

MEDIA WEEK

NEWSPAPER

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THE NEWS MAGAZINE OF THE MEDIA

February 9, 1998 \$3.25

OUTDOOR

Sign of Times: Martin Media Seeks Buyer

Calif.-based firm
could fetch \$500M
as consolidation
wave continues

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TELEVISION

Nielsen Preps 2 Books for Feb. Sweeps

Additional ratings
report will exclude
Olympics-generated
spikes for CBS
affiliate stations

PAGE 6

WASHINGTON

A Rollback On Duopolies Looms

FCC expected to
take hard look this
year at concentra-
tion of ownership
in broadcasting

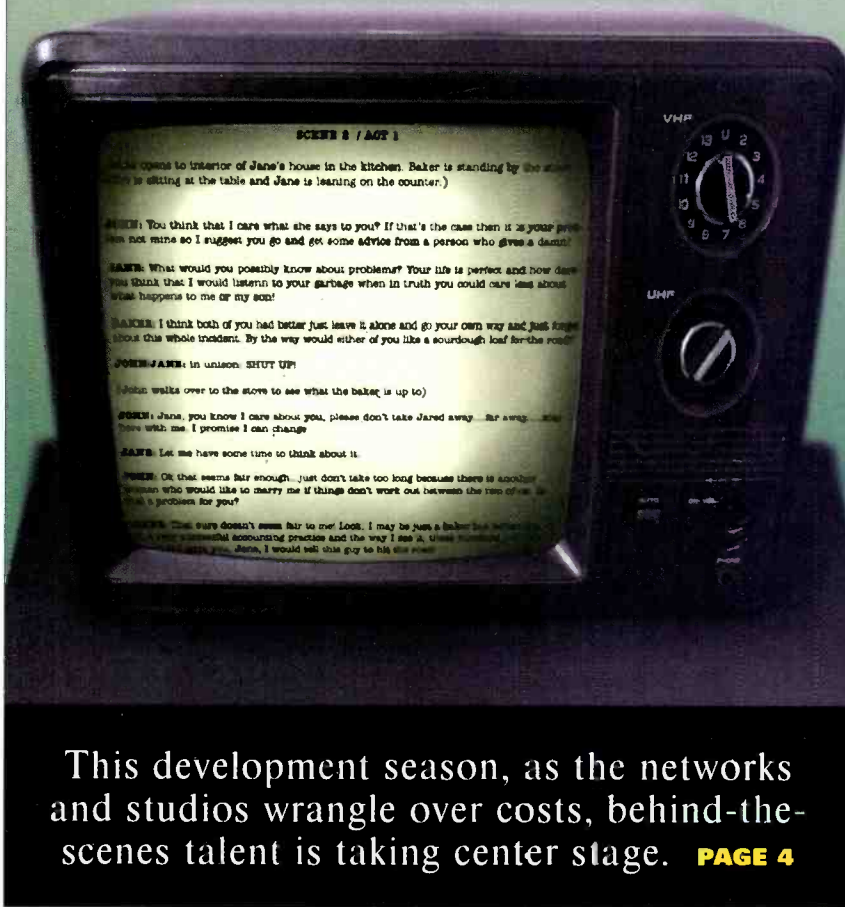
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NETWORK TV

MARKET CORRECTION



This development season, as the networks and studios wrangle over costs, behind-the-scenes talent is taking center stage. **PAGE 4**

AMY GOLDBERG

A \$2Mil Sein-Off

NBC seen asking record ad price for finale **PAGE 5**

MARKET INDICATORS

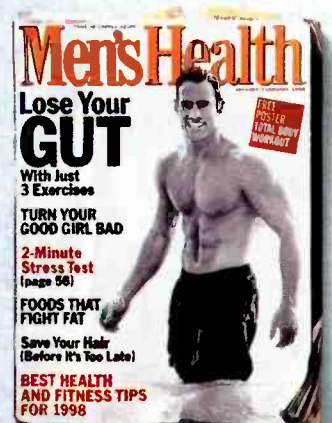
National TV: Slow
Uncertainty over how CBS and ABC will sell their NFL inventory is holding back some first-quarter buying.

Net Cable: Slow
Kids market is expected to pick up during this week's Toy Fair, but some buyers are looking at March to close deals. Second-quarter scatter market is moving.

Spot TV: Open
Olympics have many clients holding off, buyers say. Local retail and fast food are broiling hot: McDonald's, Burger King and Hardee's have all launched heavy buys.

Radio: Tight
Inventory is selling at a faster pace than at the same time in 1997, with such categories as business-to-business advertising and employment recruitment expected to be strong all year long.

Magazines: Heating
Home furnishing and financial ads are hot for men's titles. Other mags see a slowly improving consumer goods category. Domestic auto is still lukewarm.



The magazine men live by.

www.menshealth.com

Laura K. Jones

FEB 11 1998

AT DEADLINE

SFM Media Sells Out to France's Havas

Havas Advertising has agreed to purchase New York-based SFM Media, the largest independent media buying service in the U.S. Terms of the deal were not disclosed. Paris-based Havas is the world's eighth-largest communications company. SFM's billings last year totaled \$1 billion. SFM partner Bob Frank said he will become chairman/CEO of the yet-unnamed new entity. SFM partner Walt Staab will remain as a consultant. Partner Stan Moger will depart, taking over the company's syndication arm, SFM Entertainment; Moger will be its CEO.

Zebras?! GQ Turns Stone Cold

Condé Nast's *GQ* has turned down the demands of a would-be cover subject for the second time in recent months. "The February cover was going to be Sharon Stone," said editor Art Cooper. But the actress made a variety of unreasonable "requests," including that she be photographed with two zebras, Cooper said. "My response to that was that we're not *National Geographic*," said the editor. Cooper canned the Stone cover and selected instead actor Ben Affleck, whose cover, now on newsstands, "will sell 100,000 more copies," he said. In November, Cooper reportedly cancelled a John Travolta cover set for April when Travolta made demands about who would write his profile. Separately, Cooper said that writer Gay Talese, who grew to fame in the '60s at rival *Esquire*, has joined *GQ* as writer-at-large.

3:30 P.M. News Launches in L.A.

Young Broadcasting's L.A. independent, KCAL-TV, today will launch a 3:30-4 p.m. newscast, anchored by Kerry Kilbride. To the dismay of syndicators of kids programming, like the Walt Disney Co. and Bohbot Entertainment, KCAL last week also announced plans to push kids series out of weekday afternoons and into morning time periods by this fall. The addition of the afternoon newscast, which will have KCAL airing 5½ hours of local news daily (noon-2 p.m., 3:30-4 and 8-11 p.m.), is part of an effort to bring adult viewers from early fringe into the station's all-news prime-time lineup.

JWT-L.A. Names Katz as Media Director

J. Walter Thompson Los Angeles last week named Lily Katz as senior partner, media director, a new position. Katz was previously senior vp, group account director at Western International Media in L.A., where since 1965 she headed several divisions of the shop's Walt Disney accounts. Katz said she was "impressed

by the commitment" that JWT has made to rebuild and expand in Los Angeles. She will manage media for clients including 20th Century Fox, Bandai America and Saban Entertainment/Fox Kids Network.

A Financial World Angel?

Financial World, the struggling business book, is expected to announce a new investment partner on Tuesday that will reportedly infuse \$6 million into its coffers. The 96-year-old publication saw its ad pages drop by a whop-

ping 45 percent to 361 pages in the first half of last year, following a 31 percent decline in 1996. Brothers Barry and Steven Rupp reduced circ from 503,000 to 425,000 when they and a group of investors purchased the magazine from Carl Lindner in December 1995. The New York-based book targets top corporate managers, financial execs and high net worth investors. It features columns on the stock market and technology trends and articles analyzing corporate strategies.



Katz moves across town.

INSIDE



MICHAEL O'NEILL

Tom Florio touts *The New Yorker's* numbers

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Heftel in Hunt for EXCL Stations

Dallas' Heftel Broadcasting Corp. is a strong contender to acquire some, if not all, of EXCL Broadcasting's 17 Spanish-language radio stations. EXCL is owned by New York's Latin Communications Group, which recently announced plans to sell the stations. Other interested parties are New York-based Spanish Broadcasting Systems and Chicago-based English-language radio group Cumulus Broadcasting. Cumulus may be interested in flipping the stations into English, a source said. Amador Bustos, president of Sacramento, Calif.-based Z-Spanish Radio Network, which owns 22 stations nationwide and is affiliated with 28 others, said he has learned that Latin/EXCL "wants to sell as a group and is not going to sell off individual stations. We can't afford that, so we're hoping to buy the leftovers" if the eventual buyer sells off smaller properties. The EXCL stations—in major markets including Los Angeles and San Francisco—were estimated by a Wall Street source to be worth at least \$500 million.

Addenda: John Squires, Time Inc. senior vp of consumer marketing, was named president of *Entertainment Weekly* last week... Robert Rene, the former chief marketing officer at Walt Disney's Americast telecom-video venture, has joined UPN in the new position of executive vp of marketing.

MEDIA WIRE

Cosmo Hits Print's Cosmos To Fuel 'Bubbling Pot'

A bevy of new editors joined the staff of *Cosmopolitan* last week. Former *Spy* editor James Mauro replaces Catherine Romano as executive editor and *Family Circle* senior editor Celeste Mitchell becomes deputy editor, replacing Mark Golin. Also on board are senior articles editors Carol Brietzke and Michael Lewittes. Brietzke served as editor of *Sex & Health* since 1993, and Lewittes, a former New York *Daily News* gossip columnist, worked for VH1's *Pop-Up Video*. *Fitness*' associate editor Megan Fitzmorris signed on as senior editor. "These people will bring a lot of talent, enthusiasm and ideas that keeps [*Cosmo*] a bubbling pot of excitement and creativity," said Bonnie Fuller, *Cosmo*'s editor-in-chief.

The staff additions follow on the heels of Fuller's first anniversary in the top edit post and a month after Romano and Golan left *Cosmo* to become *Maxim*'s top two editors. —Lisa Granatstein

Full Frontal Assault: Playboy Buys Spice for \$95 Million

Playboy Enterprises Inc. last week purchased Spice Entertainment for about \$95 million in cash, stock and assumed debt. The move consolidates the adult pay-per-view category under PEI, which now controls Playboy TV and AdultTVision, which together reach about 18 million homes and have annual revenue of \$52 million; and Spice and Adam & Eve, which have a combined audience of 21 million and revenue of about \$22 million. A Playboy representative said the company was beginning due diligence on the deal and would not comment on any possible changes to the Spice networks.

Adult pay-per-view is a big revenue generator for cable, pulling \$193 million last year out of the total pay-per-view business of more than \$1 billion. In the past five years, the category has grown rapidly, with 1996 showing especially vibrant growth. Nevertheless, adult pay-per-view has experienced some turbulence. Last March, the U.S. Supreme Court rebuffed efforts by both Playboy and Spice to turn back a section of the 1996 Telecommunications Act that (continued on page 6)

Posturing Over Pilots

Nets seek longer deals and a piece of new shows

NETWORK TV / By Betsy Sharkey

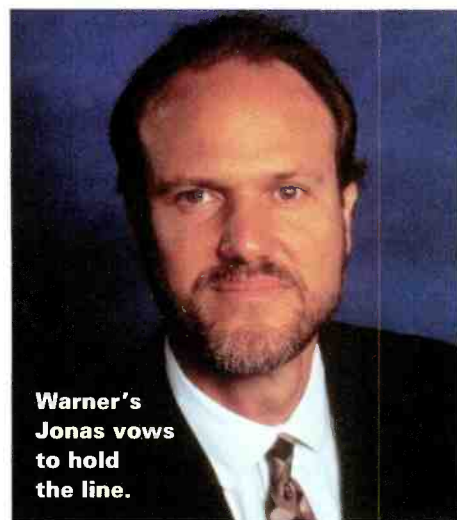
Stung by expensive failures, like *Ink*; expensive successes, like *ER*; and expensive departures, like *Seinfeld*, networks and studios alike are using this pilot season to make sure they don't lose more ground, whether it's in prime time or on the bottom line. In what could be considered Hollywood's version of a marketplace correction, networks are pushing to lock up shows for longer and own at least some piece of the action. Studios are fighting to hold the line with their most powerful card—the writer/producer teams that have proven their chops in the past.

"There are definitely skirmishes going on, and that has hampered some of our conversations," said Tony Jonas, who runs Warner Bros. Television, the studio that is consistently the No. 1 or 2 supplier of prime-time shows. "It's as competitive as I've seen it. None of the networks have the luxury of going to a singular place for product."

Probably the most critical shift in thinking comes after two seasons when networks turned to star power, à la Ted Danson, Bill Cosby and Michael J. Fox, with only limited success. "It's the writing," as director Jim Burrows, whose deft touch has helped launch many recent comedy hits, including *Dharma & Greg* (ABC) and *Veronica's Closet* (NBC), put it when asked to handicap prime-time success.

Writer/producers have, once again, become the flavor of the month with virtually everyone hedging their bets by banking on television series creators who have succeeded in the past. Concept is king—contingent on cast, of course—with the networks this year buying ideas over image.

Providing the pilot season's star power are: John Wells, the powerhouse behind *ER*; Witt-Thomas, a production house synonymous with family sitcoms; Tom Fontana, the mind behind *Homicide*; *Law & Order*'s Dick Wolf; some of



Warner's Jonas vows to hold the line.

NBC's best "Friends," Bright Kauffman Crane. And despite predictions of death or, at a minimum, dire straits for the studios that were left without a network sibling when the media-merger dust settled, independents like Universal Television and Columbia TriStar are doing more business than ever. "We're doing five times the comedy development this year and with basically the same roster of writers," said Ken Solomon, president of Universal Television, which has been working toward more of a balance between comedy and drama production, the latter long the studio's strong suit. "Business is good, really good," said a smiling Eric Tannenbaum, president of Columbia TriStar Television, recently.

"About a year ago when the full impact of Fin-Syn began to be felt, the fear was there would be no shelf space for the independents, that we would be closed out," Solomon said. "The opposite has proven to be the case."

ABC's head of drama development, Steve Tao, seconded that notion. "Our goal this year was to have a very different tone, a lighter approach in our dramas, and we put that plan across the town," said Tao. "We looked to

everybody to bring us ideas.”

There are a lot of producers with ideas out there. A year ago, when Rysher pulled back from film and turned its focus solely on television, the intent was to increase its prime-time presence with big players. “We wanted to create a haven for high-end producers,” said Rob Kenneally, president/creative affairs at Rysher, which has chosen to specialize in dramas and worked to cut exclusive deals with writer-producers like Fontana, who created *Homicide* and HBO’s *Oz*. “If you get those kind of writers, they will attract the talent. Actors want to work with writers like Tom.”

But as much as the pilot season is about art, commerce is ever more a factor. Though competitors were salivating at the mere prospect that NBC might not be able to work out a deal with *ER*, reality bites, and the networks want longer license periods to hedge against the high price of success. Both Fox and ABC have been pressing all the studios hard to up the usual four-year deals to five, while the strategy at NBC and CBS is to push for ownership positions in the most promising productions. “It’s definitely an issue, and we’re dealing with it on a case-by-case basis,” said one studio executive who would not speak for attribution. “Every time it comes up, our business-affairs guys burst a few more brain cells.”

Warner Bros. is taking a hard line. “[The networks] have to know if they’re going to insist on a five-year deal, we’ll go elsewhere,” Jonas said. “And we’ve chosen our producers carefully. Most are of such a substantial reputation, we’re not going to do coproductions.”

Most of the drama pilots have now been ordered, and the comedy pilots will be set within the next few weeks. But as always, May will be the first test of just how the season’s strategies are playing out. “It’s always about finding the next *Seinfeld*,” said one studio executive. “But one thing never changes: I’ve never seen a network executive who isn’t into risk aversion, and shows like *Seinfeld* always require a huge leap of faith.”

Consider the projects that are in the works right now. If there is a single, dominant (and safe) plotline running through everyone’s drama development, it is that family matters. *Turks*, at CBS, follows a Chicago father and his three sons, while *To Have and To Hold*, also at CBS, explores the life and times of a Boston professional couple. *Legacy*, at UPN, looks at family intrigue on a Kentucky horse farm; *Trinity*, at NBC, follows the lives of an Irish family in Hell’s Kitchen; while *Astoria*, at Fox, looks at how a Greek American family copes when a son moves back in. But as always, in the end, it all comes down to execution. ■

Seinfeld Could Hit \$2Mil

NBC floats record-shattering prices for commercials on series finale

NETWORK TV / By Langdon Brockinton

NBC’s asking price may go as high as \$2 million for a 30-second spot on the final episode of *Seinfeld* in May. That’s the figure several media buyers said they have heard from the network.

As of late last week, NBC had not yet set advertising rates for the finale, which is expected to air on Thursday, May 14, from 9-10 p.m. ET. While a number of buyers reached last week said they have heard from NBC that the price tag could hit \$2 million, others said they have been told \$1.7 million to \$2 million. NBC, expected to begin formal approaches to advertisers this week or next, declined to comment.

At such rates, spots on the *Seinfeld* swan song would be the most costly in TV history. The reigning champ: A :30 on last month’s Super Bowl, broadcast by NBC, commanded \$1.3 million.

As of now, a one-hour *Seinfeld* retrospective featuring clips from past shows is expected to air at 8 p.m., leading into the finale. At 10

p.m., NBC currently is planning to run the season finale of *ER*. The network is also said to be trying to get the *Seinfeld* cast to appear that night on *The Tonight Show With Jay Leno*, as the *Cheers* cast did after their finale several years ago.

May 14, therefore, is shaping up as the most lucrative prime-time night ever for a network.

Many advertisers, particularly movie studios, are showing strong preliminary interest in the *Seinfeld* finale. The studios will likely promote their Memorial Day weekend releases on the episode. NBC is said to have received some 50 letters from advertisers expressing interest in the episode. There are currently no advertiser holds on the May 14 *Seinfeld*, so NBC has all the inventory available to sell.



Must-see: NBC is projecting Super ratings for the finale.

NBC is projecting a Super Bowl-level rating in the 40s for the *Seinfeld* sign-off,

agency execs said. The commercial load for the episode will be 18 to 20 30-second spots, buyers speculated, adding that NBC will sell no units shorter than a :30. ■

Martin Hangs ‘For Sale’ Sign

Lamar, Eller, Outdoor Systems all interested in possible buy

OUTDOOR ADVERTISING / By Claude Brodesser

In the multibillion-dollar prairie fire of outdoor advertising mergers and acquisitions, California-based Martin Media is the latest to be offered up as tinder. The privately held, top 10 outdoor company is up for sale, and Wall Street analysts say it could fetch \$500 million. A Martin source called that figure too low, predicting an \$850 million price tag.

“This is another big log on a white-hot consolidation fire. It’s one of only a few remaining large, private [outdoor] companies,” James Marsh, a New York-based media analyst at Union Bank of Switzerland, said of Martin. The Martin source said investment bank CIBC Oppenheimer has been “retained by us to look at going public or at

any other options,” including a sale.

Baton Rouge, La.-based Lamar Advertising is said to be the front-runner, because there is “good Eastern overlap with Martin, and would build up [Lamar’s] clusters in California,” Marsh said. Lamar executives did not return phone calls. Carl Eller, CEO of San Antonio-based Eller Media, confirmed that he recently was contacted by Martin Media about a sale, adding that he will look at a possible acquisition. A spokesman for Phoenix-based Outdoor Systems also confirmed that “we’re certainly looking at it.”

Martin owns signage in Las Vegas; Hartford, Conn.; Pittsburgh; Cincinnati; and the San Bernardino Valley in California. ■

MEDIA WIRE

barred them from programming between 6 a.m. and 10 p.m., a time period in which the networks said they earn up to 30 percent of their revenue. —*Jim Cooper*

Actors' Union Gives Apology, Saban Inks Work-Rules Pact

Saban Entertainment has reached a tentative contract with the Screen Actors Guild, agreeing to the union's demand on pay and benefits. SAG had taken the unprecedented step last week of threatening a work stoppage against the kids program supplier. SAG president Richard Masur had urged his members not to work on Saban TV productions due to a seven-month breakdown in talks and ongoing complaints about exploitative wages and working conditions. As part of renewed "good faith bargaining," Masur also issued an apology to Saban chairman/CEO Haim Saban, whom Masur had charged "built his fortune through the exploitation of children."

In a statement explaining SAG's new stance, Masur said Saban's "personal involvement, which was missing in our previous discussions" enabled movement "toward an acceptable agreement."

Under the preliminary agreement, Saban Entertainment has agreed to consolidate all of its existing SAG-signatory (voice-over and telefilm production) and nonsignatory companies (children's series production) "under one umbrella" based on SAG Basic Agreements. The agreement also calls for immediate discussions on children's live-action programming produced for syndication, basic cable or network non-prime-time telecast. Besides producing children's programming Saban Entertainment is half owner (with News Corp.) of The Fox Kids Network on broadcast and The Fox Family Channel on cable. —*Michael Freeman*

Cronin Must Delay Moving From TV Land to Fox Den

Wait until July. So ruled a New York State Supreme Court judge last week in MTV Networks' suit that successfully blocked a former employee, Nick at Nite and TV Land president and gm Rich Cronin, from starting his new job as president and (continued on page 8)

Talk of the Town: Packages

Buyers eager to see Condé Nast's bundling of 'New Yorker' in deals

MAGAZINES / By Jeff Gremillion

While Condé Nast staffers ponder the implications of *The New Yorker* being folded into the company over the next year, media buyers welcome the potential of CN group advertising buys that may include *TNY*. "From my side of the desk, it could only be a plus," said Carol McDonald, DDB Needham media manager. "It makes a lot of sense. All those books are upscale." CN's titles include *GQ* and *Vanity Fair*.

Buyers noted that the discounts that come with package deals—rate reductions that traditionally increase as additional titles are added to a package—are particularly important at Condé Nast because the company's individual titles do not negotiate advertising rates. "The only concerns I would have are that *The New Yorker* is a weekly and the other [CN titles] are monthly, and that it's perceived as more of a regional book," McDonald said.

"The fact that we're all monthlies helps keep some sanity in the discount structure," said one Condé Nast executive. Yet other publishers have successfully grouped books with varying frequencies, the exec noted. The CN insider, a bit perplexed by the "swiftness" with which the merger plans were laid out and announced last week, said that it is unclear how the new struc-

ture will work. "There are a lot of sensitivities to be considered," he said.

Thomas Florio, president of *The New Yorker*, said that he has long been eager for his magazine to be included in corporate sales and marketing programs. But Florio added that it is too early to discuss specifics on how the title will fit into CN ad packages. "This whole story is premature," Florio said. The strategy "was leaked [to the press] and now it's being reacted to."

Florio also denied reports that *New Yorker* editor Tina Brown wants him replaced. "When [the speculation] first came out, Tina was the first person to call me," Florio said. "She was almost in tears. Nobody's done this job better than me. The numbers speak for themselves."

The New Yorker's ad pages were up 5.1 percent last year, to 2,142. Circulation declined 8 percent, to just under 800,000, in the first half of 1997, according to official industry figures (*The New Yorker* has reported that circ rose in the second half, to 808,000). While the title reportedly loses about \$10 million annually, that performance is said to be a marked improvement over the early '90s. *The New Yorker* was acquired in 1985 by Advance Publications, which also owns Condé Nast.

Steve Florio, CN president/CEO, declined to comment. ■

Nielsen to Do 2 Feb. Books

Sweeps ratings report will offer all stations' non-Olympics numbers

TELEVISION / By Michael Freeman

For the first time in a sweeps period, Nielsen Media Research plans to issue two separate February ratings books, to the relief of non-CBS stations around the country.

The second book will exclude the ratings spikes that CBS affiliates are expected to gain from coverage of the Winter Olympics in Nagano, Japan.

Nielsen plans to offer "The Olympic Exclusionary Report" on February for all 212 market DMAs in the U.S. The report will omit each quarter-hour rat-

ings of CBS' prime time coverage as well as CBS affiliates' adjacent local newscasts, according to Anne Elliot, a Nielsen representative.

"The exclusionary report will allow broadcasters and advertisers to make the purest comparisons of HUT [homes using television] and PUT [people using television] levels on a year-to-year basis," said Elliot. "And CBS affiliates can still tout their numbers out of full February book as well."

Ann Pomeranz and



Nagano ratings will get a second look.

JEFF [A]NESUP PHOTO

What do some of Nickelodeon's biggest stars have in common?



The Secret World of Alex Mack



The Mystery Files of Shelby Woo



Figure It Out



Hey Arnold!



Rugrats

They're girls.

In the boy-dominated world of kids' TV programs, Nick broke the mold by putting strong female characters front and center. And how have kids responded? By making these shows some of their favorites.

They've given Nickelodeon **56% of their GRPs**. And put **35 Nick shows in the top 50 programs** in all kids' TV.

On Nick, stars come in both genders. And that's one reason kids of both genders have made Nickelodeon the number-one network for kids.

NICKELODEON

Source: Nielsen: NHI, NTL 9/1/97-12/7/97, NSS 9/1/97-11/30/97. Note: Based on K2-11, Nickelodeon Total Day and competitive kids' programming only.

Subject to qualifications which will be supplied upon request.

*Some programs were counted more than once—strips/weekend programs and airings at different times are considered separate programs. Ranked on impressions.

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Of Kids. By Kids. For Kids.

MEDIA WIRE

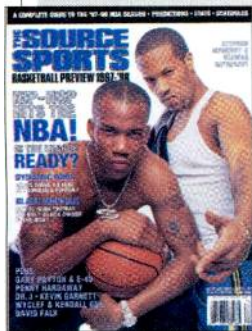
CEO of rival Fox Kids Network. July 1 is the earliest that Cronin can start, the court ruled. MTV is suing Cronin, contending that he accepted a position with Fox while under contract with MTV Networks. At issue was MTV's concern that Cronin would start with Fox armed with sensitive company information.

In last week's ruling, Justice Herman Cahn of the New York State Supreme Court said the injunction will "prevent Cronin from assisting a competitor during the term of his contract," which expires June 30. Cronin remains a defendant in a civil trial for damages brought by MTVN.

In issuing statements, both MTVN and Fox spun the ruling. Fox heralded it as a clear announcement of Cronin's start date. MTVN said the ruling "vindicated" its position that under the employment agreement with Fox, Cronin could no longer be trusted as an employee. —JC

The Source Sees Wellspring In Hip-Hop Sports Spinoff

The Source has moved up the launch date of *The Source Sports*, a spinoff of the popular hip-hop magazine for young males, from September (*Mediaweek*, Jan. 26) to



Inspiration for a sporty spinoff

and have more personality and lifestyle stories." Joining executive editor Chris Wilder will be *Source* contributor D. L. Cummings, in the No. 2 spot as senior editor. The first issue will feature "The Source Sports Hip-Hop NBA All-Star Team," honored last week at the mag's kickoff party. "The players were chosen based on their performance during the season as well as their sense of hip-hop style," Mays said. Some 350,000 copies will be available on newsstands. —LG

May. The new quarterly, similar to last year's basketball preview issue, will include a range of sports and is expected to be "cutting-edge, with a young perspective," said David Mays, founder and publisher of both titles. "It will be less stats-oriented

Maryann Ostanek, spot buyers at DDB Needham in New York, noted that agencies received exclusionary reports for only the top 60 markets for February 1994, when the last Winter Olympics was held. In 1994, Nielsen made the exclusionary reports available only on a per-request, "ad hoc basis," Nielsen's Elliot said. The decision to do a full production run this year "made more economic sense, and more readily meets the needs of our broadcast and advertising clients," Elliot added.

DDB Needham's Ostanek said that the expanded run of the exclusionary reports, which will be shipped out in late March or early April with the regular February books,

will allow buyers to "get an accurate look at all of the local numbers without CBS hyping the Olympic numbers."

Non-CBS stations say they plan to aggressively compete against the Olympics this month. Michael Eigner, vp/Tribune Television, East Coast, does not expect any of the four WB affiliate stations under his guidance to be affected by the Games, particularly during the stations' 10-11 p.m. news hour. "In 1994, there [was] little or no adverse impact on our 10 p.m. newscasts," from the Olympics, said Eigner, who oversees WB affiliates in New York, Philadelphia, Boston and Washington, D.C. ■

TCI Krafts Spot Cable

Landmark deal could usher in bigger dollars for struggling medium

CABLE TV / By Jim Cooper

As cable's ratings grow, cable operators consolidate and digital technology fans out across the U.S., Tele-Communications Inc., packaged goods giant Kraft and its agency of record (AOR), Grey Advertising, last week took the biggest step to date toward legitimizing spot cable advertising.

Through the three-way deal, TCI plans to develop the first example of addressable advertising that will deliver national ads to clusters within its 14 million-subscriber universe and eventually, when its digital set-tops are deployed, to individual homes.

The TCI/Kraft deal will strive to smooth over thorny issues agencies have with spot cable advertising: pricing, ratings, coverage and accountability. "This was an opportunity ready for the taking, but it was fraught with so many obstacles that many advertisers didn't want to wade through the mire," said Jim Porcarelli, director of AOR operations for Grey.

With a mandate to find untapped media opportunities for Kraft, Porcarelli presented the use of spot cable. His suggestion led Kraft down a path of successive local and spot cable buys. The first was with Los Angeles interconnect Adlink last year, followed by a 24-market deal—including some TCI markets—brokered with cable rep firm National Cable Communications. That got TCI interested in doing its own deal with Kraft/Grey.

"TCI took the bull by the horns, went to see Porcarelli, went to see Kraft and put this deal together," said John Sawhill, CEO of NCC.

Reaction around the ad agency community was slightly more muted. "Is this a big

deal? It's a big deal for TCI," declared Page Thompson, U.S. media director for DDB Needham, who, like other media directors, is curious to see how the buy develops.

Kraft's local cable buy signals that national advertisers are increasingly eager to find a way to reach cable customers as cable continues to eat into the broadcast audience. "Advertisers who sell off good databases ought to be able to spend tens of millions in targeted marketing like this," said Michael Gorman, a partner with Mitchell Madison Group, a consultancy.

TCI's developing digital technology will eventually allow the company to target individual homes. That ability challenges the traditional ratings-based model for spot advertising. Once digital is in place, operators will be able to offer advertisers hyper-specific access to their subscriber base, at a premium. "The ability to do this doesn't exist with any other medium than cable, and if you want to take advantage of that benefit, you are going to have to pay for it," said Wes Hart, corporate director, ad sales for Dallas-based Marcus Cable. "This takes the emphasis off CPMs and focuses it on circulation, which we think is a better measurement tool for local cable."

But whether there is enough local inventory to make serious money is another question mark. "Why doesn't TCI or Time Warner negotiate with ESPN or CNN to get more local ad time? There's still not enough local inventory to spring spot cable to the next level," said Gorman.

Kraft's buy will begin later in first quarter in TCI's Chicago, Denver, Dallas, Seattle and San Francisco clusters. ■

THE WEB BEGINS TO MATURE AS A MARKETING & SALES MEDIUM



2-Day

Seminar About
Marketers

Who Have Been
Successful

In Building Brands
and Making New Links

to Consumers on the

Web

March 9-10

Los Angeles

Convention Center

THE ADWEEK FORUM @ SPRING INTERNET WORLD '98

IF THE WEB IS ALREADY A ROBUST SALES

Recent forecasts from leading Web researchers show that the Web is now growing rapidly as a retail medium.

Revenues are expected to double this year as SET technology enables consumers to make use of more sophisticated encryption protocols to accomplish credit card sales. But there still is confusion over how effective the Web can be in branding products and services. Will we have to wait for increased bandwidth and the ability of the ordinary user to download real-time video to build respect for this crucial tool? What about

customer loyalty and database marketing programs? How about the Web as an employee motivation platform? And where can the Web become a more effective driver of sales than other kinds of interactive or direct response media?

For many toiling in this vineyard, it's not a question of whether the Web will come of age—but how long it will take. Come hear leaders in Web marketing relate up-to-the-hour case histories of their successes. Find out new ways to leverage your brand and find those niche markets previously beyond your reach. How can

you best present this medium to advertisers? What kind of new tools do we need to satisfy measurement demands? Where are the areas where the Web surpasses the impact of traditional media and what areas are still lacking? This conference promises help in grappling with the complexities of this exciting new communications platform.

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DAY ONE, MONDAY MARCH 9

10:00 a.m. - 11:00 a.m. KEYNOTE #1

What Kind of Shakeout is Ahead?

Felice Kincannon, Managing Director, Communicade, Omnicom

The leader of one of the world's great marketing communications giants discusses what she is learning about Web marketing from the development of her impressive stable of hot Web shops: including Agency.com, Interactive Solutions, Organic Online, Razorfish, Red Sky Interactive and Think New Ideas. What kind of new opportunities will be opening up for these relatively small shops to increase their reach and revenues? Will they be given major branding assignments or are they destined to chip away at website design?



KINCANNON

11:00 a.m. - 12:00 noon

Are We Fooling Ourselves: Is the Web Really a Retail Medium After All?



GREGORICH



SIMONS



KREISWIRTH

PANEL: Thomas Gregorich, President, Moore Data Management Services (Cyberhomes), Minneapolis; Alex Simons, Product Manager, Carpoint. Other speakers to be announced. Moderator: Harvey Kreiswirth, Director of Marketing, DoubleClick, Inc.

Forecasts show that e-commerce is finally taking off on the Web. More and more services are learning how to connect with customers. Some are

merely developing prospects and pointing them in the direction of their physical stores. Others are closing deals. The volume of business on leading retail sites is starting to skyrocket. Does this mean that the Web is basically a retail medium?

1:30 p.m. - 2:30 p.m.

Reality Check: Where Is Adspend Today—And What are the Barriers to Reaching the Magic \$1 Billion?

Bill Bass, New Media Research, Forrester Research, Cambridge, MA

Forrester and others have predicted that this year marketing dollars on the Web will easily pass the \$1 billion mark. The catch is that they won't be brand advertising dollars. The push is coming from direct marketing. "For the next three years direct marketing will carry the ball," says veteran analyst Bill Bass. But he and his associates believe there's a lot publishers can do to make their sites more attractive to advertisers. Here he covers his three "secrets" to ratcheting up ad dollars. Now. Before bandwidth makes the Web a branding medium competitive to television and other media.



BASS

MEDIUM—WILL BRANDING BE FAR BEHIND?

2:30 p.m. - 4:00 p.m.

Adnetworks: Do They Enable Smaller Sites to Compete and Thrive in a Megasite Environment? PANEL: *Andy Bourland, President, Andover Advanced Technologies, Acton, MA; Ali Partovi, Vice President/Business Development, LinkExchange, San Francisco; Martin Lowrie, President and Chief Executive Officer, Adsmart; New York; Jarvis Coffin, President & Chief Executive Officer, BurstMedia, Burlington, MA. Moderator: Jeff Dearth, Managing Director, DeSilva & Phillips Media Investment Bankers, Lexington, MA*



DEARTH

The great Web shakeout looms. Mega-sites continue to take in the lion's share of Web ad dollars, even as the number of sites dependent on advertising grows even faster. Web ad networks, both large and small, have stepped up to the challenge and are responding with creative marketing and technical solutions. Are these networks viable solutions for the thou-

sands of smaller web publishers or do they just forestall the inevitable? What are the pros and cons of joining such networks?



COFFIN



PARTOVI



LOWRIE



BOURLAND

DAY TWO, TUESDAY MARCH 10

10:00 a.m. - 11:00 a.m.

Automobiles: "What's the Real Potential for the Web as a Car Sales Medium?"



KEITHLEY

Donald L. Keithley, Partner, J.D. Power & Associates, Agoura Hills, CA

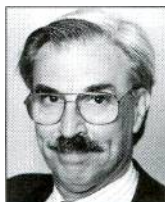
Automobile buyers are beginning to discover the Web. They're learning how to surf for deals and use manufacturer websites, to do their homework before they approach a dealership. As a result, they're much more demanding of dealers. How well will dealers be able to adapt to this new environment? How active can the Web become as a sales medium for such high ticket items? Will dealers learn how to leverage consumer intelligence and turn it into increased sales? Will they learn how to reward customers and bring down the costs of doing business? Or will the

bricks and mortar dealers give way to macro-sites wheeler dealing on price instead of service and relationship marketing terms?

11:00 a.m. - 12:00 noon

Who You Gonna Call: Advertising Agency or Creative Boutique?

PANEL: *Steve DiPaola, Creative Director, Darwin Digital, San Francisco; Michael Hudes, President & Chief Operating Officer, Organic Online, San Francisco; Dorian Coughias, Chief Information Officer, Fallon McElligott, Minneapolis; Wendy Riches, Chairman/North America, Ogilvy One Worldwide, New York. Moderator: Michael Donahue, Executive Vice President, American Association of Advertising Agencies, New York.*



DONAHUE

In the brave new world of Web marketing, clients need savvy creative resources that are a far cry from what they're used to hiring in the physical world. In the main, they've preferred to work with smaller, Web focused boutiques rather than their traditional agencies—but the agencies and the holding companies they report to, have begun buying up these shops. The question of how this race for the client's Web market-

ing dollars will turn out is a fascinating one. We let our panel drawn from small, medium and large shops alike, try to come up with some answers.



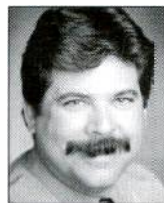
RICHES



HUDES



DIPAOLA



COUGIAS

1:30 p.m. - 2:30 p.m.
Keynote #2

Achieving a New Level of Customer Segmentation for Our Advertisers.



KURNIT

Scott Kurnit, Chairman/Chief Executive Officer, The Mining Company, New York
Scott Kurnit is one of the pioneers of digital communications going back to his days as head of product and marketing for Prodigy and as President of MCI Information Services. Last year, he founded The Mining Company, a network of hundreds of specialized sites, each led by Guides whose job it is to "mine" the morass of Web content for the "gems". "We're taking back the Net from the mechanical, chaotic and frustrating place it has become," says Scott. Here he talks about the lessons learned in creating hundreds of quality content niches that are valuable to users.

2:30 p.m. - 3:30 p.m.

How is the Web Audience Going to Change?

PANEL: Greg Nicholson, Senior Vice President, Sales & Marketing, Relevant Knowledge, Atlanta. Steve Coffey, Vice Chairman, Media Metrix, Port Washington, NY. Other panelists to be announced.

Moderator: Michael Krantz, Staff Writer, Time Magazine, New York

The "news" is the much bigger universe of people accessing the Web from their office than was previously suspected. And it's a potential high ticket audience, for advertisers, brand marketers, Web retailers and publishers looking for more eyeballs. This panel will provide the latest information on consumers' Web habits, comparing business to home panels. What sites are most popular? What categories are hot? Are users actually downloading screens they request? How long are they spending on a site and are they clicking through your banner because they're really intrigued or because they hit the wrong key?



COFFEY



NICHOLSON

3:30 p.m. - 4:30 p.m.

Mobility & Marketing: Planning for Profits in Physical and Virtual Space.



CLARK

Kevin Clark, Program Director, Strategic Marketing, IBM Mobile Computing, Research Triangle Park, NC

This special presentation is meant to cover the developments in mobile personal computing that will change the way people work, communicate and collaborate with each other in the next decade. Clark works with scientists and futurists around the world to understand upcoming trends in mobility, and serves on IBM's steering committee for MIT Media Lab. Whether projecting yourself to the other side of the world, or exchanging information by just shaking hands, Clark will put into context the notions and needs that will change the way we will relate to each other. He will look at potential changes in both the physical world and the emerging virtual world—and the implications for marketing professionals.

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There /s Life After Death

'Sliders' shifting to Sci-Fi with trimmer budgets, stronger stories

TV PRODUCTION / By Betsy Sharkey

Never say die is fast becoming the mantra at studios, where executives are no longer taking a network's cancellation of a show as the final word. A few series, like *The Naked Truth* and *Something So Right*, are able to find new broadcast networks to call home. But those options are rare. What holds the most promise now is the cable and syndication world, where the appetite for programming is growing exponentially.

So when Fox dropped Universal's sci-fi drama *Sliders* from its prime-time schedule at the end of the '96-97 season, it became Universal's mission to keep the show alive. The answer—at least the where—was quickly solved when the Sci-Fi Channel picked it up. The how—as in how to live in a lower-budget realm—was harder.

The 22 new installments, which will premiere in June after a series of "best of" old shows beginning next month, will be svelte, no-fat episodes that may well provide a template for keeping a show competitive and vital after a broadcast network shuts the door.

Though many factors are at work, money is at the heart of survival. At Fox, *Sliders* had a typical network-drama budget of around \$1.5 million—far more than syndication or cable fees can usually support.

But the show's executives believed they could cut the budget without sacrificing quality. And USA Networks' Sci Fi Channel was the ideal home. Although Universal execs say it was not the determining factor, it didn't hurt that the studio was a half-owner of the cable network when the deal was struck.

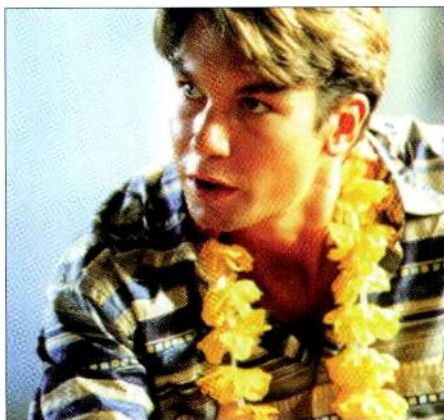
"We had a great show and a great star in Jerry O'Connell," said Ken Solomon, president of Universal Television. "With *Sliders*, we wanted to prove that if it was a property we believed in, network was not the only viable option."

Executive producer David Peckinpah, who has experience in doing more with less from working on the USA drama *Silk Stalk-*

ings, attacked the budget. Two of the biggest cost-cutting measures were relatively painless but required Peckinpah and the writing staff to be more creative. In previous years, *Sliders* was often shot on location. Now the show is filmed almost exclusively on the Universal backlot. Special effects were also scaled back, though not eliminated. The stories now shoulder more, so the show won't feel weaker for losing those visual elements.

The retooling cut the budget by about a third, which still puts *Sliders* above the average \$750,000 spent on a typical syndicated or cable drama. Peckinpah believes the adjustments have made for a better show.

"We have the freedom to do smaller stories, more character-driven, more theoretical in nature," the producer said. "The marching orders at Fox [during *Sliders'* final season] were to make the show bigger, to get a cross-over audience. Now the show is more true to the pure sci-fi roots, more original, more what-ifs, though we still have



Sliders star Jerry O'Connell will direct four episodes for Sci-Fi's incarnation.

a high degree of action/fantasy."

The makeover also brought changes for the stars. The move to cable dictates a lower salary scale, but the upside is the guarantee the show will run at least one full year.

And, in the case of *Sliders*, there is the ability to give O'Connell more shots at directing, something the hot young actor, one of the stars of box-office hit *Scream 2*, wants to do. Last year O'Connell directed one episode. This year he will helm four, which would have been a tougher sell to Fox because it means less time for O'Connell in front of the camera.

Peckinpah also likes the summer launch. "Cable has had a much higher success rate launching off-season," he noted.

This new, lower-budget world is a fast one. "We have a fast crew," Peckinpah said. "The last time I directed, I had a 12-page day [filming 12 pages of the script]—the average is eight. Watch our smoke." ■

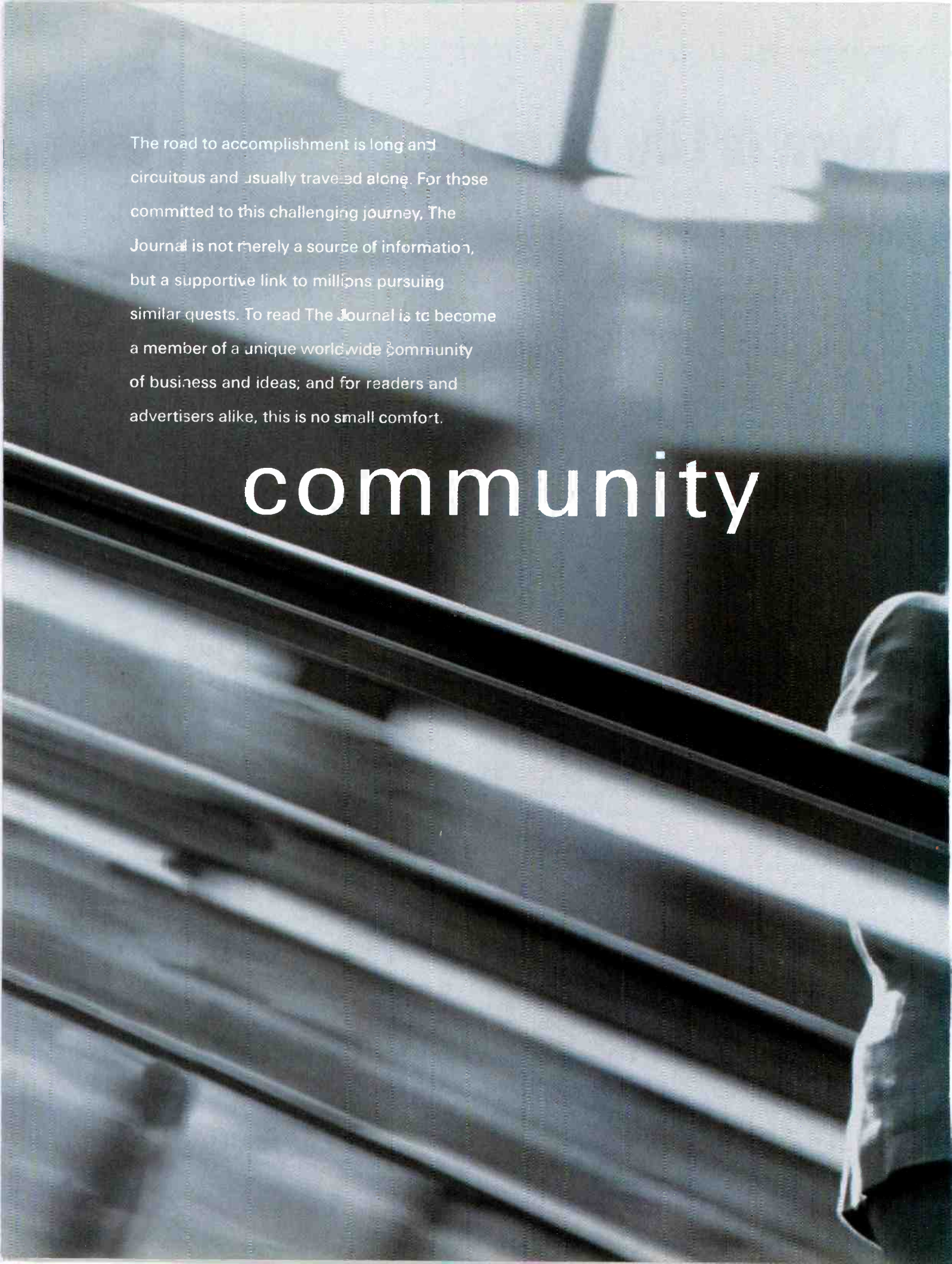
CABLE TV

USA Networks recently promoted four longtime ad sales executives in a move to expand the company's ad sales division. Muriel E. Fariello, a 10-year veteran of USA, was upped to senior vp, national advertising sales from vp, regional sales. Donna T. Rothman and Robert J. Riordan, both of whom started at USA as account executives about 10 years ago, were promoted from vp, New York sales to vp, eastern region. And at Sci-Fi Channel, John Doherty was promoted from director of sales to vp ad sales. He joined USA in 1989 as an account executive. The four will continue to report to John Silvestri, executive vp, ad sales for USA.

Turner Broadcasting pinned audiences the week of Jan. 26–Feb. 1 as Nielsen Media Research reported the five top-rated programs on basic cable to be professional wrestling—installments of TNT's *World Championship Wrestling* and TBS' *Thunder*. The five wrestling programs reached an average of 3.2 million homes. The next highest-rated, non-wrestling program was President Clinton's State of the Union address on CNN, which drew 2.9 million homes. HBO's original film *Gia* topped the pay-cable weekly ratings with 2.8 million homes.

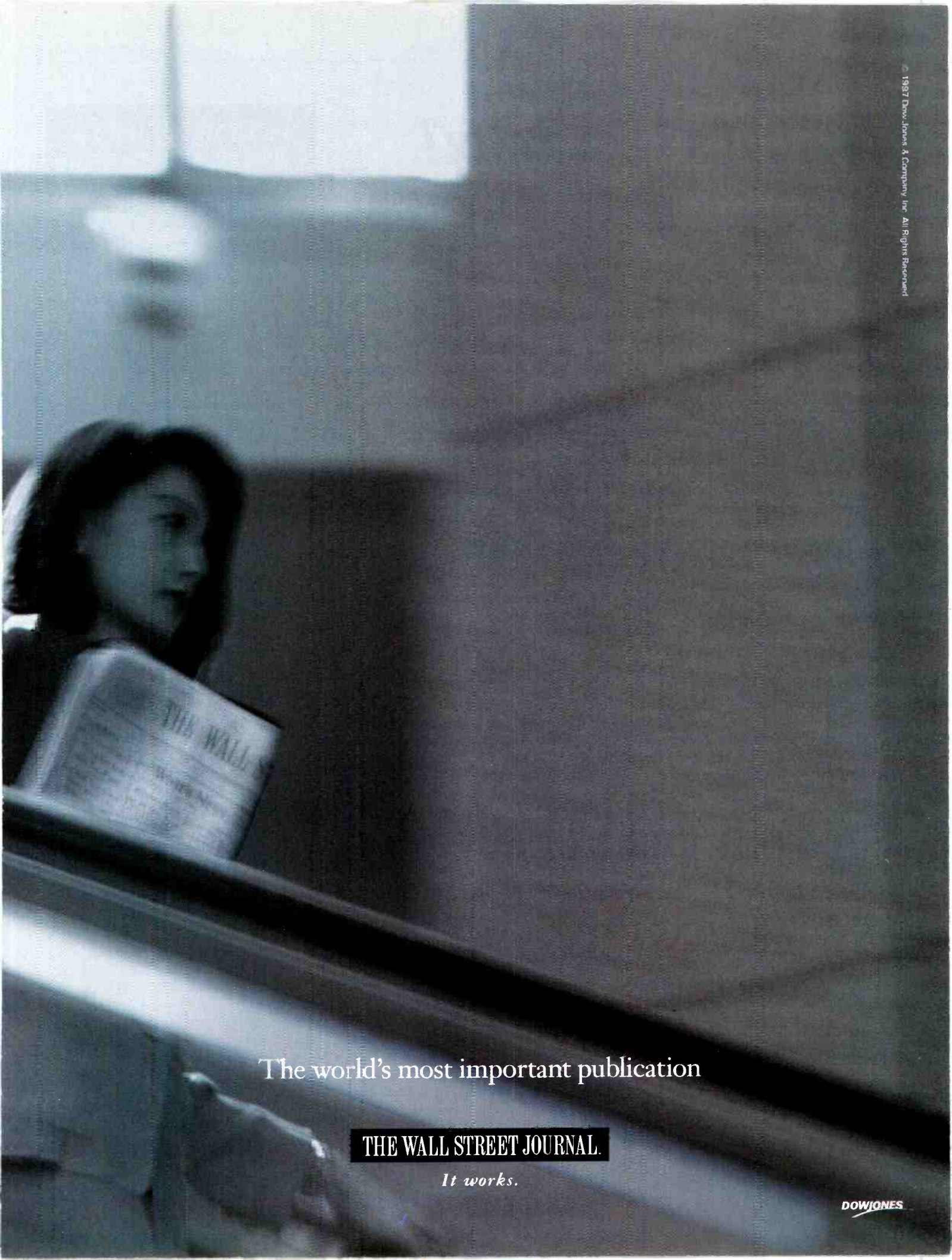
Encore Media Group will spend \$60 million in a branding push for Starz! and Encore. The Denver-based group will spend \$40 million on Starz! and \$20 million on Encore. The majority of the media buy will be on large basic cable networks such as USA and TNT. The buy will also include syndication, print and radio. The campaign features Martin Sheen as the "new voice of Encore." Film historian Leonard Maltin has been named on-air host.

Addenda: The History Channel recorded its highest-ever ratings on Feb. 1 with *The Ku Klux Klan: A Secret History*. The special drew about 1 million households... Showtime and MGM last week set a deal that gives Showtime exclusive premium TV rights to MGM's Goldwyn Films, including releases such as *Bent* and *America Buffalo*. The deal runs through 2003. —Jim Cooper



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DOW JONES

Journal's Last Entry?

King World will decide future of newsmag after February sweeps

SYNDICATION / By Michael Freeman

The fate of King World Productions' struggling *American Journal* newsmagazine rests upon its ratings performance during the February sweeps. King World officials have become increasingly alarmed by *AJ*'s slide in ratings and thinning of clearances in top-100 markets. A final decision on the future of the 5-year-old newsmag, KWP officials said, will be made after they pore over the sweeps numbers—probably in March.

To make matters worse, King World has little control over the show's time-period placement since *AJ* clears only 93 markets nationally (out of 211) and just 69 of the top 100 markets. *AJ* is found mostly in late night (31 markets) and early fringe (29), followed by prime access (20) and daytime (13). *American Journal*'s 3.4 rating/13 share household average in early fringe during the November 1997 sweeps represented a 7 percent drop from November 1996 and placed the show dead last among syndicated newsmags. Even more alarming was *AJ*'s 36 and 43 percent year-to-year November declines among the core women 18-34 demo in early fringe (1.0/7) and late night (0.7/6).

Distribution commitments for the show are in flux. In January, KWP chairman Roger King said that 65 percent of the country had

renewed *AJ* through the 1998-99 season. Shortly after the NATPE convention a few weeks ago, that renewal level had not budged, an *AJ* representative confirmed.

Following the departure last season of *AJ* lead anchor Nancy Glass, King World brought in *Inside Edition* correspondent Michelle Dabney Perez and her brother, Charles Perez (who had hosted a talk show distributed by Tribune Entertainment) to co-anchor the show. But the change in anchors has failed to lift *AJ*'s ratings.



Family business:
***AJ*'s Perez siblings**

KWP vp/programming and production, East Coast, noted that in an effort to keep stations interested in the show, *AJ* added an investigative segment called "*American Journal Coast to Coast*," offering clients a local tie-in and the chance to coproduce news pieces. "It really is part of an overt attempt to give *American Journal* a harder news edge and an increased sense of localism," Rosenweig explained. ■

Goodwill Games Filling Up

A-B, Citgo and Snapple sign up for quadrennial Turner sportsfest

CABLE TV / By Jim Cooper

Turner Broadcasting System has stepped up its Goodwill hunting by adding three new sponsors for this year's Goodwill Games. Six months away from its July 17 start in New York City, Turner has signed Anheuser-Busch, Snapple and Citgo, bringing the number of sponsors to 11 out of a hoped-for 16. Turner execs said at least two more will be added this month.

Turner and parent Time Warner hope to connect better with sports fans to bring the quadrennial event—which has lost money the three times it has been held since 1986—closer to profit. Steven Heyer, TBS president/COO, said the games already involve 25 TW/Turner

divisions, more than any event since the 1996 merger. "There is no question this is our most important programming initiative," said Heyer.

People, *Sports Illustrated* and *SI for Kids* will run advertorials covering the games; HBO will carry eight hours of boxing; Warner Music will provide musical entertainment; and Warner Syndication will sell the games internationally. "We can't let sports hang alone," said Michael Plant, Goodwill Games president.

Yet cutting through all the other sports fare available in midsummer will continue to be a challenge. "They've got good backing from Time Warner, but it's still going to be tough to get viewers," said one media buyer. ■

SYNDICATION

Twentieth Television scored a rare across-the-board, two-year renewal deal from CBS Television Stations' entire 14 major-market lineup for the off-network run of *NYPD Blue* through the 2000-2001 season. "*NYPD Blue* has been instrumental in creating a new franchise for the CBS Television Stations," said Jonathan Klein, president of the CBS O&O group. Averaging a healthy 4.1 rating nationally in weekend late night (NSS, Oct. 19, 1997-Jan. 18, 1998), *NYPD Blue* generally places the CBS O&Os just behind NBC's long-established *Saturday Night Live* franchise in many markets. "Certainly, with most of the first-run [action] series failing to generate as big a rating, it has become incumbent for station groups like CBS to lock down off-network product," said Paul Franklin, Twentieth's senior vp/general sales manager. Twentieth's similar first-year weekend run of *The X-Files* (which runs predominantly in weekend prime access) has made an even bigger mark. The sci-fi drama is averaging a 7.4 rating season-to-date nationally, which makes it the highest-rated off-net drama since *Magnum P.I.* entered syndication in 1984. Franklin noted that Twentieth has yet to seek an extension on the initial two-year deals (which expire after the '98-'99 season) with the 22 Fox-owned stations for *The X-Files*.

Worldvision Enterprises' first-year *Pictionary* game show, which has been slowly rising in the ratings, will get some star-power support the week of Feb. 23. Rosie O'Donnell, whose eponymous hit Warner Bros. talk show is being taped the entire month from Los Angeles, will make the trip across town today to tape five episodes with her favorite "designated sketcher," Sally Struthers (formerly of CBS' *All in the Family*). O'Donnell had said on her show that she wanted to appear on *Pictionary* with Struthers, according to a Worldvision rep, because Struthers had been the best player on Buena Vista's defunct sketch game show *Win, Lose or Draw*, which aired from 1987-90. Worldvision is banking on the pair to draw a ratings spike as well, since *Pictionary* currently delivers a 1.5 rating nationally. —Michael Freeman

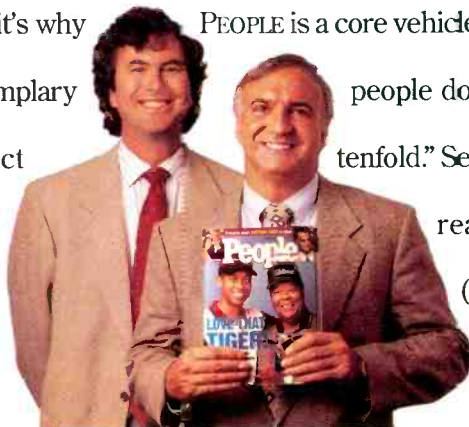


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*Ed Faruolo,
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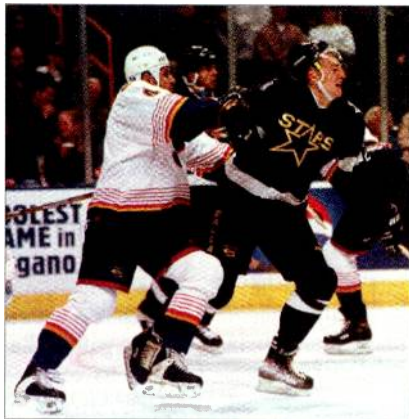
Hicks Aims for Hockey's Stars

•SEEKING TO CREATE A SPORTS-ORIENTED STATION in Dallas, KXTX-TV wants to add a third jewel to its crown of professional sports telecasts. KXTX already has broadcast rights to baseball's Texas Rangers and the NBA's Dallas Mavericks. On deck in 1999: the Dallas Stars of the National Hockey League—if Thomas Hicks, owner of the Rangers and the Stars, has his way. If successful, KXTX would be able to out-run its past as “a graveyard of B-movies,” as one buyer recently put it, by putting on highly coveted pro sports programming throughout the year with its rich male demos. KXTX, the last station owned by Pat Robertson's U.S. Media, thus would go beyond settling for syndication table scraps left by larger TV groups, buyers said.

KXTX's programming future—and Hicks' path to more ad dollars—hinges upon whom will operate the station through a local marketing agreement. The LMA is a pact by which one station or company agrees to operate and program a second station in exchange for part of its ad revenue. In KXTX's case, a complicated deal was struck between NBC and Hicks' leverage buyout firm, Hicks, Muse, Tate & Furst. When completed this month, the deal will give Hicks access to more ad revenue from the Rangers and possibly the Stars if Hicks chooses to put them on KXTX.

The deal has synergy written all over it,

buyers say. “I think it's a great value to sell to advertisers, and a tremendous upgrade,” said Britt McClure, broadcast supervisor at Dallas-based Timberland-McClain Advertising. “If KXTX were to get the rights to the



Pending deal may put Stars' Jere Lehtinen and friends on KXTX.

BILL GREENBLATT/UPPI

Stars, it would effectively be able to broadcast nearly half of all the NHL, NBA and MLB games broadcast in the Dallas market.”

“There's a duality of ownership,” added Bill Strong, the Stars' vp of marketing and broadcasting. “It would be logical from that standpoint.” But such an agreement would not be available until after the 1999 season, he said.

KXTX also wants to keep the Mavs. Station president Bill Murphy said he expects to “talk sometime soon with the Mavericks [owned by Ross Perot Jr.] about re-signing them.”

Some buyers also noted that KXTX likely would have an advantage over Fox Sports

Southwest, a competing sports provider, because of the relatively low household penetration of cable. Only about half of Dallas homes have cable, well below the national average of about 65 percent penetration. The Stars' broadcast games are currently shown on independent KDFI-TV, which is run through an LMA with Fox O&O KDFW-TV.

Wha if KDFI, locally owned by Dallas Media Investors, lost the NHL franchise's broadcasts? No sweat, one buyer said. “KDFI, while not a Fox O&O, has the station groups' dollars behind it; it would free them up to buy movie packages and other syndicated product,” said Lucie Stern, senior vp, the Richards Group, a Dallas-based ad agency. —CB

DALLAS-FORT WORTH/RADIO

As a Format, Country Encounters Dry Spell

•A SLUMP IN THE COUNTRY-MUSIC FORMAT HAS some Dallas radio executives crooning a sad tune. In a market readily associated with 10-gallon hats and cowboy boots, country's performance lately has been dismal. Radio execs say the poor performance is readily reflected in recent Arbitron statistics showing that country music has dropped from 25 percent of Dallas' listening community to less than 15 percent. That's a big dip, but

WHERE THE DOLLARS GO IN DALLAS

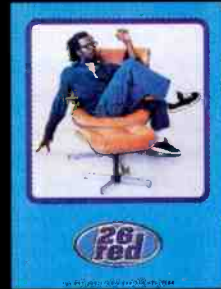
Local ad spending by media (in millions)

	Newspapers	Spot TV	Local Radio	Outdoor	Total
Jan-Sept. '96	\$528.4	\$322.1	\$152.8	\$21.5	\$1,024.8
Jan.-Sept. '97	\$563.5	\$347.7	\$175.0	\$24.6	\$1,110.8

Source: Competitive Media Reporting, BIA Research

"Growing Up,

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*J*ohn Bernard, the founder of 26 RED, believes in having fun. It's how he lives his life, runs his business and designs his clothes. We're talking about an entrepreneur who named his company after a winning horse... and who draws his creative inspiration from the streets and clubs of LA.

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John Bernard
President/Designer
26 RED

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one that hardly surprises those in Dallas radio who have watched the Nashville sound lose ground to the alternative-rock and adult-contemporary genres. Some former country outlets have thrown in the towel. For example, WBAP-AM, owned by New York's ABC Broadcasting Group, switched to talk and news a few years ago.

"The overall popularity in the market is going toward AC," said one media buyer for Dallas who did not wish to use her name. "Country is simply not the format in that marketplace that it once was."

At the remaining three major country outlets, executives struggle to keep their stations strong—even as the public's interest in their music wanes. "This market at one time was up to a 23 share in country music. Now we're an 11 share," said Dean James, program director at KSCS-FM, the ABC Broadcasting Group country outlet in Dallas and the format's top station. James' outlet earned a 5.5 share in the fall Arbitrons, down from a 5.7 in the spring '97 book.

The problem begins with the overall lack of groundbreaking, new country music to offer up for listeners in the first place. "People are spending less time with country because there are formats that are more popular now, [unlike] six years ago," said Scott Savage, the vp and general manager at KYNG-FM, a contemporary country outlet owned by New York's CBS Radio. (KYNG's ratings were actually up from spring '97 to fall—a 3.3 to a 3.6—due to a much-improved signal courtesy of a new tower.)

Despite the genre's plunge in listener interest, the financial landscape for Dallas country remains rosy, said Dan Halyburton, gm at country outlet KPLX-FM, owned by Susquehanna Radio Corp. of York, Pa. However, his own ratings have gone from a 4.1 in spring '97 to a 2.8 in the fall book. Halyburton dismisses the drop as a sampling error. "We grew nicely" in advertising, he added.

None of the three country stations plan any increases in promotion to combat the problem. For them, station execs said, it's a cyclical thing. "We're not panicking," said James, "but we're suffering nonetheless." —RF

DALLAS-FORT WORTH/NEWSPAPERS Terrible Twos—Maybe, But It's Taken in Stride

• YOU CAN HARDLY CALL *THE ARLINGTON Morning News*, which celebrates its second birthday this April, an unqualified success. The paper, pushed into the marketplace by its

doting parent, *The Dallas Morning News*, sells about 25,000 daily and little more than 35,000 on Sunday. By contrast, its robust competitor, the *Arlington Star-Telegram*, brings in more than twice those numbers for its parent, the *Fort Worth Star-Telegram*.

Yet *The Arlington Morning News'* baby steps into the competitive Arlington market are not about money "but about a much more strategic step on our part," said *The Dallas Morning News* president and general manager Jeremy Halbreich. "We could have done a zoned edition for Arlington, but we said, 'Let's establish a newspaper.' And when we said that, we walked away from capturing a huge piece of business initially. The impact on our bottom line so far has been negligible."

Buyers are more generous in their assessment. They said they see the *AMN* taking giant strides in the upscale, white-collar market. It's the kind of growth that has also caught the attention of Knight Ridder, which purchased the *Star-Telegram* from Disney-owned Capital Cities last year.

New faces in key roles have also entered the fray. Wesley Turner, who in the 1970s started his career at the *Star-Telegram* as an ad salesman, has returned as publisher after serving as executive vp and gm at Cap Cities' *Kansas City Star*. At *The Dallas Morning News*, Gilbert Bailon, who joined the paper as a reporter in 1987, was recently appointed vp and executive editor.

"It's a must-win situation for both papers," said Linda Yarbrough, vp/media at Region & Wilson Inc. in Fort Worth. "The newspaper war is in Arlington, and it's real important."

At the *Arlington Star-Telegram*, launched only weeks after the *AMN's* April startup on July 4, 1997, "Our numbers are more than triple if you add Arlington ZIP codes from the *Fort Worth Star-Telegram*," said publisher Mac Tully. Figures for the six months ended Sept. 30, 1997, from the Audit Bureau of Circulations showed a 50,135 average daily circ and 72,021 Sunday.

The competition for eyeballs has ad buyers coming up with battle plans of their own. "You bought the *Star-Telegram* and knew you were getting all of Tarrant County," Yarbrough said. "Now *The Dallas Morning News* is attempting to slice into that area," which fragments newspaper buying budgets. "We're doing a lot of analysis and watching the situation. We look at the circ numbers every time we plan a major buy," she added. "It was easier before."

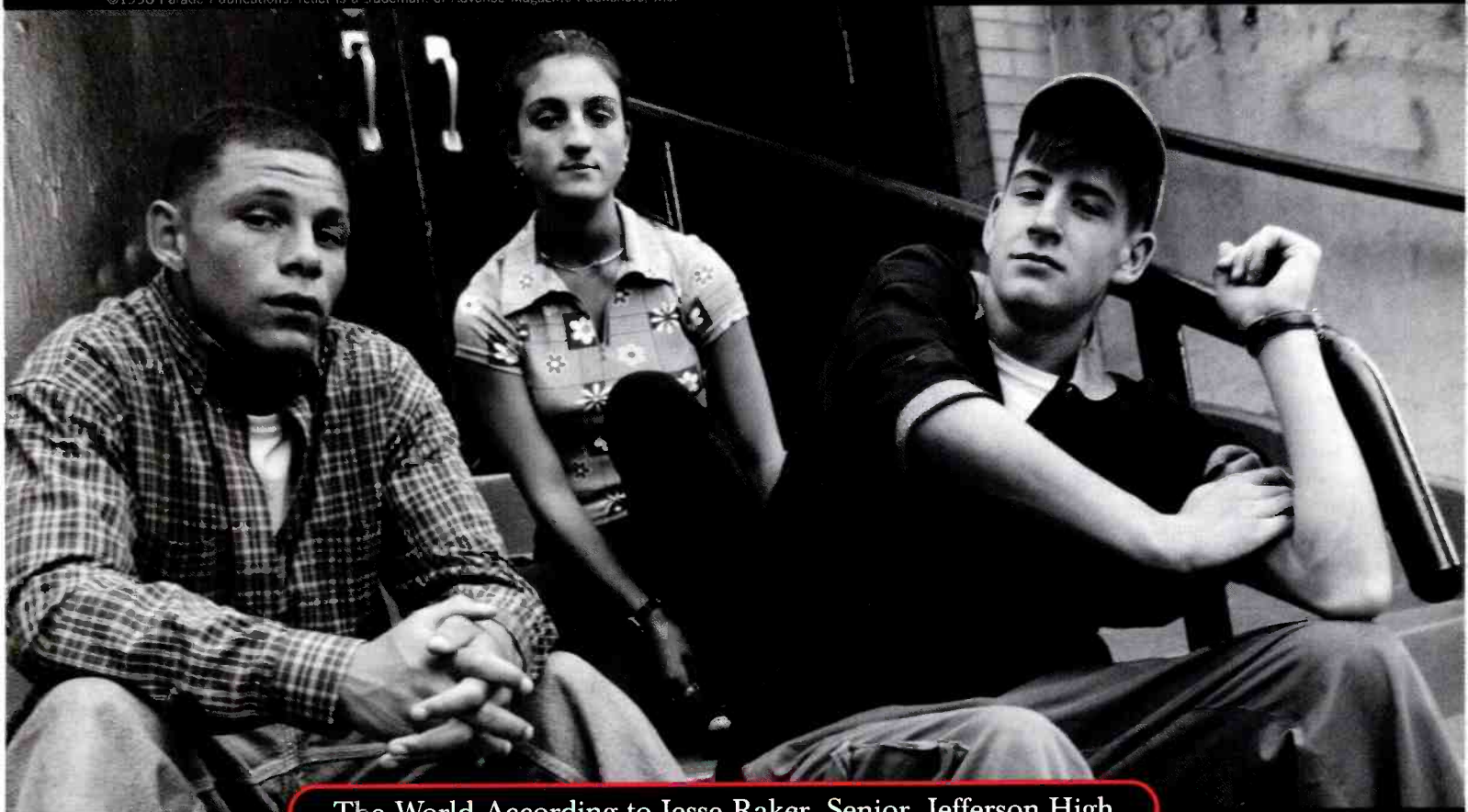
Despite the seemingly endless discussion about numbers, both papers showed increased circulation—an enviable feat given declining circ among most U.S. dailies. According to the Audit Bureau of Circulations, for the period ended September 30, 1997, as compared with the same period a year earlier, average daily circ at the *Mom-*

SCARBOROUGH MEDIA PROFILE: DALLAS

How Dallas adult consumers compare to those in the country's top 50 markets

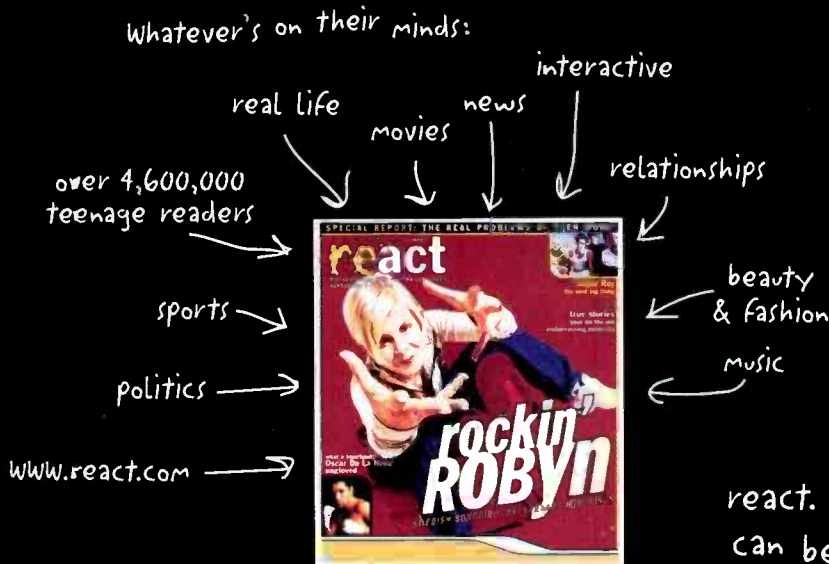
	Top 50 Markets %	Dallas Market %	Dallas Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.7	51.7	88
Read any Sunday newspaper (average issue)	68.5	68.7	100
Total radio average morning drive M-F	25.4	26.1	103
Total radio average evening drive M-F	18.2	19.6	108
Watched A&E past 7 days	35.2	27.9	79
Watched CNN past 7 days	37.9	31.6	83
Watched ESPN 7 days	32.2	26.9	83
Watched Lifetime past 7 days	24.8	19.9	80
Watched MTV past 7 days	16.4	11.3	69
Watched USA past 7 days	31.6	25.7	81
Watched The Weather Channel past 7 days	37.3	34.2	92
DEMOGRAPHICS			
Age 18-34	33.8	37.0	110
Age 35-54	40.0	40.9	102
Age 55+	27.9	22.1	79
Spanish Origin/Descent	12.0	13.3	111
HOME TECHNOLOGY			
Connected to cable	69.8	54.1	78
Connected to satellite/microwave dish	6.0	11.2	187

Source: 1997 Scarborough Research—Top 50 Market Report



The World According to Jesse Raker, Senior, Jefferson High

“They suspend you if you cut classes.
How weird is that?”



react. As close as you
can be to a teenager.

The

elements

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create

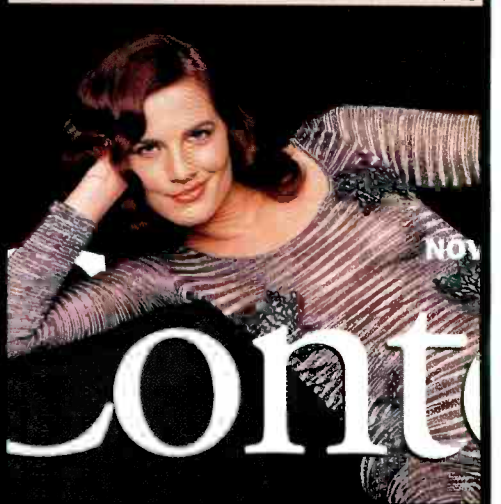
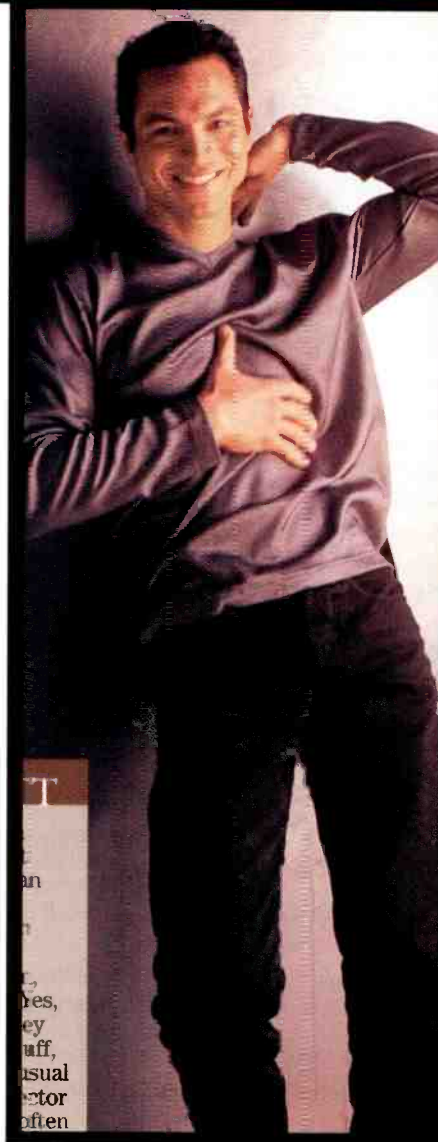
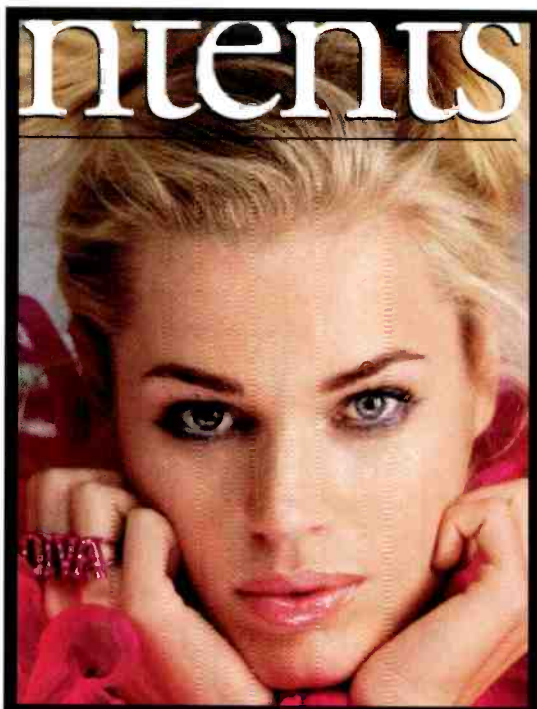
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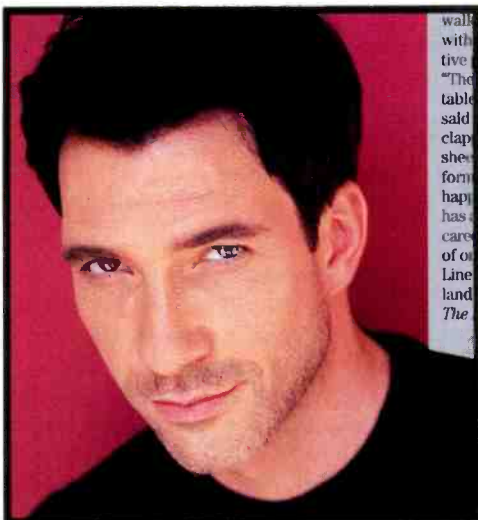
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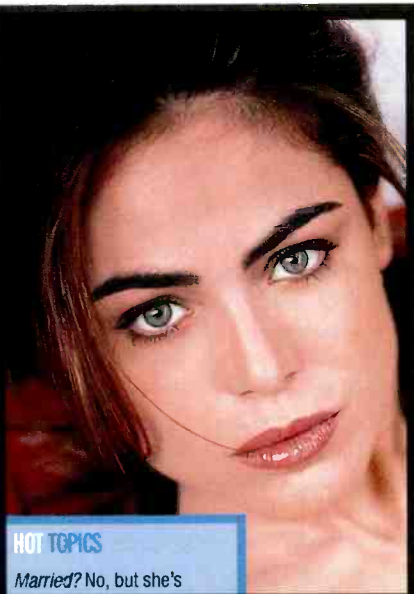
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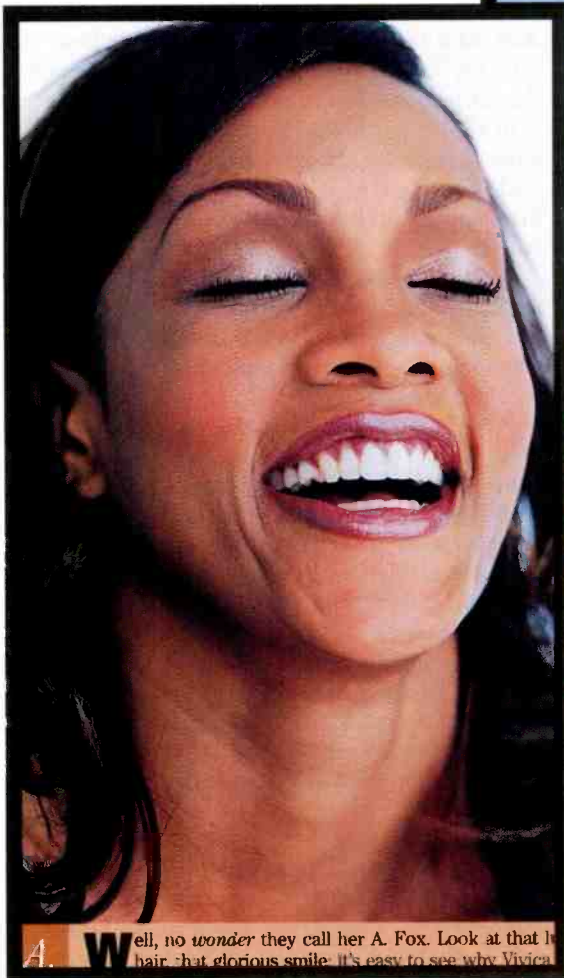


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HOT TOPICS

Married? No, but she's



A. Well, no wonder they call her A. Fox. Look at that hair, that glorious smile. It's easy to see why Vivica



rated from
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e eyes
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rth

Last year our 23 million women spent \$10 billion on cosmetics, hair and skin care, and clothing.

That's a beautiful thing.

Call Category Manager Lisa Chaitin at 212/852.7314 for advertising information.

Beauty Issue

Issue Date Space Close
April 25 March 24

Best and Worst Dressed

Issue Date Space Close
June 13 May 12



WASHINGTON

Alicia Mundy

The New Trustbusters

The FCC appears to be leading a charge away from ownership concentration, including LMAs



After more than two years of debate, discussion and dissension, the push to loosen duopoly rules has disappeared. In its place is a nascent movement to tighten them up. Is this due to the new stewardship on

the Federal Communications Commission? A congressional calendar conspiracy? The radio merger mania? The onset of an election year? If you chose all of the above, you win.

Back in the heady days before the Telecommunications Act of 1996 was passed, there was much support for the idea of deregulation of broadcast ownership. More than a year ago, the FCC solicited

comments on duopoly, allowing companies or individuals to own more than one TV station in a single market. And there was impetus for change from commissioners James Quello and Rachelle Chong.

Now the tide is turning the other way. There are four new commissioners on the FCC. The only incumbent, Susan Ness, doesn't seem eager to allow free duopolies. If anything, she seems interested in rolling them back. Ness was behind a proposal last year to define LMA's (local marketing agreements) as a form of attributable ownership. Still in limbo, the

proposal would force the FCC to review existing LMAs under duopoly criteria, and probably to terminate some of them. The Telecommunications Act also says that the FCC has an obligation to approve only transfers that are "in the public interest. That means it is important for us to assess what affect the combination would have on local competition and diversity of voices," Ness said in a speech that she frequently cites.

James Hedlund, president of the Association for

Local TV Stations, is worried that the FCC will go "backwards" on ownership. The duopoly and the LMA issues are causing an uncomfortable division among broadcast owners. As Hedlund explains, "The boys at the networks don't like having a couple of sassy UHF stations getting together and intruding on their golf game."

Indeed, the National Association of Broadcasters seemed reluctant at first to support LMA deals because some members of its TV board, larger network reps, were against it. But the NAB finally voted for the idea last year. Eddie Fritts, NAB president, said through a spokesman: "We believe that relaxing TV ownership rules would put free over-the-air broadcasters in a stronger position to compete against our multichannel pay competitors. The current rules are clearly outdated." Still, you won't find Fritts fighting in the trenches for LMAs while his membership is split between the haves and the have-nots.

Tribune Broadcasting's lobbyist, Shaun Sheehan, explained that the push to loosen duopoly rules had "an undercurrent that said if we allow for duopoly situations, then we need a quid pro quo, i.e., attributing the LMAs."

"There are two sides of the issue," explained an FCC staffer who would not speak for attribution. "One the one hand, the LMAs are great for little UHF stations—say, one that's been moribund. A bigger station takes it over, gets it better programming, better tower signal, and better advertising." But the down side, the aide continued, is "something we have to look at, too"—in effect, one buyer for programming for two stations, and a combined advertising entity. He said there had been concern that some communications companies with LMAs, among them Sinclair Broadcast Group, are effectively driving prices for syndicated programming downward.

Right now, Sinclair has seven LMAs. And it recently applied for four new waivers permitting cross ownership in markets where it owns TV and radio stations. The waivers are normally "routine," said David Smith, president of Sinclair. However, a staffer at the FCC said it was not certain that they would be automatic, adding that the new chairman, William Kennard, and his staff have begun reviewing one-to-a-market waiver applications very carefully as they move through the Mass Media Bureau. Said a lobbyist for a telecom company: "I think Sinclair will have to work on the FCC and its image there. Maybe if they take a very muted, almost contrite approach..."

But, said Sinclair's, "I don't see why there's a sto-



Sinclair's David Smith sees no reason to even discuss LMAs. "Congress has spoken," he says.

A black and white photograph of two dogs sitting on a light-colored surface. The dog on the left is white with a dark face, and the dog on the right is dark with white patches. Both are wearing white party hats with a small drawing on the side. The background is dark and out of focus.

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WASHINGTON

"We're not concerned about the number of stations one company owns. We're concerned about market power." —John Kamp, AAAA

ry about LMAs. Congress has spoken. I don't understand why anyone at the FCC is even talking about the matter."

Well, Congress has spoken, but in its own way, obscurely. The telecom act was messy, and there was a gap between the language of the Senate-House conference and the statute regarding whether LMAs, if they were attributable, could be grandfathered. FCC officials have taken the position the agency does not have to grandfather existing LMAs in perpetuity, and is looking at several options, including grandfathering only the length of the contract. An FCC staffer explained, "Until our survey last year, we thought we were talking about maybe 30 LMAs. We didn't know how many we had. But it turns out the number is more like 80." Now, put that discovery in the context of rising concern with radio mergers and cable consolidation, and suddenly the issue gets attention.

The FCC is soon expected to complete a two-year study of ownership rules and their effects, as the

because the LMA with a larger station provides neophyte owners with an incubation period, said one such lobbyist.

But commissioner Ness, according to sources close to the FCC, doesn't see LMAs as the cure-all for decreasing minority ownership. In fact, her comments indicate that she finds LMAs more likely to hurt minority participation in media leadership. In a speech last year, which she has quoted recently, she said: "We must look at the combination's effects on the diversity of voices in the community. Diversity of voices is not synonymous with diversity of programs or formats."

Furthermore, she said, "Why should we allow TV LMAs to continue to be unattributable?"

There's no existential despair about that question at the Justice Department. The DOJ media merger task force, which scrutinizes new operating deals, treats LMAs as a form of ownership/control and therefore subject to its unstated rules on one entity controlling more than 40 percent of any market.

Advertisers have a stake in the LMA dispute. John Kamp, senior vp of the American Association of Advertising Agencies said his lobby group and numerous media directors at agencies such as J. Walter Thompson and DDB Needham have been working

actively with the Justice Department, letting DOJ know about market changes in areas where LMAs and mergers have taken effect. "We're not concerned about counting the number of stations one company owns. We're concerned about market power," added Kamp.

Ness will probably have a hard time getting free market proponent Harold Furchgott-Roth or Republican appointee Michael Powell on her side. But she may find allies in Kennard and Democrat Gloria Tristani. The fallout from the radio mergers is affecting several matters at the FCC, DOJ and the Commerce Department.

Where's Congress? Well, normally in an election year, politicians wouldn't want to offend the NAB. But Congress is aware of the lack of consensus on duopoly and LMAs within NAB membership, said a Senate Commerce Committee staffer who would not speak for attribution. Sen. Fritz Hollings (D-S.C.) strongly opposes loosening duopoly rules, and he apparently has Sen. Ted Stevens (R-Alaska) on his side. But more importantly, in this election year, the calendar is already crowded, and Congress won't be in session that much before it recesses this summer. "We don't have the votes in Congress that we had in 1996," said Sheehan. And the White House is signaling that it won't support looser duopoly rules. That could leave the FCC in the driver's seat. ■



DAVID HITTLE

FCC commissioner Susan Ness (left) has indicated support for restriction of LMAs. The NAB's Fritts disagrees.

telecom bill ordered, and the FCC will probably hang its actions on duopoly or the LMA proposal in its report.

Pro-LMA forces are looking for wiggle room by raising the issue of declining minority ownership. Now minority ownership is definitely on Kennard's radar screen. So several telecom lobbyists are promoting the idea that LMA deals give minorities and women the chance to become broadcast owners,

'S

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That will be the neighborhood
in 2007 at a
coverage rate of
100% per year.
But what kind
of investment
return can we
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home buyers
stop holding
their retirement
plans and start
drawing money
from them?

—Tom Ivers, Editor
From "Now," page 10

- Run like for the greenback in
crisis: bank and real estate
- 401(k) vs. stocks: the easy way
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CONDÉ NAST

Magazines

By Jeff Gremillion and Lisa Granatstein

Wedding season is in swing again, and 'Modern Bride' is playing a hip new strategy to woo advertisers and readers

The Newlywed Game

Here comes the bride, all dressed in...leather? Well, not quite. But if a recent *Modern Bride* ad sales presentation—starring the image of a tattooed Gen-Xer in wedding-day wear—is any indication, this 48-year-old bimonthly is in the midst of a major makeover. With a fresh sales pitch and a new editor-in-chief, the Primedia title hopes to shake up the category and eventually knock Condé Nast's *Bride's* out of the top spot in what has become a very tight competition. ♦ *Modern Bride* publisher Nina Lawrence got the ball rolling last year when she redefined the mag-

azine's reader with the tagline "She's Licensed to Spend," used in trade advertising campaigns. The game plan is to make the book more acces-

MB's paid circ were flat, at 405,000.

This month, both *MB* (780 advertising pages) and archrival *Bride's* (939 ad pages) published their largest issues ever (the February/March issue is traditionally the fattest of the year for both titles). The *Bride's* edition just made the *Guinness Book of World Records* as the single-issue periodical with the most ad pages ever—weighty evidence of the bridal category's growing appeal to advertisers. The other major book in the category is Globe Communications' *Bridal Guide*, also a bimonthly, which has paid circ of 240,000.

Bride's racked up 3,106 ad pages last year, up 1.4 percent. Total paid circ in the first half of '97 advanced 3.5 percent, to 441,000. Advertisers have responded strongly to the 18-month-old tagline "Bride's—Where Love Meets Money." "We just communicated what our selling position is," explains Deborah Fine, publisher of the bimonthly. "Love is the catalyst that creates an inordinate amount of spending in retail." Since introducing that theme, *Bride's* has nearly doubled the number of ad categories it carries, to almost 30, and now includes automotive, consumer electronics and prestige beauty. "We're not surprised *Modern Bride* is feeling the pinch," Fine gloats.

In keeping with its new, hipper image, Primedia has tapped 29-year-old Stacy Morrison to lead *Modern Bride's* editorial charge against

Bride's. After 33 years at the helm of *MB*, editor-in-chief Cele Goldsmith Lalli will retire in June. Morrison, formerly managing editor of *Condé Nast Sports for Women*, begins working with Lalli this week and expects to start reshaping the magazine soon. More substantive changes will begin when Morrison flies solo for the August/September issue.

In the bridal category's traditionally heavy ad-to-edit ratio (about 75 to 25), editorial pages can often get a bit lost. Morrison plans on adding new sections that she hopes will jump out of the clutter. "I want to strengthen the visual side of the magazine, as well as the direct service aspects," she says. Though plans are to take it slow—no body-piercing tips are anticipated—the new editor will spice up the front of the book. One new section may include "little items next to juicy pictures," Morrison says. Do-it-yourself wedding planning pieces also may be part of the mix.

"Most magazines present a one-note idea of what a wedding and marriage can be," Morrison says. "We want to branch out to reflect lots of different ideas of what they can be." —LG

Petersen's 'All About You!' Explaining It All To the 11-to-15 Set

Petersen Publishing, whose 1.7 million-circulation *Teen* is No. 3 in circ in the hot teen category, is putting some muscle behind a sister title. *All About You!*, which launched as a one-shot in 1994, is the only major book that aggressively targets the often overlooked younger segment of the market—girls aged 11 to 15—says Amy Wilkins, president of the Petersen Youth Group.

"When I took this job, all of my competitors were talking about this 12-to-24-year-old group," says Wilkins, who last year left as publisher of Time Inc.'s *Health* to join Petersen. "I see teen years as dog years. The 12-year-old is at a totally different



No blushing: The tattooed *MB* bride embodies an attitude that new editor Morrison hopes to tap.



sible to the truly modern bride.

"We want to talk to a woman in a language she understands," Lawrence says. "One that's slightly aspirational, but a little more real-life." That means no more ad or editorial scenarios of feigning women in wedding dresses. *MB's* pages now show women on the move, with laughing brides and grooms, hand in hand, dashing their way into matrimony.

The repositioning effort seems to be paying off so far: ad pages were up nearly 11 percent in 1997, to 3,019; new categories included automotive and prestige fragrances. Through June last year,

Why industry leaders choose the business press as their **first-read-of-the-day...**



To stay au courant,
Donna Karan's first read
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Roger Penske's first read is
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Magazines

Writers' Block

A sample of great writing from a recent issue:

"I arrived in the square behind the post office as the market was being set up: Wasps hovered over candles made from honey-scented wax, the seductive perfume of ripe peaches and melons mingled with the aroma of huge bunches of deep green basil, and little red tomatoes the size of pearls and feathery *girolles* mushrooms the color of Halloween pumpkins were piled up in baskets like so much costume jewelry."

—"Live the Dream"
Gully Wells at the Cours Mirabeau in Provence, France, *Condé Nast Traveler*, February

life stage than someone who is 24."

AAY!'s frequency has grown from seven to 10 issues this year; the rate base has increased by 75,000, to 325,000. Advertisers including Hershey and The Disney Channel, which is promoting its new *Bug Juice* series featuring middle-schoolers, are on board exclusively with *AAY!*, having foregone *Teen* and its older readers.

Wilkins says she is playing the brand-loyalty card in her ad sales pitches. "Girls begin to make their brand choices as early as age 10," she says, particularly with personal hygiene products. "By 15, they're deeply entrenched."

AAY!, which is not tracked by PIB, says it ran a total of 87 ad pages last year, up from 63 in 1996 (the book published seven issues in '97, up from six the year before). —JG

'Details' Makes a Movie

Where the Page Is as Mighty as the Screen

While *Buzz* made news last week with its controversial deal with Paramount to finance magazine arti-

cles, *Condé Nast's Details* is offering another twist on the industry's fascination with Hollywood—the book has storyboarded its own movie. *Details* has given over most of the feature well in its March "Mondo Hollywood" issue to *The Accidental Killer*, a "made-for-magazine" film starring Billy Zane and Paul Sorvino.

Details commissioned writer Adam Rifkin (*Mousehunt*) to pen a short treatment for the film. The *Killer* package includes the darkly comic treatment and some 25 pages of photos (shot over four days at 14 locations around New York) depicting the script's key moments. The pictures of the well-styled cast double as a fashion feature. There are also articles describing the roles of several key players in the production, including director Curtis Hanson (*L.A. Confidential*) and producers The Good Machine (*The Ice Storm*).

"Everyone does a Hollywood issue," says *Details* editor Michael Caruso. "The idea was to find a creative new way of doing it. We tried to show all the different aspects of filmmaking."



Killer combination: Zane and Rose McGowan on the set.

Caruso, a former editor of *Los Angeles* who has entertained the notion of working in the movie business, says Rifkin owns the rights to the film. If *Killer* ever goes into production for real, *Details* will not be involved. —JG

'Wine Enthusiast' Redesign A Few New Flavors For the Palette

Independently published *The Wine Enthusiast*, on the eve of its 10th birthday next month, has redesigned and broadened its focus beyond its experts-only coverage of the wine world. The new design, on display in the February issue, includes a new logo and generous use of white space on the cover, as well as bigger photographs and larger headlines inside. The oversized magazine's new editorial mix includes wine-related travel, as well as cigars and spirits. *Enthusiast's* paper stock also has been upgraded.

"We wanted the book to be more sophisticated and user-friendly," says Adam Strum, chairman of the Hawthorne, N.Y.-based title. Strum says that the changes are designed to bolster the title's positioning. In a recent Mendelsohn survey, *Enthusiast* readers were tops among all magazines in categories including "purchasing wine by the case" and "spending more than \$1,000 on watches," Strum says.

Enthusiast, which publishes 14 times per year, has a circulation of about 90,000—less than half that of Marvin Shanken's much younger *Wine Spectator*. Neither book's ad pages are monitored by PIB. —JG■

60 SECONDS WITH...



Bob Guccione

Chairman, General Media International

Q. Do you think Monica Lewinsky should take Penthouse's \$2 million offer for an exclusive seriously?

A. If there is a story worth telling, she should take our offer very seriously. Because if

she does tell her story to Kenneth Starr, she'll get nothing. At least with us she'll get \$2 million, and no doubt a book deal behind it. She'll do very well and won't have to look for employment. **Q.** Where does the Penthouse suit to reverse the ban on the sale of adult magazines on military bases stand?

A. We're re-appealing. We won in the lower court, then the defense appealed and they won in the appellate court. We're going back before all nine judges to see if they'll hear it. If not, we're going to the Supreme Court. The whole industry is behind us, but to date we've taken on all the financial burden. **Q.** Your March issue has some racy video stills of Pamela and Tommy Lee. Why do some couples do this?

A. More people do it than we know. And it's something to keep in mind before you do it. Guys take very innocent pictures of their wives with no comprehension of how far-reaching the exercise could be should their lives become public. **Q.** Any advice for aspiring stars?

A. I would advise them not to take pictures of themselves.

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Randy Haykin – President, Interactive Minds

Brian Burch – Worldwide Brand Manager, Hewlett-Packard
Walt Petticrew – VP/Marketing, Advanced Micro Devices
Jim Desrosier – EVP/Marketing, Excite
Chris Deyo – General Manager, Berkeley Systems
Ed Colligan – VP/Marketing, 3Com PalmComputing
Aaron Goldberg – Executive Vice President, Computer Intelligence
Michael Gale – Vice President, International Research, IntelliQuest

KICK-OFF COCKTAIL RECEPTION - WEDNESDAY, APRIL 1, 6:30pm - 8:30pm.

Plan to mix it up with the editors of MC Magazine, various MC Summit speakers, friends, past colleagues, competitors



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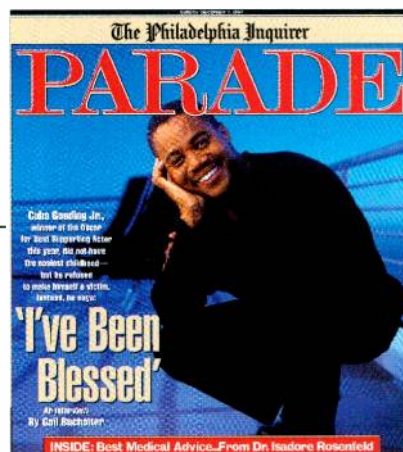


Produced by MC Magazine, the leading resource for technology marketing intelligence.



Ever see a magazine

Recently, Parade Magazine ran an interview with Cuba Gooding Jr., the latest winner of the Academy Award for Best Supporting Actor. The revealing interview brought out a side of this talented actor that was both touching and forceful. Millions of Parade readers were exposed to a man with a deep sense of personal history as well as an eye very much on the future. The interview delved into poignant issues such as Gooding's difficult relationship with his father, a successful entertainer in his own right. In other words, the interview was exactly the kind of editorial you'd expect from Parade. Every Sunday, Parade readers are presented with exciting,



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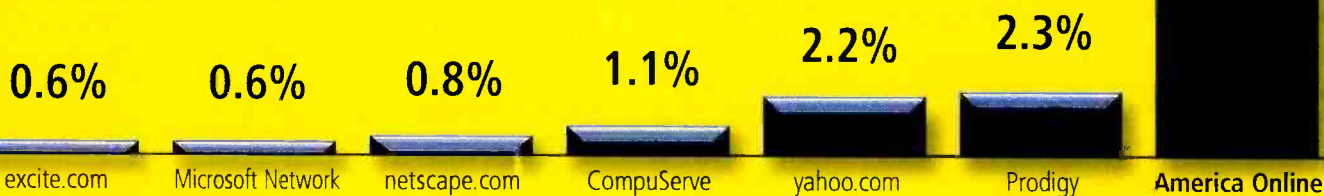
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THE INTERNET ONLINE RATINGS ARE IN...

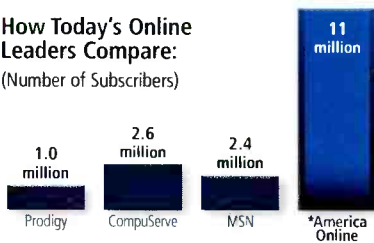
58.3%

Share of the Online Minutes: (Average Minutes Online)

Source: Media Metrix/The PC Meter Co., WWW/Online Report (at-home data), December 1997.



How Today's Online Leaders Compare: (Number of Subscribers)



Source: Jupiter Communications, January 1998. *Company Estimate

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Why would Lycos spend \$58 million for Tripod, a community of free homepages? For the same reason Microsoft spent \$300 million on the free email service HotMail—and AOL is eyeing a blockbuster purchase of the Netscape site. The biggest Web players have discovered they can cobble together quickie online services by packaging email and search, and they believe that the big money in ad sales and commerce will be through these Web “portals.” See Anya Sacharow’s analysis for more. —Kevin Pearce

@deadline

AOL.com Slipping?

The latest report from **Relevant Knowledge**, Atlanta, has revealed top-ranking sites among users 12+ in January were, in this order: **Yahoo, Netscape, Microsoft, Excite** and **Infoseek**. For the first time since RK began tracking eyeballs in September, **America Online’s** portal to the Web, AOL.com, fell off the top five, to No. 6.

IAB Reassigns Affairs

The **Internet Advertising Bureau**, New York, has dismissed public relations agency **Edelman Worldwide**, New York, which had been coordinating the organization’s administrative affairs since its launch in 1996. Instead, they will be handled by media consultant **Frank Dudley**, who has been named administrative director.

New Chief at SV Poppe

Thelton McMillian has been named general manager of **Poppe Tyson’s** Silicon Valley office, Mountain View, Calif. He succeeds **Kathryn Lewis**, who will head Poppe parent **Bozell Worldwide’s** Silicon Valley office. McMillian had been director of client services at Poppe.

Going Once, Twice

On the heels of the demise of online auctioneer **Adbot**, Chicago, a new San Francisco-based company called **Ad Auction** plans to launch. Backed by **Imagine Publishing**, its first bidding war is set for Feb. 19. Agencies such as **TN Technologies** will participate.

DoubleClick IPO: Is Web Still a Wall St. Darling?

By Bernhard Warner and Laura Rich

With one of the most-watched initial public offerings in the interactive industry now slated to break next week, DoubleClick, New York, may have the force with it—market forces, that is.

A generally positive disposition among industry analysts has almost completely eclipsed initial pessimism surrounding DoubleClick’s December IPO filing. As the company today begins its requisite “road show” pitch to institutional investors, other closely held firms no doubt will be following the offering as a bellwether of Wall Street’s willingness to fund Internet expansion.

“I think [the IPO] will be very well-received,” predicted Ryan Jacob, director of research for IPO Value Monitor, a New York-based market research firm. DoubleClick seeks to raise net proceeds of \$29.5 million, assuming the stock opens at \$13, to fund global expansion efforts and hiring.

After a sluggish start, Internet companies that have gone public over the past two years have shown impressive success on Wall Street: Amazon.com, Yahoo, Excite and Lycos have all seen their stock value jump by more than 400 percent in 1997, according to Manish Shah, publisher of IPO Maven, a New Jersey-



DoubleClick CEO Kevin O’Conner hopes to continue the Internet’s winning streak.

based research investment firm for institutional investors. On Jan. 30, Verisign, the Mountain View, Calif.-based company that specializes in encryption software for Internet transactions, went public at a share price of \$14; by early last week it had ballooned to over \$36. A successful kickoff by DoubleClick could mean a surge in IPOs by Internet advertising specialists and other interactive companies.

“All the Internet-based branded properties, the ones that are most well-known, have done very well,” said Shah.

DoubleClick’s filing did point to some possible rough spots. As with most Web reps, most of its contracts are short-term, and the firm is heavily reliant upon sales from a handful of sites in its network. Digital Equipment Corp.’s AltaVista search engine alone made up some 43 percent of DoubleClick’s \$30.6 million in revenue in 1997. That contract was recently extended through 1999 and will survive for at least the next six months should new Digital owner, Houston-based Compaq, wish to cut ties with DoubleClick.

DoubleClick doesn’t expect to turn a profit until at least 1999, if not later, according to its filings. ■

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employees? Because the number of MSN subscribers has been stagnant, mired at about 2 million, while Yahoo, with much lower content and marketing costs, has been rapidly expanding worldwide. In December, Yahoo charted an average of 65 million page views per day, according to @Plan. "Given the kind of tepid growth they've had in the past year, Microsoft is looking to leapfrog to the next stage," says Mark Mooradian, group director, consumer digital content, Jupiter Communications. "That's their portal play, and it is reactionary [on their part]."

To Microsoft's Sanderson, however, Start.com is not a question of stealing market share from Yahoo or AOL. He notes that about 20 percent of households are connected to the Internet, but even these users are not using it frequently or even regularly. The goal is to create something so useful that more people will go online and use it more often. "It's a growing pie game right now," he says.

The creators of Snap! Online, which is CNET's portal offering, agree. "Within the next two years, there will be five major gateways for consumers online," says Tom Melcher, general manager of Snap! Online. "AOL will be one. Yahoo will be one. Between three and four slots are available." That leaves—at least—Snap, Excite, Infoseek, Lycos, Microsoft and even Netscape battling for those slots.

"This is where the advertising will be delivered," Klein says. "It's better than spot. This is

bigger than local sites."

No company has captured a dominant front-end position from the moment surfers dialup. Yahoo, which is perhaps the most visited site on the Web, is a frequent first stop by browsers but lacks the distribution to become an automatic starting point. Its recent partnership agreement with MCI might allow it to make the leap as a free, online service—at least for MCI dial-up subscribers.

AOL, which has the distribution through its 11 million members, has become a major portal. But it is unclear whether nonmembers (the majority of Web users) will be interested in using AOL.com, the service's Web presence, as a starting place for searching and interacting.

One interesting player is Netscape, which, at press time, was rumored to be for wholly or partly for sale; AOL is said to be interested in buying at least its Web site.

Netscape executives often trumpet the company's homepage as the largest site on the Net; it is already an advertising vehicle to reckon with. But despite talk of a new search alliance and the development of news and other content, the company has yet to find a true identity for netscape.com. Critics say Netscape is a gateway site only for users who haven't yet figured out they can change the startup page to whatever site they want. Still, in the marketing battle to control the Internet's doorway, that might just be enough to win—for now. ■



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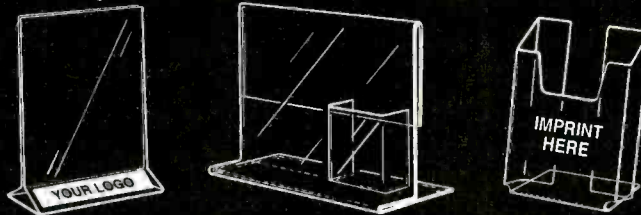
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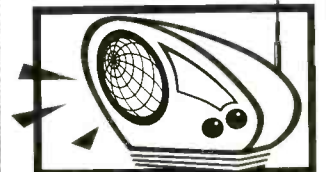
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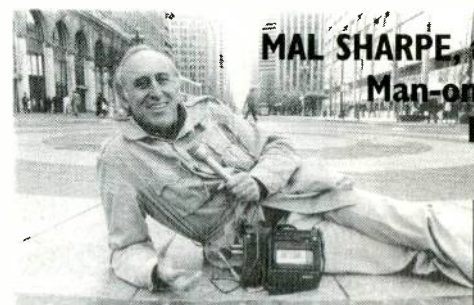
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1-800-7-ADWEEK

HELP WANTED

**WE'D LIKE TO GIVE
YOUR FUTURE A
NAME ... MCI**

MCI, the world leader in advanced communications products and services, has the following opportunities for qualified professionals to join our Washington, DC, team.

Marketing Manager

Lead in the development of marketing strategies and plans for one of MCI's leading consumer products. Identify market trends and customer behavior. Analyze key business, competitive and consumer performance measures. Work closely with Finance and Business Analysis on product forecasting and pricing. We require a BA/BS and 5-7 years' marketing/market analysis or consulting experience, as well as excellent strategic thinking, analytical and communications skills.

Advertising Manager

Manage and develop advertising communications strategies and objectives for one of MCI's leading consumer products. Lead Advertising Agency in the development and implementation of strategic television and radio advertising. Maintain media and production budgets. We require a BA/BS, 5-7 years' marketing/advertising experience, excellent communications skills and the ability to manage multiple projects simultaneously.

As a well-established company, MCI offers excellent compensation and benefits. If you are a motivated team player, please submit your resume, along with salary requirements, to: MCI Telecommunications Corp., Dept. EPAW209BL, PO Box 10130, Gaithersburg, MD 20898; FAX: (800) 691-6982; e-mail: mci@alexus.com. MCI is proud to be an equal opportunity employer, M/F/D/V.



www.mci.com

VP, DIRECTOR OF PLANNING & RESEARCH

The Advertising Council, the leading provider of public service announcements in the US (Smokey Bear, "A Mind is a Terrible Thing to Waste," "Friends Don't Let Friends Drive Drunk") is seeking a high-caliber Director of Planning & Research. Based in our NYC office, this individual will be responsible for managing the planning function, including creative strategy and advertising development, for 35 public service campaigns. This person will also help expand The Ad Council's research efforts by managing segmentation and benchmark & tracking studies, and develop new research opportunities for individual campaigns and our "commitment to children" initiative.

The candidate we seek will possess 8-10 years' experience in account planning and research including an understanding of quantitative and qualitative research methodologies, advertising testing approaches, and demographic and sociological trend analysis. We offer a dynamic team environment, a variety of initiatives, and a competitive benefits and compensation package.

An interest in and commitment to social issues is a must.

For consideration, please forward your resume, including salary history, to:

Michelle Grossman
Human Resources Consultant
The Advertising Council, Inc.
261 Madison Avenue, 11th Floor
New York, NY 10016
E-mail: Mgrossman@adccouncil.org
Fax: (212) 867-7422



The Advertising Council is an Equal Opportunity Employer.

**Looking for a place
where the cream
always rises to the top?**

Just head for our dairy barn. We're PreVision Marketing and we've got new openings for cream-of-the-crop marketing professionals in both creative and account areas. This is a very lively, friendly place. And growing fast: thanks to highly successful strategic direct marketing programs for top consumer accounts like Nissan, Toys "R" Us and U S WEST, among others. Right now we're looking for:

CREATIVE DIRECTOR/ART Responsible for: conceiving and designing a wide range of work inclusive of targeted mail packages, mini-magazines and direct response advertising. Presenting work to and working with account services, clients and principals. Motivating designers and art directors. **Required:** 10 years experience in advertising or marketing (direct response or retention is a plus), marked by significant accomplishments; BA or BFA in visual communications; direct report managerial experience.

SENIOR ART DIRECTOR Responsible for: conceiving and designing fresh, innovative and strategically appropriate visual communications. **Required:** 8+ years experience in advertising or marketing and graphic design; BA or BFA in visual communications. The ability to concept both with and without a writer. An exceptional eye for layout and typography.

SENIOR COPYWRITER Must be passionate about your craft and savvy about marketing. Retention copy experience a plus. **Required:** 7+ years direct response experience, BA degree. Samples should demonstrate strong concepts and direct response writing skills; a fresh, innovative style; and the integrated thinking of writer and art director.

ACCOUNT DIRECTOR Become a key contributor helping to shape the future of the company. Work directly with principals on strategy and program execution; integrate direct response, database and analytic resources; manage and train staff; serve as a key senior-level client contact; full P+L responsibility. **Required:** 7+ years experience with retention/database marketing; extensive knowledge of database or direct response (preferably both); outstanding client management, writing and presentation skills; Bachelor's or advanced degree.

ACCOUNT MANAGER/SUPERVISOR Responsible for: developing and implementing strategic marketing plans; managing clients, supervising staff, and overseeing creative, production, analytic and database services. **Required:** 5+ years database marketing experience with a focus on the integration of strategy with database technology and analysis; experience with response and consumer behavior; outstanding client service and writing skills; Bachelor's degree.

ACCOUNT EXECUTIVE Responsible for: implementation of direct marketing programs. **Required:** 1+ years marketing experience with a keen eye for detail, excellent project management skills, high energy; experience with print production, design, database technology; customer-level analysis a plus; Bachelor's degree.

Oh

about the barn: we work and play in a century-old, four-story barn, updated with sauna, fitness club, outdoor barbecue and much more.

If you're among the cream of the crop, with high energy and a passion for your work, please submit your resume, and a cover letter with salary requirements to the address below. Applicants for creative positions should also include three non-returnable samples and explain your role in their development (copies o.k.).



PreVision Marketing
Attn: Human Resources
One Concord Farms
490 Virginia Road
Concord, MA 01742
Or fax to 978-371-0515.
No phone calls please. EOE.



**USE ADWEEK MAGAZINES
TO GET NATIONAL EXPOSURE**

HELP WANTED

Advertising Agency

Needs people. Make that good people.

Creatives. No techs and know techs.

Suits. Make that smart suits.

Production. Conventional and wired.

We do identity marketing, including brand development, advertising, package design, collateral, direct mail, film, video, industrial entertainment and high tech stuff. Our clients are global forces. We do great work.

You should be an experienced professional. Interested. Intelligent. Alert. Not a politician. Not a prima donna. Not a child. You should be well versed in all media and desk-top technologies, particularly in print, where we are heavy on the Mac, but we do need a few multi-platform talents including: Someone who knows Lotus SmartSuite and Microsoft Office inside and out. (God forgive us.)

That means you are extremely proficient in making Freelance SmartMasters and WordPro templates among other things. You should know Windows 95 so you can help our client's sales and administrative people use all the good things we create on a Mac on their PC's. We even can use your PC Quark skills.

Your original letter and sparkling resume should be accompanied by your references.

Don't call, fax or e-mail.

Write.

Cavanaugh Communications,
101 Charles Drive, Bryn Mawr, PA 19010

BROMLEYAGUILAR
ASSOCIATES

Opportunities in San Antonio and Miami! The following positions are available:

Miami & San Antonio

• **Field AE** - 5+ years of field management experience in the Miami or Texas/New Mexico area, QSR background desired, excellent communication and organizational skills, strengths in building franchisee relationships.

San Antonio

• **AE** - 3+ years of account management experience; strong strategic and implementation skills.

• **Copywriter** - 3+ years of copywriting experience producing ideas and stories that are breakthrough, on strategy, motivating, exciting and clever.

All positions require a BA in advertising, marketing or a related field and fluency in Spanish. Salaries commensurate with experience. Benefits and relocation packages available. Send resumes to:

Attn: Human Resources

321 Alamo Plaza, Ste. 300, San Antonio, TX 78205

fax: (210) 244-2400 ph: (210) 244-2300

email: noriega@dmbb.com EOE

SENIOR COPYWRITER

Agency with 25-year track record seeks writer who's also established, and has a knack for business-to-business and high-tech marketing. In addition to wordsmithing, you'll be able to strut your stuff through marketing plans, ads, collateral, direct mail, Web pages and promotions for some highly regarded names in a variety of industries - with strategic thinking always foremost in your mind. Great benefits, lots of client contact, terrific setting.

Please mail or fax your resume, writing samples and salary requirements to Marjorie Fagan. No phone calls, please.

Maier 1789 New Britain Ave., Farmington, CT 06032
Fax: (860) 677-4898 • Email: marge@maier.com

ACCOUNT PLANNER

This is probably the best job in the business for an account planner with 3-5 years experience because we want you to lead our new business effort. We're a mid-size shop with big size clients.

Fax resume/cover letter,
salary req. to:

908-647-8451

GET INTO THE GAME

Assistant Account Executive. Immediate openings for the ambitious, high-energy, and good-hearted at fast-growing high-tech agency with offices in NYC and LI. Good communicators, team-players only need apply. Competitive salary plus benefits.

Reply with letter and
resume via e-mail to:

mwelch@wngadv.com

Or by fax to:

M. Welch 516-741-3966

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

V.P. CREATIVE DIRECTOR**Creative Passion**

We need a creative director that loves the agency business and knows how to work with top notch creative teams to produce powerful ads, direct mail, video and electronic media. Passionate, interactive, team focused environment in one of Chicago's fastest growing agencies. Minimum 10 yrs experience -- and a great attitude. Send resume and salary history to ADWEEK Classified Box 3624, 936 Merchandise Mart, Chicago, IL 60654

**Assoc. CD/Copywriter
Copywriter
Broadcast Producer**

How'd you like to work where passion rules? In one of the fastest growing agencies in the Southeast. All consumer accounts like Sea Doo personal watercraft, Pro Player Sports Apparel, TJ Cinnamons, Greater Fort Lauderdale tourism and others. Good salary, benefits and Florida weather. But most important, you'll have the opportunity to do good work. Send samples, salary requirements and resume to Mitzie at:

Harris Drury Cohen
1901 W. Cypress Creek Rd, 6th fl.
Ft. Lauderdale, FL 33309

ADVERTISING SALES

Publisher of two growing computer magazines, SunExpert Magazine and WebServer OnLine, offers a unique ad sales opportunity for an experienced sales person.

Opening for a Regional Sales manager in the New York City/New Jersey area. Computer publication experience preferred. Computer Publishing Group offers a comprehensive benefits package. Send resume to:

Computer Publishing Group

Attn: S. Henry Sacks
320 Washington St.
Brookline, MA 02146
Or fax (617) 739-7003
No phone calls please.

HELP WANTED

MANAGER MARKETING & SALES

**GREAT OPPORTUNITY
FOR A GREAT CAREER**

A major New Jersey corporation seeks a marketing pro who is a creative thinker, enjoys a fast-paced environment and can manage successful implementation of advertising and sales promotional campaigns. The enthusiastic, experienced manager will plan, implement and evaluate marketing and sales programs. In addition, you will be responsible for managing internal staff and advertising agency. Qualified candidate must be thoroughly familiar with designing methods to measure and report results.

Job requirements include a BA in Marketing/Advertising and 5-7 years experience at an ad agency or corporate marketing department. Two years management experience and demonstrated budget management experience required.

We offer an excellent compensation and benefits package. Please forward your resume and cover letter, including salary requirements to:

Mary Pomerantz Advertising
Confidential Box 820 (A)
300 Route 27
Highland Park, NJ 08904

Does your ulcer have a country view?

You live and breathe great advertising. Why not do it breathing pure country air? Our pastoral setting may help you unwind. But our supercharged team and high-profile client list will get your juices flowing. (Not your gastric juices, either!)

ACCOUNT MANAGERS & COORDINATORS Three positions open: 7 - 10 years in retail/management; 5 - 7 years in business-to-business; or B.A. with 2 - 3 years of communications experience, plus strong organizational and computer skills.

BROADCAST MEDIA BUYER Broadcast Media Buyer: 5+ years of multi-market experience. Great position for creative thinker.

Don't work hard because you have to. Work hard because you love it. Send resume to Dawn Hassan, Mintz & Hoke, 40 Tower Lane, Avon, CT 06001. Or fax to 860-679-9750. EOE. No phone calls please.

IF MAKING THE WORLD...
...MORE FUN IS YOUR DREAM...

YOU BELONG AT HASBRO



The excitement of creating and marketing classic and next generation toys is never-ending. Our mission is clear...to achieve worldwide leadership in our industry by allowing our people to reach their maximum potential. If you have the talent and determination to succeed...the world of Hasbro awaits you.

MANAGER CONSUMER PROMOTIONS

Currently, we are seeking a creative, out-of-the-box thinker to assume responsibility for the development and execution of annual promotional plans for our toy and game portfolio. Chiefly, you will develop brand promotional strategies, translate such strategies into dynamic programs, and track effectiveness of these programs. Functions include: preparing budgets and quarterly forecasts; maintaining the coupon database and redemption figures; trafficking legal and production approvals; communicating with Product Marketing, Brand Management and the Sales Force; and managing relationships with external promotional and fulfillment agencies. Requires a Bachelor's degree in Marketing, 3-5 years of managerial experience in promotions with a corporation and/or agency, and a strong network of contacts within the promotional industry. Candidates must also have excellent communication and presentation skills, basic accounting knowledge, and proficiency with MS Word, Excel and PowerPoint.

For consideration, please send your resume with salary history to: **Hasbro Inc, Human Resources, A-828/RK, 1027 Newport Avenue, Pawtucket, RI 02862.**

Hasbro, Inc. is an equal employment opportunity/affirmative action employer, committed to workforce diversity.

HASBRO

CATCH A CREATIVE GENIUS USING ADWEEK CLASSIFIEDS

HELP WANTED

• **Research Director/Manager,
MTV Networks Audience Research (Santa Monica)**

• **Research Director/Manager,
VHI Audience Research (New York)**

MTV Networks, a member of the Viacom corporate family and one of the largest and fastest-growing entertainment companies in the world, is comprised of MTV, VHI, Nickelodeon, NICK at NITE, NICK at NITE's TV Land and M2. We are seeking two self-motivated leaders to direct all aspects of channel/syndication research.

Responsibilities include developing new ideas, providing input on sales presentations, working on special projects, and overseeing research resources. Minimum 5 years' related research and management experience, along with a detailed knowledge of advertising sales/media required. You must also have strong analytical, organizational, communication and computer skills. Bachelor's degree in Communications or Marketing and knowledge of Nielsen systems/MRI preferred. Cable experience a plus.

We offer a competitive salary and benefits package. For consideration, send your resume and cover letter, with salary requirements and location preference, to: **MTV Networks, Staffing Resources-Dept. KMC, 1515 Broadway, 16th Floor, New York, NY 10036.** We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer.

MTV NETWORKS

DIVISIONAL MARKETING MANAGER

Leading retailer in the personal health care market looking for a Divisional Sales & Promotions Manager. Candidates should possess the following qualifications:

- Bachelors Degree in related field
- 5-7 years advertising experience
- Heavy retail background
- Media background
- Management of corporate/franchise co-operative mktg programs (Co-Ops)
- Promotion & production experience
- Traditional communications skills

Creative, self-motivated, results oriented individual needed who can manage many tasks, individuals and budgets at one time. Attention to detail a must. Some travel required. Qualified candidates need only apply by mail. No phone calls please.

Please send resume to:

GNC/Division One

Ronda Aurand

300 Sixth Avenue, 12th Floor, Pittsburgh, PA 15222

Flatiron Agency Seeks...

A small Flatiron District agency with a book to die for, from high-tech to high fashion, seeks:

- **Techno-Writer:** If you know Telcom, we need you. Must have experience from Data Networking to I.P. offerings.
- **Production (Traffic Mgr.):** If you know print production from start to finish, we need you. Must have large print production experience and be able to juggle 50 jobs at a time.
- **Account Executive:** If you have Telcom experience and want to work on one of the big guys accounts, we need you. Must have above and below the line experience and be able to juggle dozens of contacts for the same client.

Please send or fax resume to: President,
ImageNet, 35 E. 21st St., NYC 10010 (212) 388-9771 - Fax

ASSISTANT PRODUCTION MANAGER

Major weekly magazine seeks experienced person--department about to launch direct-to-plate system. Responsibilities include edit and ad trafficking and tracking, general clerical duties. MAC and PC knowledge a must. Immediate hire.

Fax resume to 212-536-6550

Ogilvy & Mather

has opened in Dallas and business is good!
We need you!

If you would like to become a part of one of the world's greatest advertising agencies, work on a premier telecommunications account and consider yourself a stellar account person with either general agency or direct marketing experience at the account supervisor, account executive or assistant account executive level, we would like to talk to you.

Send or fax your resume to:

Dallas Recruiter

Ogilvy & Mather

309 W. 49th Street, 15th Floor
NY, NY 10019-7399

Fax: 212-237-4185

Equal Opportunity Employer M/F

RESEARCH DIRECTOR

Weider Publications, Inc., a national, multi-magazine publishing company, is seeking an experienced Research Director to head up the research area. Position requires 7-10 years experience managing IMS/MRI and other primary and secondary research. Work with marketing and sales management to develop positioning against target categories. Provide ongoing, competitive data. Support sales staff with specific market research for proposals and sales calls. Reports to VP Marketing.

RESEARCH ANALYST

Research Analyst requires 3-5 years experience using IMS/MRI. Support sales staff with specific market research for proposals and sales calls. Experience in dealing with research vendors on various levels is preferred. Reports to Research Director.

Each position requires the ability to write and to interpret numbers in a sales context. Skills in Word, Excel, Powerpoint and DeltaGraph.

To apply for either position, please send cover letter, resume and salary requirements to:

Weider Publications, Inc.

One Park Avenue, 10th Floor, New York, NY 10016

Att: Regina Mott

Or fax to (212) 685-9644

THE RIGHT WRITER

The Lunar Group, a full-service, sky-rocketing, NJ-based advertising agency, seeks **Senior Copywriter** with ability in all media. Experienced. Fast. With big ideas and well-chosen words. Work as part of a strong creative team.

Is this you? Tell us about it -- briefly -- with the right letter (and samples) to:

The Lunar Group, Inc.

9 Whippany Rd., Whippany, NJ 07981

Phone: (973) 887-3500 Fax: (973) 887-3722

ad@lunargroup.com

COPYWRITERS WANTED:

WRITE WELL, WORK FAST--YOU'RE HIRED!

This is soooooo embarrassing. We really wanted to write a hip, clever ad, but we haven't got the time, so this will just have to do. If you can write the kind of ad we would have written if the work wasn't pouring in, New York's fastest-growing high tech agency is looking for you. Required: Buckets (or oodles or whatever) of energy, enthusiasm, creativeness. Also required: Team attitude, fun orientation, and positive feelings for technology. (No Unabombers need apply.) Experience working with New Media and/or on computer or telecom accounts a big plus.

Fax resume, salary history/requirements, and letter to:

M. Welch @ (516) 741-3966 Or e-mail to mwelch@wngadv.com

HELP WANTED

The position is in media,
but the mission is creative.

Saatchi & Saatchi
is looking for innovative
individuals ready to join the
hottest Ideas shop on the planet
as Assistant Media Planners,
Media Planners and Supervisors.
Are you passionate about what you do?
Do you have a strong desire
to create ideas that would give
our clients a competitive edge?
If so, we want you as part
of our winning team.

SAATCHI & SAATCHI

Fax cover letter and resume to:
(212) 463-3303
Attention: Human Resources

Director of Marketing Communications

The *Washington Post* is actively seeking a *Director of Marketing Communications*. This position will manage all aspects of consumer and advertiser promotions, events and marketing-related communications. The Director will set the strategic direction for what and how The *Washington Post* communicates to consumers and advertisers, including print ad campaigns, television commercials, and sales collateral materials. This Director will manage a diverse group of 15 professionals ranging from artists, copywriters, events managers and a production staff.

You will need a minimum of 7 years management experience with a track record in obtaining results. A background in brand and/or account management is preferred. You must have a clarity of vision, a firm understanding of media usage, be a strategic thinker and have a good sense of managing a premium brand.

We offer a competitive compensation and benefits package. For confidential consideration, please send your resume with salary requirements to:

The Washington Post

Attn: PERSONNEL/DIRMRKTCM/EH
1150 15th Street, N.W.
Washington, D.C. 20071

*We are committed to diversity in the workplace and
promote a drug-free work environment.*

TIME INC.

We are seeking dynamic salespeople to sell a relationship marketing program to major corporations. Position is 100% commission based. Requires an understanding of marketing, strong sales record, creativity, self-motivation, and good presentation and computer skills.

New expansion markets include: Phoenix, Salt Lake City, St. Louis/Kansas City, Houston, Oklahoma City, Los Angeles, Portland/Seattle, San Francisco, Pittsburgh, New York City, DC/Baltimore, Boston, Raleigh/Durham and Miami.

Qualified candidates apply by fax to:

TIME Inc.
212-522-0957

BROADCAST and CABLE BUYER

Experienced broadcast and cable buyer (4 years plus) to work at small, growing agency & buying service in Flatiron District. Position will be diversified, including planning and buying print (must be willing to learn). Reports directly to VP, Media, with opportunity to help expand department. Friendly co-workers, atmosphere.

Fax resume and salary requirements to:

L.F. @ (212) 505-6899

ADVERTISING

ACCOUNT EXECUTIVE

Anticipate, prioritize, deliver!

This is an exciting, fast-paced opportunity to handle a multi-dimensional role for Minolta's Corporate Communications Department.

Duties involve analyzing clients' business needs; creating business recommendation/plans; developing production estimates and tracking budgets; liaising with sales promotion, local advertising, direct marketing, public relations, trade shows and special events on all projects. Duties also include measuring and reporting project successes.

The position requires a BA in a related field and at least 3 years of experience, including a background in advertising. Must have strong oral/written communication skills. PC proficiency in Windows software (Word/Excel) and Microsoft Project a plus.

We offer a competitive salary and comprehensive benefits. For consideration, send/fax resume with salary requirements to: **Minolta Corporation, Attn: Linda Loveland, 101 Williams Drive, Ramsey, NJ 07446; FAX (201) 825-7567.**

MINOLTA

Equal Opportunity
Employer M/F/D/V.

LIQUOR FIELD MARKETING

US Concepts Inc., the premier on-premise sampling agency in the US, is looking for several Zone Supervisors to work in their liquor Division in San Francisco and Miami. The ideal candidate will have 3-5 years of consumer marketing or sales background in the liquor industry, excellent communication, writing and leadership skills as well as solid business, computer and organizational skills.

Please forward resume along with salary requirements to:

US Concepts, Inc.
16 West 22nd Street, New York, NY 10010
Attention: Eric Ravett

HELP WANTED

UNIQUE MEDIA SALES OPPORTUNITY

Nationwide association of free weekly newspapers needs a creative entrepreneurial sales marketing person to sell and market the unique aspects of its member papers to direct marketers, fast food couponers, national advertisers, regional and national retailers, and catalogers. Successful candidate must be familiar with creating geo/demo newspaper networks, mapping and segmentation programs, and have 7-10 years national media sales experience with an emphasis in direct marketing. This is a great opportunity for the right person. Unlimited earnings potential with a mid-five figure salary plus a generous commission program and full benefits. Background in weekly newspapers or free publications helpful. This self managed, self starter will have the opportunity to build a national program under the guidance of a nationwide organization. Send resume to:

Jim Thavis, C/O Independent News
206 Wanaque Ave., Pompton Lakes, NJ 07442
 E.O.E.

PRODUCT MANAGER

Steuben, maker of fine crystal, is seeking a design-oriented individual to manage the life cycle of our product line. Responsibilities include:

- Development and implementation of new product business plans
- Strategize with design, manufacturing, planning and advertising to meet customer demand and achieve optimum product positioning
- Conduct analysis of key competitors and write annual marketing plan
- Work with retail, wholesale and direct marketing to attain sales objectives
- Manage existing product line including pricing and discontinuance of product to keep the line vital

Qualified candidates will hold an MBA in marketing and have at least three years experience in sales/marketing. We offer a competitive salary and an excellent benefit package. For consideration, please send or fax resume to:

S T E U B E N

Human Resources Department
 717 Fifth Avenue, New York, NY 10022
 Fax (212) 980-5652

EOE

M/F/V/D

We're looking for a creative director who's sick of the rat race (not the advertising business).

No, you won't come here to retire. In fact, you'll do some of the best work of your career—for some of the best (and nicest) clients you've ever encountered in your career. The only difference is you'll have less traffic going to work, and less B.S. once you get to work. If you're now an ACD or CD (art or copy) who still has a passion for the business and wants the challenge of building a great agency outside the big city rat race, fax your resume to 203-899-7579. Who knows? It may be the best career move you ever made.

MARKETING ENTREPRENEUR WANTED!

Canadian-based sampling and event marketing company is expanding into the U.S. market and is searching for an individual to drive new business while managing current client programs. The ideal candidate will have 3 - 5 years marketing or agency experience, an entrepreneurial flair, be a self-starter and have exceptional attention to detail. Contract position to end of 1998 with unlimited future potential. Stamford, CN base location with some travel required. Interested candidates should reply with resume and salary expectations to HR Manager, P.O. Box 214, Station R, Toronto, Ontario, Canada M4G 3Z9 or via e-mail to pchute@interlog.com by February 16, 1998.

Here's your chance to do more than merely plan media.**INTERACTIVE MEDIA SUPERVISOR**

At EURO RSCG/DSW Partners, you can actually shape the future of interactive media. As Media Supervisor, you will help direct the Web advertising and sponsorship efforts for our largest client. You will lead a team of highly skilled interactive media specialists and have access to @plan, Relevant Knowledge, Market Match, and other leading-edge research tools. Best of all, you will live and work in San Francisco.

Requires 5+ years of agency experience, at least 2 in interactive media. Send your resume and salary history to:

EURO RSCG
DSW PARTNERS

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

Put Yourself in Our Position.

Kane and Finkel is a healthcare communications agency growing at lightning speed. We're looking for fast-thinking, results-oriented account people who know how to market innovative ideas. If you want to work in an exciting, creative environment with a lot of good people, send us your résumé today. Immediate openings include:

ACCOUNT SUPERVISOR

5+ years exp. in healthcare/pharmaceutical industry. Agency background important. Team leader, strategic thinker, good with clients.

ACCOUNT EXECUTIVE

3-5 years agency exp. in healthcare/pharmaceutical industry. Day-to-day client contact managing projects, timelines and budgets.

ACCOUNT COORDINATOR

1-2 years agency exp. with a head for details, good organizational and follow-up skills.

Send résumé and salary history to:
 Director of Client Services
 Kane and Finkel
 275 Fifth St., 4th Floor
 San Francisco, CA 94103
 Fax (415) 777-5019
No phone calls, please.

**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 Flr.
 Pearl River, NY 10965
 Fax: (914) 735-0749

NEW BUSINESS DIRECTOR

Award winning package design firm seeks entrepreneurial motivated. New Business Director. Our growing firm specializes in Pkg. Design, Brand ID & New Prod Dev. Cand. must have excel. verbal & written skills. 4+ yrs proven track record in sales (preferably design services). This career focused individual should be organized, independent & a strategic thinker. Mktg. a+ We offer competitive base salary commensurate with experience and excellent benefits. Send resume & salary req. to:



CERADINI DESIGN, INC.
 1123 Broadway Ste. 307 N.Y., N.Y. 10010

SOUTH FLORIDA

Hispanic market ad agency with national accounts is seeking to fill the following positions:

- Senior Account Director
- Account Supervisor
- Print Production Manager

Fax resume to A. Khoury at:
 305-461-0071

MEDIA PLANNER

1+ years experience. Wanted to work on fast growing consumer account w/focus on broadcast, print and internet planning for an award winning creative agency. Please fax cover letter and resume to:

Angotti, Thomas, Hedge Inc.
 Attn: Media Department
 (212) 867-2656

For Classified Advertising Rates

Call M. Morris at 212-536-6493
or 1-800-7-ADWEEK

Use ADWEEK MAGAZINES to get National Exposure

HELP WANTED

Want to sell online media for the site Business Week named as one of five "Web Sites To Watch In 1998"?*

Preview Travel, Inc., a leader in the online travel category (www.previewtravel.com) offers exciting opportunities for advertising sales professionals in our New York office. Join us!

Account Executive – Eastern Region

You will sell advertising banner and sponsorship campaigns, prepare campaign proposals, manage existing accounts and prospect/sell new accounts. **Qualifications:** 3 years in media sales and at least 1 year online media sales experience.

Account Coordinator

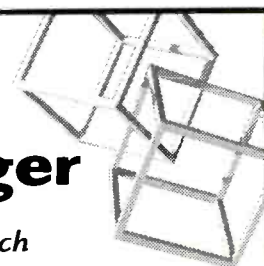
You will provide sales and administrative support through client service, lead qualification, database management, ad coordination, and sales office operation. **Qualifications:** relevant experience in online/print ad sales, strong communication and computer skills.

Preview Travel offers a competitive salary, full benefits, a 401K, and a fantastic opportunity to grow your career. Fax resume/cover letter with salary requirements to 212-686-8964 (Attn: I. Ross) or email iros@previewtravel.com. No calls please. EOE.



*Business Week, 1/12/98, p. 79

Regional Sales Manager



The Hottest Area in High-Tech is Electronic Entertainment!

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In this key role, you will cultivate new business opportunities & expand existing accounts. Individuals with 2-3 years' proven advertising sales success desired. Requires excellent phone, written and personal communication skills, as well as a passion for providing extraordinary customer service. If you are a dynamic, detail-oriented, team player who excels in a fast-paced, competitive and FUN sales environment, this job is for you! This position may be located either in San Francisco or New York.

Competitive salary and progressive benefits package. Please forward resume to: **IDG Games Media Group, HR Dept., 951 Mariner's Island Blvd., #700, San Mateo, CA 94404; fax: (650) 349-5279.**



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Min. 4 years experience, great conceiving and Mac skills a must.

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MEDIA PLANNER

Min. 7 years experience, heavy broadcast a must.

ACCOUNT EXECUTIVE

Min. 4 years consumer experience.

ASST. ACCOUNT EXECUTIVE

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Please send your resume and salary requirements (creative applicants also need to send photocopies of their five best pieces) to B. Myers.

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Account Executive: 1-3 years agency experience.

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Please mail/fax resumes to:

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100 First Street, Suite 1720
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(No phone calls, please!)

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For more information hit our Web site: **www.austinknight.com/na.**

All responses will be treated with the strictest confidence. EOE.

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NY-based sales rep. needed for East Coast territory. Must have min. 5 years exp. in selling software/hardware applications into Fortune 1000 corporate accounts. Must have strong written and verbal communication skills.

Salary+comm. with xlt benefits.

Please fax resume to:
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Pacific Palisades, CA 90272

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Hands on expert with experience in literature and direct mail. A high quality, high growth place to make your mark. Resume and samples to:

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Fax: 609-430-9021

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KSL Media seeks buyers with 2+ years Radio & TV exp. Individuals should have strong negotiating skills, detail oriented, aggressive and highly motivated. Please fax resume with salary requirements to:

EMILY RENDE (212) 644-0407

Only resumes with salary reqs. will be considered.

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Creative/Art Director Response
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Fax: 610-834-1213

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✉ Please send resume and 5-10 non-returnable samples to Bozell Worldwide/Seattle 1008 Western Ave. Suite 201, Seattle, WA 98104. Attn: Mary Peters. No calls please.

Bozell Worldwide/Seattle

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Busy, award-winning, New York-based trade magazine seeks an organized, detail-oriented team player to manage the art department of its high-profile, weekly news publications. Individual should be Mac-proficient, possess strong artistic and communication skills, and have a minimum of 3 years supervisory experience. Send resume with salary requirements to:

Dept. TG, BPI Communications, 1515 Broadway, New York, NY 10036

Associate Publisher,

Performing Arts Network, the leading publisher of in-theatre programs on the West Coast, is looking for a seasoned sales professional to manage our Eastern sales organization based in Manhattan. Must have senior level experience in management and a proven sales record with national advertisers. Competitive salary + bonus plan. Comprehensive benefits.

Fax resume or e-mail to Ed Conn at: 310-551-2078
or edconn@ix.netcom.com

ACCOUNT EXECUTIVE

Leading Hispanic Cable Network is looking to fill AE position immediately! Individual, based in Chicago office, will manage established accounts as well as develop new business in midwest territory. Ideal candidate should have media sales/ad agency experience. Strong communication and presentation skills, computer literate. Fluency in Spanish a plus.

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Lucia Ballas-Traynor
212-455-5327

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Goldberg, Marchesano, Partners
1700 Wisconsin Avenue, NW
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Fax: 202-298-3477

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ACCOUNT EXECUTIVE

Award winning graphic design/comm. studio seeks indiv w/min 3 yrs exper. Must be comfortable w/ mult. tasks, intense deadlines & creative atmosphere. Superior comm. skills, MAC proficiency & entrepreneurial spirit req. Send resume/writing samples/salary req. to: Gibson Creative, 1232 31st St. NW, Wash, DC 20007, Attn: Dir. of Accts. or fax: 202-775-5198.

No calls please.

CALENDAR

Third Media Research Council of Los Angeles Vendor Expo will be held Feb. 10 at the Beverly Hills Hotel. Lunch speaker will be noted media researcher Erwin Ephron, on media optimizations; panel session will be on accountability of interactive media. Contact: (310) 854-8622.

The Graphic Communications Association will present **Primex '98, the Print Media Executive Conference**, Feb. 11-14 at the Biltmore Hotel in Coral Gables, Fla. Opening-session keynote speaker will be Efrem Zimbalist III, president, Times Mirror Magazines. Contact: 703-519-8167.

The American Association of Advertising Agencies will present its **Media Conference and Trade Show** Feb. 11-13 at the Disneyland Hotel in Anaheim, Calif. Speakers include John F. Kennedy Jr., editor of *George*; author Ken Auletta; and Reid Horowitz of the U.S. Department of Justice. Contact: 212-682-2500.

The International Radio & Television Society Foundation will present a **news-maker luncheon** featuring a panel of network entertainment division presidents Feb. 20 at the Waldorf-Astoria in New York. Contact: 212-867-6650.

International investment bank **Schroders** and **Variety** present their annual **conference on the media and entertainment industry**, "The Business of Entertainment: The Big Picture," March 31 at the Pierre Hotel in New York. Contact: 212-492-6082.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemp

Food Served to 30 Million

Food Network can now be seen in 30 million homes, the network has announced. The culinary, basic cable network, owned by E.W. Scripps Co., reports it picked up major fourth-quarter affiliate agreements with Comcast, Sacramento and Time Warner Raleigh/Durham to bring the network to the 30 million mark. The network is now in 49 of the top 50 DMA markets, on 1,100 cable systems and available via all satellite providers. The network also reported a 50 percent spike in its prime-time household ratings from fourth-quarter 1996 to fourth-quarter '97.

TNT Seals Deal With Hallmark

Turner Network Television has made a two-picture deal with Hallmark Entertainment. The deal, announced by Julie Weitz, executive vp of original programming for TNT, will produce film adaptations of the best-selling books *Undaunted Courage*, by Stephen E. Ambrose, and the George Orwell classic, *Animal Farm*. Production on the films, which will premiere on TNT in 1999, will start this year. They will be executive-produced by Robert Halmi Sr., chairman of Hallmark Entertainment. Jim Henson's Creature Shop will help create *Animal Farm*.

WCBS Tweaks Newscast

Just in time for the Olympics and the February Nielsen sweeps, WCBS-TV in New York has introduced a flurry of newscast changes. The flagship CBS O&O had launched a "More News in Less Time" format in May 1997 but discontinued it a month ago because of poor ratings. Effective Feb. 2, the 11 p.m. newscast added five minutes by pushing

back the start of *The Late Show With David Letterman*; the newscast also has added seven contributors who will take turns hosting nightly features on health, entertainment, advice, home, pop culture, business and fashion.

McGraw-Hill to Get New CEO

Harold McGraw III will succeed Joseph Dionne as CEO of McGraw-Hill in late April. McGraw, 49, has been president and COO since 1993. Dionne will continue his role as McGraw-Hill board chairman. M-H owns *Business Week* magazine and the Standard & Poor's financial service. It is also the world's largest educational publisher.

News Corp. Shifts Guide Execs

Two senior executives at *TV Guide* have been moved to new positions at News America Marketing. Both *TV Guide* and News America are owned by News Corp. Robert Margolis, vp and

publisher of *TV Guide*, was named senior vp for business development at the News America FSI division of News America Marketing. Wayne Campanelli, senior vp for single-copy sales at *TV Guide*, becomes senior vp at News America Marketing. Their replacements have not been announced. The changes come two months after David Steward's appointment as *TV Guide* president and CEO.

George Loses Publisher

George vp and publisher Elinore Carmody-Gibbons gave notice last week that she will resign to attend to personal matters. Gibbons was with the magazine from its launch in November 1995. She will remain with the Hachette Filipacchi book until a new publisher is named.

BET Weekend on Newsstand

BET Weekend, the monthly entertainment and cultural



One of the cool images from *MH's* new trade campaign

Ads to Live By, By MH

Rodale Press' *Men's Health* kicked off a cheeky ad campaign this month featuring a buff snowman, an exercising monk and a male "babe magnet." The \$1 million print campaign, titled "The Magazine Men Live By," aims to capture

the irreverent side of the book and celebrates *MH's* 10-year anniversary. Ads will appear in *The New York Times* and trade magazines. The campaign was created by the Martin Agency of Richmond, Va.

Media Notes

CONTINUED

magazine for African Americans that launched two years ago as an insert in some 20 Sunday newspapers, is now available in freestanding form. On Feb. 3 publisher BET Holdings began distributing 100,000 of the 1.2 million total circ to newsstands in major markets. *Weekend* is priced at 99 cents.

Sunshine Reacts With Fusion

Sunshine Network, Florida's largest regional sports network, last week agreed to produce and air games for the Miami Fusion, the latest addition to Major League Soccer. Sunshine will produce 20 of the Fusion's games per season as well as distribute the games to its 4.3 million subscribers throughout Florida. The deal is a multiyear agreement to start March 15, when the Fusion kicks off its first season with the professional league. The deal also has Sunshine Network providing marketing and promotional support leading up to and during the team's inaugural year.

Nick Jr. Gets Saucy Support

Nickelodeon has partnered with juice and applesauce maker Mott's Inc. to for a promotion in support of Nick's Jr.'s breakout preschool show *Blue's Clues*. Products including specially created Blue's Clues Berry applesauce six-packs and a consumer promotion on Mott's juice brands will support the daily show during May and June, as well as a *Blue's Birthday* special, set to air June 14.

Radio Awards Date Set

The 1998 Radio-Mercury Awards Show will be held June 4, 1998, at New York's Marriott Marquis hotel, it has been announced. Ten cash prizes totaling \$125,000 will be awarded at the event honoring 1997's

best radio commercials. Scott K. Ginsburg, president/CEO of Dallas' Chancellor Media Corp., will chair the event. The awards, established in 1992, were created by the nonprofit Radio Creative Fund.

Global, CBC Station Deal Off

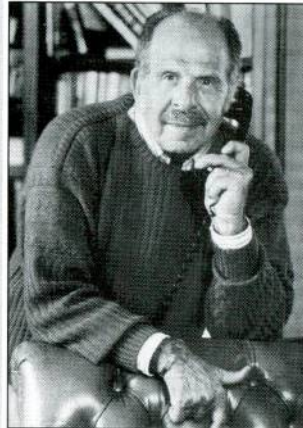
A deal by New York-based Global Broadcasting Co. Inc. to purchase 14 radio stations from Children's Broadcasting Co. of Minneapolis has fallen through, with CBC issuing a statement that Global failed to close the sale before the purchase agreement lapsed. Although CBC CEO Christopher Dahl has suggested selling some or all of the stations to another buyer or pursuing an LMA, CBC director of investor relations Terri MacInnis said: "Global would [still] like to partner with us...It's just not happening now. In the meantime, we are free to entertain other offers." CBC is a live, 24-hour satellite radio network and part-owner of TV-commercial production company Harmony Holdings Inc. Global executives could not be reached for comment.

Arbitron Ups Rose for VP

New York's Arbitron Co. has promoted Bill Rose to the new position of vp, marketing, radio station services. Rose, who has been with the company on and off for nearly two decades, most recently as manager, market development and research communications, will oversee such projects as the continuing development of software for respondent data.

SBS to Buy KRIO

Spanish Broadcasting System of Coral Gables, Fla., has agreed to purchase KRIO-FM in San Antonio, from owner John Barger. Terms of the sale were not



Rich: Turning back to TV

for the hit series *Dallas* and *Knot's Landing*. Lorimar later was acquired by Warner Bros. Rich has been working in film since 1993 at Eagle Point Productions, which he co-founded with *Sleepless in Seattle* producer Gary Foster. They produced the current Columbia TriStar release *Desperate Measures*.

Paramount Gets Rich-er

Paramount Network Television has signed veteran producer and former studio head Lee Rich to an overall deal to develop TV series, telefilms and miniseries for the network production division. Rich co-founded and was chairman/CEO of Lorimar Productions, best known

made public. SBS owns radio stations in such major markets as New York, Chicago and Los Angeles.

KJLH Union Bid Ends

Los Angeles' popular urban radio station KJLH-FM has announced that proposed union elections for station workers have been canceled, effectively ending the possibility of unionization. *Mediaweek* previously reported that KJLH, owned by singer Stevie Wonder, was aiming to become part of the American Federation of Television and Radio Artists after staffers had requested union information. Station brass had urged workers to vote against unionization, saying that KJLH is a "family" operation. No further details were available regarding why the elections were canceled.

Nardino Dead at 62

Veteran Hollywood studio executive Gary Nardino died last week due to complications from an earlier stroke (Jan. 22). In a career spanning five decades, Nardino, 62, had his most notable stint as president of Paramount Network Television (1973-83), overseeing the development and production of hit network series *Happy Days*, *Laveme and Shirley*, *Mork & Mandy*, *Family Ties*, *Web-*

ster and *Taxi*. Nardino most recently served as executive producer—along with Bill Nass—of USA Network's *Pacific Blue* action series.

Granite Adds Web Chat

Granite Broadcasting Corp. has struck a deal with iChat to incorporate the communications software company's text technology into its stations' Web sites by mid-March. The technology allows users to interact with station execs and on-air personalities. New York-based Granite, owner of 11 television stations, already has exclusive broadcast/Internet agreements with Yahoo! Inc., Classifieds 2000 Inc. and CareerMosaic.

ADviser Newsletter Launches

The Douglas/Jones Group, a magazine marketing services firm, has launched the *DJG ADviser*, a monthly newsletter devoted to providing news on ad sales, circ trends and marketing. Targeting publishers and advertising and marketing directors, the newsletter tracks industry statistics on pricing and ad-page levels, and offers articles by industry leaders. Its first issue provides an analysis of consumer magazine circulation CPMs and helps identify where advertisers will pay a premium for ad space.

Students Talk Back

(ENTHUSIASTICALLY)



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D.J. VIOLA, ASSISTANT BUYER,
GM MEDIAWORKS

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ASHLEY NEWMAN, MEDIA COORDINATOR
LOEFFLER KETCHUM MOUNTJOY



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NIKE

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1998

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| <input type="checkbox"/> NEW ORLEANS, MARCH 17, 18 | <input type="checkbox"/> ST. LOUIS, JUNE 11, 12 |
| <input type="checkbox"/> MIAMI, MARCH 19, 20 | <input type="checkbox"/> NEW YORK, JUNE 17, 18, 19* |
| <input type="checkbox"/> WASH. DC. MARCH 25, 26, 27* | <input type="checkbox"/> LOS ANGELES, JUNE 23, 24, 25* |
| <input type="checkbox"/> LOS ANGELES, MARCH, 31 & APR. 1 | <input type="checkbox"/> SAN FRANCISCO, JULY 9, 10 |
| <input type="checkbox"/> MILWAUKEE, APRIL 2, 3 | <input type="checkbox"/> PHILADELPHIA, JULY 14, 15 |
| <input type="checkbox"/> ATLANTA, APRIL 14, 15, 16* | <input type="checkbox"/> DETROIT, JULY 23, 24 |
| <input type="checkbox"/> HOUSTON, APRIL 16, 17 | <input type="checkbox"/> CHARLOTTE, JULY 30, 31* |
| <input type="checkbox"/> NEW YORK, APRIL 23, 24 | <input type="checkbox"/> MINNEAPOLIS, AUGUST 6, 7 |
| <input type="checkbox"/> BOSTON, MAY 6, 7, 8* | <input type="checkbox"/> SAN DIEGO, AUGUST 13, 14 |
| <input type="checkbox"/> NASHVILLE, MAY 7, 8 | <input type="checkbox"/> NEW YORK, AUGUST 20, 21 |
| <input type="checkbox"/> BALTIMORE, MAY 14, 15 | <input type="checkbox"/> CINCINNATI, AUGUST 27, 28 |
| <input type="checkbox"/> PITTSBURGH, MAY 28, 29 | |

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BIG DEAL

Starz and Encore Movie Channels

Advertiser: Encore Media Group
Agency: The Richards Group, Dallas
Begins: Feb. 11
Budget: \$60 million
Media: TV, print, radio, outdoor

Encore Media Group, to lure consumers back to pay cable, will put \$60 million behind image campaigns for its Starz and Encore movie channels, rolling out nationwide beginning this week. Both campaigns emphasize the channels' movies-only point of difference from HBO and Showtime's mix of original series, specials and sports.

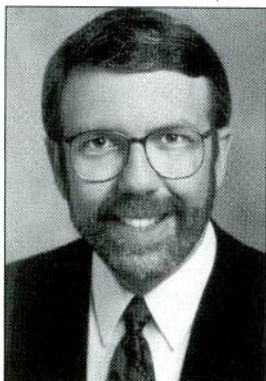
The aim? "To re-energize the whole category," said Mike Hale, Encore Media's senior vp of marketing and business development. "We're not trying to share-shift." Pay channels' penetration of cable households has plunged from 67 percent in the mid-1980s to 35 percent today, Hale said.

Starz gets the lion's share of the budget—\$40 million—via ads from The Richards Group, Dallas, that air on cable networks such as USA, TNT, TBS, CNN, Lifetime, A&E and syndicated programming. The tagline: "Movies Too Big to Miss."

Also supporting are national radio buys during NBA playoffs, talk shows and metro traffic reports; print ads in publications including *Entertainment Weekly*, *TV Guide* and *The Wall Street Journal*; billboards, and trailers on American, Delta and United Airlines.

Encore's similarly targeted push, budgeted at about \$20 million, employs Martin Sheen as voice-over for its on-air campaign under the tagline, "The Movies of Your Life." As value-added to consumers, the channel has signed film historian and critic Leonard Maltin to do intros for some of its fare.

—T.L. Stanley



Encore has signed Maltin.

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

FISHER-PRICE TOYS

Advertiser: Mattel
Agency: Young & Rubicam, N.Y.
Begins: Spring (est.)
Budget: \$45 million (est.)

Media: TV, print
 Mattel's preschool titan Fisher-Price next month will herald a global brand image update with new advertising and promotions supported by the heft of its \$45 million in annual media spending. Rival Little Tikes, meanwhile, will make an unprecedented marketing splash with an \$8 million push, anchored by its first network TV campaign and a new Disney licensing pact adding Winnie-the-Pooh and Mickey on outdoor toys.

With competition for toyland's littlest players at its hottest level in years, traditional players are mobilizing and defending their turf.

Fisher-Price's new ads fan out with two song-based anthem spots, followed by product-specific executions, with some 16 spots in all. Media will include network TV, cable and syndication, with print ads in parenting

titles. "A lot of toy ads are very demonstrative," said Kim Corrigan, senior vp/account managing director on the Mattel business at Y&R. "We're trying to capture the emotional benefits of what the child experiences." —Karen Benzra

BECK'S BEER

Advertiser: Beck's North America
Agency: Rapp Collins, N.Y.
Begins: Spring (est.)
Budget: \$10-12 million (est.)

Media: Spot TV, outdoor, print, radio
 Germany's Beck's Beer is eliminating sweepstakes and other promos and deflating its famous "green sails" motif in favor of straightforward, package-focused POP, additional spot market TV buys, its first outdoor ad push and a stronger on-premise effort.

TV ads expand to 20 markets, buttressing traditional import meccas like New York and Chicago with "magnetic" centers like Las Vegas, Phoenix and New Orleans,



New image seen in F-P ads

where visitors might try new brands. Also due are Beck's first outdoor ads, and heavier local print and radio buys.

—Gerry Khermouch

PALMTHEATER PORTABLE DVD PLAYER

Advertiser: Panasonic

Agency: Grey Advertising, N.Y.

Begins: March 24

Budget: \$2 million

Media: TV

Panasonic will use the draw of the March 24 ABC broadcast of the Academy Awards and is negotiating with Universal Studios to put a cinematic spin on the launch of its PalmTheater portable DVD player.

As part of the consumer electronics giant's evolving digital products campaign, a TV spot for PalmTheater will likely include film footage from a soon-to-be-released DVD title from Universal Home Video and flag the product with the line, "Panasonic DVD, first we made it possible, now we make it portable."

The new spot will leverage Panasonic's leadership in DVD to suggest that the new portable DVD product will now enable consumers to take a whole entertainment system with them wherever they are: in a car, airplane or a vacation home.

The spot is scheduled to break on Barbara Walters' pre-awards show, and will appear during the Awards show itself, along with other entertainment broadcasts, including *Entertainment Tonight* and other post-awards coverage. After a three-week flight, the spot is expected to start back up in June; cable venues are likely. —Tobi Elkin

HEALTHY CHOICE CHEESES

Advertiser: ConAgra's Beatrice Cheese unit

Agency: Campbell Mithun Esty, Minneapolis

Begins: May

Budget: \$15 million (est.)

Media: TV

With consumers losing interest in food that is free of fat and flavor, ConAgra's Beatrice Cheese unit next month relaunches Healthy Choice cheeses, shifting from a tasteless

CMR Top 50

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

Week of Jan. 19-25, 1998

Rank	Brand	Class	Spots
1	VOLKSWAGEN AUTOS--PASSAT	T113	25
2	MIRAMAX--PHANTOMS MOVIE	V233	24
3	BLOCKBUSTER--VIDEO RENTALS	V341	23
	BURGER KING	V234	23
5	COLGATE--TOTAL TOOTHPASTE	D121	22
	DOMINO'S PIZZA	V234	22
7	BOSTON MARKET	V234	20
	BUDWEISER--BEER	F310	20
	MCDONALD'S	V234	20
10	BUENA VISTA--DEEP RISING MOVIE	V233	18
	CENTURY 21 REAL ESTATE	V221	18
	NISSAN TRUCKS--FRONTIER	T118	18
13	7 UP	F221	17
	LITTLE CAESAR'S	V234	17
	SPRINT--RESIDENTIAL	B144	17
16	H&R BLOCK TAX SERVICE--CONSUMER SVCS	V213	16
	OLIVE GARDEN	V234	16
	U.S. POSTAL SERVICE--STAMPS	G562	16
19	ISUZU TRUCKS--RODEO	T118	15
	PONTIAC AUTOS--GRAND PRIX	T111	15
	ULTRA SLIM FAST	F123	15
22	ADIDAS--MEN'S SNEAKERS	A131	14
	COLGATE--WAVE TOOTHBRUSH	D121	14
	DURACELL--ALKALINE BATTERIES	H220	14
	EQUAL	F123	14
	RED LOBSTER	V234	14
27	BREATH SAVERS SUGARLESS MINTS	F211	13
	HALLMARK	B321	13
	MINI--MINI	T115	13
	MITSUBISHI AUTOS & TRUCKS--VARIOUS	T115	13
	NABISCO--AIR CRISP CRACKERS	F163	13
31	1-800-COLLECT	B142	12
	ADVIL--PAIN RELIEVER TABLETS	D211	12
	DENTAL CARE--GEL TOOTHPASTE	D121	12
	REVLON--COLORSTAY HAIR COLOR	D141	12
	SEARS--APPLIANCES	V321	12
36	CARNIVAL CRUISES	T412	11
	CHEF BOYARDEE--RAVIOLI	F125	11
	FEDERAL EXPRESS AIRFREIGHT--CP	G561	11
	MAYBELLINE--VOLUME EXPRESS MASCARA	D112	11
	NABISCO--RITZ CRACKERS	F163	11
41	COCA-COLA--CLASSIC	F221	10
	ETHAN ALLEN FURNITURE STORE	V344	10
	FORD TRUCKS--F-SERIES	T117	10
	IMITREX MIGRAINE RX	D218	10
	PRIOSEC ULCER RX	D218	10
46	AT&T LONG DISTANCE--RESIDENTIAL	B142	9
	DR PEPPER	F221	9
	ERICSSON--CELLULAR PHONES	B141	9
	FORD AUTOS--ESCORT	T111	9
	FRITO-LAY--VARIOUS SNACKS	F212	9

fat-free formulation to a more flavorful low-fat one.

Like Nabisco's SnackWell's and others, Beatrice has suffered from consumers' growing disinclination to trade taste for a few less grams of fat, with Healthy Choice cheeses dipping 7.8 percent to \$87.7 million for the year ended last Oct. 12, per Information Resources Inc.

Support begins in May with FSIs and national TV spots that tout the line as still healthful but much tastier. Beatrice has not aired ads for at least three years, one source said. Promotions such as coupons and POP will vary by market.

Although Healthy Choice is the leader in the better-for-you cheese segment, the recent introduction and expanding distribution of the 50 percent fat-free Sargento Preferred Light cheese prompted Beatrice to, as one source put it, "get their own house in order and address the huge product performance problems that have led to flat [if not declining] sales." —Stephanie Thompson

TSINGTAO BEER

Advertiser: Barton Beers

Agency: Hoffman York, Milwaukee

Begins: April

Budget: \$1 million (est.)

Media: Outdoor

Barton Beers has adopted an edgier attack for Tsingtao Beer with a new outdoor execution that urges consumers to "Get in touch with your feline side," in a visual play on the recently inaugurated year of the cat on the Chinese calendar.

The campaign, running from April through July in San Francisco and New York aims "to generate more interest beyond the current consumer base," said brand manager Fred Graefenhain.

The move by Chicago-based Barton comes as importers of Bass, Heineken and other brews are adopting in-your-face creative approaches to grab the attention of relatively mainstream drinkers who lately have become more receptive to imports. Once-staid and traditional Bass even is harnessing tattoos and S&M imagery in its outdoor and print ads. —Gerry Khermouch

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

Media Person

BY LEWIS GROSSBERGER



A No-Crisis Crisis

AS THE THRILLING REVELATIONS FROM THE Monica & Bill Show began to wane last week, Media Person (as well as the whole nation) felt the unmistakable onset of PSD: post-sensation depression. MP grew listless yet twitchy, obsessively flipping from MSNBC to CNN to Fox to MTV in an increasingly desperate search for a good news chew with real zing. But nothing satisfied. Oh, for the days when the magic words "semen-stained dress" flowed from the lips of every anchor in the land.

For a brief moment, Karla Faye Tucker looked as though she had potential. *Pickax Lady finds religion on death row! Pope and Pat plead for mercy! Texas fights to keep No. 1 spot among execution states! Last meal request: A peach, a banana and a salad!* (What was she, dieting?) The problem was that we weren't given enough time with this story to work up a good, full-fledged national screech. Seemed like Media Person had only just found out about Karla Faye Tucker and a day later, the jail demonstrators are already whooping. Did the poor woman even have a chance to say goodbye to Larry King before she was chucked onto the gurney? No, and now it seems unlikely that Karla Faye will be able to keep her storyline moving. Although...

(We now interrupt this column to bring you a short dramatic presentation, "Karla Faye in Paradise.")

Karla Faye: So this is Heaven! Way cool. But why isn't Jesus here to greet me?

Porter: I dunno, lady. I just work here. Where do you wanna park your immortal soul?

Karla Faye: I guess just put it over there for now. I'm sure I'll be face to face with Jesus real soon, though.

Greeting Angel: Hi, sorry I'm late. Big crowd coming in today what with that cable-car disaster in Italy and all. OK, welcome to

Heaven. Please fill out these forms and then stand in line at the Born Again window.

Karla Faye: Then will I be with Jesus?

Greeting Angel: Sorry, the Savior is in a meeting with Sonny Bono at the moment and will be tied up with official duties all day.

Karla Faye: Maybe tomorrow?

Greeting Angel: Look, Jesus is a very, very busy Lord. You'll have to wait your turn.

Karla Faye: Gee whiz, maybe I should've

Sorry, the Savior is in a meeting with Sonny Bono at the moment and will be tied up with official duties all day.

gone for Judaism.

And now, we return you to the main body of the column.)

The Iraq Situation was working hard to turn itself into something major. "The Show-down in the Gulf," they were calling it on the 11 o'clock news, but it looked like a rerun. Clearly the U.S. had no stomach for ground combat, so missiles and bombs would fly and when the smoke cleared, 16 zillion more Iraqis would be dead, a few anthrax factories gone, Saddam Hussein would come out of his hole waving to the cameras and we'd be back where we started. Who can get excited about that story? (In a typically wacko move, the Iraqi poohbah invited Newt Gingrich to come

inspect his lovely country but Media Person figured that was unlikely. Newt knows as soon as he shows up in Baghdad, Clinton dials 1-800-AIR-FORCE and yells, "Start the bombing!")

Daniel Baldwin gave it his best shot. The beefy actor, who played a cop with a drinking problem on *Homicide* before being written out of the show, was busted after running amok in the Plaza Hotel. Cops say they found him naked, screaming, hallucinating and surrounded by empty crack vials. Not a bad effort, but A. there was no sex involved and B. unfortunately, Daniel Baldwin just isn't big enough to hold the headlines for more than one news cycle. Now if all four Baldwin brothers plus Kim Basinger had been naked and screaming, we might have had something.

How about that golf pro, Casey somebody, who wants to be allowed to use a golf cart in tournaments because it hurts too much to walk? That one is much too easily resolved: Let Casey Whatsizname golf via stretch limo if he wants...as long as Media Person doesn't have to pay the slightest attention. Indeed, just the fact that Media Person would raise this grotesquely boring issue shows the frantic lengths we are forced to go to provide ourselves with a modicum of reality-based entertainment now that sala-

ciously thrilling Monica news has slowed to a trickle. You knew things were really bad when all the newspapers carried

front-page photos of Monica hugging *her own father*.

Then it happened. Media Person read somewhere that Nancy Kerrigan and Tonya Harding were going to be interviewed on TV. Together. Nancy and Tonya reunited! Instantly, a flood of sleazy, stupid, tawdry images flooded MP's brain. Venal dolts, shallow ego-maniacs, futile violence. It was heartwarming. Remember Jeff Gillooley? Remember Oksana Baiul? Ah, what a time that was. They don't make 'em like Tonya anymore. This was a high that, properly managed, might last Media Person as long as 20 minutes. MP sank back on the couch thankfully and closed his eyes, ready for a short but powerful reverie.

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*The Seal is like
a Valentine:*



*people who say it doesn't
mean anything
probably didn't get one.*