

MEDIA WEEK

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A Kids Power Shift

Upfront market delayed as buyers seize upper hand from sellers **PAGE 4**

TV PROGRAMMING

Karmazin Steers Stern Toward O&Os

CBS Stations chief, radio host said to be close to deal for Sat.-night show

PAGE 6

REGULATION

FCC Adds to Core for DTV

Commission votes to add 5 channels on digital spectrum

PAGE 6

TV SPORTS

A Ray of Sun From Nagano

Ad buyers say CBS' Olympics were far from a total bust

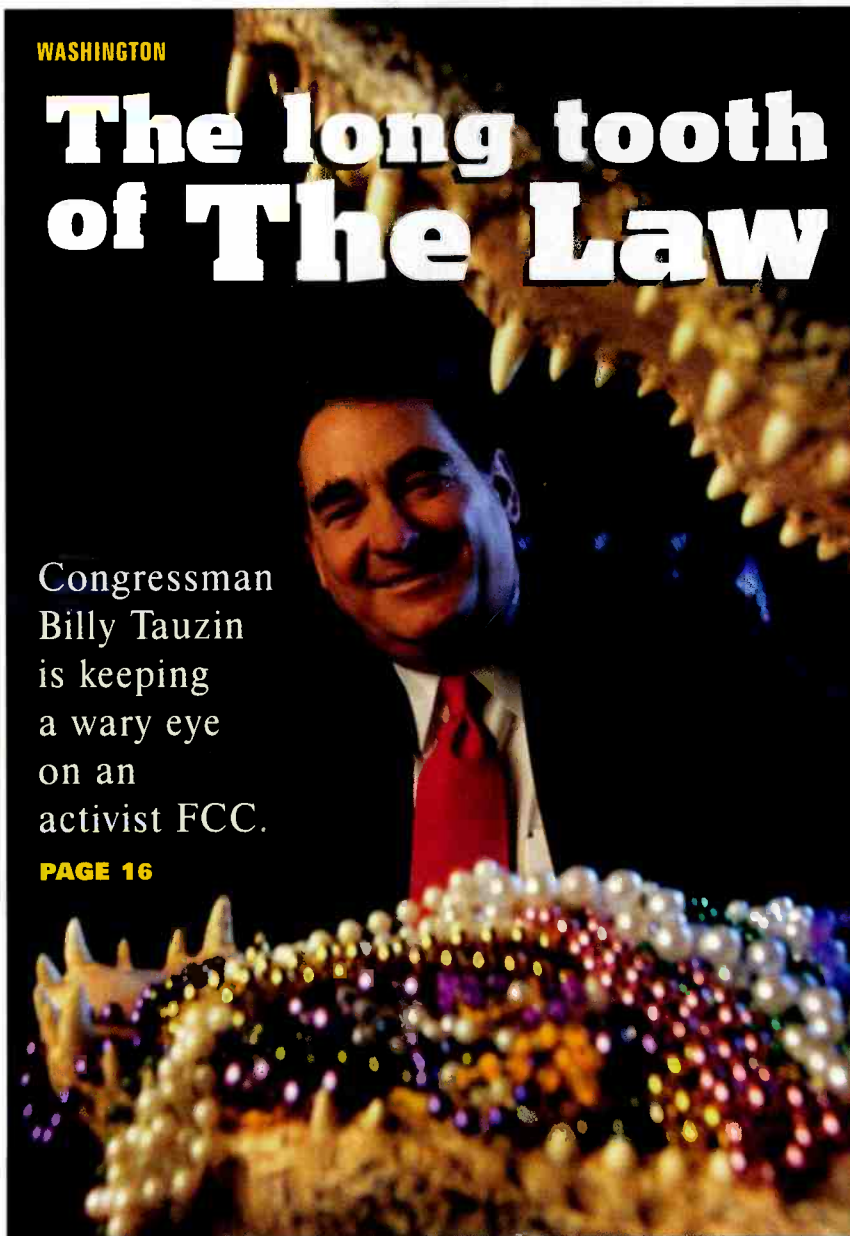
PAGE 8

WASHINGTON

The long tooth of The Law

Congressman Billy Tauzin is keeping a wary eye on an activist FCC.

PAGE 16



MARKET INDICATORS

National TV: Quiet

Remainder of first quarter is not quite a buyer's market, but close. Most advertisers were waiting for Olympics to end before making second-quarter commitments.

Net Cable: Active

First-quarter scatter is almost over. Networks are 60-70 percent sold in second quarter. CPMs continue to pace at double-digit increases. Kids biz still holding.

Spot TV: Soft

New York, L.A. and the rest of the top 10 look weak, except Chicago, which is very tight. For the coming weeks, many of the top 50 markets are said to be wide open.

Radio: Heating

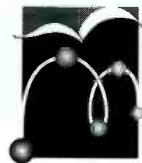
The next couple of weeks will determine second quarter, which looks to be quite tight. Autos and wireless telecom are broiling. Packaged goods are getting busy.

Magazines: Solid

European fashion is gearing up and beginning to look strong. Petroleum in the midst of major spending spree. Liquor and travel are heating up.



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AT DEADLINE

Capital Publishing Refinance Plan Due

Capital Publishing is expected to announce details of its refinancing effort as early as next week. A new group of investors will buy the undisclosed stake of majority-owner Fidelity Capital, the business development and venture capital arm of Ned Johnson's billion-dollar Fidelity Investments firm. New York-based Capital, publisher of *Worth*, *Civilization* and *American Benefactor*, began its search in November through the New York-based investment banking firm of Ladenburg, Thalmann and Co. Advertisers and competitors of both *Worth* and *AB* have objected to Fidelity's stake in the publishing company, citing potential conflicts of interest.

Price Protection for Last *Seinfeld*

Two movie studios reportedly have agreed to buy commercial time on the May 14 *Seinfeld* finale on NBC. Warner Bros. has a deal to buy a 30-second spot on the final episode for \$2 million, sources said. Newspaper reports last week speculated that Sony also has agreed to a deal. NBC declined to comment. In addition, media buyers indicated last week that NBC has offered potential advertisers a form of price protection. In the movie category, for instance, if several studios each agree to pay \$2 million per spot, and if eventually another movie company comes on board at a lower price, then the initial advertisers' price tags would be adjusted to equal the latecomers'.

PGI Spurs \$100M Mystery Review

Purchasing Group Inc. has contacted both full-service and media-only agencies about possibly handling a \$100 million media account, sources said. Victor Guss, an associate consultant with the Jenkintown, Pa.-based firm, denied there was a review, adding that an unnamed client was merely looking at media options. PGI specializes in cost-reduction efforts in procuring services and materials. Its client list includes Fortune 1000 companies including Eli Lilly, Schering-Plough, IBM, Kellogg Co. and Sun Oil Co.

Times Circuits Closes Ad Loop

High-tech advertisers including Syquest, Dell and NEC have committed to a yearly schedule to advertise in Circuits, *The New York Times'* new national, four-color weekly section on digital technology that launches this week. "The category has grown significantly for us in the past three years," said Dan Cohen, the *Times'* senior vp of advertising. The new Thursday section will run an anticipated eight to 12 pages.

Hearst-Argyle: 2-For-2 Swap + \$20 Million

Hearst-Argyle Television has exchanged two TV stations and \$20 million in cash for two of STC Broadcasting's TV stations. Hearst-Argyle will trade WDTN-TV (an ABC affiliate) in Dayton, Ohio (DMA 53), and WNAC (NBC) in Providence, R.I. (DMA 46), for STC's KSBW (NBC) in Monterey-Salinas, Calif., (DMA 122), and WPTZ-TV/WNNE-TV, NBC affiliates serving Burlington, Vt., and Plattsburgh, N.Y. (DMA 92), respectively. Hearst-Argyle execs in New York said that the swap was executed to comply with FCC ownership guidelines. Hearst Broadcasting Group merged with Argyle Television last September; the FCC ordered that the company divest the Dayton and Providence stations due to a coverage overlap with stations it owned in Cincinnati and Boston.

People Moving: Peter Henderson III has joined the American Business Press as the association's vp of meetings, events and operations. He was vp/meetings and events at the Magazine Publishers of America... Thomas E. Lucas last week was named senior vp/marketing, a new position at Fox Family Channel. Lucas was vp/advertising and promotions for the Travel Channel.

Addenda: Fred Goldman, father of Ronald Goldman, one of the murder victims in the O.J. Simpson case, is set to host his first TV special for United Paramount Network. *Search for Justice With Fred Goldman*, to air on UPN on Wednesday, April 22, is billed as a look at "injustices of the criminal and civil justice system"... Spelling Entertainment Group, in which Viacom Inc. has an 80 percent stake, will shut down its film division and focus solely on TV. Six employees got pink slips; another 14 will be phased out... CBS' *Four Corners*, starring Ann-Margaret, will be the first prime-time program with a Spanish-language simulcast via the second audio program (SAP). The show premieres on Feb. 24... The Academy of Motion Picture Arts and Sciences hopes to move the Oscars from Monday to Sunday in 1999. Discussions with ABC, which has broadcast rights through 2000, are under way.

Correction: A Media Note in the Jan. 19 issue incorrectly reported a transaction between Granite Broadcasting and Freedom Communications. Granite has sold WWMT-TV, a CBS affiliate in Grand Rapids, Mich., and WLAJ-TV, an ABC affiliate in Lansing, Mich., to Freedom.

INSIDE



PHOTO: BUREAU INC.

Guccione goes for a different spin on men
22

TV SPORTS
10

LOCAL MEDIA
12

THE MEDIA ELITE
24

MEDIA PERSON
38

MEDIA WIRE

Bravo's Upscale Bravura Breeds Reformat With Ads

In an effort to deliver upscale audiences to advertisers, Bravo has started to sell more spots. The network has eight minutes an hour of avails to sell in the approaching upfront as the arts service becomes a fully ad-supported basic net this September. Bravo's reformatting comes after 15 years of developing from a premium service with no ads to a basic service that accepted 60-second billboards before and after its programming.

The plan to accept unit ads, which will run three times an hour, keys on the network's predominantly high-end audience and the ad community's eagerness to get at them. "For the past two years, we had more interest from the advertiser community than we've had inventory," said Ed Carroll, Bravo's executive vp and general manager.

Buyers agree that Bravo is one of the cable nets to buy for well-to-do eyeballs. "It's an economic thing for them. Even if their ratings fall off a tick because of the commercial breaks, they'll be making more money," said one buyer aware of Bravo's plans who asked not to be named. Moreover, Bravo has increased its subscriber base to more than 30 million—the threshold number of homes needed for a cable net to attract an advertising base.

The network will keep its billboard advertising. But while ads are a fact of life in basic cable, operators said that Bravo has been popular with viewers because of its light commercial environment. And they cautioned the network not to muck up programming with too many spots. "If they do it so that you don't get irritating interruptions, it will be less annoying than if they start cluttering up their lineup," said Linda Stuchell, vp, programming, Harron Communications of Frazer, Pa. —*Jim Cooper*

TV Rights, Interview Deals Bury Snowboarder's Kin

The family of a rescued California snowboarder has received nearly 100 media proposals for his survival story. Independent producers bidding for the TV movie rights and tabloid newspaper interviewers want 14-year-old (*continued on page 6*)

Kids Still Mis

Upfront market remains on hold as buyers claim th

NETWORK TV / By Eric Schmuckler

Once whispered to be coming as early as January, the kids upfront ad market now looks unlikely to break until March. This delay signals a shift from the frenzied seller's market of recent years to one where the buy side enjoys the upper hand due to an increasing supply of inventory and tepid demand. "As network ratings dropped in recent years, the marketplace has gone through the roof, and no one adjusted their pricing," said John Muszynski, executive vp at Leo Burnett's Starcom unit and one of the overlords of the kids market. "This is an adjustment year."

Muszynski, who oversees kids buying for the Kellogg and McDonald's accounts, is one of the big players who has slammed on the brakes this upfront season. Another is Grey Advertising senior vp Jon Mandel, who handles Hasbro toys, Kraft General Foods cereals and Warner Bros. Mandel has repeatedly announced that he'd rather delay the upfront till as late as June, even at the expense of his



Sellers say Grey's Mandel is behind the holdup.

The voluble Mandel could not be reached for comment late last week, but for good reason: He was engaged in a shootout for the buying on Tiger Electronics, which Hasbro just struck a deal to acquire. The \$70 million account has been handled by Shelly Hirsch of Summit Media; Tiger owns a majority stake in Summit. Hirsch is among the most respected figures in the kids game, but one close

observer said he would be "shocked" if Mandel hadn't secured lower rates for Hasbro by virtue of his buying clout. Mandel also has worked long and well with Hasbro and its vp of media, Debbie Boyd. One theory is that Mandel has delayed the upfront to gain time to win the Tiger business. Hirsch and Boyd could not be reached.

The early upfronts of recent seasons may turn out to have been an aberration. They overlapped with Toy Fair in February, leaving buyers on toy accounts to guess at their true budgets; they frequently over-ordered just to be safe. "These hypothetical budgets artificially inflate the demand; then they get cut

Affiliates Warm To Fox Kids Deal

Network locks up broadcast distribution for 10 years

TV STATIONS / By Eric Schmuckler

The deal offered by Fox Kids Worldwide to its stations last week met with widespread initial approval and is expected to put to rest lingering questions about the network's broadcast distribution.

As expected, Fox will offer affiliates a cash payment to buy out their half-interest in the profit stream of the Fox Children's Network of as much as \$100 million over the next five years. Fox's initial offer was in the area of \$30 million to \$40 million, said one affiliate. "It's a huge number to be paid out," said Harry Pappas of Pappas Telecasting. "I think it fairly takes into account the interests of the affiliates, of News Corp. and of Fox Kids Worldwide and [its boss] Haim Saban."

Affiliates will be asked to sign 10-year agreements locking them into carrying FCN's full 19 hours per week of programming. In return, they are to give up some

sing

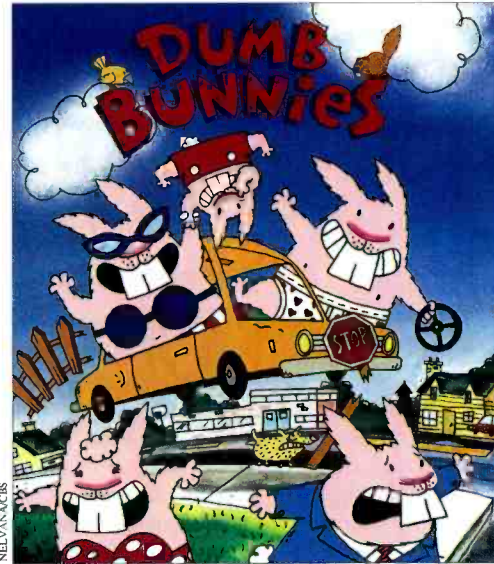
upper hand in negotiations

back," complained Muszynski. "A lot of people are tired of being burned by that." Another top buyer noted that scatter has been readily available—at upfront prices or below—for most of the season. As for next fall, he adds: "This inventory will be there in March, it will be there in April, and you know what? It will be there in September. The tide has turned—it's our serve."

Most kids accounts can breathe easy, having already laid a base of one-third to one-half of their budgets on Nickelodeon in two-year deals signed last season. But Nick has had little luck enticing buyers to extend their deals to the 1999-2000 season, or to put money into its

pricey new half hour of prime time. MTV Networks sales boss John Popkowski said he was not concerned. "We'll find out who our partners are," he said. "We will still be the dominant kids player, and we'll see them next year." Buyers said Nick has employed a strategy of putting offers on the table with a two- or three-day time limit. "People felt insulted," sniffed one buyer. Popkowski said Nick had always put time limits on its offers.

Cartoon Network is not pressing as hard as it once had been and now appears resigned to waiting for the action next month. Although Toon has so much inventory that it cannot tighten up its pricing much, buyers



Hasbro is said to have bought into Nelvana's *Dumb Bunnies* on CBS.

still expect to give it perhaps a token CPM increase. Said one such buyer, "They still have a good story and it's not like we paid a helluva lot for it." Fledgling Fox Family could book as little as \$25 million, said one buyer, though that would "put a dent in the other providers. And with toy budgets down, you could see a \$50 million

to \$75 million swing." But Fox Family sales chief Rick Sirvaitis cited encouraging reports from Toy Fair for Mattel-Tyco's preschool line, Bandai and Toymates and others in dismissing that view. "I still think total dollars will be up," he averred.

In broadcast, fast-growing Kids' WB is expected to achieve the highest CPM increases, but buyers are beating the drums for decreases elsewhere. "I've made it clear to ABC and Fox that I'm not buying anything without a negative," declared one major spender. ABC is rightfully proud of its 30 percent kids rating gain, but the net has very high bases and buyers see little reason to extend that premium in a soft market. Fox had hoped a revamped Saturday lineup would turn around its ratings. In its Feb. 7 premiere, the new schedule gained 11 percent in rating and one share point, to 17, from the previous week. In its second outing on Feb. 14, though, it slipped to a 3 percent gain over the season average. Disney and other syndicators will likewise come under heavy pressure on prices. A source said Hasbro had taken a large chunk of CBS' new Nelvana-supplied cartoon lineup at a bargain-basement rate—a small expenditure given the toymaker's needs, but every little bit helps.

Does this swing to the buy side represent a seismic shift in the kids market? Consider: A cornerstone of Saban's cable pitch is that 70 percent of the kids audience watching TV during the day is *not* watching kids-dedicated channels. Saban aims to recruit some of those viewers as well as siphon off a bit of Nick's audience; Toon, which is growing in households, ratings and original programs, may do so even more. In theory, these highly focused kids networks will better serve the audience, eventually causing a rise in kids viewership for sale to advertisers.

inventory during FCN hours, on the order of five to 10 units per week, for use in promoting Fox's kids shows on both broadcast and cable. Stations would naturally prefer to keep their inventory during the "hard eight" weeks before Christmas, and the deal offers "some flexibility" there, according to Murray Green, gm of WFLX, West Palm Beach, Fla., and chairman of the Fox Affiliate Board. Full details will arrive at stations this week.

The proposal is not tied to the widely expected request by Fox for its affiliates to share the burden of its new NFL rights deal—not formally anyway. "We couldn't do that at this stage," explained Stu Powell of WPGH-TV, Pittsburgh, who helped hammer out the plan. "Many of the Fox stations don't carry kids, including the New World stations, and many kids affiliates aren't Fox stations." But as Dan Sullivan of Sullivan Broadcasting noted: "The money will be sucked up by football anyway. It's going from one pocket to another. I'm not spending that money, I'll tell you that."

Technically, there is no "deal" between Fox and its affiliates. "We have an agreement in principle that we feel

comfortable recommending," said Green, "but it has to be handled in direct negotiations between Fox and its stations. This is a framework." Local negotiations ought to be rounded up within a couple of months, he said. There is no escape clause that allows affiliates to dump the kids lineup early, but if Fox decides to bail out of kids broadcast during the five-year cash-out, affiliates will be paid in full.

Stations will be paid according to their market size and ratings strength. That is, a station covering 1 percent of the nation's TV homes and delivering the network's average would be entitled to 1 percent of the \$100 million kitty. That may not sound especially rich—Fox TV boss Chase Carey has called the kids broadcast net a billion-dollar asset—but the stations merely share in a profit stream while equity and control have always remained with Fox.

"I'm not sure there is any profit now that the kids business has gotten so much tougher," said Sullivan. "If we hadn't been able to do a deal, I'm not sure how we would unravel this thing. It's probably not a bad deal." ■



Dan Sullivan: "It's probably not a bad deal."

MEDIA WIRE

Jeff Thornton's narrative. Thornton was rescued after being lost for a week in the mountains near Wrightwood, Calif.

The battle for Thornton's story is shaping up to be between network news-magazine shows and cable channels that are investing in original movies. "Right now [the family is] a little overwhelmed," said a source who is working with them. "Most of these shows want an exclusive, so if they say yes to *PrimeTime [Live]*, for instance, then *Dateline* and *20/20* won't consider them. And frankly, they don't even know what a lot of these shows are like, so it's difficult for them to know how to make a choice between, say *American Journal* and *Hard Copy*, when they aren't that familiar with either one."

If the boy's survival story turns up in prime time, it isn't likely to be on a network. CBS has already passed on a proposal. Fox executives said they weren't interested. ABC and NBC have yet to be approached. The source said the family would probably begin making decisions on which proposals, if any, they want to accept this week. —*Betsy Sharkey*

Chancellor Spends \$72M For 2 Washington Stations

Irving, Texas-based Chancellor Media Corp. last week bought the two sole radio properties comprising Washington's small, family-owned Capitol Broadcasting. The purchase of WWDC-FM and AM, expected to close by the second quarter of this year, cost Chancellor \$72 million.

That's a figure that didn't seem to frighten Chancellor president and CEO Scott K. Ginsburg, who said he's been eyeing the Capitol properties for "over 42 months...we've had a long-term discussion over this [sale]." Ginsburg's satisfaction over the purchase is understandable: The buy gives Chancellor a total of five FM and three AM stations in the market and earns it a bigger share of the local pie than nearest D.C. radio rival CBS Inc.

According to Ginsburg, no format changes are planned at the stations; the AM serves up adult standards and the FM, also known as "DC 101," specializes in rock. The purchase will give Chancellor 101 radio stations in 21 markets. "I thought it was kind (continued on page 8)

Stern: Mr. Saturday Night?

Karmazin behind move to put controversial talk-show host on CBS

TV PROGRAMMING / By Betsy Sharkey

Howard Stern is said to be about two weeks and "a couple of deal points" away from committing to a Saturday late-night variety show that would initially be produced solely for the 14 CBS-owned stations, according to a source close to the negotiations, who requested anonymity because of the sensitive nature of the talks.

CBS executives and Stern's attorney, Don Buchwald, declined comment, although CBS Entertainment president Leslie Moonves confirmed in January that talks with the controversial radio personality were ongoing.

The man driving the talks for CBS is Mel Karmazin, chairman of the network's station group. Karmazin's relationship with Stern tracks back to 1985, when Karmazin, then head of Infinity Broadcasting's radio empire, hired out-of-work shock-jock Stern, whom many in the business had deemed unemployable.

Karmazin's strategy to put a Stern show on the O&Os at first keeps the project at arm's length from the network, shielding CBS from fallout it could face from its more conservative, heartland audience. For Stern, the O&O arrangement could keep the network from intervening in the show's content.

Though little is known yet about the shape the Stern show might take or which company

would produce the show, reaction from the media buying community is positive. "Certainly for CBS, it brings to the table an exposure for their product to a much younger audience. And at a time when CBS is getting into the [NFL] business, to have a platform to promote football the next day is intriguing," said Bill Carroll, vp/director of programming for Katz

TV Group. Like NFL viewers, Carroll added, "Stern's audience tends to be young, [and] male."

Even if the show is controversial, said Garnett Losak, Blair Television vp/director of programming, "if [it] delivers a critical mass, there will be advertisers. The bottom line is if there are men 18-34. If the rating is there, the advertisers will be there."

The CBS station group reaches roughly 40

percent of the country. The question of further distribution of a Stern show—straight syndication deals through CBS' Eyemark division, or granting CBS affiliates a right of first refusal—remains unresolved.

One scenario being floated: If a Stern show does well, it could be expanded to replace Tom Snyder's *Late Late Show*. Snyder has complained about creative differences with the producers on the show's direction. ■



STU MULLIGAN/PTZ

Media "King" Stern mulls still another extension.

Digital: 5 More for the Core

FCC adds channels for DTV transition; eyes DBS-cable ownership

REGULATION / By Alicia Mundy

The Federal Communications Commission last week moved to clean up rules on digital TV licenses and voted to examine cross-ownership of cable and direct broadcast satellite (DBS) services. In distributing some 1,600 DTV channel assignments, the FCC voted 4-to-1 to add five core channels to the available spectrum to overcome potential signal problems for some UHF stations and to deflect possible

interference between DTV signals later.

The FCC's move effectively gives every station a second channel to transmit a high-definition signal. The decision came six weeks later than originally scheduled because of backroom bickering among commissioners about the number of channels to use during the transition. The commission voted to expand core channels, making them channels 2-51, up from 2-46.

Commissioner Harold Furchtgott-Roth was

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MEDIA WIRE

of poetic that it's 'DC 101,'" and it's our 101st station," he said. —*Rachel Fischer*

Product Placement Scores With Superstars Revival

A bevy of corporate sponsors have lined up for the revival of the Superstars competition, an original made-for-TV sports property. IMG has lined up Kawasaki, Air Jamaica, the Jamaica Tourism Authority, Raymond Weil watches, Naya, Met-Rx, Kawasaki and Gold's Gym as corporate sponsors. Their obligations range from \$95,000 to \$125,000 and, except for Naya, include media, said Bob Horowitz, senior vp at IMG's TWI TV production unit.

Product placement is also key, as in the case of Raymond Weil watches as official timer, Naya bottled water or Kawasaki jet skis, which will be used in one of the 10 events. Still unsold is the \$500,000 title sponsorship, which includes 10 units. Athletes inked so far include Kordell Stewart, Barry Sanders, Warrick Dunn, Terrell Davis, Dan O'Brien and Karch Kiraly. Prize money totals \$150,000, with \$45,000 going to the winner. The 25th anniversary edition of the original trashsport, in which athletes compete in events including golfing, swimming, kayaking, basketball and cycling—along with the memorable obstacle course—will be taped in Jamaica in early April. It gets two hours of air time April 19 on ABC with Dan Dierdorf, Lesley Visser and Dan Fouts as talent. —*Terry Lefton*

NBA in Spanish: Telemundo Paves Way, Bids May Follow

Telemundo's New York flagship, WNJU-TV, has reached a groundbreaking deal to broadcast a package of NBA games entirely in Spanish. Expected to be announced this week, the deal consists of four New York Knicks games in March and April that will also appear in English on the MSG network. "If it works, you might see bidding for Spanish-language rights for the NBA," said Luis Roldan, vp/gm of WNJU. Smart Sports, a New York-based production company, will provide the broadcast, which includes Spanish-speaking talent, graphics and play-by-play. —*Claude Brodessa*

the lone dissenter. Furchtgott-Roth said the FCC should not allow broadcasters to use the extra channels during the transition. He wanted to auction the channels to help meet a congressional goal of \$4.5 billion from spectrum sales.

Commissioner Susan Ness disagreed, noting that the decision "will result in 175 additional digital channels within the expanded core, including some in markets that will be extremely valuable." This expansion, Ness added, "will not result in any discernible diminution to the expected revenue when the spectrum is recovered at the end of the transition."

Eddie Fritts, president of the National Association of Broadcasters, said the group is "pleased the FCC has settled on a channel assignment plan that paves the way for a speedy rollout of the next generation of television." But

not all broadcasters are satisfied. Some smaller stations still worry about overlap and interference. Fox's lobbyists have argued that the company's Washington, D.C., station received an unfair allocation. Until the final plan with all 1,600-plus stations is laid out, broadcasters won't be able to tell how all their stations will fare.

At its Feb. 19 meeting, the commission voted to begin seeking comment on DBS-cable cross-ownership limitations. Furchtgott-Roth and commissioner Michael Powell both dissented from the move. While an FCC staffer noted that there are few DBS-cable cross-ownership plans, there is one major combination in the works: the pending \$1.1 billion sale of a DBS slot owned by News Corp. and MCI to Primestar Partners, jointly owned by several of the country's largest cable operators. ■

CBS' Downhill Upside

Ad buyers say the Olympics rating shortfall was not all bad news

TV SPORTS / By John Consoli

Ad agency execs said last week they were not surprised by the failure of CBS to meet its Winter Olympics rating projection, stating they knew before putting down their clients' dollars that the network's guarantee of a 19.6/30 was overly optimistic and would probably not be met. Agencies' projections often are more conservative than those of the networks, alerting clients early on to the probability of makegoods.

While CBS has taken a lot of heat for its production shortcomings on the Games, buyers said ratings (an average 16.5/27 through Feb. 19), were not so bad considering the soft first-quarter ad environment in prime time.

Buyers said they were more concerned with CBS' current ratings and demos than with comparisons to previous Olympics (ratings were down 14 percent from '92 in Albertville and 40 percent from Lillehammer in '94). "We're disappointed with a small d, not with a capital D," said Ron Frederick, national broadcast director at J. Walter Thompson. David Martin, president of Pentacom, which handles Chrysler, one of the Games' largest advertisers, agreed. "The truth of the

matter is the numbers were still good, substantial and demographically valuable," noted Martin. He added that "just the name 'Olympics' alone" draws new viewers in demo categories that a network may not regularly reach—in CBS' case, young viewers. For the week ended Feb. 15, CBS scored its first win in adults 18-49 since Grammys week four years ago.

The Olympics also lifted CBS to prime-time wins each night in almost all 38 metered markets. The Games helped David Letterman significantly close his ratings gap in late night with NBC's Jay Leno. During the Olympics, *Letterman* averaged a 5.1/15, up 31 percent from its pre-Olympics number, while *Leno* averaged a 5.5/14, down 7 percent.

CBS, which paid \$375 million for Olympics rights and reportedly took in \$550 million in ads, was expected to turn a profit of \$60 million. The final number will be much lower, considering

the high level of makegoods owed advertisers. Some clients took their makegoods during the Games; others will negotiate for second-quarter spots.

TNT, which aired 50 hours of Olympics coverage, won't feel the sting of makegoods because CBS sold its inventory. TNT averaged a 1.2 rating for the first 35 hours, down from a 2.1 in '94. —*with Jim Cooper*



Viewership tumbled from '94.

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- 4-Best plan for a campaign spending \$1 Million or less
- 5-Best use of National Television and Cable
- 6-Best use of Local Television
- 7-Best use of Magazines
- 8-Best use of Radio
- 9-Best use of Newspapers
- 10-Best use of Out-of Home
- 11-Best use of New Media

JUDGING CRITERIA

- innovative nature of the concept
- tactical approach
- creative and or innovative use of media
- effectiveness relative to the objective

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DOCUMENTATION

Please include documentation such as a copy of the media plan, examples of the execution and any client testimonials demonstrating the successful results of your plan. In order to properly categorize your entry, be sure to indicate the level of media spending on your entry. Confidential, proprietary information in the supporting documentation may be censored.

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Sally Won't Play 2nd Fiddle

Host dismisses producer; said to feel overlooked by new owner

SYNDICATION / By Michael Freeman

Internal strife in the senior ranks of *Sally Jessy Raphael* has led to the sudden departure of co-executive producer Amy Rosenblum, whom sources said was forced to exit after a heated confrontation with the talk-show host on Feb. 12. Rosenblum's departure comes as USA Networks Inc., distributor of *Sally Jessy*, has been negotiating with Rosenblum about moving over to the studio's fall relaunch of a new *Maury Povich* talk show.

USA Networks Inc. (formerly Universal Television Enterprises), which was acquired last year by Barry Diller's HSN Inc., has been talking with Rosenblum about serving as co-executive producer of *Maury*, according to sources within the company. USA hopes to insert Rosenblum as the No. 2 to *Maury* executive producer Tamara Haddad.

A representative for USA's domestic syndication division confirmed that Rosenblum has departed *Sally Jessy*. The rep declined further comment on "personnel matters" and would not elaborate on the events leading up to the departure of Rosenblum, who was a seven-year veteran (the last three years as co-executive producer) of *Sally Jessy*.

Sources close to *Sally Jessy* staffers said that Rosenblum had engaged Raphael in a "heated shouting match," and it was agreed that Rosenblum would leave the show immediately. One talk-show source said Raphael became "inflamed" upon finding out Rosenblum was negotiating a move to the Povich show.

Phone calls to *Sally Jessy*'s executive producer, Maurice Tunick; Rosenblum; Raphael's

publicist; and a handful of senior production staffers went unreturned last week.

"Everyone has certainly clammed up in a maneuver that the [Clinton] administration would be proud of," said one source connected with the show. "If Sally can blow a lid every now and then and get rid of someone that fast, the rest of the staffers are certainly in fear of losing their jobs."



Raphael is mad as hell.

Sources outside the show said Raphael has been upset with USA's focus on renewing stations and upgrading time periods for the red-hot *Jerry Springer*, which is hitting 8-10 rating averages in some major markets. Adding to the alleged rift between Raphael and USA is the reported \$10 million per year the studio has agreed to pay Povich.

SJR has been performing well, turning in a 5.2 rating/13 share Nielsen household average during the November '97 sweeps. The show ranked third behind King World's *Oprah Winfrey* (8.0/24) and *Springer* (7.8/21), according to a Petry Television analysis. *Sally*'s ratings among women 18-34 (4.4/20) and 18-49 (3.8/19) grew 18 and 12 percent in share, respectively.

"Sally doesn't like to be a second or third banana to anybody, but to be taking the third slot behind *Springer* and *Povich* at USA has not been a pleasing development for her," said one source with connections to USA. ■

CABLE TV

Cable networks' and the WB's ratings are growing at the expense of the Big Four networks, the Cabletelevision Advertising Bureau reported last week. According to CAB's analysis of Nielsen data, cable average household delivery for the 1997-93 season has grown by more than 1.9 million homes on Monday, Wednesday and Sunday nights—the same nights that the WB airs. During those nights, the WB, which recently added Tuesday as its fourth night of shows, grew an average of 340,000 households, while ABC, Fox, NBC and CBS collectively lost about 484,000.

Turner Network Sales is expanding its senior management team. William H. Grumbles Jr., president of worldwide distribution for Turner Broadcasting System, last week appointed Andrew T. Heller as an executive vp at TNS. Heller will work with regional sales executives on sales strategies. He will also oversee business affairs, operations and technology. Grumbles also promoted Kevin Gaffney and Doug Orr, both former regional vice presidents, to become senior vps of the eastern and western divisions respectively. Also, Carter Maguire becomes executive vp of TNS' central division.

The Atlanta Thrashers, the Turner-owned NHL expansion franchise that will begin play in fall '99, last week reached settlement with the skateboarding magazine *Thrasher* that will allow the team to continue using its name. Terms of the deal were not disclosed. —Jim Cooper

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TV SPORTS

By Langdon Brockinton

Still a Good Catch

Marlins' local packages luring advertisers despite off-season changes

WBFS-TV in Miami is close to finalizing a new five-year TV-rights deal with the Florida Marlins, the World Series champions. Financial terms of the pending contract extension have not been disclosed. WBFS expects to televise 55 to 60 regular-season Marlins games this season, said Bill Ballard, vp and general manager of the Paramount-owned UPN affiliate. The station has carried Marlins games since the team's inaugural season in 1992.

As part of the new deal, WBFS and Front Row Communications will sell commercial time on the telecasts. Fort Lauderdale-based Front Row is controlled by Wayne Huizenga, the Marlins' owner, who is trying to sell the franchise. Last season, under a time-buy arrangement with WBFS, Front Row handled all the ad sales.

In anticipation of the rights renewal, WBFS began selling Marlins inventory a few weeks ago. With Opening Day just six weeks away, the station has moved 40 percent of this season's commercial load, Ballard said.

Although the Marlins are baseball's defending champs, the team is highly unlikely to return to its '97 perch, having made a series of cost-cutting moves this off-season that jettisoned several talented, albeit high-priced, stars, including Moises Alou, Kevin Brown, Rob Nenn, Al Lieter and Devon White. Has the massive reconstruction affected TV ad sales? No, according to Ballard, who said: "They're still the World Series champions. The team's nucleus is still there. We think they'll be competitive." He added: "When the season is over, I have no doubt that we will have exceeded last year's ad revenue." Ballard declined, however, to divulge the '97 figure.

On the cable front, SportsChannel Florida is in the first year of a new, exclusive seven-year deal for Marlins games. Last season, SC Florida and the Sunshine Network each aired 35 regular-season contests. (Prior to '97, Sunshine had exclusive cable rights.)

SportsChannel Florida, which is 70 percent-owned by Huizenga, will televise 70 regular-sea-



son Marlins games this season. The channel so far has sold 70 percent of its Marlins inventory, said Rod Mickler, vp and general manager. While that level is slightly ahead of last year's pace, Mickler noted that the comparison is a bit skewed because SC Florida did not acquire its '97 rights until "a little late in the buying season."

Mickler said that while the Marlins' off-season player moves have "been an issue in the marketplace...the advertising community didn't overreact. The shock has passed. There still are a lot of wonderful memories of last season's [World Series] run." Returning advertisers include Sears, Southwest Airlines, Chevrolet, Gatorade, BellSouth and Miller Brewing.

CBS is said to be planning to rebroadcast a 1960s match between Ben Hogan and Sam Snead from the *Shell's Wonderful World of Golf* series prior to the network's final-round coverage of this year's Masters. The Hogan-Snead duel, which has never been shown since its original telecast, is expected to air as a lead-in to

the Masters' final 18 holes on April 12. Advertisers that have committed to the Hogan-Snead reprise are said to include MasterCard, Shell Oil, Smith Barney, Tommy Armour Golf, the U.S. Postal Service, Maxfli and Kemper.

"The shock has passed. There are still a lot of wonderful memories of last season." —Mickler

Although IBM is still advertising on Fox's National Hockey League telecasts this season, Big Blue has let loose its grip on category exclusivity. The move has allowed computer advertisers including Gateway, Microsoft and Oracle to buy time on Fox's coverage. IBM is said to have balked at the higher price tag that Fox sought to maintain exclusivity once the network added more telecasts (and, therefore, more inventory) to its NHL schedule this season.

Etonic, the Spalding unit that markets golf shoes, has bought time on USA Network's pro golf telecasts in the second quarter. With that deal, the cable network has sold about 95 percent of its '98 golf inventory, said Bob Riordan, vp of Eastern region sales for USA. ■

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GREENSBORO/WINSTON-SALEM, N.C./TV STATIONS

Meters an Instrument of Discord

•GETTING TV STATIONS TO AGREE TO BE metered by Nielsen Media Research is akin to asking children to get inoculated: They know it's good for them, but their immediate concern centers on the needle's size and where it's going. "It's not only the money, it's the placement of the meters that's the critical part," explained Karen Adams, vp/gm for Fox-owned WGHP-TV in High Point, N.C.

Nielsen wants \$35,000 a month from the market's six TV stations to install meters and place diaries. But the three leading stations are holding out. Although the devices would more accurately reflect viewing habits in the three-city market comprising Greensboro, High Point and Winston-Salem, N.C., the stations' general managers want to see the meters placed in their own backyards, rather than throughout the "tri-phenated market." "This was shoved, quite literally, down our throats," a VHF station general manager asserted last week. Joining WGHP in the holdout for lower rates and favorable meter placement are Gannett Broadcasting's CBS affiliate, WFMY-TV in Greensboro, and WXII-TV, Pulitzer's Winston-Salem NBC affiliate.

When metered, stations in the lead generally lose market share while those in the rear generally gain. Metering also affects story and commercial placement in newscasts, because stations need to have only five minutes of viewership to get credit for a full quarter-hour, which is Nielsen's smallest unit of measurement. Research shows that the first five minutes of each newscast are the most watched. "We're seriously rethinking how we do news in order to make sure we have people watching for those first five minutes," said one news director, adding that "commercial schedules will all be affected.

It's a total culture change." Echoed Reynard Corley, the WXII gm: "You have to pay attention to what you do every day."

At the very least, station execs believe that meters will close the gap among competing newscasts—if not set the market on its collective ear. "There's a lot of news viewers at stake," said Joe Coff, vp/gm at WXLV-TV and WUPN-TV, two of the market's UHF stations that have already signed on to be metered. WXLV is Sullivan Broadcasting's ABC affiliate, which it runs Mission Broad-

casting-owned WUPN through a local marketing agreement. "We're clearly No. 4 in news. But the difference between No. 1 and No. 4 will be a lot tighter," said Coff. A third UHF in the market, Pappas Broadcasting's WB affiliate WBFX-TV, is also on board.

Advertisers, meanwhile, want meters as soon as possible to more accurately target their audiences and end "tremendous amounts of diary confusion," said Erica Boardman, media supervisor at Trone Advertising in High Point.

Target date for the meters is April 1. But Reynard Corley, gm at WXII-TV, NBC's Winston-Salem affiliate, maintained that he

SCARBOROUGH MEDIA PROFILE: GREENSBORO/WINSTON-SALEM, N.C.

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

	Top 50 Markets %	Greensboro Market %	Greensboro Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper—avg. issue	58.7	59.2	101
Read any Sunday newspaper—avg. issue	68.5	67.1	98
Total radio average morning drive M-F	25.4	25.3	100
Total radio average evening drive M-F	18.2	17.1	94
Watched BET past 7 days	6.9	10.0	145
Watched CNN 7 days	37.9	48.1	127
Watched ESPN past 7 days	32.2	44.7	139
Watched MTV past 7 days	16.4	20.3	124
Watched Nickelodeon past 7 days	16.9	22.3	131
Watched TNN past 7 days	18.2	32.8	181
Watched The Weather Channel past 7 days	37.3	53.3	143
DEMOGRAPHICS			
Age 18-34	33.8	31.4	93
Age 35-54	40.0	40.1	100
Age 55+	27.9	28.5	102
Race African American	13.2	16.9	127
HOME TECHNOLOGY			
Connected to cable	69.8	69.2	99
Connected to satellite/microwave dish	6.0	11.6	194

Source: 1997 Scarborough Research—Top 50 Market Report



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wants "fairness" in meter placement, citing what he called a disproportionate sprinkling of meters in competitors' neighborhoods. A Nielsen spokesperson in New York declined to comment on the negotiations.

Meanwhile, in anticipation of higher ratings from metering, WXLV and WUPN "are already bullish" on their advertising rates, said Heather Roos, media director at Long, Haymes, Carr Advertising in Winston-Salem. —CB

GREENSBORO, N.C./NEWSPAPERS

A Retail Tale of 2 Cities Spins Distant Scenarios

• THE WINSTON-SALEM JOURNAL AND GREENSBORO News & Record insist upon individuality. Officials at the papers say they don't compete for readers, despite their geographical proximity—only about 25 miles apart in the foothills of North Carolina's Piedmont region. Sure, their circulation numbers mirror each other, and they produce similar editorial products. But that's where any correlation ends, officials said.

That's because the two papers couldn't be more different in one primary area: tackling fickle retail advertisers. With retail advertising "under siege," as one newspaper ad executive put it recently, the *Journal* has gone to niche publications, while the *News & Record* is into relationship-building to drive revenue.

"We're pushing into new areas, including online, database marketing, events and even corporate videos to drive ad sales," said *News & Record* advertising director Kathy Lambeth. The strategy is grounded in one happy fact: Several retailers, including the local Toyota dealer and a developer, "are willing to take creative risks," she said. As a result, the paper (87,602 daily and 113,329 Sunday), owned by Norfolk-based Landmark Communications, was given a marketing award last year. The Newspaper Association of America honored it for targeted real estate and classified special sections. "We're trying to create a venue for advertisers to target consumers," she added. "We want to use the relationships we have with readers to help them push into new markets."

Lambeth cited a 6 percent increase in overall ad revenue in 1997. She said "significant growth" also occurred in preprints and run-of-press advertising after major retailers Target and Kohl's moved into the Greensboro market. However, the latest Competitive Media Reporting data showed that ad rev-



Despierta stars (l. to r.) Fernando Arau, Ana Maria Canseco, Neida Sandoval and Rafael José

enue fell slightly last year, from \$34.5 million in 1996 to \$33.7 million.

At the *Journal* (90,420 daily and 103,419 Sunday), niche publications were developed about seven years ago as "a defensive measure" to attract and keep advertisers, said the paper's general manager, V.C. ("Pat") Taylor. Today, that defense has grown into a successful offensive that has helped secure retailer loyalty for the property, which is owned by Richmond, Va.-based Media General. Circulation at the dozen or so publications is small—about 15,000 targeted subscribers; cumulatively, however, the publications reach 100,000 households, a key "pipeline" for retailers, Taylor said. The latest niche vehicle is a quarterly, called *Replay*, which is targeted to children and parents who play local sports. It launches this month. —DP

PATERSON, N.J./TV STATIONS

Lost Hispanic Viewers Provide Wake-Up Call

• A SPANISH-LANGUAGE MORNING NEWS AND entertainment show is siphoning considerable numbers of viewers from Fox flagship WNYW-TV in New York. "How do you compete with an ethnic group that suddenly has a show in their own language?" asked Gail Yancosek, news vp at WNYW. She was referring to *Despierta America* (Wake Up America), which is fast becoming the hot morning show for many of New York City's 3.4 million Hispanic residents. The show is good news for Paterson, N.J.'s Univision station WXTV-TV, which has seen its ratings quadruple within the last year. "Did we lose that audience? Yeah," Yancosek conceded.

As late as May 1996, Fox's *Good Day New York* had held the top spot with Hispanic audiences in the a.m., holding a 4.7 Spanish-household rating/19 share. At that time, WXTV was programming sitcoms and kids shows while managing only a 2.6 Spanish-household rating and a 10 share for the 7 a.m.-

to-9 a.m. time period.

The launch of *Despierta* has changed all that. WXTV jumped to a 7.9 Spanish-household rating and 28 share in May, while Fox fell to a 3 Spanish-household rating and 10 share.

Last month's Nielsen market survey showed that WXTV had clocked an 8.2 Spanish-household rating and 29 share; Fox's *Good Day NY* had fallen further, to a 2.6 Spanish-household rating and a 9 share. "We do feel that we compete with the general market stations, even if they

don't feel that they compete with us," explained Michelle Leibowitz, general sales manager at Univision's WXTV.

Fox officials said they have no plans to program differently to recapture lost viewers or otherwise change *Good Day NY*'s focus on women outside Manhattan ages 18-49. —CB

MIAMI/NEWSPAPERS

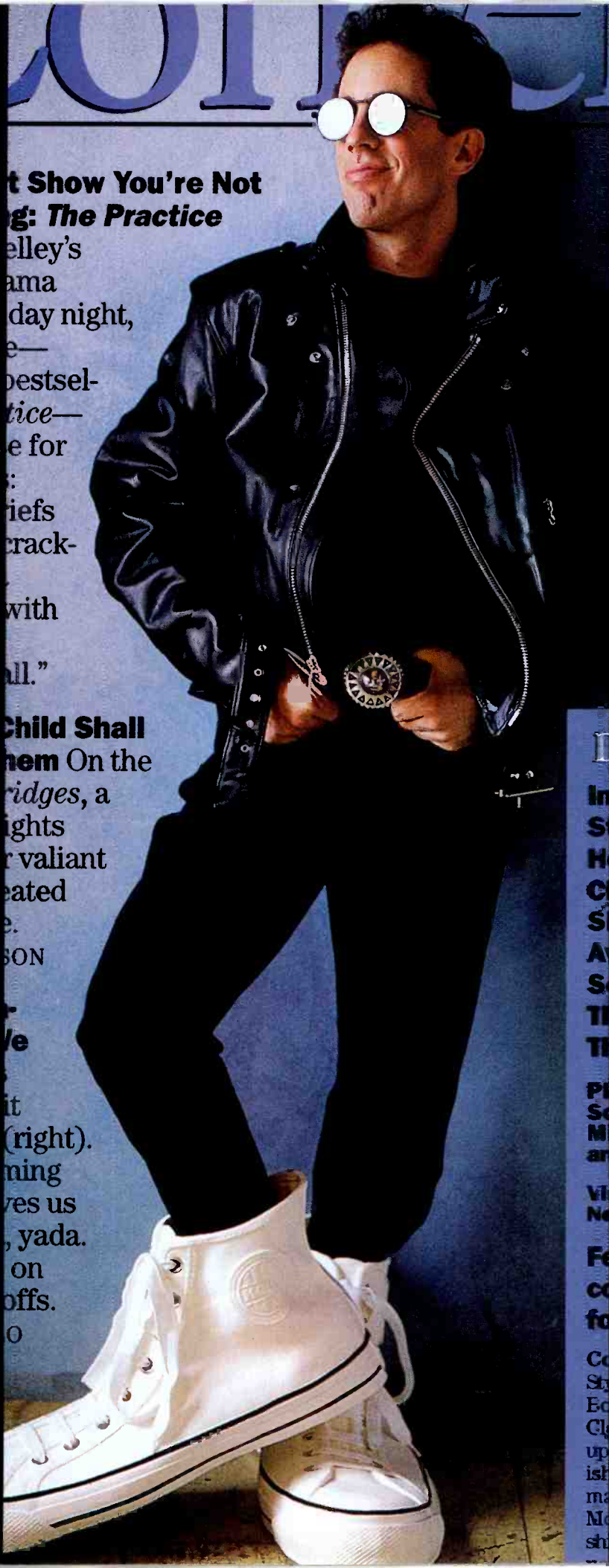
Herald Presses On With Colorful Redesign

• FOR YEARS, EDITORS AT THE *MIAMI HERALD* have moaned about numbing deadlines that shoehorned them into the composing room. The paper's readers had their share of production-related complaints as well, primarily focusing on poor reproduction that made the paper hard to read.

That gloomy scenario is expected to end with a redesign and the installation of \$108 million in new presses, top *Herald* officials said. The press upgrade, which began this month, will be completed by mid-1999, when the last of five Goss Newliner offset presses are installed. The redesign and new presses are strategic moves to upgrade the fortunes of the Knight Ridder flagship. And new readers and advertisers will follow, projected Joseph T. Natoli, the paper's president. "Our competition in this market have all had offset for years," Natoli said.

The upgrade will eventually offer advertisers more color and more color positions. New ad packages are expected to be introduced within the next month for advertisers who target the paper's "advance sections," including features and classified.

Among the redesign's most dramatic changes are new mastheads on inside section fronts and a new size—scaled down to 21 inches from 22 1/2, said executive editor Douglas Clifton. Otherwise, he said, "most of the changes are subtle. We're modernizing the look of the paper with a new typeface and a new promotional style on Page 1." —DP ■



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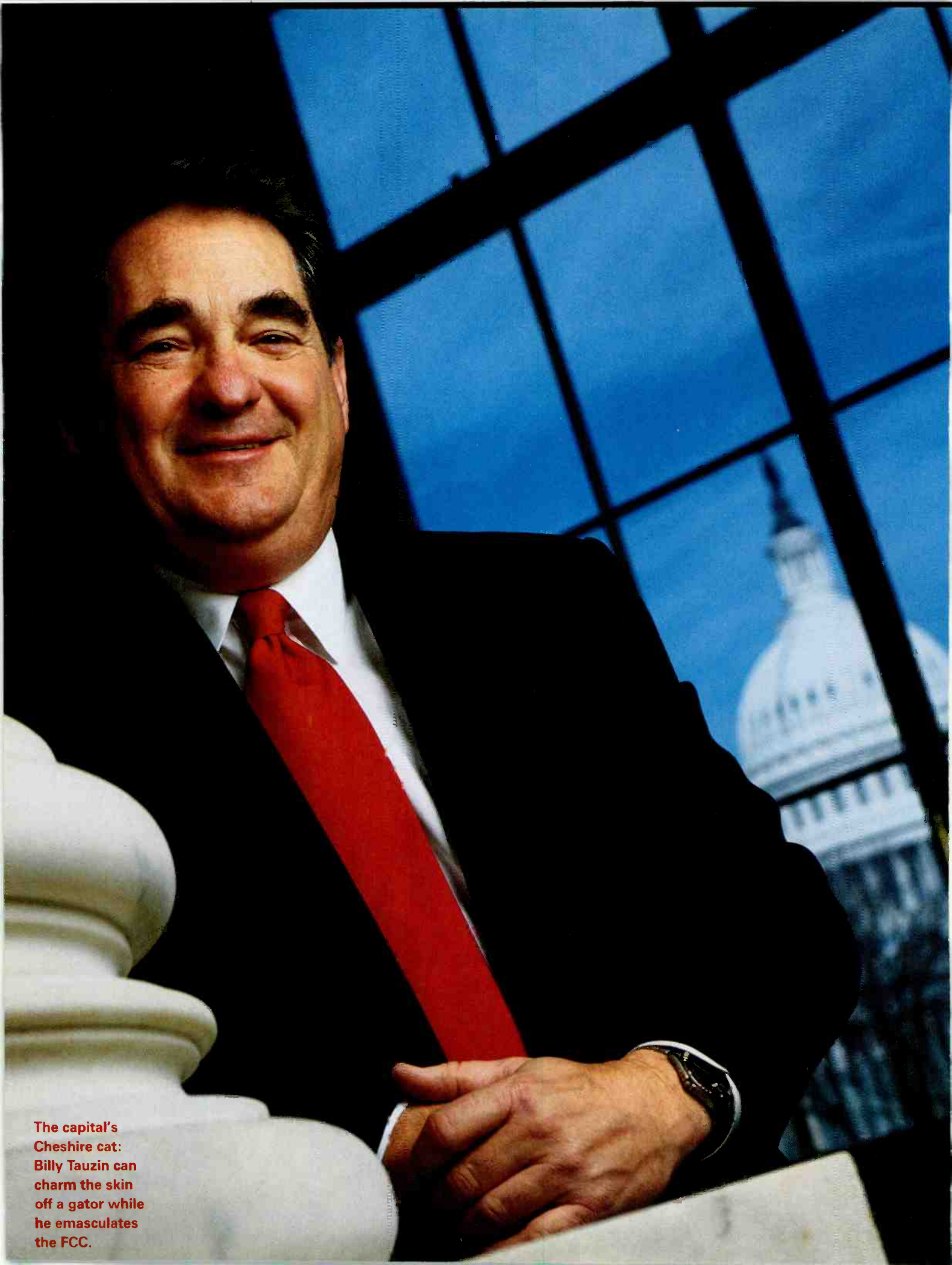
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This Dog Does Hunt

Rep. Billy Tauzin knows his way around Telecom Swamp better than anyone in Washington.

The boys in Bayou country talk about the Northerner who asked why alligators smile so wide. "They not smilin', son," explained the Cajuns. "They just stretching their mouths so's they can get you in one bite."

Allegorical? Apocryphal? Whatever, it's the tale you associate with W.J. "Billy" Tauzin, 54, the man with the biggest grin in Congress. He's doing a phone interview with a paper "back home" in Louisiana, simultaneously waving at a waiting reporter and shaking hands with a dozen souped-up Mardi Gras partygoers from his district wandering through his office, and he never stops smiling. Not even when he gets to the rough part of the phone talk. "Hey! They been throwin' stink bombs at us. And you know what? We're gonna start start throwin' things back—and they're not gonna be any *stink bombs*, y'know."

Hmmm. Now who could Tauzin be dissing that way? A good guess would be the chairman of the Federal Communications Commission, William Kennard. "You're right!" says Tauzin, hanging up his phone. "They wanna fight with us?" he says, his eyes twinkling as he ponders the possible brouhaha. "Well, they're gonna get a war."

The source of this war-to-be is Kennard's statement that the FCC should order broadcasters to give free airtime to political candidates. Over my cold, dead body, Tauzin says. Ohhh, if only, sigh staffers and officials inside the FCC.

Billy Tauzin may be the biggest threat the FCC has faced in its 60-year history. He is both the best friend of the broadcasting industry and its worst enemy. He's a fan of cable, and its most frightening foe. He's a hit in Hollywood, and he's on Hollywood's hit list. And despite such opposite distinctions, he is blazingly consistent. That may be one reason why this quotable Republican has suddenly become one of the most powerful people involved with the telecommunications industry.

Tauzin's smile and good ole boy demeanor, which is marked by Southern garrulousness and the odd off-color joke, are political tools he uses as a front for what may be one of the sharpest minds in Congress. Unlike so many denizens of Capitol Hill who have wandered into the telecom

swamp, Tauzin actually knows these murky waters. He understands the economics, demographics, politics and technology of any telecom issue you can name. Furthermore, as Jack Valenti, the godfather of power brokers in Washington, describes him. "Billy Tauzin is one of the most astute political animals I have ever met."

Yes, there's good reason that half the articles written about him use the cliché "Cagey Cajun." When Tauzin switched from the Democratic party to the Republican in 1995, he made some powerful allies among GOP leaders. It's not too big a claim to say they owe him. No wonder he ended up with the chairmanship of the reconstituted House Commerce Subcommittee on Telecommunications dealing with TV, phones, cable and Hollywood. And with the Democrats on the Commerce committee semi-permanently divided between the liberal Ed Markey faction and the John Dingell *ancien régime*, Tauzin's had a lot of leeway to push forward proposals. And he's figured out how to get his way without stepping on the toes of the current Commerce chair, the courtly Tom Bliley of Virginia. When Bliley steps aside in three years, as GOP rules dictate, Tauzin will probably get that chairmanship. For all these reasons, he has to be considered powerfully armed and dangerous. And he loves it.

"I *am* having a good time. This is the most fun I've ever had in a job," he says, thumping his hand on the coffee table. Rain is pouring down on the two sun chairs where he replenishes his tan on his Rayburn office balcony. Inside, it's sunny as a Sunday on Lake Charles. A hundred Louisianans have come to D.C. for the Washington Mardi Gras, a very private affair whose coveted invitations go for \$500. A state senator from Tauzin's district wanders in wearing his Vietnam Marine pilot's jacket. Piles of faux Mardi Gras beads sit on every table and on the receptionist's desk, a reminder that the three-day celebration

begins in a few hours.

"I had a chance to be a senator, but I wanted this job," he says. No brag; just fact. Tauzin's had nine terms in Congress—in most elections pulling in close to 90 percent of the vote. After he switched parties, he could have suffered the same fate as other changelings who went down to defeat at home. Not Billy Tauzin. In 1996, he ran as a Republican and wasn't even opposed. Still, he raised \$664,000 for a campaign against no one. He could have had retiring Sen. Bennet Johnston's seat for the asking. But Tauzin wanted Telecom.

"This is the cutting edge. This is the future," he says emphatically. And this is a war zone. Right now, Tauzin is dealing with: cable rate increases; DBS programming and regulations; ownership rules at the FCC; the biennial review of FCC regulations; liquor ads on TV; the TV ratings system; broadcasters' digital commercial potential and HDTV; and the FCC and the free political airtime controversy. That doesn't include the McCain-Feingold bill on campaign reform and its implications for political ads and free airtime. Nor does that list mention the new and spiraling controversy over the FCC's very expensive move to The Portals building, which may be linked to a Democratic contributor's ties to Vice President Al Gore. Nor does it include any telephone issues. Meantime, Tauzin is forsaking all this to go on a road tour with Dick Arme, the

"They wanna fight with us?" he says, his eyes twinkling. "Well, they're gonna get a war."

Texan who leads the House Republicans, where they do a song-and-dance routine on scrapping the income tax code in 20 states.

Billy's a busy boy. Within two days of this interview, he's juggling the Arme tax duet with a high-roller Hollywood fund-raiser, a meeting with the Murdochs (Rupert and son) and a get-together with Bill Gates. So, why should the FCC and its rookie chairman be concerned about Tauzin's agenda?

Because the FCC is first on Tauzin's "to do" list, which could mean restructuring, and perhaps deconstructing, the entire agency. "We made a

terrible mistake. And I feel some *mea culpa* for it," says Tauzin, looking earnestly into this reporter's eyes. "When we did the telecom bill, we should have taken that opportunity to fix the FCC. We have to redo it. We have an agency that was created for regulation, and we're asking them to stand back and deregulate, and it's no wonder they can't do it. They're not organized for that. We *have* to reorganize them!," he says exasperatedly, as though he's offering them a favor.

So, has the congressman broached that subject with the FCC's chairman yet? "Well, yes, I mentioned my concerns that the FCC needs a better structure to deal with all the rapid changes in telecommunications. I mean, it doesn't make sense the way the bureaus and regulations are set up right now."

And did the chairman agree? "Ah think he understood mah point," Tauzin draws, that smile

"But they will have to pay for those channels!" he says, pounding his fist on the table again, grinning sweetly.

That's a pretty bold statement to make in an even-number year, an election year, Tauzin is reminded. "Ah'm not afraid of broadcasters. But there's some things they just gotta understand." If this were, say, Rep. Ed Markey (D-Mass.), talking, that statement would register somewhere between a crazy jest and a death wish. But Tauzin's got some clout to back up those words.

Furthermore, the complicated telecom situation helps Tauzin wield power here. If broadcasters push him too far on HDTV, he's got leverage on other, interrelated issues. He might want to force broadcasters to let DBS carry local stations, in the name of consumer rights. Hell, he might suddenly decide free airtime for politics is a great idea. Tauzin's got his fingers in enough pies right now that no one in the telecom industry can afford to piss him off.

Besides, Tauzin's one of the few politicians willing to go to the mat with the FCC at this moment. For instance, he's about the only member of Congress talking seriously about loosening up ownership regulations, even if it means owning two TV stations or a TV station and a newspaper in the same market. "As many stations as there are, nobody's gonna dominate the voices in this country. It's a little strange if a broadcast station can't buy a newspaper.

"If the FCC won't do their job here," Tauzin says, "Well, ah guess we're gonna have to jest step in and do it for them."

Tauzin also has plans for cable, which do not come as good news to that industry. A random survey of five cable-industry lobbyists in D.C. revealed the following: Billy Tauzin is more feared by cable than either John McCain, chairman of the Senate Commerce Committee, or Bill Kennard. "Billy's the one guy calling for rate controls," howls a TCI rep.

"Not rate controls," counters Tauzin. "Now that wouldn't be fair if we fixed rates where they were outrageously high, would it?"

"What I've told Kennard," he says, "is do it market by market. Look for where the cable companies are *gouging* the consumer. The FCC has the power to roll back rates where they are out of line."

"Kennard gets into these other issues where he's got no business," Tauzin sighs. Liquor ads on TV, airtime for politics. "Here he's got the power, and he doesn't use it. What's he afraid of?" Apart from the wrath of major political contributors whose contributees aren't all as invincible at home as Tauzin, not much.

"And," Tauzin adds, "every study so far shows that the rate increases are at least four times inflation. And they are much, much higher than the new programming costs at the cable companies."

That's why Tauzin will be holding hearings in the future on cable increases and, in particular, on program bundling. "Consumers want a choice," he exclaims. "They don't want to pay more for programming they didn't ask for and don't watch. That's why we gotta look at cable. And why we gotta help DBS" on program access, local station transmittal rights and copyright costs. Look to Tauzin to try to give DBS a temporary break in the must carry provision "so it can play on a level field."

Tauzin and McCain are at odds currently on the TV ratings for violence and sex. When McCain and Ed Markey, Tauzin's Democratic nemesis on the subcommittee, pushed for content-based ratings, Tauzin held a hearing in Peoria on the subject.

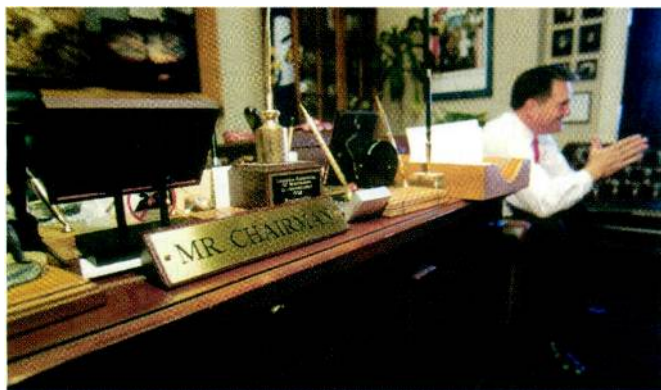
"What he did was quite fabulous, brilliant," says Valenti, who is guiding the TV ratings process. "He flew the subcommittee out there, and got 150 parents to talk about what worries them on TV. We found out that people aren't interested so much in the ratings as they are troubled by certain shows on TV. They have their own internal rating system, and that came out of Billy's hearings."

Which is why, when NBC refused to adopt the complicated content-based ratings on its shows, Tauzin refused to condemn NBC outright. "I respect NBC's right to differ. I have to separate my personal feelings about what's on TV from my role as a legislator. The Peoria hearings came out exactly as I thought. The consumers spoke."

That kind of positioning has helped Tauzin raise more than 10 times as much money from Hollywood for Republicans, among whom he is the most popular, as it gave to the GOP in the 1980s. "I tell the folks in Hollywood," he says, "You can give as much as you want to the Democrats. That's what you've always done. But look at who your real friends are," I tell them. The two most important things to Hollywood are free artistic expression and the right to earn a living. I tell them, 'It's the liberals who threaten these.'"

As for liquor ads, Tauzin laughs. "You know, if Kennard pushes that, he's gonna have Mothers Against Drunk Driving and SADD and all those groups coming up here, and they're gonna say that you shouldn't advertise beer either, and you know what? They'll be right. There's no legal way to dissociate the two [liquor and beer]. What Kennard's doing with this issue, man that's just not smart," he adds.

And smart, very smart, is the only way Tauzin likes to play. *Laissez les bon temps rouler.* ■



Tauzin is one of few politicians willing to battle the FCC.

racing from left ear to right.

One point Kennard probably gets is Tauzin's reluctance to let the FCC dictate free airtime for politicians. Other captains on Capitol Hill might be tempted to get into a jurisdictional spitting contest with the FCC on this topic, but Tauzin doesn't want a wimpy win. He goes straight for Old Glory. "It's unconstitutional! If Kennard and company want to vote me out of office, they can. But they cannot just rewrite the election laws of the United States of America." By heaven, it's the American way to spend as much as possible on campaign advertising, and Tauzin's going to defend that right to the death. "You bet!" his eyes flash. "We'll fight 'em tooth and nail."

That doesn't mean Eddie Fritts, president of the National Association of Broadcasters, is home free yet. "The NAB is a great lobbying machine, as they should be," Tauzin smiles, switching gears. "But," he leans forward, "that doesn't mean they get a free lunch."

He's talking about HDTV. "The American people will want HDTV when they see it. We didn't give broadcasters six channels because it was an even number. We gave it to them to develop HDTV. If they want to use them for other commercial purposes, that's just fine," he adds.

MARTIN SIMON/ASA

*The Seal is
like beer:*



*it makes people
just a little happier than
they were without it.*



ESPN[®]
The Magazine
COMING MARCH 12

Magazines

By Jeff Gremillion and Lisa Granatstein

Bob Guccione Jr.
is set to spin
advertisers on why
they should get in
Gear with his
new men's title

Joining the Manhunt

It's been almost nine months since *Spin* founder Bob Guccione Jr. sold the alternative-music title to Bob Miller for \$43 million. Guccione pocketed some \$17 million from the deal and went off to plan his next creation, a new men's magazine called *Gear*. With a prototype set to roll off presses next week and an Aug. 4 launch date on his calendar, Guccione has resurfaced to trumpet his ambitious foray into an increasingly crowded category. ♦ "I know there are a lot of books out there," Guccione says of the men's field. "There were 90 music books being published when I started *Spin* [in 1985], but who can

name more than five or six of them? There's always room for one more good one."

The small staff putting together the *Gear* prototype includes just-named executive editor Jack Wright, previously sports editor of the *Daily Express* in London. Kevin Stewart, a

subject; he declines to identify other investors or discuss long-term financing.

Guccione says his book will be "eclectic," covering many of the same topics that other men's books do. But he pledges a new interpretation at every turn. In looking at pop culture, *Gear* won't hesitate "to call bull----

on bull----," the editor and publisher says. Fashion will be "functional...accessible," ranging from "American sportswear to high-end Italian formal wear." Sex stories will be "intelligent discussions of sexual dynamics, not the soft-porn stuff that *Details* has," says Guccione, taking a shot at the book that seems to be his most direct competitor. "We're not going to do stories about women who seduce pizza-delivery boys," he says. "That's frat-boy stuff."

Gear's mix will also include "investigative pieces and social journalism," as well as travel, crime and humor. *Politically Incorrect's* Bill Maher is on board as a contributor, Guccione says.

Covers will feature male and female celebrities, shot by aspiring young photographers. "If you want a fresh take, you have to have fresh people," Guccione says. "Herb Ritts is boring right now." *Gear* will not include health-oriented service. "We won't do '20 Ways to Flatten Your

Abs"—that stuff is pretty pedestrian," he says.

It's a bit early to gauge *Gear's* potential appeal to advertisers, but one buyer has a soberingly practical reaction. "I'm doubtful that there's room for another book in the category," says Michael Provus of Young & Rubicam. "*Gear* sounds like it would be a good product, but it would have to be very different from what's out there now to make an impact."

That's just what Guccione is shooting for. "The book should be like a great date—visually attractive, fun, intelligent, provocative," he says. "The time you spend with it should seem to pass quickly. And when it's done, you should feel as if you can't wait for the next one."

"You know, I really feel this one," adds Guccione of his second startup. "It's so exciting to be alive and inventing again." —JG

New Edition en Español

For CN's *Glamour*, It's Spanish Spoken Here

Glamour will launch a Spanish edition this week. The joint venture between Condé Nast and Miami-based Ideas Publishing Group joins the growing ranks of titles that have begun targeting the Latino market, both in the U.S. and abroad.

While *Glamour en Español* will have the look and feel of the English-language monthly, often publishing the same features on beauty and health, the magazine will have an emphasis on Latino culture, including celebrities and topical issues. The Spanish-language version will have a distribution of 478,000, with 65,000 in the U.S. and the rest in 19 Latin American countries.

Because some words can get lost in the translation—for example, *cojer* means "to retrieve" in most of Latin America but "to do it" in Mexico, Argentina and Uruguay—a language style editor is on board to pay special attention to the Spanish language's regional nuances. "There's a commitment to have the same editorial qual-



Black & white & red all over: the *Gear* prototype, out next week

veteran of the fashion departments at *Details* and *Vibe*, has signed on as fashion director. Guccione also roped in two top business-side operatives from *Spin*, Mark Weinhouse and Jocelyn Kester, as directors of advertising and marketing, respectively.

Gear, which will be slightly oversized (9"x11"), plans to publish three bimonthly issues before going monthly in February 1999. The initial rate base will be 200,000. Guccione says he has personally sunk "a couple hundred thousand" dollars into the pro-

ity that *Glamour* puts out in the general market," says Madelin Bosakewich, publisher of *Glamour en Español*. —LG

**'Civilization' Guest Editors
A Raging Bull
Of a Grammarian**

Civilization will begin its run of guest editors with the April/May issue, due out March 17. Nelson Aldrich Jr., editorial director of the Capital Publishing title, recruited movie director Martin Scorsese to oversee the first guest-edited issue. The director's cut of *Civilization* will include a profile on *Moby-Dick* author Herman Melville, with Scorsese friend Gregory Peck contributing a sidebar. Scorsese put together one piece himself, assembling an imaginary art collection of his favorite paintings, sculptures and manuscripts.

The director's work ethic, like his directing, "was meticulous," says Aldrich. "He corrected people's grammar."

While guest editors, which *Civilization* plans to employ for an indefinite period, will hold sway over the feature well, other sections of the title will remain constant. The April/May issue will also introduce four departments for short items, each falling under a rubric of the four "signs of civilization"—designs, finds, minds and shrines.

Future guest editors are expected to include Julia Child, Saul Bellow, Paloma Picasso and Vaclav Havel. "Most celebrities are people of achievement," Aldrich says. "And we want to have such people, not only because they entertain us, but because they are really representative of the cultures they are achieving in."

Civilization's experiment with guest editors follows similar moves by Hearst's *Marie Claire*, which turned over its January issue to Gwyneth Paltrow, and *The New Yorker*, which had Roseanne take a turn in early 1996. —LG

60 SECONDS WITH...



Walter Isaacson

Managing editor, *Time*

Q. *Time's* 75th anniversary celebration on March 3 in New York will attract a host of past cover subjects, including President Clinton. What makes a *Time* cover so special? **A.** If

you've made the cover of *Time*, you've made it—for better or for worse, sometimes. And people who have been on the cover like to come back and celebrate. **Q.** Which *Man of the Year* would you most want to meet? **A.** John Paul II. I think he has an incredible moral force and philosophical force. He's been involved in the greatest movements in the century, including the fall of communism. **Q.** Is "Interngate" starting to look like Watergate? **A.** The Monica story is a modern scandal, unlike anything we've had in the past. There are probably parallels to Watergate, but there are more dissimilarities than similarities. **Q.** What's up with *Time's* heavy tech coverage? **A.** The digital revolution is to our generation as transforming as the civil rights movement or Vietnam was to previous generations. It's a big story of our time, and I want to be all over it. **Q.** Were the Olympics everything you thought they'd be and more? **A.** It's a shame they got overshadowed by Lewinsky and Iraq, and the fact they didn't get off to a very interesting start, [including the] snow delays with skiing. **Q.** If you were an Olympic athlete, what would be your sport? **A.** That's kind of a Barbara Walters question that doesn't quite apply to me. Also, I'm from Louisiana, so winter sports are not particularly my strength.

**'Death: A User's Manual'
Benetton's Colors
Dances With Mr. D.**

Colors magazine takes shock value to the heavens with its latest theme issue, *Death: A User's Manual*. "Death is the last pornographic issue left," says Oliviero Toscani, president and editorial director of the irreverent bimonthly. "Nobody talks about it. It's like sex used to be."

Launched in 1991 as a biannual by Italy-based clothier Benetton, the title is now available in seven editions and eight languages, including German, French, Croatian and Korean. The international book varies its quirky subject matter—featured subjects have included war, religion, animals and hair—employing often graphic pictures and bare-bones text.

The latest issue provides fashion tips ("what the best-dressed corpses are wearing"), insight into suicide

("Just Do It!") and other risks in life that may put you at death's door.

Not surprisingly, the issue found few takers on the advertising front (Diesel jeans among them). "We don't want to please everybody," says Toscani. "We don't want to make money! We are rich! We make a magazine we like."

Recent *Colors* advertisers have included Fiat, Renault and Moschino. The title has worldwide distribution of 350,000; some copies are given out at Benetton stores.

The magazine plans to expand to 10 issues next year and hopes to launch editions in Russian, and Chinese.

Colors' April/May issue will chew on Fat. —LG ■

Must-Reads

A compendium of noteworthy articles from recent issues:

Forget the Oscar noms... here's a real movie-buff bonanza: *EW* weighs in with an inside guide to 120 upcoming films in the spring preview double issue. *Entertainment Weekly*, Feb. 20/27

"Carbon Copy," Richard Kadrey's not-so-futuristic what-if story on the first human clone, *Wired*, March

"The Many Lives of David Geffen." John Seabrook heads to the hills for a finely crafted profile of the Hollywood rajah. *The New Yorker*, Feb. 23/March 2



A good time for the great taste: Colors includes a look at some odd burial customs.

MEDIA DISH SPECIAL

The American Association of Advertising Agencies annual Media Conference, held Feb. 11-13 at the Disneyland Hotel in Anaheim, Calif., was the largest 4A's media confab yet. More than 700 agency media executives, media celebs (such as John F. Kennedy Jr.), vendors and suppliers signed up for the conference, which also featured a trade show at which 70 companies exhibited products and services.



◀ (L. to r.) Allen Banks, executive vp, Saatchi & Saatchi, North America; Ann Banks; Mike Donahue, executive vp, AAAA; and Ave Butensky, president, Television Bureau of Advertising

▲ Steve Howe (l.), advertising sales director, *The Wall Street Journal*; and Paul Woolmington, president and chief media officer, Young & Rubicam Int'l.



▶ (L. to r.) Lee Doyle, executive vp, co-media director, Ammirati Puris Lintas; Jack Triolo, vp/associate director media planning, APL; Ingrid Sletten Wade, vp/associate director media planning, APL; Don Goldsmith, vp/associate research director, DMB&B; and Mary Hanley, senior vp, group director of media, APL Chicago



▲ (L. to r.) Dan Cohen, senior vp of advertising, *The New York Times*; O. Burtch Drake, president and CEO, AAAA; and Jyll Holzman, vp advertising sales, *the Times*



▶ (L. to r.) Jerry McCarthy, director of nat'l advertising, *The Chicago Tribune*; Ralph Rydholm, CEO, EURO RSCG Tatham; and Don Melanson, *The New York Times*



▲ Jayne Spittler (l.), senior vp, director of media research, Leo Burnett Co.; and Ellen Weinstein, DARE

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THE WINNING FOURSOME

(l. to r.) Jim Kahn (Publisher, GOLF MAGAZINE), Ralph Rydholm (CEO Euro RSCG Tatham, Chairman 4As),
Kevin McCormack (Editor, Adweek Magazine), and Joe Tirinato (SVP, Strategic Planning, TVB).

GOLF MAGAZINE®
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Magazines Publication

Oak Creek Golf Club, Anaheim, California, February 10, 1998

MEDIA DISH SPECIAL



▲ (L. to r.) Steve Greenberger, senior vp, director of print media, Grey Advertising; Sandy Spaeth, senior corporate vp/marketing, Parade Publications; Steve Blacker, vp/market research, Condé Nast; Christine Miller, evp, Magazine Publishers of America; and Jerry Kaplan, vp, director of magazine group sales, Meredith Corp.



▶ (L. to r.) Mickey; O. Burtch Drake, CEO, AAAA; Ralph Rydholm, CEO, EURO RSCG Tatham and chairman, AAAA board; and Minnie



▲ Jim Lytle, senior vp, sales, Newspapers First; and Jack Klues, executive vp, worldwide director of media, Leo Burnett Co.



▲ (L. to r.) John Babcock, president and CEO, BPI Communications; Ann Kopper; and Jim Kopper, executive director, Golf Magazine Properties



◀ (L. to r.) Bernie Flanagan, *The Wall Street Journal*; Steve Howe, ad sales director, *WSJ*; and John Kamp, senior vp, AAAA, Washington

▲ (L. to r.) Ralph Rydholm, CEO EURO RSCG Tatham; O. Burtch Drake, AAAA; and John F. Kennedy Jr., editor-in-chief, *George*



Last week, L.A. mayor Richard Riordan announced with much fanfare that the new media community of his city will henceforth be called "Digital Coast." (Apparently, L.A.'s old Silicon Valley derivative, Siliwood, was deemed unsuitable.) This new PR push is probably a good idea; it seems that the Web's reputation in Tinseltown is so sullied that some TV network executives actually banned URLs on advertising during children's programs. Bernhard Warner has the full story below. —Kevin Pearce

@deadline

Eagle Up For Grabs

Officials at new media shops affiliated with **Omnicom's** Communicade unit said that last week's gathering of the six agencies in Miami made clear a breach between Boston-based **Communicade** shop **Interactive Solutions** and **Eagle River Interactive**, Omnicom's latest new media purchase. Following the acquisition, the two shops were expected to be merged. Interactive Solutions president Chris Butler said he was unaware of any such plan. Communicade executives could not be reached for comment.

A Paid-for Starring Role

In an upcoming episode of *Homicide: Second Shift*, **NBC.com's** online version of *Homicide: Life on the Street*, a cameo role will be played by one of the show's advertisers. **Pontiac** will promote its 1998 Grand Am model through a sponsorship that includes banners and a contest. It looks like product placement: a Grand Am will be rented by one of the show's characters.

Slate's Sub Plan

Finally, after much speculation and an earlier attempt to do so, **Slate**, **Microsoft's** online political zine, will become a subscription-fee service, at \$19.95 per year. Initial plans called for Slate to launch as a paid weekly from its first issue in June 1996, and as recently as last January, Microsoft viewed the online paid model as not viable. Some of the site's content will remain free.

Once Banned, Web Is Still Suspect on Kid's TV

By Bernhard Warner

Last Fall, when Hasbro agency Griffin Bacal, N.Y., planned to include a Web site address in a TV spot for *Tonka Search & Rescue*, they ran into a slight problem.

ABC, CBS and Fox simply forbade it.

Fearing that they would guide unsuspecting children into the hands of the unknown, the networks balked at running URLs, or Web addresses, even as clients and agencies were making the Web an integral part of marketing strategies.

Since then, television networks have relaxed dramatically their stance on the inclusion of Web sites in TV spots. But the practice of policing advertisers' use of the Web to market to children continues on many levels, suggesting that perceptions of the Internet as a vast, unpredictable—even dangerous—medium still linger.

In December, Fox Kids Net repealed a policy that categorically barred advertisers from inserting URLs in the body of any commercial slotted during children's programming blocks. The policy was adopted to protect children's privacy, said Ruth Levenson, director of commercial clearance and public service at Fox. Once the network was satisfied that advertisers, with the help of watchdog groups such as the Chil-

dren's Advertising Review Unit, were doing a satisfactory job of making their sites more secure for kids, Fox softened its position. "Now we're just going with the times," said Levenson.

Time Warner has no stated policy on the placement of URLs in TV spots broadcast on Kids WE, but the www's are accepted "on a trial basis," said Rick Mater, vp of broadcasting standards at the WB Network, Burbank, Calif.

"We've allowed it in the past, but we're keeping our eye on it," Mater said. URLs that link to unsavory content or improperly worded market-



Tiger Electronics was among the advertisers that met with resistance over promoting its site.

ing messages—such as sweepstakes—are some of the issues that WB would flag.

ABC, NBC and CBS have made URLs one of the content checkpoints that is reviewed before a spot can be aired. Several agencies cited CBS and Fox as the networks with the most stringent policies as of last fall.

Despite the Web's increasing acceptance as a mainstream medium, the extra layer of scrutiny is nothing new for ad execs with youth-directed clients. "When we get into pure kid time, if we have a major buy on a station we comply," said Stephen Kolker, president of Posnick and Kolker, the New York agency for Tiger Electronics, makers of Giga Pets. ■

Search News Features Reviews People Events

[MODEM & POPPE TANGO](#) p. 28 | [WHAT TO DO WITH WEBCRAWLER](#) p. 30 |

[MORE NEW MEDIA FOR MOORE](#) p. 30 | [THE BACK-TO-BASICS OF WEB DESIGN](#) p. 31 |

b i t s

▶ **Yahoo**, Santa Clara, Calif., will unveil today its long awaited Yahoo platinum **Visa Card**. Issued by **First USA**, Wilmington, Del., the card offers a fixed APR of 9.9% and is touted as the first card with a risk-free online shopping guarantee. The card will be promoted throughout Yahoo beginning this week. Separately, the company launched Yahoo Finance Tax Center in time for filing season.

▶ Late last month, **Procter & Gamble**, Cincinnati, quietly launched a new Web site for **Dryel**, the packaged goods maker's new at-home fabric care product for dry-clean-only clothes. The site, developed by new media agency **iMC2**, Dallas, offers product information.

▶ With hopes of luring international advertisers, **LinkExchange**, the San Francisco-based ad network, is today launching a new service that targets sites and audiences by language. LinkExchange's 200,000-plus Web sites are packaged to advertisers by category.

▶ **Total College Network**, a Raleigh, N.C.-based online sports network, said it would launch a whopping 42 new sites today. Each of the sites would focus on sports at major colleges. The sites' features will include schedules, news and real-time cybercasts.

▶ **Macromedia**, San Francisco, has formed a new entertainment site called **ShockRave** to promote Shockwave, its animation technology. **United Media**, **Comedy Central**, **Columbia TriStar** and **SegaSoft Networks** have provided games, puzzles and cartoons created with Shockwave.

▶ **Poppe Tyson**, New York, has relaunched a Web site for **LendingTree**, Charlotte, N.C., a free online consumer lending service that links applicants with financial institutions. The agency will handle ongoing maintenance of the site. Poppe beat out two other new media agencies for the assignment.

▶ **24/7 Media** has named **Grybauskas Beatrice**, both New York, to create a print campaign targeting sites and advertisers. The online ad sales firm's online campaign will be handled by Grybauskas' new media arm, **Blue Dingo Digital**.

▶ **SaveSmart**, Mountain View, Calif.-based online promotions company, secured \$14 million in funding, it announced last week. Major investors include: **Cendant Corp.**, Stamford, Conn., **DataCard Corp.**, Minnetonka, Minn., **Draper International**, San Francisco, **Intel**, Santa Clara, Calif., **Microsoft**, Redmond, Wash., and **Softbank Technology Ventures**, San Jose, Calif.

New Search Engine Allows Sites to Pay Their Way to Top

BY LAURA RICH—Idealab, an incubator of such new media startups as eToys and CitySearch, is turning the search engine paradigm on its head with the launch of a new site. **GoTo.com**, unveiled at the TED Conference in Monterey, Calif., over the weekend, makes all of its result positions available for purchase by Web sites.

Through an auction setup, sites may bid on the cost per click-through they will pay for a keyword, the term typed into a search form by users. The prices ultimately paid will be listed next to each search, and each listing will be ranked according to who paid the most for that particular keyword.

"My contention is that search results get better" when the listings are paid for, said Bill Gross, chairman of Idealab, Pasadena, Calif. Comparing the scheme to the yellow pages, Gross makes the assumption that advertisers who can afford to pay for such spots and ads are more relevant to the consumer's quest.

"How much money you pay is a better indication of the site," said Gross. Traditional searches rank sites by a variety of relevancy indicators, usually after a soft-

ware "spider" has analyzed their content.

GoTo will also rank paid and unpaid sites according to user and editor input. Jeffrey Brewer, who helped co-found CitySearch, will be the company's chief executive officer.

The new search engine was tested with 1 million users in January; 80 of the top 100 online advertisers approached for the beta test agreed to participate.

Now in its official launch, advertisers will be able to sign up for keywords at the site and submit their bidding price there. Gross expects that

the cost-per-click rates will be lower at first, under 10 cents per click, until more advertisers are involved and the market becomes more competitive.

Run of site and keyword banners will be sold along the lines of existing search engines. GoTo will be branded to users through a radio and billboard campaign, as well as through online media, all beginning in March. A search for an ad agency is in its final stages, with all shops based in Southern California, said Gross, who added that the campaign will center around the concept, "Don't Search, GoTo." ■



Idealab's new site will bring a yellow pages philosophy to search engine results.

Poppe, Modem Deny Consolidation Rumors

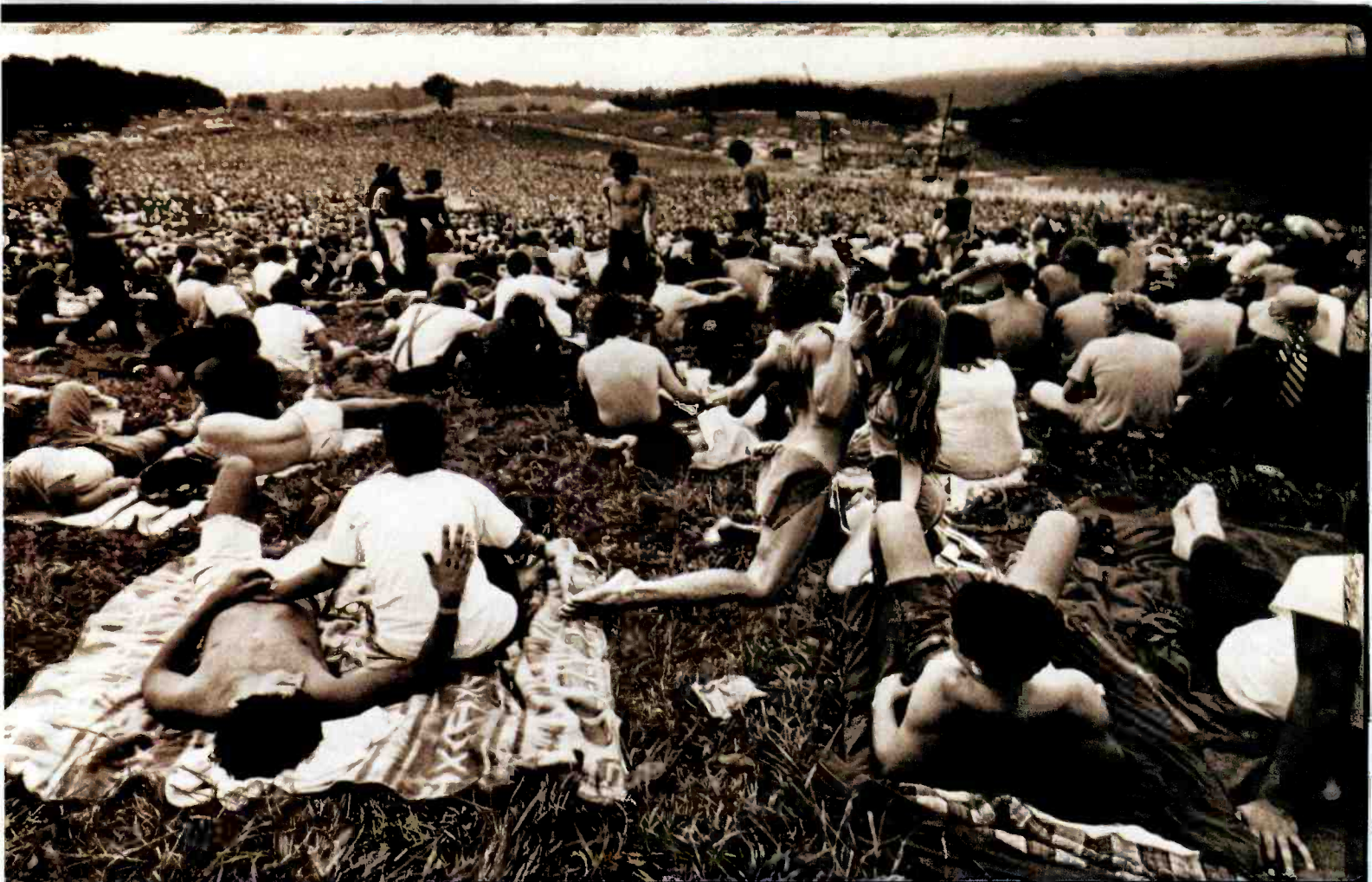
BY LAURA RICH—Since agency conglomerates BJK&E and True North Communications finally agreed to a merger last month, many in the new media industry have been speculating about the future of the two powerful new media brands brought to the table: BJK&E's Poppe Tyson and True North's Modem Media, a unit of new media holding company TN Technologies.

Top officials at the two shops said they will be ready to reveal a full-scale plan by April. Both sides stated that, despite rumors to the contrary, a merger between the networks would not take place.

"This isn't a consolidation," insisted Kevin Clark, chief executive officer of Poppe Tyson, the acquired shop in the transaction. Instead, "there's an appealing synergy there," said Bob Allen, president of Modem Media, pointing out the lack of con-

flicting clients in each shop's roster. As well, Poppe brings a strong international network. Modem's greater contribution is its online media buying and planning capability. The company also boasts AT&T as a client, which accounts for more than two-thirds of revenues, according to filings with the Securities & Exchange Commission.

Sources said the company has plans to make another run at the stock market this year—an attempt last year fell short—but Allen denied this, saying the timing would be unrealistic. He called the new relations between Modem and Poppe "getting to know each other again," in reference to an earlier attempt between the two shops to form a merger independent of Poppe's parent company (Modem had not yet been merged with TN Technologies). Said Allen, "It's been 18 months since we've had these discussions; a lot has changed." ■



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Plans for WebCrawler

Ever since Excite acquired WebCrawler in December of 1996, skeptics have wondered: What will they do with a separate brand in precisely the same market segment?

Now, at a time when most search engines are trying to be more—with communities, content tie-ins and chats—Excite has explained: it wants WebCrawler to be less.

WebCrawler will be repositioned as a faster, streamlined service, with different Internet-based tools. The site will be reduced graphically for the fastest page-loading time possible, and will include a daily tool box with baby-name finders, calculators, free email services and the like. Daily changing subjects will include health and fitness, work, personal finance and travel.

“Excite is more of a free online service,” said Joe Kraus, senior vice president and co-founder of Excite. “WebCrawler is focused to be the shortest distance between the consumer and what they want on the Web.”

Both Excite sites rank among Media Metrix’s top ten largest sites for last year, according to measurements of unduplicated audience reach at home and at work. WebCrawler has an advantage, Kraus said, because of its early position in the market.

“The WebCrawler acquisition has been confusing to me because I didn’t see the immediate synergy,” said Jesse Berst, editorial director of AnchorDesk.com. “Now finally I see some changes. There’s still some room for a pure search site.”

Excite will have to put considerable muscle into making its brand a leader as an online service against similarly positioned Lycos and Yahoo, as well as AOL. WebCrawler will be pitted against Alta Vista and Microsoft/Inktomi. “It’s hard enough to have one big brand, much less two,” Berst said.—*Anya Sacharow*

IQ movers

Wink Communications, Alameda, Calif., has named **Paritosh Choksi** chief financial officer. He had been cfo and director at Phoenix American, San Francisco. . . Click Interactive, a Chicago-based electronic commerce firm, named **John Garber**, formerly of Motorola, Chicago, president. . . **Josh Rose** has been named associate creative director at BoxTop, Los Angeles. Rose had been creative director at Digital Evolution, Brentwood, Calif. . . At Muze, New York: **Anthony Patterson** was named ceo and **Anthony Laudico** was named senior vp of marketing and business development. Patterson had been general manager of Trade Service Corp.’s Entertainment Group; Laudico was a consultant.



INSIDER

NEW MEDIA, 24/7

By Laura Rich

David Moore has a true new media pedigree. He spent years in the “new” medium of cable TV, back “when cable wasn’t cool.” He developed Whittle-style special interest TV before Whittle. He was a television rep in the early years, “when there

were 30 reps,” he recalls. “Now there are three.”

Moore, 45, still has an appetite for the unproven turf. As chief executive officer of 24/7 Media—the product of the merger of Petry Interactive (of which Moore was CEO), Interactive Imaginations and the staff behind Katz Millennium Marketing—he now oversees one of the largest ad sales organizations in new media.

24/7, which claims some 200 mid- to large-sized sites and 30 sales reps, is now ready to take on DoubleClick Network, considered the market leader with 80 sales reps, 60-odd sites and strong brand awareness among media buyers.

The difference between the two firms, says Moore, “is, we view ourselves as a media company; DoubleClick views itself as a technology company.” Moore says that 24/7 was almost named CLOOP, for closed-loop marketing. He expects to distinguish 24/7 with a direct marketing slant, using better demographics for more acute targeting online. “That will be the holy grail,” he says. And then, he predicts, the Internet will take “accountability” in advertising to a whole new level.

Moore has always brought this sort of bottom-line orientation to his new media endeavors. Following a brief stint at the now defunct TV rep firm PGW, Moore made his leap into cable, joining Turner Broadcasting in 1979. Moore was later recruited to lead the sales force at Viacom-owned Cable Health Network, which ultimately merged with Lifetime Network. Responsible for combining the networks’ sales teams, he remembers the experience as drawn out, less than graceful—and a drag on sales performance.

24/7’s network includes sites from Petry Interactive, Interactive Imaginations and Katz.

But that was 1984; this time around, things will be different. Moore plans to divvy up New York between two sales teams—a strategy common in traditional media, but not so in the leaner new media. Thus, in addition to challenging DoubleClick, salespeople will have each other to compete against.

Ultimately, Moore expects a convergence of media, where he’ll be able to identify users whether they’re using the Internet, reading a magazine, or watching TV.

“I’ll someday be involved in some octopus of media,” he says. “The ad sell of the future will not be media-centric. It will be audience-centric.” ■





Grounding Cyberspace

Web creative types concentrate on the nuts and bolts. *By Laura Rich*

In a lab in Salt Lake City, a computer learns by scanning Internet users' eyes as they watch a flickering screen. Their eyes are tracked by a hidden camera; a laser beam is centered on their pupils.

It may sound like an episode of "The X-Files," but this setup is simply one ad agency's approach to

of Web work will focus on delivering desired objects within users' "fixation points," and eye tracking, he hopes, will deliver up directions to getting the desired click-throughs.

And, "even if they click on the right thing, was it hard for them to get there?" asks Hendricks of users' online habits. These and other questions will be put to the eyeball test.

Though DSW's move toward design automation is a high-tech example, there can be little doubt that Web design is trending toward a more nuts-and-bolts approach. Across the country, new media firms surveyed by *IQ* are paying more attention to the user's experience and developing techniques to market more efficiently online.

Take the case of DSW client InFocus, a screen projector manufacturer. The agency had created a Web site based on its art directors' plans. Testing the site with the eye-tracking technology, however, the agency discovered that the all-important descriptor line for InFocus, "data/video projectors," which was situated under the InFocus logo in the bottom left corner of the screen, often went unseen by users. This finding, and others, led the shop to redesign the page to make sure users were drawn to the most important elements of the site.

"We're marketers; we want to guide their experience," says Hendricks.

"On some levels, there has been a kind of coming to their senses" on the part of Web creative types, notes Roger Black, legendary magazine designer and chief executive officer of Interactive Bureau, which has created sites for MSNBC and @home Network.

No longer, predicts Black, will there be an abundance of high-end sites targeted at mainstream consumers. The early days of Web design saw a bandwidth-hogging transference of high-end, CD-ROM-style multimedia to the Internet. These days,

Web design. DSW Partners, which boasts Intel as a leading client, intends to follow the blueprint of users' clinically proven navigation habits to lay out a page when creating Web sites for clients.

Ron Hendricks, director of production, interactive, at DSW, suggests that the more analytical approach is a sign of the times. He even goes so far as to predict that Web design "is going to change as a result of eye tracking." The new era

Designers are focusing on the user experience—starting with the eyeballs.



JOHN UELAND



thanks to increased involvement on the part of more sophisticated marketers and established creative execs, online efforts are falling along more acceptable lines of consumption.

"There was an overconfidence in multimedia and a feeling that the Web would take the place of CD-ROM," recalls Black. "Now, we're seeing sites that are really simple."

Simple in their messages, simple in style and simple in size seems to be the word from Black and others leading the field.

Rich Giuliani, chief creative officer at Chicago-based Quantum Leap, which claims American Airlines and Microsoft as clients, notes that as marketers have become more aware of how their new media dollars are being spent, they have called for higher standards from their agencies.

"We'll still play with bells and whistles," affirms Giuliani, but he doesn't expect to see too much more exploitation of whizbang tools like Sun Microsystems' Java—often used for nonessential flash by Web designers—blanketing the Web.

"Nineteen ninety-eight will be about increasing sophistication rather than dramatic invention," he proclaims. This year, he predicts, will be about "standardization, refinement." Look for continued use of the increasingly common left-hand

allowing designers to use one set of code, instead of two or more. "Now, you do both!" he complains.

Of course, designers will never defeat the device-independent nature of the Web itself, which allows users to change preferences, to choose hardware and generally wreak havoc with the placement of objects on the page. Hence the "optimized for" tag is likely to be affixed to Web pages for some time to come.

Like Black, Gino Lee, president of Studio Verso, a Web design firm based in San Francisco, sees the design industry moving toward greater simplicity in the delivery of messages to users, but implementing them will continue to be more complicated.

"We'll still play with bells and whistles," says Giuliani. But he doesn't expect to see too much exploitation of whiz-bang tools.

"It's going to get harder," he says. The introduction of new forms of Internet access calls for additional tinkering of pages. "Different browser vendors are not getting it and it's making designers' lives miserable."

Also this year, marketers will pull their new media messages into line, Giuliani says. As an example, he points to the inconsistencies between Miller Brewing's TV and print campaigns and its online renditions. While Miller Lite's latest

slew of TV ads have centered on adman "Dick," a more upscale, sardonic sell, the brewer has maintained its younger-skewing MGD Tap Room online. "You won't see that so much more with major brands," Giuliani says.

Marketers' growing savviness about the medium and their willingness to give new media its own line in the budget are no doubt fueling such a trend. In turn, the rise of measures of accountability in design, like eye tracking and detailed demographic information, help, too.

So is "creative" getting less, um, *creative*?

Roger Black says no, but being aware of such depressing details as download time is imperative. "It's everything we can do to remember to drag ourselves over to a slow machine," he says. "[But] on the Web, you're getting people to do stuff. It's called *'interactivity!'*" ■

Noted magazine designer

Roger Black promotes

simplicity at his site;

DSW Partners' work for

InFocus got a post-

mortem from a computer.



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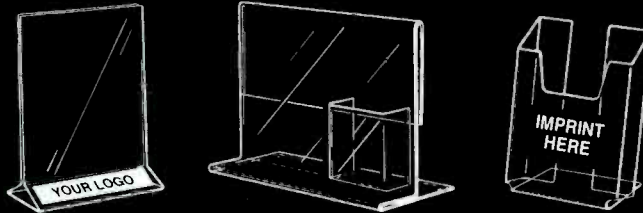
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RADIO COMMERCIALS

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or production

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DRAMA,
PATHOS**

(and the other
Musketeers)

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Chuck Blore
COMPANY**

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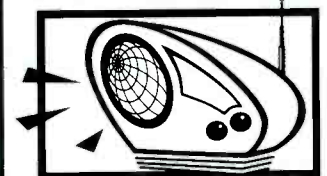
RADIO PRODUCTION

Radiolana

- Nike.
- Levi's.
- Gallo.
- Pepsi.
- Blue Diamond.
- Hardee's.
- Jiffy Lube.
- Stash Tea.
- Texaco.
- Keller Veterinary.
- 503-224-9288.

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RESOURCE ON THE
PLANET.**

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Cool new web site: wwwwadio.com

**Catch a Creative Genius
ADWEEK
CLASSIFIED**

EASTERN SERVICES & RESOURCES

RADIO PRODUCTION

COOKIE LOVES HER CLIOS.

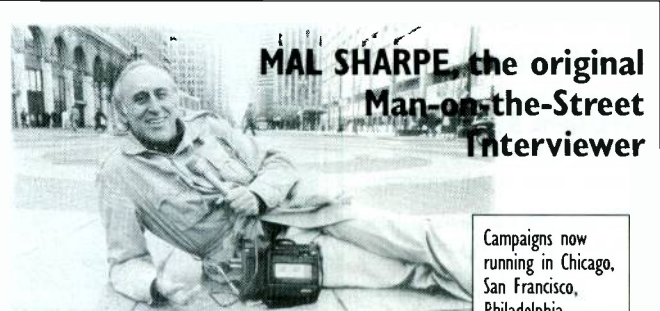
Wheee!
I'm naked!



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

Sarley, Bigg & Bedder
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RADIO PRODUCTION



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

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running in Chicago,
San Francisco,
Philadelphia
& Minneapolis.

CALL (510) 843-7655 (CA)

RADIO PRODUCTION

**If You Don't Like Our Reel,
Please Call 212-661-2968.**

If you haven't heard it yet,
call **1-800-776-OINK** and
we'll send you a copy.



RADIO PRODUCTION

AMAZING NEW TECHNOLOGY!

Press this ad to your ear to hear
our latest Radio Ranch Demo reel.

[If this ad has crashed, call or fax for a free tape]

Dick Orkin's Radio Ranch

Phone 213.462.4966 Fax 213.856.4311

**TRANSLATIONS/
LANGUAGE SERVICES**

SPANISH TRANSLATION
307/366-2290 or spantran@tctwest.net

TV PRODUCTION

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

VOICES

INSTANT SPOTS & VO's • COMREX ISDN
TED LARSEN • WORLDWIDE
508-741-4949 Email: timedia@aol.com

WEBSITE DESIGN

wwwdesign@594.com 212-560-7412

YELLOW PAGE SERVICES

O'Halloran Advertising, Inc.
Serving Nat'l & Regional advertisers.
Strategic marketing designs, mapping,
demographics & business data all
at no added cost. (800) 762-0054.

**USE ADWEEK MAGAZINES
TO GET NATIONAL EXPOSURE.**

OFFERS & OPPORTUNITIES

BUSINESS OPPORTUNITIES

OUTDOOR ADVERTISING MEDIA -- BEACHES

Los Angeles County is seeking separate offers for two marketing programs on 17 beaches:

- (1) Media Sales opportunity - We will assign you 119 telephone kiosk ad panels (27"X54") for resale;
- (2) Lifeguard tower ad panels - Your company sponsors 320 name identification spaces (1'X3') on 3'X3' tideboards.

Contact (310) 305-9562 for more information. Offers must be submitted by March 2, 1998 at 6:00 p.m. to the Department of Beaches and Harbors, Marketing Section, 13837 Fiji Way, Marina del Rey, CA 90292.

MERGERS & ACQUISITIONS

WANT TO EXPAND INTO SAN FRANCISCO?

Fast growing SF ad agency with high-tech, financial and sports accounts seeking to merge with agency wanting to move into SF. Seeking the right match, not in need of money. Respond in confidence to:

Box 00749, Adweek, 5055 Wilshire Blvd., Los Angeles, CA 90036

SPECIAL EVENTS

Celebrity Chat

with Erwin Ephron
Wed., Feb. 25th
@ 5:00PM (EST)
WWW.AMIC.COM

THE HOT SITE FOR
MEDIA PROFESSIONALS

OFFICE SPACE

Office Space near Flatiron

Ideal for work group of 6-12 people—ad agency, design or PR firm—or individuals. Skylights, copier, broadcast fax. Share conference room with us. Professional but not stuffy work environment. Call 685-2682, x. 225.

For Classified Advertising Rates

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

HELP WANTED

ADVERTISING MANAGER

Bring your strong creative abilities and prior advertising experience to USA Networks, a leading broadcast entertainment conglomerate. Currently we are seeking an accomplished professional to assume an important managerial role in our Advertising Dept.

The successful candidate will be responsible for managing the advertising development process from strategy to creation/development/evaluation/production and media planning on various projects, and interfacing with On-Air to ensure programming consistency.

To qualify, you must have a college degree and 6+ years advertising experience; some entertainment industry marketing experience is a plus. The successful candidate must possess strong verbal and written communication skills; be well-organized and able to handle multiple tasks in a deadline-driven environment. Strong strategic and analytical skills are essential.

We offer a competitive salary commensurate with experience and an outstanding benefits package. Please mail/fax your resume, which must include salary requirements (**ONLY RESUMES WITH SALARY REQS WILL BE CONSIDERED**), to:
HR Dept AM, USA Networks, 1230 Avenue of the Americas, NY, NY 10020. Fax: 212-262-5343. No phone calls please.
 EOE M/F.



CUSTOMER SERVICE MANAGER

Direct Mail

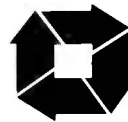
Southern California Location

Pacific Communication Concepts, Inc. (PCCI) is a full service, direct mail production facility located in Los Angeles. Our reputation for superior customer service has resulted in many

long-term relationships with major corporations and advertising agencies. Our customer base continues to grow, creating this opportunity

for an experienced Customer Service professional to supervise a team of fifteen Customer Service representatives.

A minimum of 2 years of supervisory/management experience within a direct mail environment is required. We offer a competitive salary and an excellent benefits package. Send resumes, which must include salary history, to: A-67, P.O. Box 2068, Philadelphia, PA 19103. EOE, M/F/D/V.



Pacific Communication Concepts, Inc.

PRINT PRODUCTION MANAGER

The New York Times is looking for a promotion production manager who can work cooperatively within a team environment and manage a heavy workload while under tight deadlines. The candidate will report to the senior Production Manager and be responsible for working with Art Directors and other departmental managers to produce high-quality promotion materials in a timely and cost-efficient manner. Must be able to develop budgets, obtain and evaluate bids, select vendors, track costs and scheduling, report regularly on job status, go on press OK's when needed, manage the mailing process, the purchase of mail lists and the imprinting of promotion materials, supervise and develop support staff, and handle administrative assignments. We are looking for candidates with expertise in all duties described above, 5 to 10 years experience in print production (4c, 2c, b/w, web and sheet fed) in publishing, advertising or a comparable industry, including managerial responsibilities, ability to use Macintosh programs, familiarity with postal regulations, good communications skills and a track record in problem solving.

We offer a competitive salary and benefits package.

If you are interested in this position, please send your resume and cover letter to:

The New York Times

229-West 43rd Street
 ATTN: Human Resources Dept., Dept. LH
 New York, NY 10036

We regret that we will only be able to respond to those candidates selected for an interview.
 EOE

AD SALES

Natl B-toB pub seeking NE Sales Rep. Indiv is college educated with strong DOS comp skills and 3-5 years print media sales exp, agency bkgd a +. Home ofc supplied, strong base of accts. Earning potl 80K + exps & bfts.

Fax Resume to Ad Dir 201 387 2976.

COPYWRITER

Newport Beach Hispanic ad agency seeks a Copywriter with 3-5 years experience. Must be bilingual and bicultural. Competitive salary and excellent benefits package offered. Please fax resume to:

(714) 851-5138

CD, AD, CW, MP, AE and AAE Needed ASAP.

CREATIVE DIRECTOR

Great writer. Seasoned pro. Great book, great reel. Inspiring presenter. Capable of leading a strong team.

ART DIRECTOR

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

COPYWRITER

Min. 4 years experience, great conceptual skills a must.

MEDIA PLANNER

Min. 7 years experience, heavy broadcast a must.

ACCOUNT EXECUTIVE

Min. 4 years consumer experience.

ASST. ACCOUNT EXECUTIVE

Entry-level, college degree, knack for details, love to work hard.

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

No phone calls, please.



Hadeler Sullivan & Law Advertising

Three Lincoln Centre, 5430 LBJ, Suite 1100, Dallas Texas 75240

HELP WANTED

Come Write Your Great Direct Response Copy in Beautiful Vermont

ONE OF THE COUNTRY'S top direct response marketing agencies is looking to fill a new position. We need to find another top-flight creative/concept/copy person with a minimum of 5 years experience in DR.

Evergreen is a growing direct response agency with national accounts specializing in the 50+ marketplace. We write ads that pull, packages that convert, catalogs that sell, newsletters that retain customers, and TV spots that get response. Your proven track record should show that you've done all that, too.

You'll work with a small team of professionals and a support staff second to none. Our bonuses, profit-sharing and other benefits are some of the tangible rewards.

But so is Vermont...which is why we're in this lively college town. Clean air. Good schools. Great skiing, boating, hiking, and more.

We'll probably start you for less than you're worth. But show us your mettle, and you won't be reading job ads again.



Fax, e-mail or write us (please don't call):
 Bob Kesner
 802-388-3091, fax:
 Bob@eamnet.com, e-mail
EVERGREEN
 ADVERTISING &
 MARKETING INC.

2 Maple Street, Suite 300, Middlebury, VT 05753

ACCOUNT EXECUTIVE

Leading trade publication in advanced television technology market is seeking an Account Executive to sell advertising space. Great opportunity with expanding publication. Minimum 2 years' experience in ad sales. Experience in publishing/technology sales preferred.

Please send resume with salary requirements to:
 Human Resources Dept.-SLSDTV

Cahners Publishing Company

245 W. 17th Street
 New York, NY 10011
 or fax to: (212) 727-2425

We appreciate your responses but will only be replying to candidates selected for an interview.
 EOE M/F/D/V

MAGAZINE PROMOTION MANAGER

Work directly with the publishers/ad directors of three of our magazines to produce advertising sales promotion material. Require strong conceptual, copywriting, graphics/design sense. Responsible for projects from concept to finished product. Excellent opportunity to be part of a growth-oriented, multi-publication business communications company in Teaneck, NJ office. Competitive compensation and benefits. Write or FAX resume with covering letter to:

Macfadden Business Communications Group
 1086 Teaneck Road, Teaneck, NJ 07666
 FAX: 201-833-1316

SPOT TELEVISION BUYER

Jobshare & Fulltime Positions Available

We are a fast growing international media trading company located in Rockland County. Seeking individuals with strong TV negotiating skills, detail oriented, aggressive & highly motivated. Enormous growth potential in a fast paced environment. Trade experience preferred but not necessary.

Please fax resume to:

Lissette Vilato @ (914) 735-0505

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

TELEMARKETING

Leading media barter company seeking experienced professional telemarketers. Contacting senior management in Fortune 500 companies. Looking for highly motivated aggressive self-starters. Barter experience a plus. \$125,000 first year plus perks.

SVP, Business Development
 Fax #: 212-755-6312

ACCOUNT MANAGER

Established Mid-size NYC Communications Agency needs hard-working, experienced (5+ yrs.) sales promotion professional. HBA exp. a plus. Also need JR AE's willing to work hard and smart. RUSH resume with salary requirement to:

FAX: 212-661-8906

HEADHUNTER WANTED

One of New York's most prestigious and successful account management recruiting firms is looking for a recruiter. If you are in either general or direct advertising or an HR person who knows and loves advertising but who wants to recruit, please contact us. Candidates must be passionate about the business and committed to recruiting. We are growing rapidly and have many opportunities for the right person. Our employees know about this ad. Please send resume in confidence to:

ADWEEK Classified, Box 4046
 1515 Broadway, 12th fl.
 New York, NY 10036

PRINT PRODUCTION PROFESSIONAL

High volume advertising agency seeks Print Production Professional. 7-10 years agency experience required. Computer experience a must. Be part of an aggressive management team, taking this fast-growing Midtown agency to the next level.

Fax responses to:
PRESIDENT
 212/986-3484

ETHICAL/OTC BKGD?

Some of the fastest-growing agencies have the following optys for those w/advtg exp:

- ACCT MGRS.....\$50-100K
- COPYWRITER.....\$70-90K
- GRAPHIC DESIGNERS.....To \$60K

Please fax resumes to:

KIM TANNU
 212-818-0200 Fax 212-818-0216

Classified Advertising
 1-800-7-ADWEEK

Jr. Buyer-National Television

American Home Products is distinguished as a global leader in the research, development, manufacturing, and marketing of health care and agricultural products that bring science to life.

An exciting opportunity awaits you in our fast-paced, in-house advertising agency. As a Jr. Buyer, you will be responsible for day-to-day maintenance and assist in all of the aspects of the planning and negotiation process for prime time, sports, late night, and syndication.

The selected candidate must have 2+ years' experience in national television and possess strong computer, communication, and organizational skills.

If you can appreciate the advantages of joining one of the most innovative, globally respected companies in the industry, we invite you to forward your resume with salary requirements in confidence to: **John F. Murray Advertising Agency, WH-R Human Resources Department, Attn: KH, Five Giralda Farms, Madison, New Jersey 07940; e-mail: HoffmaK@ahp.com** Only those candidates with salary requirements and backgrounds that are of immediate interest will be contacted. No phone calls please. Principals only. EOE M/F/D/V



AMERICAN HOME PRODUCTS CORPORATION

ADVERTISING

Tradewell Inc., the 21 year old premiere media barter company, has the following opportunities available:

- Print Media Negotiator**
- Senior Broadcast Buyer**
- Junior 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:

Attn: Paul Steinberg
 Fax: (212) 319-6234

JR. COPYWRITER

Newport Beach Hispanic ad agency seeks a Jr. Copywriter with entry level to 2 years experience. Must be bilingual and bicultural. Competitive salary and excellent benefits package offered. Please fax resume to: (714) 851-5138

CALL 1-800-7-ADWEEK

HELP WANTED

ARBITRON SEEKS CUSTOMER-FOCUSED INDIVIDUALS

Client Service Representative, Advertiser/Agency Services, Dallas

Conduct product demos, train clients on Arbitron software, respond to client inquiries regarding quantitative and qualitative data. Ideal candidate: Two years media experience (Agency and/or Radio); familiarity using both quantitative and qualitative data (Media Professional, Scarborough); strong presentation skills; and, willingness to travel.

Sales Assistant, Radio Station Services, Dallas

Need detail-oriented individual to work independently, handle heavy phone traffic, coordinate and prioritize multiple tasks. Secretarial experience, good written/verbal communication and PC skills required. Bilingual skills (English/Spanish) strongly desired.

Account Supervisor, Marketing Communications, New York

Write brochures, newsletter stories, ads, press releases; work on conferences; juggle multiple projects, work in a team environment, offer solutions for marketing challenges. Ideal candidate: 3-4 years experience in marketing communications, marketing or PR; excellent project management, writing, PC skills.

Resumes to:

Glenn Fernandez
The Arbitron Company
 142 West 57th Street, New York, NY 10019-3300
 E-mail: glenn.fernandez@arbitron.com



MEDIA POSITIONS

Bozell Worldwide, Inc., a major international advertising agency, is seeking talented media planners and senior-level media planners. The chosen candidates must possess solid planning backgrounds, with a minimum of 2 years of media planning experience. Senior level planners require a minimum of 4+ years experience. Candidates should be motivated self starters with strong verbal and written communication skills and superior math and analytical skills. Preference will be given to those individuals possessing automotive dealer advertising experience. Some travel required.

Applicants must be team players with a high level of interpersonal skills, able to manage multiple projects while meeting deadlines and with major attention to detail. Computer literacy is essential with Donovan experience a plus. An undergraduate degree and the ability to work effectively under pressure necessary. If you meet these qualifications and are interested in working in a fast-paced friendly environment, please fax your resume with salary requirements in confidence to Danie Twymon at (248) 358-8874 or mail to:

Bozell Worldwide, Inc.

1000 Town Center, Suite 1500, Southfield, MI 48075-1241
 EOE/AA/M/F/H/V

SR. RESEARCH ANALYST

Publisher of Rolling Stone, US and Men's Journal seeks media professional w/min 2yrs exp in magazine research or media planning for exciting oppy in team-oriented environment. Working knowl of research systems & MRI, PIB, JD Power, Intelliquest or TRU, exc writing & analytical skills & MS Word/Excel req'd. Exp w/MAC systems & Persuasion pref'd. Send resume w/salary requirements to: Box LS

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1290 Avenue of the Americas
 NY, NY 10104
 No calls.
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More than 50 positions coast to coast! Reach General Managers and Sales Managers nationwide!
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fax:
303-368-9675

Intro offer \$9.95



SALES PROMOTION SPECIALIST

Fisher-Price has joined together with Mattel to become the No. 1 toy and children's products company in the world. To help support this growth, Fisher-Price has an excellent opportunity for a Sales Promotion Specialist at its headquarters in Western New York State.

As a Sales Promotion Specialist, you would be responsible for the development, implementation and management of retail marketing programs for some of Fisher-Price's largest corporate customers. Duties would also include the analysis and evaluation of programs and working closely with Fisher-Price vendors as well as marketing and sales groups.

The ideal candidate will have a BS in Business or Marketing with at least 3 years experience in developing retail promotion and merchandising programs for a major consumer packaged goods manufacturer/marketer. Excellent analytical, interpersonal, and communication skills a must.

For immediate consideration, send your resume and salary requirements to: Fisher-Price, Employment Dept. - SPS, 636 Girard Ave., East Aurora, NY 14052. Fax: (716) 687-3238.

An Equal Opportunity Employer

No phone calls or agencies, please.

ACCOUNT MANAGERS

The Skip Barber Racing School, a Connecticut based sports marketing company is seeking Account Managers with excellent project management and communication skills.

Send resume to:

Sales & Marketing Department
 29 Brook Street
 Lakeville, CT 06039
 Fax: 860.435.1321

NO PHONE CALLS PLEASE



The World's Best Racing and Driving School

RETAIL MARKETING COORDINATOR

Apparel Manufacturer looking for individual to handle CO-OP & POP programs. Assist in execution of overall Advertising plan, Market/Product research & Development/Execution of Promotional projects. 3-5 years experience, with Marketing degree preferred. Excellent compensation package.

Send resume to:

Mary E. Farallo, PHR
Director of Human Resources
New Era Cap Co, Inc.
 8061 Erie Road
 Derby, NY 14047
or fax to: (716) 549-0984

EOE

DR Media Pro

Leading provider of relationship-oriented sex education videos for adults seeks a resourceful, take charge direct response media professional with strong analytical skills to lead our in-house agency. We're looking for 5+ years experience in direct response including print and broadcast.

We offer excellent compensation, benefits and a friendly team environment. If you are ready to take on this challenging role send a resume and cover letter to: Managing Director,

The Sinclair Institute

1829 E. Franklin St.
 Chapel Hill, NC 27514
or fax 919-929-3026.
 Visit our website at
www.bettersex.com

HELP WANTED

CORPORATE PARTNERSHIPS COORDINATOR

Liberty Science Center, "One of America's best science museums", is seeking a creative and organized marketing professional to assist in the development and execution of targeted promotions and sponsorships with third party partners. This position offers lots of room for creative partnership solutions. Primary responsibilities include promotion creation, implementation, and measurement.

Requirements include a bachelor's degree, strong project development skills and a minimum of 3 years promotional experience. Candidate should be detail-oriented, a self-starter, and have the ability to work independently and juggle multiple responsibilities. Excellent communication and computer/Internet skills are also required. LSC offers a competitive salary and excellent benefits package. For consideration, submit resume with salary requirements to: Liberty Science Center, HR Dept. CCP, 251 Phillip Street, Jersey City, NJ 07305, fax (201) 432-5111.

EOE,
MF/D/V



The Hottest Opportunities On The Planet

SENIOR ACCOUNT EXECUTIVE INTERACTIVE SALES

To qualify for this position, you must possess 5-7 years' ad sales experience; Web ad sales experience; a proven track record; and contacts in NYC.

AD SALES EXECUTIVE INTERACTIVE SALES

The ideal candidate will have 3-5 years' ad sales experience and Web ad sales experience. Established contacts in NYC strongly preferred. Planet Direct offers competitive compensation and benefits. Please mail, fax or e-mail your resume to: Planet Direct, Attn: B. Barnett, 100 Brickstone Sq., Andover, MA 01580; Fax: (978) 684-3630; E-mail: bbarnett@cmgi.com. Visit our Web Site at: <http://www.planetdirect.com>. An Equal Opportunity Employer.



A CMGI COMPANY

ARE YOU READY FOR THE NEW DZ?

REGIONAL MARKETING MANAGER

We seek an East Coast based professional for America's leading chain of favorite indoor entertainment centers who will assume responsibility for developing consumer coupon promotions, implementing media promotions and barter, developing local group and corporate ticket opportunities and monitoring competitive activity. Qualifications include a college degree and 4 to 5 years' experience in related marketing positions. A high degree of self-motivation and solid creative abilities are also musts. The region will include all DZ markets east of the Mississippi and will require frequent overnight travel.

Salary, in the mid to upper 40s, and competitive benefits package, including 401k. For consideration, please forward a resume with salary history to: **Discovery Zone, Human Resources, 6226 S. Cass Ave., Westmont, IL 60559. Fax: 630-963-9305. EOE**



Director of Business Development

American Airlines Publishing, a leading publisher of travel/lifestyle magazines based in Dallas/Ft. Worth, is seeking an experienced professional to direct its business development efforts. Position is responsible for generating revenue growth through creation of special issues, extensions of existing magazine brands, and through acquisition and implementation of custom publishing projects.

Qualified candidate will have 8-10 years experience in publishing, preferably with an emphasis in managing new ventures and product development. Seeking strong negotiator with experience in strategic planning and financial modeling. MBA preferred.

We offer competitive salary and comprehensive benefits, including travel privileges. Please fax resume, including compensation history, to Rick Morrison, Group Publisher, at (817) 931-4829. No phone calls, please. Principals only.

AMERICAN
AIRLINES
PUBLISHING

AmericanAirlines® is an Equal Opportunity Employer

ACCOUNT/SALES EXECUTIVE SIX FIGURE OPPORTUNITY

A leading New York City media, marketing and merchandising firm has an opportunity for a focused professional to join its sales team. Must have minimum of five years agency and/or marketing experience. Strong presentation and writing skills are essential. An excellent compensation and benefits package make this a golden opportunity. Please FAX resume and letter describing your strengths and salary requirements to:

(212) 319-6234

CALL 1-800-7-ADWEEK

\$100,000+ Min Per Year in Commissions!!!

Exciting company offering new ground-breaking high impact targeted ad opportunity. Looking for a few great Ad Sales Reps. Dynamic self starters w/proven sales record in the Metro NY area should immediately fax cover letter and resume to:

VP SALES @ 201-816-1564

FILM & TV JOBS

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

www.eej.com (888) 335-4335

PROMOTION ASSISTANT

ABC Sports, has an opportunity available for a detail-oriented individual to assist with the writing & production of network sports promos. You will be responsible for providing creative input, acquiring event information, coordinating schedules and the distribution of creative materials & documentation.

Candidates must possess at least 2 years' related experience at an ad agency or in television promotion/production. Strong writing skills and familiarity with graphics required. Strong sports knowledge/interest is essential. Some weekend work involved.

For consideration, please forward resume to: **Employee Relations Department/SS-PA, ABC, Inc., 77 West 66th Street, New York, NY 10023.**

An Equal Opportunity Employer M/F/D/V

abc SPORTS

ADVERTISING SPECIALIST

The Motorcycle Division of American Honda Motor Co., Inc., seeks a multi-talented professional to supervise the development of the division's website, production of dealer advertising/collateral materials, as well as manage regional advertising campaigns.

The ideal candidate will possess:

- BA/BS in Business or related work experience
- 4+ years experience in print production/advertising
- Background in website development
- Knowledge of motorcycles a plus

American Honda offers competitive salaries and comprehensive benefits. For consideration, please send your resume with salary history to: **American Honda Motor Co., Inc., 1919 Torrance Blvd., MS 100-1C-3A, GSKP/3312, Torrance, CA 90501-2746. EOE.**

HONDA

American Honda Motor Co., Inc.

Reach your ad community in
ADWEEK CLASSIFIED

HELP WANTED

ART DIRECTORS & COPYWRITER

We are seeking experienced, concept-oriented creative talent to fill three positions—Senior Copywriter, Senior Art Director and Associate Art Director. Successful candidates will join our award-winning creative department and be active participants in the creation and presentation of work. Our successful new business programs and expanded assignments have created these opportunities.

The “we” is Stiegler, Wells & Brunswick, Inc.—a fast growing, \$30 million, 4A’s advertising agency located in Bethlehem, PA (yes—Bethlehem, PA—an hour from Philadelphia and 1-1/2 hours from New York). Our clients are national or international and mostly business-to-business. If this environment interests you, please send five copies of your best work, resumé and salary history to:

Vice President, Creative Services
SWB

P.O. Box 25187, Lehigh Valley, PA 18002-5187
www.swb.com

**Looking To Switch
To The Client-Side?**

**VICE PRESIDENT
DIRECT RESPONSE ADVERTISING**

Top Brokerage and Investment Banking firm looking for experienced (7 years minimum) advertising professional to manage all lead-generating advertising programs including television, radio, print and interactive.

Experience in a financial and direct response advertising environment required. Brokerage and advertising agency experience a plus. Candidate must be able to operate in a fast-paced, dynamic environment and have good people and analytical skills. Competitive salary plus bonus.

Fax or mail resume with cover letter, including salary requirements to:
Salomon Smith Barney, Advertising Department, Attn: Justin, 388 Greenwich Street, Floor 17, NY, NY 10013. Fax: (212)816-4530

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**WHY DO WE NEED A MEDIA PLANNER?
BECAUSE LAST WEEK THIS RAN IN HANDGUN DIGEST.**

We need a planner with two years’ experience and one year as an assistant planner prior to that. You’ll be conducting meetings with our coffee client and supervising assistant planners. Important attributes are creativity, initiative, good problem-solving skills, and a deep appreciation for ukulele music. We also value a sense of humor. Fax résumé to HR at 310-444-4555. No phone calls.

**BBDO
WEST**
An equal opportunity employer

MANAGING ART DIRECTOR

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

FOX SPORTS NET

**DIRECTOR OF MARKETING
Fox Sports South
Atlanta, GA**

Fox Sports Net is currently seeking experienced marketing professionals to develop and implement a yearly marketing plan for the network. Responsibilities will also include overseeing the operations of the Marketing Department, translating the national consumer marketing plan to the regional level, providing affiliate marketing and sales support and ad sales promotions with specific revenue goals.

The successful candidate(s) will have 5-7 years’ marketing experience; strong organizational, management and financial skills; and the ability to work well and communicate with all department heads.

We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to:

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TV Guide magazine is looking for an energetic and marketing smart Research Analyst with a college degree and a minimum of 3 years relevant advertising research experience.

Candidate must possess good communication and computer skills and have working knowledge of syndicated research (MRI, JD Power, Scarborough and Nielsen), on-line media systems (IMS & CMR) and Windows (Word, Excel & PowerPoint).

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CULTURE TRENDS

MTV's Buzz Clip

Buzz Clips are usually by new, up-and-coming artists who MTV believes have special potential. Of the 40 videos that MTV designated as Buzz Clips since January 1994, more than 75% have been certified gold or platinum.

Week of 2/16/98

Artist/Group: **Natalie Umbruglia**

Song/Video: **"Torn"**

Director: **Alison Maclean**

A former Australian soap opera actress, Natalie could have quite easily have followed the well-trodden ex-Soap Star route. However, spend five minutes with her and you'll realize that this wasn't the path for Ms. Umbruglia. she's simply not malleable enough to ever have been just another starlet. spend ten minutes with her and it really isn't such a surprise that she's made such a delicious album.

Artist/Group: **Bob Dylan**

Song/Video: **"Not Dark Yet"**

Director: **Michel Borofsky**

The first clip off the Grammy-nominated, *Time Out Of Mind* - his first album of original material in 7 years. With major publications, such as *Time* and *Newsweek* dedicating full articles to the artist, it's no secret that Dylan is back with his best work in years. *Time Out Of Mind* is Dylan's 41st album. The songs were produced by Daniel Lanois and Bob Dylan.

Artist/Group: **Finlay Quaye**

Song/Video: **"Sunday Shining"**

Director: **James Brown**

Rock, soul and reggae from someone who is cool, sexy and I all figured out without even trying is a rare thing. Finlay Quaye has all of these qualities - in fact he has just about everything you can think of, including a brain - and he's going to be a star. His debut album *Maverick A Strike*, featuring this interpretation of Bob Marley's *Sun Is Shining* has already gone platinum and it's holding strong

© 1998 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending February 16, 1998

<i>This Week</i>	<i>Last Week</i>	<i>Days in Rel.</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Total Gross Sale</i>
1	1	52	Titanic	32,876,424	376,270,721
2	New	3	The Wedding Singer	21,917,127	21,917,127
3	3	66	Sphere	16,586,765	16,586,765
4	New	3	Good Will Hunting	9,254,361	79,671,173
5	2	10	As Good As It Gets	7,428,700	101,614,491
6	5	48	The Borrowers	6,075,079	6,075,079
7	4	17	The Replacement Killers	4,705,165	14,743,909
8	7	46	Great Expectations	3,662,441	22,090,900
9	6	10	Blues Brothers 2000	3,572,730	10,767,820
10	8	38	L.A. Confidential	3,280,173	45,477,469
11	9	38	The Apostle	2,681,381	5,002,000
12	10	47	Wag the Dog	2,574,034	37,006,533
13	12	10	Spice World	2,439,090	26,651,987
14	13	32	Desperate Measures	1,378,515	12,405,688
15	19	45	Deep Rising	1,058,485	10,116,905
16	14	32	Flubber	1,003,719	89,379,861
17	11	45	Amistad	958,728	42,005,754
18	27	45	The Full Monty	849,749	39,840,641
19	16	26	Tomorrow Never Dies	720,185	120,698,203
20	17	166	Mouse Hunt	665,610	58,690,284
21	53	45	The Wings of the Dove	548,226	10,587,448
22	18	129	Hard Rain	440,091	19,079,060
23	21	73	For Richer or Poorer	400,985	30,766,860
24	26	61	Fallen	340,821	23,993,419
25	24	17	Zero Effect	330,445	1,513,302
26	22	32	Half Baked	329,640	16,695,260
27	23	101	I Know What You Did Last Summer	323,909	70,874,531
28	38	32	Star Kid	307,507	6,011,963
29	30	73	Afterglow	244,283	954,587
30	28	3	Kundun	239,628	4,793,588
31	--	66	Hurricane Streets	231,500	231,500
32	42	80	Boogie Nights	216,577	25,073,583
33	47	61	Eve's Bayou	201,085	14,421,465
34	31	26	Live Flesh	197,913	575,033
35	15	3	Deconstructing Harry	186,860	10,268,158

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CULTURE TRENDS

MTV Around the World

Week of 2/16/98

MTV Europe

Artist	Title
1. Robbie Williams	Angels
2. Aqua	Doctor Jones
3. Natalie Imbruglia	Torn
4. Janet Jackson	Together Again
5. Run DMC vs Jason Nevins	Its Like That

MTV Latin America (North Feed)

Artist	Title
1. Chumbawamba	Tubthumping
2. La Gusana Ciega	Ceofan
3. Mana	Hecnicera
4. Oasis	Don't Go Away
5. Rolling Stones	Saint of Me

MTV Brasil

Artist	Title
1. Bon Jovi	Queen of New Orleans
2. Claudinho & Buchecha	Quero Te Encontrar
3. LuLu Santos	Hypercon-ectividade
4. Oasis	Don't Cry Away
5. Hanson	I Will Come To You

MTV Japan

Artist	Title
1. Babyface	Change the World
2. Mariah Carey	Breakdown
3. Sting/The Police	Roxanne '97
4. Oasis	All Around the World
5. Backstreet Boys	All Have to Give

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending Feb 21, 1998 provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	5	Nice & Slow	Usher
2	2	1	10	Together Again	Janet
3	4	1	12	Truly, Madly, Deeply	Savage Garden
4	3	2	36	How Do I Live	Leann Rimes
5	5	2	12	Been Around the World	Puff Daddy & the Family
6	6	6	16	I Don't Ever Want To See You Again	Uncle Sam
7	7	7	11	A Song For Mama	Boyz II Men
8	8	8	13	No, No, No	Destiny's Child
9	22	9	2	Too Much	Spice Girls
10	16	10	4	What You Want	Mase featuring Total
11	9	9	12	How's It Going to Be	Third Eye Blind
12	12	2	27	You Make Me Wanna	Usher
13	10	9	7	Dangerous	Busta Rhymes
14	13	11	17	I Don't Want to Wait	Paula Cole
15	18	15	16	Kiss the Rain	Billie Myers

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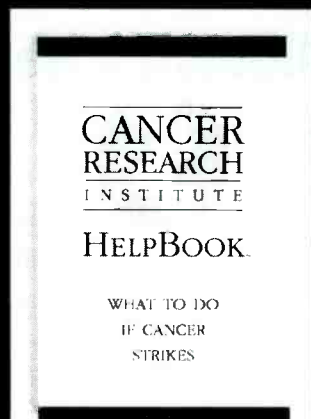
Billboard's Heatseekers Albums

Best selling titles for the week ending Feb 21, 1998 by new artists who have not appeared on the top of Billboard's album charts.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	8	Queen Pen	My Melody
2	2	7	Billie Myers	Growing Pains
3	3	58	Barenaked Ladies	Rock Spectacle
4	4	19	Next	Rated Next
5	5	2	Dixie Chicks	Wide Open Spaces...
6	7	40	Allure	Allure
7	8	8	Alana Davis	Blame It On Me
8	12	20	Alejandro Fernandez	Me Estoy Enamorado
9	9	20	Cornershop	When I Was Born
10	New	New	Los Temerarios	Como te Recuerdo
11	New	New	Goldie	Saturnzreturn
12	10	44	Daft Punk	Homework
13	13	20	Something For the People	This Time Its Personal
14	11	4	DJ Shadow	Preemptive Strike
15	16	23	Sounds of Blackness	Time For Healing

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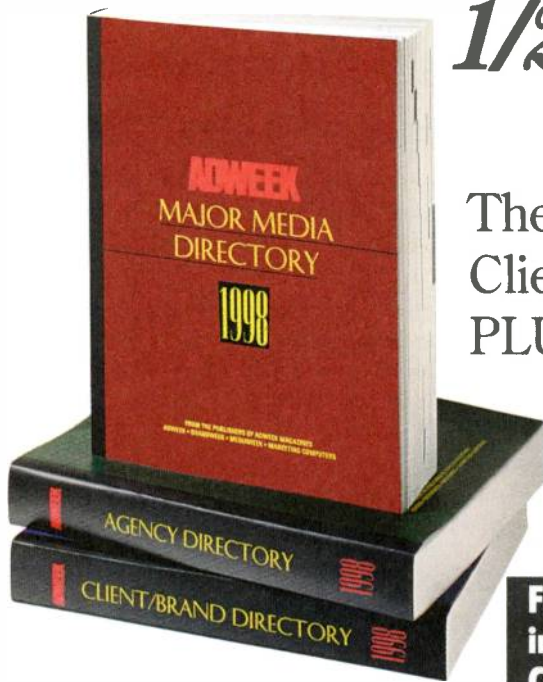
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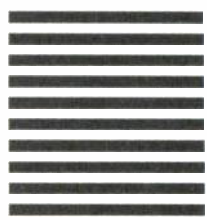


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CALENDAR

Time magazine will celebrate its 75th anniversary at a gala evening March 3 at New York's Radio City Music Hall featuring tributes to influential newsmakers, appearances by prominent *Time* cover subjects, and dancing on the Music Hall stage. Contact: 212-522-0833.

Entry deadline for the annual OBIE awards, recognizing creative excellence in outdoor and home advertising, is March 16. Work must have run during calendar-year 1997. Contact the Outdoor Advertising Association of America at 212-688-3667.

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.

The American Advertising Federation presents the **Advertising Hall of Fame Luncheon** March 31 at the Waldorf-Astoria in New York. Contact: 212-898-0089.

Forbes and the American Stock Exchange will present **Forbes Presidents Forum for Emerging and Middle-Market Companies** April 5-7 at the Plaza Hotel in New York. Speakers include Tom Scott, co-founder and president, Nantucket Nectars. Contact: 212-620-2398.

The Internet & Electronic Commerce Conference & Exposition (iEC) will be held April 27-29 at the Jacob Javits Convention Center in New York. Contact: 203-256-4700.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Ziff-Davis Files for IPO

Ziff-Davis has filed a registration statement with the Securities and Exchange Commission for an initial public offering of roughly \$460 million of common stock. The media and marketing company applied to be listed on the New York Stock Exchange and will include ZD publishing (*PC Magazine*, *PC Week* and *Computer Shopper*) and ZD Net Web site operations, the ZD Comdex and Forums Inc. trade show and conference business. ZD is a wholly owned subsidiary of Softbank Corp., a Japanese firm traded publicly on the Tokyo Stock Exchange First Section.

Urich to Captain UPN's Boat

Robert Urich has been chosen for the role of the captain in the *Love Boat* revival series set to premiere on Monday, April 13 at 8 p.m. on UPN. Urich, who has just gotten through an 18-month bout with cancer, had planned to host a syndicated daytime talk show, but those plans were dropped because of the crowded market. In *Love Boat: The Next Wave*, Urich is reunited with producer Aaron Spelling. Urich starred in the Spelling-produced series *Vegas*, and more recently in *The Lazarus Man* and *Spencer: for Hire*. Production on the six-episode *Love Boat* order began Feb. 23. To make room for the new series, UPN will move *Malcolm & Eddie*, which now airs Mondays at 8:30 p.m., to Tuesdays at 9 p.m. *In the House*, which normally airs Mondays at 8 p.m., will go on hiatus until later in the spring. In related UPN news, the network has renewed *Malcolm & Eddie*, as well as *Moesha*, for the 1998-99 fall schedule. *Moesha*, starring Brandy Norwood, currently

anchors UPN's Tuesday lineup at 8 p.m. and has earned a 3.3 rating/5 share season-to-date. It will be entering its fourth season. *Malcolm & Eddie*, starring Malcolm-Jamal Warner and Eddie Griffin, has earned a 3.1 rating/5 share this season-to-date. It will be entering its third season.

A&E Ups Cascio, Makes Music

A&E has promoted Michael Cascio from vp of programming to senior vp of programming, responsible for developing the network's overall programming strategy. Cascio joined A&E in 1990 as director of documentary production. Since then, the network has won both Emmys and CableAce awards for *Biography* and *Investigative Reports*. In other A&E news, the network last week announced it has teamed with EMI-Capitol to create and release albums based on music

legends profiled on *Biography* as well as other artists. The 11-year show has featured biographies on EMI-Capitol talent including Nat King Cole, Dean Martin, Judy Garland, Lena Horne and Mel Torme. The first albums, which could include rare outtakes and interviews, may be out by May.

SportsNet Plays Philly Classics

Comcast SportsNet, Philadelphia's 24-hour regional sports network, is continuing with *Comcast SportsNet Classics*, a 90-minute show that features classic moments in Philadelphia sports history. The new schedule kicked off Feb. 14 with the 1976 Flyers vs. Soviet Red Army hockey game and will continue with classic games from the Phillies (baseball), 76ers (hoops) and area universities through April. The show preserves all original footage and



Pizza faces (l. to r.) Ruccolo, Howard and Reynolds

ABC Delivers Pizza

ABC will premiere a new half-hour sitcom from *Mad About You* co-creator and executive producer Danny Jacobson on Wednesday, March 11, in the 9:30 p.m. (EDT) time slot. *Two Guys, a Girl and a Pizza Place*, starring newcomers Traylor

Howard, Ryan Reynolds and Richard Ruccolo, is set in Boston. Reynolds and Ruccolo portray graduate students who supplement their income by delivering pizza. Howard plays the guys' upstairs neighbor and former housemate in college. The series will also offer a host of offbeat characters who frequent the pizza joint.

Media Notes

CONTINUED

announcing, editing only commercials and most play stop-pages. The show runs on Saturdays at 5:30 p.m., with a rerun on Sundays.

Optimum Media, Griffin Merge

Optimum Media has added media planning to its services by merging with Griffin Bacal Inc., which has assignments with combined billings of more than \$150 million. Optimum Media, a division of DDB Needham, which already offered buying and research functions, now becomes a full-service agency with planning and buying billings of more than \$2 billion. Steven Naftelberg, who served as media director at Griffin Bacal, will hold the same title at Optimum Media Planning. Initial media planning assignments will be for Griffin Bacal's existing clients—Hasbro, Discovery Zone, Kleenex, Sharp, Hallmark Entertainment and Radio Disney.

Magic Hour Adds Clearances

Twentieth Television's upcoming late-night syndicated talk show, *The Magic Hour*, hosted by former basketball star Earvin "Magic" Johnson, has been sold in 80 percent of the country for its June 8 debut. In addition to clearances on all 22 of the Fox-owned stations and 19 of the Sinclair Broadcast Group-owned TV stations, new stations on board are WRBW-TV in Orlando, Fla.; KWBP in Portland, Ore.; KSWB-TV in San Diego; WTIC-TV in Hartford, Conn.; and WAXN in Charlotte, N.C.

CurtCo Taps Dickinson

John Dickinson was recently named vp/editorial director of *Home Office Computing* and *Small Business Computing & Communications* (SBC&C)

magazines. Dickinson, formerly editor-in-chief of Ziff-Davis' *Computer Life* and vp of Ziff's consumer media group, will oversee the editorial strategy for SBC&C. The two titles were purchased last December by West Coast-based CurtCo Freedom Group as part of Scholastic Corp.'s SOHO group.

High-Tech Up 12% in Print

High-tech print ad spending in the U.S. jumped 12 percent to a record \$3.2 billion last year, with ad pages climbing by 8 percent to 265,108, according to ADscope. IBM Corp. was the biggest player in the category, spending roughly \$108 million on 4,623 ad pages, followed by Compaq Computer Corp.'s \$86.5 million, an increase of 46 percent over 1996. Microsoft was third, increasing its spending 24 percent to nearly \$82 million. Ziff-Davis led the list of publishing houses on the receiving end of the spending, taking in 39,064 ad pages, up 3 percent. The survey included magazines and *The Wall Street Journal*.

WPIX Seeks Sales Chief

The hunt is on for a new sales chief at Tribune Broadcasting's New York flagship, WPIX-TV. The station last week promoted Paul Bissonette from that post to general manager. Bissonette succeeds Michael Eigner, who relinquished his gm title to focus on the operations of all nine of Tribune's East Coast stations. Betty Ellen Berlamino moves up from general sales manager to station manager. Who'll take the sales reins? Sources familiar with the station's operations say the short list includes Michelle Leibowitz, general sales manager at Univision O&O WXTV, in Paterson, N.J., and Vinnie



Designer fare: Syndicated *7th on Sixth* special

TWI's Fashion Show

Trans World International (TWI), the New York-based TV syndication arm of talent agent and sports marketing company International Management Group, has struck a deal with the Council of Fashion Designers of America to syndicate *7th on Sixth*. Revolving around CFDA's annual New York showcase event, "The Stars of Fashion," the special will be offered in an all-barter April 17–June 20 broadcast window to TV stations. It promises a behind-the-scenes look at the fashion industry, including interviews with such supermodel IMG clients as Tyra Banks and Nikki Taylor. Among the designers featured in the special are Donna Karan, Ralph Lauren, Nicole Miller and Todd Oldham.

Manzi, general sales manager at Tribune's Boston WB affiliate, WLVI. WPIX officials could not be reached for comment.

Gray Comm. to Buy Busse

Gray Communications Systems of Albany, Ga., has agreed to acquire Busse Broadcasting Corp. of Kalamazoo, Mich., for a reported \$51 million, plus the assumption of some \$61 million in debt. Busse owns two VHF television stations in Nebraska and one in Wisconsin. Gray, which owns several television stations in Georgia and Florida, has said that the purchase will close by Sept. 1, pending approval from the Federal Communications Commission.

Vegas Station Woos Lewinsky

Everyone wants to hear Monica Lewinsky's side of the presidential sex-scandal story, but Las Vegas radio station KRBO-FM

is willing to pay \$5 million for the dish. The talk outlet, owned by Radio News Co., has made a formal offer through Lewinsky's lawyer, William H. Ginsburg, for an exclusive interview with the former White House intern. The terms of the offer are that the interview must take place before March 12 and Lewinsky would have to give 105.1 first rights to her story.

Alonso to Talk Telemundo

Actress and singer Maria Conchita Alonso has been signed to host a daytime talk show set to debut next spring on the Spanish-language Telemundo network. Alonso has starred in such movies as *The Running Man* (with Arnold Schwarzenegger) and *Moscow on the Hudson* (with Robin Williams). Alonso's program will be produced out of Los Angeles by Señorita Anita Productions.



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BIG DEAL

SpaghettiO's

Advertiser: Campbell Soup, Saban Entertainment, Fox Kids

Begins: April

Budget: \$50 million

Media: TV, print, radio

Saban and Fox Kids have forged a three-year deal with Campbell Soup putting six entertainment properties on Franco-American canned SpaghettiO's.

The deal, brokered by Davidson Marketing, Chicago, launches in the second quarter with four different *Life With Louie*-shaped pastas. It's rare for a packaged-goods company to commit over time to one entertainment outlet rather than seeking short-term ties to the hottest Hollywood offerings. Campbell, though,



O's labels boost kids TV shows.

"took into account our track record of delivering product, and...all our communication tools," said Elie Dekel, Saban's executive vp/marketing and sales. The deal, kick-started by last year's *Beetleborgs* Metallix promo on 20 million pasta cans, is exclusive for shaped pasta.

Every nine months during the alliance, which can be extended, a new shaped pasta will bow based on properties airing on Fox Kids in sync with Saban's initiative to focus each quarter's marketing activity behind a single property. Support includes character appearances, FSIs, TV ad buys on Fox Kids, on-air promos and sweepstakes, print in *Totally Fox Kids* magazine, radio spots on Fox Kids Countdown and Web exposure.

The *Life With Louie* program also pulls in Cost Cutters, a kid-targeted national discount hair salon that has committed to a year's worth of promo programs tied to Fox Kids shows.

—T.L. Stanley

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

TREASURES

Advertiser: Nestlé

Agency: Dailey & Associates, L.A.

Begins: Late July

Budget: \$8.5 million

Media: TV

Nestlé Chocolate & Confections this summer will launch the Treasures brand of bite-sized chocolate nuggets backed by \$8.5 million in an effort to take a bite out of Hershey's category dominance.

Consistent with Treasures' female target, Nestlé will make heavy daytime TV buys, and will drop 5 million samples and an Oct. 4 FSI.

The line features Nestlé Crunch, Butterfinger and a peanut butter flavor in treasure chest-shaped pieces. It's the first time Nestlé has targeted women with its Crunch line, which is popular with young men. Butterfinger, with its edgy, Bart Simpson-inspired image, is also making an unusual foray into adult usage.

Treasures aims to straddle the line between one-bite chocolates such as Hershey's Kisses and conventional candy bars. It will be priced against Hershey's Nuggets line, which staked out the niche via positioning as an upscale candy dish product for women. Nuggets garnered \$88 million in food, drug and mass sales in the year ended Jan. 4, per Information Resources Inc., in an individually wrapped candy segment that Nestlé pegs at \$1.1 billion and growing by 10 percent annually. —Sean Mehegan

LUGZ SNEAKERS

Advertiser: Jack Schwartz Shoes

Agency: In-house

Begins: Spring

Budget: \$4 million

Media: TV

Jack Schwartz Shoes' Lugz urban shoe and apparel unit is tilting a \$4 million spring media budget heavily toward TV to build a sneaker line launched last fall, as it diversifies the product mix beyond its core "brown shoe" lines.

The TV ad, done in-house, breaks nationally on the Soul Train Awards and continues

with national and spot buys on general and hip-hop programming on MTV, and targeted stations and shows like *Vibe* and *Keenen Ivory Wayans*.

Lugz's highly targeted approach should efficiently reach males age 15 to 25, said executive vp Jack Schwartz. While Lugz is best known as a competitor to brands like Timberland, white shoes offer great opportunity "because we're not seen strictly as a

brown shoe, but more a fashion gear company," Schwartz said. Schwartz sees TV as raising the bar against the many me-too's jumping into white shoes.

Known for its use of Snoop Doggy Dogg, Rakim and other rap performer endorsers,

Lugz: Breaking out of brown

Lugz will add some new talent—Joe Clair, TRU and The Crew—to print ads featuring the entire line. Creative will expand to four pages in a handful of April books, such as *The Source*, *Vibe*, *Slam*, *XXL* and possibly *GQ*. Radio ads in 25 markets feature Master P, E-40 and Joe Clair. —Becky Ebenkamp

JVC DIGITAL STILL CAMERAS AND CAMCORDERS

Advertiser: JVC

Agency: R&J Integrated Marketing Communications, Parsippany, N.J.

Begins: May

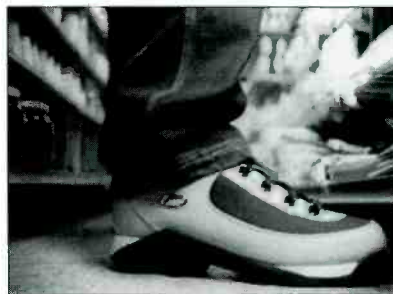
Budget: \$3 million

Media: Print

Identifying three market segments for its digital still cameras and camcorders, JVC breaks the first of three lifestyle-oriented ads in May consumer publications with an estimated \$3 million budget.

The ads aim to broaden the appeal for JVC's video products beyond early adopters by using lifestyle rather than product-oriented creative. They use JVC's 6-month-old tagline: "When Performance Matters."

One ad featuring the Elmwood Park, N.J., firm's DualCam combination camcorder/digital still camera highlights the



CMR Top 50

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

Week of Feb. 2-8, 1998

Rank	Brand	Class	Spots
1	MCDONALD'S	V234	86
2	BURGER KING	V234	39
3	WENDY'S	V234	34
4	MAZDA AUTOS--626 LEASING	T112	29
5	TACO BELL	V234	25
6	PEPSI--SOFT DRINK	F221	19
7	DISNEY--HERCULES VIDEO	H330	18
	MILKY WAY--CANDY	F211	18
	MIRAMAX--SENSELESS MOVIE	V233	18
10	DOMINO'S PIZZA	V234	17
	M&M'S--CANDIES	F211	17
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	17
13	ACE HARDWARE STORES	V345	15
	COLGATE--TOTAL TOOTHPASTE	D121	15
	ULTRA SLIM FAST--RTS DRINK	F123	15
16	7 UP--SOFT DRINK	F221	14
	COLGATE--WAVE TOOTHBRUSH	D121	14
	RED LOBSTER	V234	14
	WARNER BROS.--SPHERE MOVIE	V233	14
	ZALES JEWELERS	V392	14
21	BOSTON MARKET	V234	13
	BUD LIGHT--BEER	F310	13
23	DR PEPPER--SOFT DRINK	F221	12
	POLYGRAM--BORROWERS MOVIE	V233	12
	UNIVERSAL--BLUES BROTHERS 2000 MOVIE	V233	12
25	1-800-COLLECT	B142	11
	NINTENDO 64--VARIOUS GAME SOFTWARE	G450	11
	POLAROID--VAR. CAMERAS & INSTANT FILM	G230	11
25	APPLE--MACINTOSH POWER G3 COMPUTER	B311	10
	HALLMARK--GREETING CARDS	B321	10
	L'OREAL--VOLUMINOUS MASCARA	D112	10
	MASTERCARD--PLATINUM CARD	B150	10
	NEW LINE--WEDDING SINGER MOVIE	V233	10
	OLIVE GARDEN	V234	10
	TOYOTA--VARIOUS AUTOS & TRUCKS	T115	10
	WALT DISNEY WORLD	V239	10
37	3 MUSKETEERS--CANDY BAR	F211	9
	BUICK AUTOS--CENTURY	T111	9
	CHIQUITA--BANANAS	F142	9
	COLUMBIA--PALMETTO MOVIE	V233	9
	HYUNDAI AUTOS--TIBURON	T112	9
	L'OREAL--PREFERENCE HAIR COLOR	D141	9
	MCI LONG DISTANCE--RESIDENTIAL	B142	9
	NESTLE--FLIPZ CANDY	F211	9
	SAAB AUTOS--900	T113	9
	TARGET DISCOUNT--MISC.	V324	9
	TYLENOL--EXTRA-STRENGTH GELTAB	D211	9
48	3M--POST-IT NOTES	B321	8
	AT&T LONG DISTANCE--INT'L RESDNTL & RESDNTL	B142	8
	DIAL-10-321 LONG DIST--INT'L RES & RES	B142	8

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

product's two features by showing two different shots of a whitewater rafting scene: one, a still photo, the other a more fluid, motion photograph, said Kevin Gordon, the consumer video division's manager for products and promotions. It breaks in May and June editions of *Us*, *Time*, *Maxim*, inflight books and possibly *Men's Journal* and *Rolling Stone*.

By late June the campaign moves to ads for a digital still camera, aimed at special-interest and vertical users such as law enforcement and real estate, in *PC Magazine*, *Home Office Computing* and other PC books.

A third phase of the print effort, breaking in June and July books, will promote JVC's high-end CyberCam digital camcorder with placements planned in *The Robb Report*, *Forbes*, *Fortune*, inflight mags and consumer enthusiast titles. —Tobi Elkin

KRAFT PHILADELPHIA BRAND DIPS WITH CREAM CHEESE

Advertiser: Kraft Foods

Agency: J. Walter Thompson, Chicago

Begins: May

Budget: Undisclosed

Media: TV

Kraft Foods hopes to create a premium segment in the growing refrigerated dips category with the launch of its new four-SKU line of Kraft Philadelphia Brand Dips made with Cream Cheese, which it will support heavily with consumer promotions and TV advertising beginning mid-April.

According to Kraft research, sales for the refrigerated dips category rose 10.6 percent in 1997 and further research showed that consumers were looking for a convenient, high-quality dip that wasn't "runny or drippy." Based on the strong segment growth, perceived consumer need and the lack of a national brand in the category, Kraft is beginning to ship the new dips, extending the Philadelphia Brand equity to a new arena.

The dips, which come in resealable tubs, will be offered in Creamy Salsa, French Onion, Garden Ranch and Roasted Garlic & Herb varieties. Consumer promotions, such as in-store coupons, FSIs and POP displays, will begin in mid-April. Television advertising is expected to begin in May.

—Stephanie Thompson

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

A Round of Golf

DID THE BOMBING START YET? MEDIA PERSON is afraid to go to the bathroom for fear he might miss it.

The administration really ought to have the courtesy to give us the starting time so we can be in front of CNN. But wars have gone downhill. In the old days, we'd finish one war and then start working on an interesting new one. But now the government informs us we have to do the last war all over again. Turns out neither we nor the enemy got it right. Someone forgot to tell Saddam Hussein he was supposed to die at the end.

No wonder the students at Ohio State are yelling as if they were stuck in the '60s. This is like having to repeat the fourth grade. We don't want a do-over. We want to move on to a fresh new enemy, someone we haven't fought before. Why not the Brazilians, for instance? They are a lazy bunch who spend so much time at the beach they have never contributed their fair share to world tension or conflict. And has anyone ever inspected all those cabanas for hidden superweapons? The Canadians would make an even better foe. We haven't invaded Canada since the 18th century, so they'd never expect it and their nearness would hold down transportation costs. Or how about another rousing civil war? This time we could do East vs. West, just for variety's sake. What do we fight about? Over who gets the film rights to the war, of course.

But Media Person is dreaming. Let's face it: Due to unimaginative leadership, we're stuck with the tiresome, warmed-over Iraqis. MP knows that you're a little rusty on the issue, having spent the last week pondering Nagano-related mysteries, such as 1) How it can be that everyone knows the ice dancing judging is crooked but nobody does anything about it, 2) Why nobody thought to hit the annoying "Pasha" Grushik in the leg with a metal rod, and 3) Why those people in the luge doubles weren't arrested for fornicating

in public. So MP has helpfully prepared this handy pocket guide to brief you in case you are invited to explain the war to Larry King. Please read and memorize:

Best Argument for the War: We must destroy Saddam Hussein's weapons of mass destruction before he unleashes a disastrous attack with them.

Best Argument Against the War: But our government has already admitted that our

Or how about another rousing civil war? This time we could do

East vs. West, just for variety's sake.

military will be unable to accomplish that goal.

Best Riposte to Best Argument Against the War: So what? Let's clobber the no-good son of a bitch anyway.

Least Effective Argument Against the War: If we attack Iraq, it could drive the price of camels up to record levels.

When the Bombing Is Most Likely to Start: After the Olympics, so as not to bollux up network advertising plans. During the Paula Jones trial, to divert attention from it. In prime time on a moonless night, preferably a Saturday, when there's nothing else to watch on TV anyway. Triangulate these imperatives and you've got it to the minute. (If bombing has already started, disregard this paragraph.)

Military Hardware: The U.S. has recently deployed these new weapons in the Gulf: The Tom Cruise Missile—looks really cute in flight but leaves you wondering whether some other missile might have done the job better. The Nike Missile—tiptoes into Third World countries and blows up factories, leaving demoralized workers with even lower wages than normal. Spin Commandos—An elite team of lawyer/soldiers, trained to assassinate a foreign leader and then find loopholes in the U.S. law prohibiting the assassination of foreign leaders. The Stealth Lander (top secret...tell no one!)—Can operate invisibly on runways of scaredy-cat allies such as Saudi Arabia and Bahrain without local air controllers noticing.

Disposition of the Enemy: Surly and a bit depressed, having already been blown up previously for the right to own poison gas, and not particularly looking forward to it again.

Cool Network Logos to Watch For: Rerun in the Gulf (ABC), Baghdad Blast II (CNN), This One's for Monica (Fox News), Bombapalooza (MTV), Alleged Turmoil in the Mideast Region (Lehrer Report), Struggle Together Under Our Noble Leader to Destroy the Great Satan! (Iraqi Broadcasting System).

Diplomatic Efforts to Look For: UN Secretary General Kofi Annan returning to Baghdad to bring Saddam the autographed photo of Michele Kwan he requested. Madeleine

Albright traveling around the world in an attempt to break Henry Kissinger's speed record. Tariq Aziz appearing on *Leno* to explain that anthrax really isn't much worse than postnasal drip. Newt Gingrich calling whomever will listen to complain that nobody pays attention to him anymore.

What Bill Clinton Most Envis About Saddam: All those great palaces he can slip away to and do anything he wants without being seen.

What Puzzles Saddam Most About U.S. Policy: Why Clinton doesn't just have Monica Lewinsky shot.

Wisest Position to Take on this Whole Thing: Fierce ambivalence. Argue with anyone on either side who is certain they are right. They are probably wrong. ■

In The New Media Environment, Things Aren't Necessarily What You Think They Are.

To Cut It In This Business, You Need A **REALITY CHECK.**



Cable Advertising Conference

March 5, 1998

New York Marriott Marquis

An expanding multichannel environment. Changing viewing habits. Rapidly-shifting media philosophies. They're all creating new realities for planning and optimizing successful national TV ad strategies.

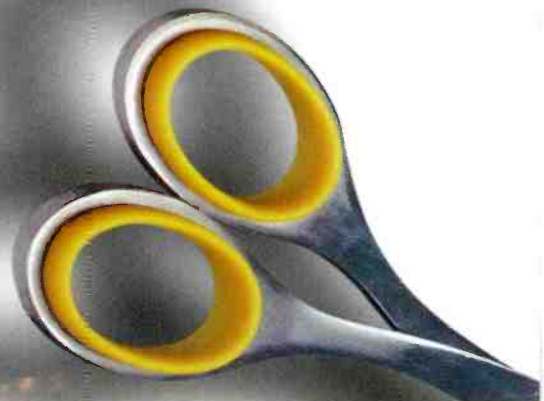
You've got to re-examine your perceptions in this new media landscape, because things are no longer what they once appeared to be.

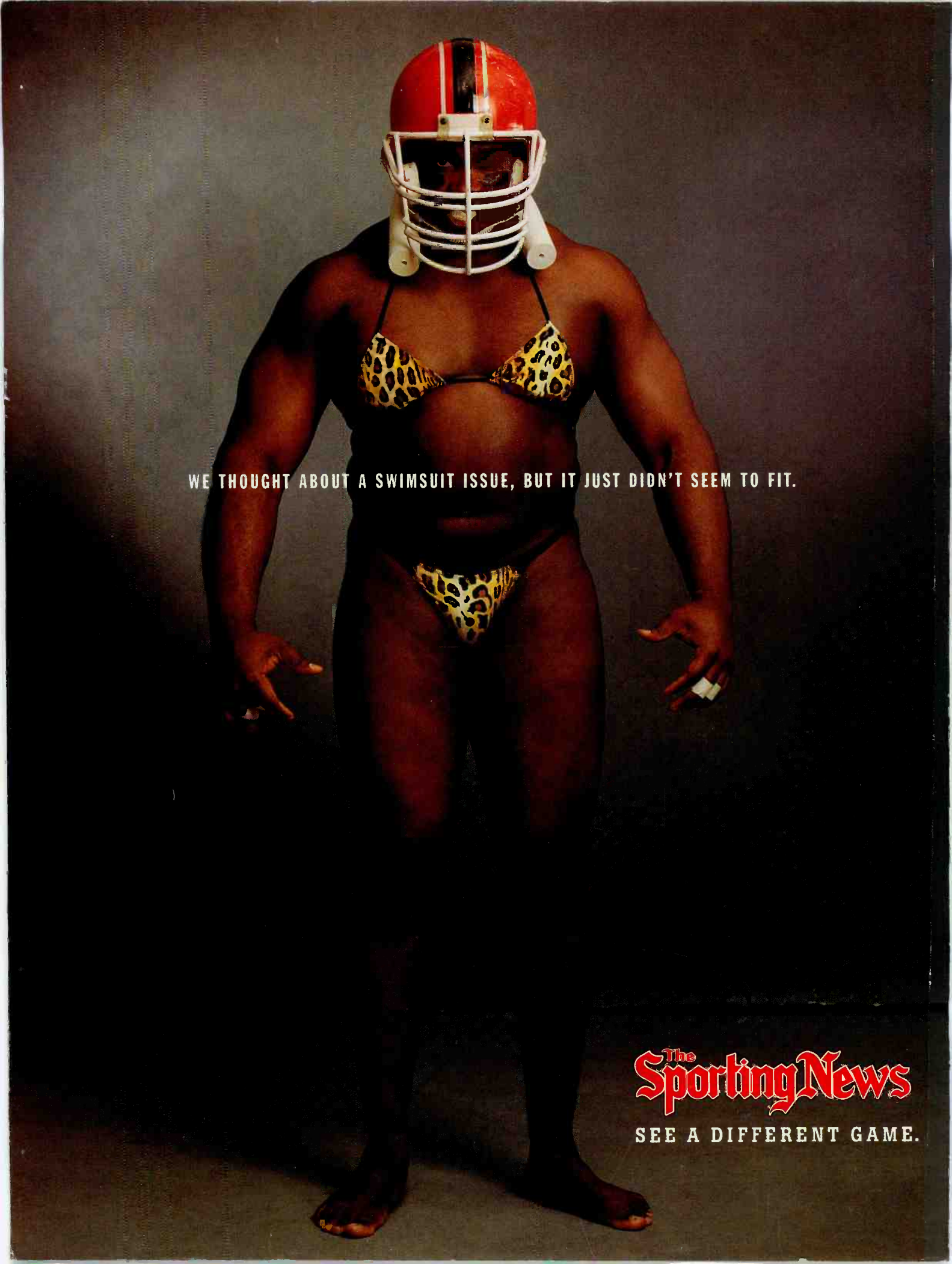
The 1998 Cable Advertising Conference will bring you current with these new realities so you'll have the vision to make increasingly sound advertising decisions in the year ahead. Specifically designed for all levels of the media community: agency planners, buyers, researchers and client media management, this intensive half-day program offers insight and tools for making the best possible media investments.

Sessions will explore the critical media issues of today, including new media planning models to optimize performance and accountability. You'll also review the impact of changes in viewing habits on the future direction of TV programming.

Speakers include: Leo Hindery, President & COO, Tele-Communications, Inc.; Nick Davatzes, President & CEO, A&E Television Networks; John Hendricks, Chairman & CEO, Discovery Communications; Steve Heyer, President & COO, Turner Broadcasting System; Jim Spaeth, President, ARF; Erwin Ephron, Partner, Ephron, Papazian & Ephron; Jayne Spittler, SVP-Director of Media Research, Leo Burnett; Rick Hamilton, CEO, Zenith Media and Barry Fischer, EVP-Research & Marketing, Turner Broadcasting System.

Call (212) 508-1200 for program and registration information... or check the Cabletelevision Advertising Bureau's Web site (www.cabletvadbureau.com).



A full-page photograph of a very muscular man standing against a dark, textured background. He is wearing a red football helmet with white and black stripes on the top and a white facemask. He is also wearing a leopard-print bikini. He has a white bandage on his left ring finger. The lighting is dramatic, highlighting his physique.

WE THOUGHT ABOUT A SWIMSUIT ISSUE, BUT IT JUST DIDN'T SEEM TO FIT.

The
Sporting News

SEE A DIFFERENT GAME.