Manager to lead the marketing efforts for one of our brands. If you possess marketing skills, both strategic and tactical, negotiation abilities and financial and presentation talents, we invite you to contact us. The ideal candidate will have an MBA and previous experience in consumer packaged goods brand management.

We offer a competitive salary and benefits package. For consideration, please send your resume and salary history and requirements to **Human Resources, attn.: RCBM, Triarc Beverage Group, 709 Westchester Avenue, White Plains, NY 10604, fax: 914-286-4455. Equal Opportunity Employer m/f/d/v**

TRIARC BEVERAGE GROUP**Market
the brands
that fill
America's
day.**

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

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

**Manager of Media Services -
Dunkin' Donuts**

Provide strategic direction for traditional and non-traditional media budget of \$40 million. Manage relationship with Advertising Agencies to maximize brand effectiveness and productivity. Must have media buying and planning experience and demonstrated analytical, presentation, and communication skills generally acquired by 5+ years' related experience.

Please fax your resume and salary history to: **Employment Services, (781) 963-2268, or (781) 961-7738, Dept. AD1124.**

An Equal Opportunity Employer.

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PLAY A PART IN A CHANGING AMERICA

The Asian American market is the fastest growing market segment in the country today -- and we're the leading agency targeting this prime consumer group. Currently we're seeking an Account Director to join our highly energized, committed staff. If you're a leader and a team player, if you're a good teacher and a good student, if you have 5+ years' experience on either the agency or client side, and if you're fluent in an Asian language, preferably Chinese -- here's a great opportunity. Join a dynamic team whose goal is to link corporate America with 10 million Asians nationwide.

Fax resume to 212-889-5628

Attn: Eliot Kang

or e-mail Eliot@kanglee.com

for immediate consideration.

HELP WANTED

INTERACTIVE
MEDIA
POSITIONS

THUNDER HOUSE, an affiliate of McCann-Erickson Worldwide, is looking to expand its new media department in Boston and New York. We are looking to place **assistant and senior media planners/buyers**. One year of interactive media experience is required; traditional planning/buying is a plus, but not as a substitute. Responsibilities include implementing all stages of research, planning, buying and analysis of online media campaigns for large national and global brands. FAX RESUMES TO: HR/MEDIA, (617) 679-0720. No phone calls, please.

**THUNDER
HOUSE**
ONLINE MARKETING COMMUNICATIONS

CONSUMER MARKETING STRATEGIST/ACCOUNT PLANNER

We seek an inspiring individual Consumer Marketing Strategist/Account Planner who will shape our agency's future and Build 21st Century Brands™ for our clients.

You're a true brand champion, highly adept at collecting and analyzing research, trends, and client industries, superb at probing consumer motivations, with a desire to build strategic platforms for marketing communications programs.

You're a coach to internal teams and inspire them to build upon your platform with dynamic amazing ideas. You write compelling strategic plans and programs (and sneak in a few of your own creative ideas) and present to audiences with aplomb and applause!

We're different, different than the rest. Mid-sized and determined with deep values. We honor extraordinary relationships - with our clients and each other - and work in a team environment based on continuous learning, respect and a passion to create authentic work that lasts and makes a difference.

We are leaders in cause-related marketing and recognized for our brand repositioning efforts, our integrated interactive marketing campaigns, our ethics and our dedication.

If you love brands, can identify their true voice, have 8+ years agency/client experience, can lead and be hands on too, contact us. Help shape our future and that of a lot great brands.

Send resume and salary history to:
CONE Communications
90 Canal Street
Boston, MA 02114,
or fax to (617) 523-3955.

STAFF WRITER

MC, the leading monthly magazine covering technology marketing, published by Adweek Magazines, is seeking a staff writer in its downtown San Francisco office. Duties include writing full-length (3,000-4,000 word) feature stories about people, companies and marketing issues in the technology industries, as well as reporting news for the MC News website at www.marketingcomputers.com. Some travel required. Business writing experience preferred.

Please contact the editor via email at:
jeff@marketingcomputers.com
or at MC Magazine

50 Francisco St., Ste. 130, San Francisco, CA 94133

No phone calls please
EOE

We Need More KILLERS!

In South Florida. Fast paced, no nonsense Media Directors and Buyers that want to rule the Media World. Fastest growing automotive ad agency in the U.S.! Relocation assistance, 401K, 100% medical and dental. Starting pay \$45K-55K, with huge advancement. Great offices! Great working environment! If you're great fax resumes to Attn: Jo Anne or Debbie at (954) 491-0390 or call (954) 491-6699.

MEDIA PLANNER/BUYER

Rapid growth has created a need for an experienced Media Planner/Buyer in our Buffalo, NY based advertising agy. 2+ years, Smart+, Spot TV/radio is required. Fast food/co-op is a plus. Fax resume to:

(716) 689-2468 or E-mail to:
marble@thepartnershipltd.com.

Reach your ad community in
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GENERAL MANAGER

The **Image Bank**, an international visual communications company, seeks to fill the position of General Manager for the **Boston sales office**. This position requires an entrepreneurial spirit with high energy and a "whatever-it-takes" attitude. Responsibilities include managing top and bottom line performance, and developing a local strategy to align with the company's global approach. The successful candidate will have proven managerial experience, experience building a sales team and sales strategy, and must be able to understand and work with the creative community. Advertising agency experience a plus. This is a super opportunity to have full responsibility of a stand-alone branch operation in a rapidly expanding industry. Competitive salary and benefits package commensurate with experience. If you are a positive team-player with the skills and experience listed, send your resume and salary requirements in confidence to: **The Image Bank, HR Dept. LB, P.O. Box 568803, Dallas, Texas 75356-8803**. EOE. No telephone calls please.

IMAGE BANK
IMAGE BANK

YOU MAY NOT EVEN BE LOOKING FOR A NEW JOB.

Just browsing in the hope that there's that one job that seems like it's been created just for you. A position as a Senior Account Supervisor. At a major worldwide agency. With all those resources and benefits. But you'd also get the thrill of starting up something of your own - a new servicing branch of the relationship marketing agency. And relationship marketing is something you know everything about. Especially frequent flyer or traveler loyalty programs. You'd help build a new location and work closely with NY base. You'd make it grow really fast. And everyone would know you did it. Your talent would be recognized. You'd get paid what you're really worth. And you'd get to live someplace great -- Washington, D.C.

If your heart's beating a little faster, fax your resume and salary requirements to:
Barbara Jewell at (212) 867-5170

ADVERTISING SALES ACCOUNT MANAGERS

National consumer men's publication **ICON Thoughtstyle Magazine** is interviewing for two new advertising sales positions. **ICON** offers a unique sales opportunity to a professional with industry experience to increase our rapidly growing market share. Coverage of fashion/retail/fragrance accounts and corporate/financial/consumer electronics accounts needed. Strong organizational, verbal and writing skills are required.

Send resume in confidence to:

ICON Thoughtstyle Magazine
Attn: **Jessica Godfrey**
595 Broadway, 4th Floor
New York, NY 10012
NO FAXES PLEASE.

MEDIA PLANNER/ BUYER

Fast growing NJ Agency is looking for an experienced media planner/buyer. Candidate must have print media experience with polished written skills. Broadcast experience a plus. Position needs to be filled quickly. Send resume with salary requirements to:

Director Human Resources
Gillespie

3450 Princeton Pike
Lawrenceville, NJ 08648
donnas@gillespie.com

EOE

Catch a Creative Genius
ADWEEK CLASSIFIED

HELP WANTED

Safilo Group is a worldwide leader in the design, manufacture and distribution of licensed designer (Gucci, Christian Dior, Diesel, Ferre and more) and house brand eye wear. At the United States headquarters, located in Northern New Jersey, we are seeking marketing services professionals for the following positions:

ASSOCIATE BRAND MANAGER

Responsibilities include the coordination of marketing objectives such as planning, advertising and promotional programs for licensed designer product lines. Selected candidate must have minimum of 3 years brand marketing experience and PC proficiency for the preparation of reports. Salary-40's.

ADVERTISING MANAGER

Duties include the full coordination of trade and consumer advertising, liaison with external advertising/public relations agencies and creation and implementation of image-oriented programs. Salary-50's.



Send resume to:
Safilo USA
 Human Resources Dept.
 801 Jefferson Road
 Parsippany, NJ 07054-3753

WE HAVE THEIR UNDIVIDED ATTENTION!

Eagle River Interactive is a world leader in the design and implementation of interactive marketing and business communications solutions. With offices in Chicago, New York, Dallas, Portland, Mountain View, Vail and Paris, we are always looking for professionals with a strategic eye, proven creative excellence and technological leadership to join our dynamic team. Currently, we are seeking the following individuals:

CREATIVE DIRECTOR

You oversee all creative work for innovation. After building teams, you work with them, driving projects from conception through execution, all the while challenging client assumptions and motivating teams to invent. Using your strong background in visual communications and in-depth understanding of technical project aspects, you strive to educate production teams on meeting client objectives. You even direct development of and deliver new business presentations.

ART DIRECTOR

Can you conceptualize, design and produce Web and CD-ROM projects in a team environment? How about effectively communicate design visions to clients and manage a team of designers? You have a good foundation in multimedia and Internet projects. You have the uncanny ability to ensure project continuity and functionality. Some of your assets include proficiency with Illustrator and Photoshop, working knowledge of HTML and Director.

DESIGNER

You may have brief or even no experience in the multimedia field, but possess a high level of design training and software skills (Illustrator, Photoshop) matched with a desire to apply those talents to Web and CD-ROM projects. By providing creative input and helping the team with graphic production, you seek to develop as a designer and beyond.

Stand up and introduce yourself!
Eagle River Interactive, Attn: Nancy Izzo
 400 W. Erie Street, Suite 504, Chicago, IL 60610
 312/867-5946 (fax) nizzo@eriver.com
 www.eriver.com

Morgan, Anderson & Company
Information/Resource Services
& New Business Associate

Unique Opportunity

As the leading marketing communications management consultancy to major advertisers worldwide, Morgan, Anderson seeks a talented individual to coordinate our Information Services and New Business activities. You should have 4 to 6 years experience in either Agency information services or new business activities and/or management consulting information/research services, impeccable credentials, a will to succeed and a desire for excellence, with a compelling interest in supporting our rapid business growth and development. Join a stimulating environment in Chelsea where creative problem-solving, high quality work and team playing are highly value. Please fax letter, resume and salary needs in confidence to:

Tom Early
 (212) 989-6497

Creative Services Coordinator

*Excellence Is
 Recognizable*



Anthem Blue Cross and Blue Shield of Connecticut, one of the largest and most innovative healthcare providers in the state, currently has an outstanding opportunity for a designer to collaborate on professional print and web site graphics.

Utilizing your design skills, you will support the managed care initiatives of the company's sales, marketing, communications and health promotion activities. To qualify, you must have at least 3 years of supervisory experience as well as expertise in Pagemaker, Illustrator and Photoshop. Excellent project management skills are also a must while a college degree is preferred.

We offer a competitive salary, an attractive benefits package and a comprehensive training program. For immediate consideration, please fax (203) 239-8495, or send your resume, which must include salary requirements to: **Human Resources, Dept-DPA, Anthem Blue Cross & Blue Shield of Connecticut, 370 Bassett Road, North Haven, CT 06473. An Equal Opportunity Employer.**



www.anthembcbsct.com

Leading publisher of outdoor, sports and leisure magazines has outstanding opportunities for computer literate individuals in the following positions:

PROMOTIONS MANAGER

Ideal candidate will have prior promotions experience with magazine background a plus. Responsibilities will involve overseeing the management of trade shows/events, developing merchandising/value added programs including multimedia and consumer shows, and creating concepts for advertorials.

PROMOTIONS COORDINATOR

Ideal candidate will preferably have related promotions experience. Responsibilities will primarily involve merchandising and include working with sales, clients and management at consumer shows, fulfillment of incentive trips/sweepstakes maintenance and assisting with program merchandising.

We offer a competitive salary commensurate with experience and a generous benefits package. Please send resume with cover letter indicating salary requirements to:

Kim Putnam
TIMES MIRROR MAGAZINES
 2 Park Avenue, New York, NY 10016
 EOE M/F/H/V

**ACCOUNT EXECUTIVE
 ADVERTISING SALES**

Get in on the ground floor of a breakthrough medium! Well established publishing company in food, travel and wine field seeks entrepreneurial individual to blaze a trail for a cutting-edge start-up. We're already successful, with a long-term track record publishing for most of the world's major airlines. To qualify, you should have solid communication skills, enjoy the freedom to realize sales goals in your own way and can take on the responsibility to produce in a NYC-based environment. If you fit the aforementioned plus have experience selling advertising space for a consumer oriented publication, consider joining OSM, where an exciting opportunity exists for a person of imagination, energy and persuasive ability.

Please submit your resume and confidential salary history to:

O'Sullivan Publishing
 Department AE-AW
 110 Triangle Boulevard, Carlstadt, New Jersey 07072

HELP WANTED

MEDIA INDUSTRY PEOPLE WHO KNOW THE VALUE OF CUSTOMER SERVICE

Do you enjoy traveling, making presentations, and sharing your industry knowledge and expertise with others? Have you worked hard to be the best at what you do and are you ready to be recognized as an industry expert?

If you answered yes to these questions and if you have a burning desire to be the best at what you do, you'll be interested in our open position:

Account Executive, Advertiser/Agency Services, New York. Responsible for selling and servicing Arbitron's growing line of products and services to advertisers and agencies. Candidate must have at least two plus years of media sales experience; strong selling skills; good computer knowledge; and familiarity using both quantitative and qualitative research in the process of buying and selling radio. Interested candidates please call or forward your resume to:

ARBITRON
An Equal Opportunity Employer

Jerry Sacchetti
Eastern Manager, Advertiser/Agency Services
142 West 57th Street, New York, NY 10019
Phone: 212-887-1502
Fax: 212-887-1390

SENIOR ACCOUNT EXECUTIVE HISPANIC MARKETING

NORTHEAST REGION

National sales promotion agency seeks a Sr. Account Executive to manage the development and execution of account specific and regional promotion programs in the Northeast region. We're looking for a self-starter with an understanding of promotional techniques and strategies and classes of trade, as well as an integral understanding of the hispanic market. A good creative sense and customer marketing experience are preferred along with the proven ability in the areas of concept development, strategic planning and execution. Previous experience in the beer/beverage, package goods and QSR categories is also preferred.

We offer an excellent compensation package as well as an entrepreneurial environment that allows you to do your best work and grow your business.

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

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

Equal Opportunity Employer

MIF/VD

NAT'L DIRECTOR OF THE 2000 CENSUS PROGRAM

Nat'l civil rights organization seeks an indiv. to plan and direct all facets of the MALDEF National Census Campaign. Required minimum of 5 years community outreach, campaign organizing, policy making and/or legal exp. Must have pre-sales management experience. Require experience working with nat'l policy makers. Undergraduate degree in social sciences req. Graduate Degree pref.

Send resume & writing samples to MALDEF, Attn. HR Dept.,
634 S. Spring Street, LA, CA 90014. EOE

SR. ART DIRECTOR

Produce a ton of ads and build a diverse TV reel at this fast-paced, high-volume ad agency serving major publishing accounts. Seeking an experienced AD with strong conceptual and strategic thinking. Must be fast and MAC-savvy (esp. Photoshop; Quark) with a head for typography and design. TV experience a must.

Send resume:

Arty Direct
460 Park Ave South, 7th Fl.
New York, NY 10016

ADVERTISING SALES

Entrepreneurial, fast growing publishing company seeks energetic sales person interested in not just selling, but educating potential advertisers to the value of niche health magazines.

Ideal candidate is highly motivated, has excellent listening and communication skills, a generally optimistic outlook on life and comfortable working in quirky busy offices in the West Village. Women's magazine/Agency experience a plus.

Pls fax resume to (212) 741-8942.

ADVERTISING SALES

International technology magazine with CIO, CTO mgmt audience seeks sales rep for Boston and NY accounts. Strong market position with excellent editorial. Work from either Boston or NY location. Solid base plus commissions.

Fax resume to:
M. McKinley
(415) 274-8281

Or email:
mmckinley@technologybusiness.com

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NETWORK RADIO SALES PLANNING

Westwood One seeks Network Radio Sales Planner. Ideal candidate will have a minimum of 2 years experience and will be organized, resourceful, and able to function effectively in a deadline oriented environment. Computer literacy a must. Lotus 1-2-3 preferred. Media planning experience a plus. Send resume and cover letter to:

Sales Planning
Westwood One
1675 Broadway, 17th floor
New York, NY 10019
EOE

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Tickets.*

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Planning Supervisor
with entertainment
experience.*

BBDO West

Please fax resume to (310) 444-4555

ART DIRECTOR/ COPYWRITER

Looking for experienced freelance art director/copywriter with background in either jewelry, financial, giftware, or accessories. Fax resumes with sal reqs to:
(212) 779-9684

Senior Media Planner

Seattle's largest advertising agency is currently searching for a top media professional to join our growing media planning team. We are looking for an individual who has:

- At least 4 years in media
- Retail experience
- Strong media planning skills
- Familiarity with top 10 markets
- Experience with direct contact with clients
- Excellent presenter

This position reports to the Director of Media Planning, and will have a high degree of independence and client interaction. What we offer is a positive and fast-paced environment along with the opportunity to live in a great city.

Send your resume and cover letter to:

Director of Media Planning
EvansGroup
190 Queen Anne North
Seattle, WA 98109

EvansGroup
Seattle

AD/PRODUCTION MGR

Small agy looking for exp'd production mgr. Must be familiar with all aspects of print production incl ads, brochures and direct mail. Jewelry exp a plus. Good org skills a must. Fax resume along with salary req to 212-779-9684.

USE
ADWEEK MAGAZINES
TO GET NATIONAL
EXPOSURE

CALENDAR

Advertising Women of New York will hold its **Advertising Woman of the Year luncheon** Dec. 2 at the Marriott Marquis Hotel in New York. Honorees include Beth Gordon of The Media Edge; Ann Moore, president, *People* magazine; and Linda Srere of Young & Rubicam New York.

The **Addressable Advertising Coalition** will hold a summit Dec. 4 at the New York Palace hotel. Members of the advertiser and media communities interested in speaking or attending should contact Elizabeth Barlow via fax at 914-255-2231 or e-mail at gdnclm@ix.netcom.com.

The California Cable Television Association presents **The Western Show** Dec. 9-12 at the Anaheim Convention Center, Anaheim, Calif. Contact: 510-428-2225.

New York Women in Film & Television presents its **annual holiday luncheon** honoring top talent Dec. 11 at the New York Hilton & Towers. Honorees include Judy McGrath, president, MTV Networks. Contact: 718-263-6633.

The **20th International Sports Summit** will be held Jan. 14-15 at the Marriott Marquis Hotel in New York. Featured speakers will include Mike Levy, CEO, CBS Sportsline. Contact Steve Goodman at 301-493-5500.

The Cabletelevision Advertising Bureau will present **CAB's Cable Sales Management School 1998** Jan. 15-17 in Orlando, Fla. (site TBA). Contact Nancy Lagos at 212-508-1229.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

ABC Orders *Sacred*, *Cracker*

Despite low ratings for the shows, ABC has ordered nine additional episodes of its two new Thursday-night drama series, *Nothing Sacred* and *Cracker*, bringing the total orders for each to a full-season 22. ABC Entertainment president Jamie Tarses renewed the shows last week. Although *Nothing Sacred* has received positive reviews, it has averaged only a 2.0 rating in the adults 18-49 demographic, the category ABC holds more important. The show has generated controversy because groups including the Catholic League for Religious and Civil Rights have protested *Sacred*'s portrayal of a nonconformist priest. The uproar has caused many major advertisers to pull ads from the series. *Cracker* hasn't fared much better in viewership. The show, starring Robert Pastorelli (who played the painter in *Murphy Brown*), has averaged a 2.6 rating in the 18-49 demo, ranking 99th among all series this year.

CBS Revamps Friday Night

Encouraged by its second successful special broadcast of *Kids Say the Darndest Things*, CBS will add the Bill Cosby kids series to its regular Friday-night schedule effective Jan. 9 (8-8:30 p.m.) On Friday, Nov. 14, a one-hour special of the show averaged a 12.9 rating/22 share to win its time slot in households, adults 18-49 and adults 25-54. Last May, the first *Darndest* averaged a time period-winning 11.1/22 in households. The new CBS Friday-night lineup will also include the shift of *The Gregory Hines Show* to 8:30-9 p.m., and the relocation of *Family Matters* to the 9-9:30 p.m. slot. CBS also has picked up *Candid Camera*,

hosted by Peter Funt, as a mid-season replacement series.

A *TV Guide* Christmas on USA

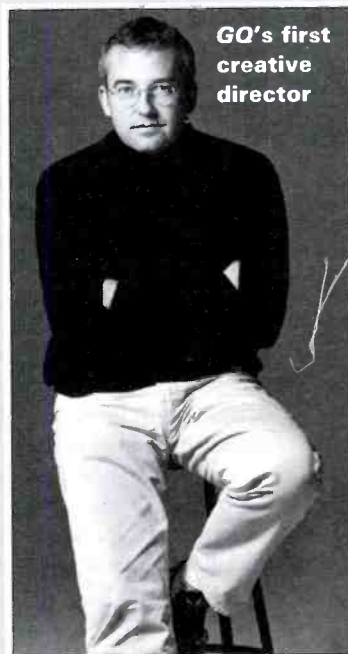
TV Guide has teamed with the USA Network to produce a holiday special, *TV Guide Looks at Christmas*, to air Nov. 29 at 7 p.m. (ET) on USA. Lea Thompson of NBC's *Caroline in the City* will host the hour-long review of classic Christmas programming.

Source Celebrates 100 Issues

The hip-hop magazine *The Source* will publish its 100th issue in January. The issue, set to hit stands next month, will include several top-100 lists relevant to hip-hop, and a pull-out poster featuring all 100 covers. The magazine will mark the milestone with a New York City bash at the Hammerstein Ballroom on Dec. 8, hosted by Queen Latifah and Fab Five Freddy, with performances by Run DMC and The Fugees.

HBO Tops Aces Again

As usual, HBO has raked in the largest number of CableACE awards of all the cable networks competing, with a whopping 32 awards. Of HBO's programming, big winners were the movie *In the Gloaming* and series *The Larry Sanders Show* and *Oz*. TNT came in a distant second with eight winners; the network's original movie *George Wallace* won three (best miniseries, and best actor and best director in a movie/miniseries). Showtime won five awards and Cinemax, CNN and ESPN each took home four. Several surprise winners earned awards in a few categories: Kel Mitchell, of Nickelodeon's *Kenan and Kel*, won for best actor in a comedy series, and Sandrah Oh from HBO's *Arli\$\$* won best actress in a comedy series. The winners were announced during a televised awards show on TNT on Nov. 15, which drew a 0.6 uni-



GQ's first
creative
director

'GQ' Ups Moore

In recognition of 17 years of contributions, *GQ* fashion director Jim Moore has been named to the new position of creative director. Since 1980, Moore has helped coordinate fashion coverage at the Condé Nast monthly. In his new role, Moore will continue to oversee the book's fashion pages.

Media Notes

CONTINUED

verse rating, with a 0.5 rating on the repeat run.

Showtime Deals for Live Films

Showtime Networks last week announced a three-year deal with Live Entertainment that gives the premium cable channel exclusive rights to Live films released between September 1997 and December 2000. The deal includes such titles as *Wes Craven's Wishmaster*, Sidney Lumet's *Critical Care* and future titles starring Snoop Doggy Dogg (*Caught Up*) and Denis Leary (*Suicide Kings*).

Late-Night Low for Keenen

In the Nielsen Syndication Service report for the week ending Nov. 9, Buena Vista Television's *The Keenen Ivory Wayans Show* slipped to its lowest rating since its Aug. 4 debut.

Keenen posted a 1.5 in households, a 38 percent drop from its debut-week 2.4. Competing late-night talk show *Vibe*, which switched hosts from Chris Spencer to Sinbad on Oct. 27, had posted identical 1.7 rating weekly averages through Nov. 9. Although the Columbia TriStar-distributed *Vibe* was up 30 percent over the last week Spencer hosted the show (1.4 rating), the show was still 23 percent off its debut-week average (2.2 rating).

Sinclair Moves in Minneapolis

Sinclair Broadcast Group spent \$50 million last week to gain a foothold in the country's 14th-largest market, Minneapolis. Sin-

clair secured funding to acquire 100 percent of the stock of Lakeland Group Television, the owner of KLGTV-TV, the Minneapolis WB affiliate. The purchase will be funded with bank debt.

ESPN Radio to Air Weekdays

ESPN Radio announced last week that it will expand weekly programming by 200 percent by adding shows for weekdays and weeknights. *The Tony Kornheiser Show*, a sports and contemporary culture show, will air from 1 to 4 p.m. ESPN will also expand *ESPN Gamenight*, its weekend-night staple, to run seven nights a week.

Travels With the Stones

Rolling Stone this week is changing its name for the first time in its 30-year history—for one issue. The edition that hits newsstands tomorrow will be bannered *Rolling Stones* in honor of the band and its current Bridges to Babylon world tour, which are featured in a cover story by contributing editor Chris Heath. The 6½-page piece includes interviews with all four Stones.

Access Switches Stations

Twentieth Television has secured new station clearances for *Access Hollywood* in three major markets for next season. In Dallas, the show is moving from Fox O&O KDFW-TV to CBS affiliate KTVT in fall 1998. NBC affiliate KARE will pick up the show up from



Jackie O. leads A&E's latest brand extension.

A&E Network continues to expand its successful *Biography* franchise into new business extensions. The latest creation under the Biography banner is a line of books published by Park Lane Press, led off by a bio of Jacqueline Kennedy Onassis. Other titles to follow will include titles on Muhammad Ali, Pope John Paul II and Ronald Reagan. The books fall under the purview of Tom Heymann, vp of new media at A&E. Other media extensions under the Biography umbrella include a monthly magazine, home videos and a separate Web site.

Biography By the Book

A&E Network continues to expand its successful *Biography* franchise into new business extensions. The latest creation under the Biography banner is a line of books published by Park Lane Press, led off by a bio of Jacqueline Kennedy Onassis. Other titles to follow will include titles on Muham-

mad Ali, Pope John Paul II and Ronald Reagan. The books fall under the purview of Tom Heymann, vp of new media at A&E. Other media extensions under the Biography umbrella include a monthly magazine, home videos and a separate Web site.

Hasselhoff Stays by the Bay

David Hasselhoff, executive producer and star of the internationally popular *Baywatch* series, has signed a three-year extension of his agreement with series distributor Pearson/All American Television. Terms of the deal were not disclosed. Hasselhoff's extension effectively guarantees production and distribution of *Baywatch* through the 2000-2001 season. It had been previously rumored that Hasselhoff was preparing to leave the 8-year-old syndicated series to pursue his singing career full-time. In fact, with *Baywatch* having wrapped this season's production on Nov. 7, Hasselhoff is touring Europe to

promote his latest album, *Hooked on a Feeling*.

R&B TV to Roll as Weekly

R&B TV, a showcase of blues music that aired as a special in syndication last summer, will expand to weekly distribution in September 1998 via BKS/Bates Entertainment and BlackPearl Entertainment. Produced by BlackPearl in association with Warner Bros. Domestic Pay-TV, Cable and Network Features, *R&B TV* first appeared in quarterly specials, featuring such artists as Babyface, Lisa Stansfield and En Vogue. Jody Watley has been signed to host the show.

Global to Buy 14 CBC AMs

Global Broadcasting has secured funding from California-based Beehive Development Corp. to buy Minneapolis-based Children's Broadcasting Co.'s 14 AM stations. Global agreed to pay CBC \$72.5 million for the stations, which will launch as part of a national radio network in February. Sources at Global say the goal is to target adults 18-49 with the new network. The stations currently air programming from the Radio Aahs children's network.

The editors of
Mediaweek
invite you to the



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Media **All-Stars**
Awards Luncheon

WEDNESDAY, DECEMBER 10, 1997

THE NEW YORK MARRIOTT MARQUIS
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11:45 RECEPTION

12:15 LUNCHEON AND AWARDS CEREMONY

TICKETS – \$100 PER SEAT \$1000 FOR TABLE OF 10
R.S.V.P. BY NOVEMBER 26, 1997

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BRIAN WILLIAMS

ANCHOR AND MANAGING EDITOR,
MSNBC's "THE NEWS WITH BRIAN WILLIAMS"
ANCHOR, SATURDAY EDITION OF "NBC NIGHTLY NEWS"

Presented by

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Please reserve _____ seats. (\$100 per seat)

Enclosed is my check made payable to: Mediaweek's Media All-Stars

in the amount of: \$ _____

Please charge my: Visa Amex MC

Signature: _____ Exp. date: _____

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Send this form and payment to Alexandra Scott-Hansen,
Mediaweek, 1515 Broadway, 12th Floor, New York, NY 10036.
For more information call 212-536-6588 or fax your order to 536-5353.
You can also charge tickets online at www.adweek.com

BIG DEAL

USA OLYMPIC CRUNCH/BETTY CROCKER TEAM USA

Advertiser: General Mills
Agency: Campbell Mithun Esty, Minneapolis
Begins: January
Budget: \$30 million-plus
Media: TV, print

Looking to build on its successful tie-in with the 1996 Summer Olympics, General Mills is expected to spend big to leverage its sponsorship of the 1998 U.S. Olympic Team. It will introduce a limited-time USA Olympic Crunch cereal and Betty Crocker Team USA desserts, and run Olympic-themed promos for many of its brands, among them Cheerios, Wheaties, Total, Fruit Roll-Ups and Yoplait.



W36big24.cap Lorem ipsum

sports equipment and packaged in red, white and blue. Crunch likely will receive TV and print advertising leading up to the Olympics. General Mills was so successful with the limited-time Team USA Cheerios it launched around the 1996 Summer Olympics that this year it introduced the cereal as a year-round product.

General Mills will also extend its Betty Crocker Team USA desserts beyond the cake mix intro'd in '96 to include brownie, cookie and muffin mixes, all with red, white and blue sprinkles in the frosting.

Many brands will have special packaging and carry individualized package promotions. Boxes of Cheerios, for example, will include collectible Big G Medallions, to be touted via tags on existing Cheerios TV ads, handled by Saatchi & Saatchi, N.Y. —Stephanie Thompson

In preparation for the Winter Olympics in February, General Mills will in early January launch its USA Olympic Crunch, a cereal with shapes of winter

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

RAY-BAN SUNGLASSES

Advertiser: Bausch & Lomb
Agency: Bozell, N.Y.
Begins: April
Budget: \$25 million-plus (est.)
Media: TV, print

Bausch & Lomb's Ray-Ban unit, still giddy from the success of its first-ever movie promotion with Sony's *Men in Black*, launches its next tie-in with Universal's *Blues Brothers 2000* during the relatively clutter-free first quarter. The sunglass maker plans a global retail presence and a flood of Gen X-targeted media.

Ray-Ban will transform some 15,000 Sunglass Huts with movie-themed standees, signage and gifts with purchase from the specially named Blues Collection, a group of eight styles of sunglasses, including the classic Wayfarer, featured in the film. Other promo partners include Popeye's Chicken & Biscuits, Novus service's Discover Card and Seagram's spirits for a program that could top \$25 million in media spending.

Ray-Ban will hype the promo through print, movie theaters, outdoor and college campuses. Local events and giveaways will surround college screenings. Bozell, N.Y., handles.

Universal execs, trying to reach a cross-generational demo with the '90s installment of the well-known property, have made deals that will buoy the Feb. 6 release everywhere from the House of Blues chain and the Mardi Gras to the Nascar circuit. The film could get an additional boost from re-release and promo of the original *Blues Brothers* movie on home video and Universal Records' soundtrack that features the likes of Blues Traveler, Erykah Badu, Johnny Lang, B.B. King and Aretha Franklin.

—T.L. Stanley

TOTAL HAIR FITNESS

Advertiser: J.B. Williams
Agency: Avrett, Free & Ginsberg, N.Y.
Begins: April
Budget: \$10 million
Media: TV, print

J.B. Williams, looking to turn "male pampering" into a distinct category, will put \$10 million behind the 1998 launch of Total

Hair Fitness for Men, billed as the first just-for-men mass-market haircare brand.

Total Hair Fitness shampoo and conditioner ships to retail Jan. 5, with television and print advertising breaking in April. FSIs will drop in April and August. Williams will heavily target men's books such as *Playboy* and *Men's Health*, but will also target women—who buy 70 percent of men's shaving products—with buys in *Us* and *People*. The company's radio push will include designation as the official haircare of "Imus in the Morning," a popular New York talk-radio show.

A 30-second TV spot takes dead aim at "shiny" hair brands, such as No. 1 Pantene, and claims that Total Hair Fitness "gets inside your scalp to help stimulate circulation," a potentially motivating line to men concerned about hair loss. The tagline reads, "Go beyond clean to healthy."

It's the first big new product splash from Williams, which has made its name largely by taking old "distressed" brands, such as Brylcreem and Aqua Velva, and revitalizing them. The company recently purchased San Francisco Soap Co., a bath and body brand, and is currently launching a line of aromatherapy products including soap, bath gels and skincare, under that flag.

Total Hair Fitness enters the \$3.3 billion mass market haircare category at a time of severe product clutter and stagnant growth. In the year ended Sept. 28, the shampoo category had sales of \$1.5 billion, up 3.2 percent, according to Information Resources Inc. Conditioner sales were \$838.2 million, up 3.6 percent.

Williams is banking on Total Hair Fitness to capitalize on the recent phenomenon of male pampering. More men are showing up at the plastic surgeon's office than ever before, according to press reports. Magazines devoted in part to narcissism, like *Men's Health*, have flourished. Experts believe it's a logical outgrowth of corporate downsizing, as people feel more insecure about their jobs and believe they need an edge.

Total Hair Fitness, with its "professional formula" tag on the bottle, will also attempt to straddle the line between mass market and salon brands, which have

CMR TOP 50

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

Week of Nov. 3-9, 1997

Rank	Brand	Class	Spots
1	BURGER KING	V234	34
2	LOST WORLD JURASSIC PARK--VIDEO	H330	27
3	HBO CABLE TV	V423	20
4	JC PENNEY--SALES ANNOUNCEMENTS	V321	19
	KFC	V234	19
	UNIVERSAL--JACKAL MOVIE	V233	19
7	MASTERCARD--CREDIT CARD	B150	18
8	DODGE TRUCKS--DURANGO	T117	17
	OLIVE GARDEN	V234	17
	TARGET DISCOUNT--MULTI-PDTS	V324	17
11	WARNER BROS.--MAN WHO KNEW TOO LITTLE MV	V233	16
12	BUENA VISTA--LITTLE MERMAID MOVIE	V233	15
	NINTENDO 64--DIDDY KONG RACING GM SFTWR	G450	15
	PIZZA HUT	V234	15
	SEARS--AUTOMOTIVE	V321	15
	SEARS--JEWELRY/OPTICAL	V321	15
17	FORD AUTOS--ESCORT	T111	14
18	1-800-COLLECT	B142	13
	MCI LONG DISTANCE--RESIDENTIAL	B142	13
	SEARS--BUSINESS/TECHNOLOGY	V321	13
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	13
	U.S. POSTAL SERVICE--CP	G561	13
	VISA--CREDIT CARD	B150	13
	ZALES JEWELERS	V392	13
25	GRAMERC--BEAN MOVIE	V233	12
	HYUNDAI AUTOS--VARIOUS	T112	12
27	BURLINGTON COAT FACTORY--MEN & WOMEN	V311	11
	CAMPBELL'S--SOUP	F121	166
	LEXUS AUTOS--GS	T112	11
	LISTERINE--MOUTHWASH	D121	11
	LITTLE DEBBIE--CAKES	F162	11
	MCDONALD'S	V234	11
	PRIMESTAR--SATELLITE SYSTEM	H320	11
	RED LOBSTER	V234	11
	TRI-STAR--STARSHIP TROOPERS MOVIE	V233	11
	WARNER BROS.--MAD CITY MOVIE	V233	11
37	AMERICAN EXPRESS--CREDIT CARD	B150	10
	BUENA VISTA--FLUBBER MOVIE	V233	10
	CHRYSLER CORP.--CP	T111	10
	COLGATE--TARTAR CNTRL/WHTNING TTHPST	D121	10
	PEPCID AC--HEARTBURN TABLETS	D213	10
	REVLON COLORSTAY--HAIR COLOR	D141	10
	SATURN CORP.--AUTOS CP	T111	10
	TYLENOL--EXTRA STRENGTH GELTAB	D211	10
45	ADVIL--PAIN RELIEVER TABLETS	D211	9
	AMERICAN DAIRY ASS'N--MILK	F131	9
	BOSTON MARKET	V234	9
	ENTERPRISE RENT-A-CAR	T414	9
	FORD AUTOS--TAURUS	T111	9
	GENERAL FOODS INT'L--INSTANT COFFEE	F171	9

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

shown strong growth in recent years. The product retails at a somewhat pricey \$3.69 per 12-oz. bottle.

Although no mass market haircare brand currently targets men exclusively, several of Procter & Gamble's products—Pert Plus in particular—do feature men prominently in advertising. In the year ended Sept. 28, Pert Plus had sales of \$110 million, down 6.9 percent, per IRI.

—Sean Mehegan

MORNING MAKERS

Advertiser: ASE Consumer Products

Agency: Campbell Mithun Esty, Minneapolis

Begins: February

Budget: \$3 million

Media: TV, radio

ConAgra's ASE Consumer Products unit is extending its Swift Premium Brown 'n Serve equity with a line of portable frozen breakfast sandwiches called Morning Makers, backed by an estimated \$3 million in ads beginning in February.

The microwavable egg, cheese and sometimes meat combos—wrapped in soft, baked bread pockets—roll into Northeast, Midwest and Texas markets by January with plans to take the product national by the middle of next year.

Spot TV and radio ads break in February, likely following a theme similar to Swift Premium's "Don't just make it swift, make it Swift Premium Brown 'n Serve."

Also in the mix are an FSI drop in March and coupons placed on Brown 'n Serve sausage packs.

Although ASE earlier this year put renewed focus on its regional Eckrich Lunch Makers and Snack Makers lines, both portable convenience products geared toward busy moms, the new Swift Premium Morning Makers will be placed adjacent to Brown 'n Serve breakfast sausages wherever possible. Those are up 15.3 percent to \$57 million for the year ended Oct. 12, according to figures from Information Resources Inc., but consumer research found that their lack of portability was a problem among the key target: moms 24 to 54, with kids at home.

—Stephanie Thompson

Media Person

BY LEWIS GROSSBERGER



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Give 'Em the Bird

EVERY YEAR AT THIS TIME, DESPITE THE INCREASINGLY desperate pleadings of his editors and heart-rending suicide threats from scores of readers, Media Person presents yet another recital of his Beloved Holiday Classic, which has become almost as venerable a tradition as the annual threatfest between the U.S. and Iraq. Somehow, with each retelling, the epic saga of The First Thanksgiving grows richer and more magical, intertwining as it does the spirit of prayerful gratitude and generosity to strangers that marked our country's humble beginnings with the dumb jokes so repre-

sentative of our own era. So let us return once again to the year 1620 when—as you would know if you watched *Jeopardy!* more often—the Pilgrims sailed on the Mayflower, bumped into Plymouth Rock and began the daunting task of learning to spell “Massachusetts.”

Food was scarce, the winter cruel and the nightlife *really* slow, but the plucky Pilgrims quickly adapted to local customs such as catching fatal diseases and wearing animal skins for warmth, first checking carefully to be sure the original owner was no longer inside. Unfortunately, their governor, William Clinton

Bradford (who seemed suspiciously merry for a Pilgrim) had neglected to instruct his people to sow their seeds as he was distracted by a harassment suit by Priscilla Jones alleging the attempted sowing of a different brand of seed entirely. Thus arose the hugely popular fad of dropping dead from starvation.

Still, even deceased Pilgrims felt better off than they'd been back in boring old England, with its stodgy tabloids and its one sensationalistic town crier, Nigel Paparazzo, who broadcast nothing but gossip about the royal family and tips on how to beat up Pilgrims. The New World was a far hipper place, for it had church multiplexes offering sermons from six different pulpits, though the popcorn tended to be underdone. Better yet, the Pilgrims realized they

could keep warm by working themselves into a frothing rage against all the disgusting sex, violence and traveling-salesman jokes in America's young but lusty entertainment industry.

From the naughty, bawdy colony of New Amsterdam came a barnstorming production of *NAPD Blue Law*, a racy show about a squad of stern Dutch uncles who rode around town giving no-nonsense lectures to brazen hussies daring to reveal excessive amounts of ankle.

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On the Florida-based circuit known as SIN (the Spanish Inquisition Network), the ever-youthful torture-show host Ponce de Leon interviewed condemned guests like Alberto de Marva, the fishing-line caster accused of cavorting obscenely at an inn while wearing nothing but a beaver pelt atop his shiny head.

From the rainy Northwest territories came tall tales of an ungainly but sly tinkerer named Gates and his wondrous contraption called Windows I. It was said that with his new hardware installed, you could stay inside your house and actually see what was going on outside.

Most exciting was *The Hex Files* from the Foxtail Network, a fast-paced though scary morality play starring two clever young witch interrogators who check into reports of uncon-

ventional behavior and trick suspected heretics and blasphemers into confessing their involvement in conspiracies led by Satan.

But there was more to life than showbiz, as the Pilgrims were learning. While his constituents worried about practical matters such as whether they would have enough gallows, stocks and ducking stools for the festive punishment season, Governor Bradford was busy inviting wealthy Indians to stay overnight in the Lincoln Log bedroom in his cabin and leave their wampum behind. But there still wasn't enough to eat, especially after the Pilgrims polished off their last helping of poached shoeleather a la molasses.

Swallowing his pride, even though it contained no nutritional value, Bradford appealed for aid to his last houseguest, Chief Massasoit, the great sachem of the Wampanoags. But Chief Massasoit turned him down flat. In desperation, the governor turned to Chief Wampanoag, the great massasoit of the Sachems. Big W, as he was known, immediately went on CNN—the Corn Niblet Network—and ordered his tribesmen to teach the struggling (originally an Indian word meaning “dense”) Pilgrims the ancient lore of the woods. The Indians imparted such indispensable outdoor survival skills as coming in out of the rain.

Using their new knowledge, the Pilgrims eagerly fell to work. After toiling nearly a full 20 minutes, they needed a rest and declared a three-day feast of Thanksgiving. And what a feast it was! The Indians brought venison, duck, trout, sweet potatoes and buffalo hump on rye. The Pilgrims brought a turkey, which the Indians fed to their dogs as they considered it dried-out crud.

After the gorging came the entertainment, featuring Chief Michael of the Jackson tribe, a weird holy man who sang like a bird, danced like a bear and looked like a girl.

It all went down in history as the First Thanksgiving, the beginning of a 377-year tradition of magnificent gluttony whose spirit never dies. Which is why, even now, whenever someone crams himself so full on Turkey Day that he has to upchuck, somewhere an Indian smiles. ■

150,000,000 COMMERCIALS

225,000 BRANDS

410 TV STATIONS

75 MARKETS

31 NETWORKS

1 CONVENIENT LOCATION



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