

MEDIAWEEK

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June 29, 1998 \$3.25

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NAA trade group hopes to create national database for clients to buy schedules via PCs

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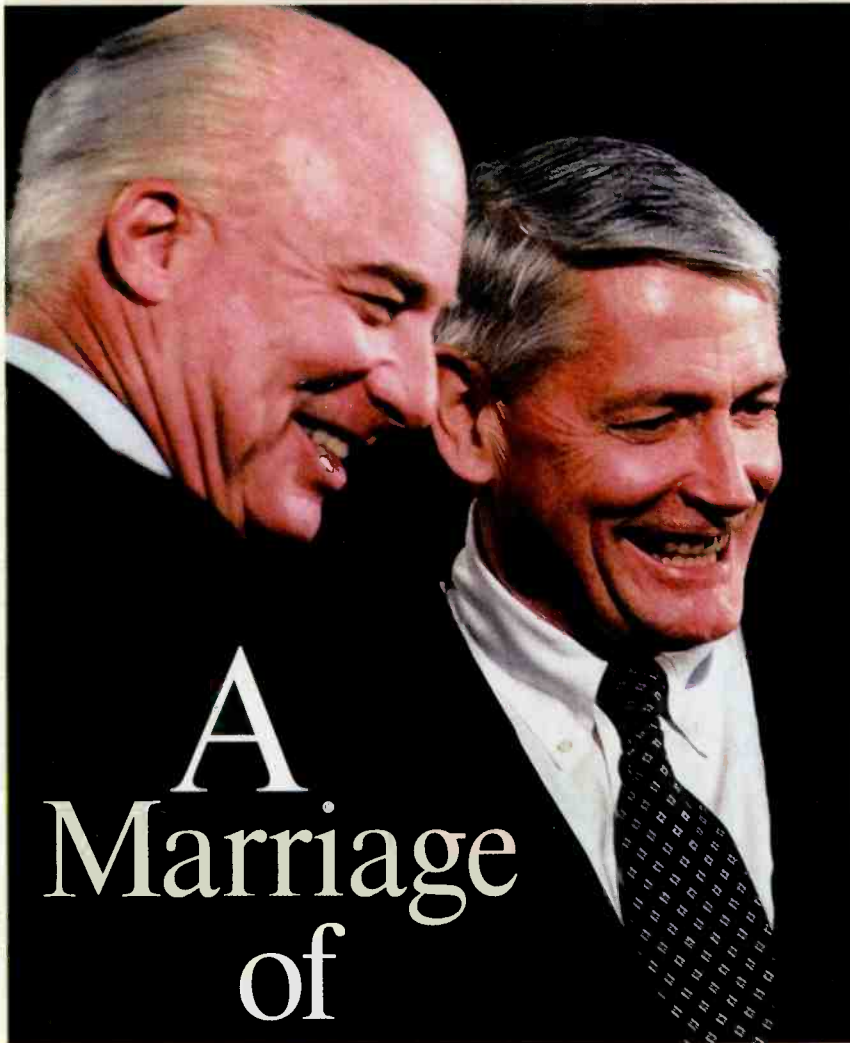
Petersen Plans More Changes

Top-level hires expected in next 3 weeks following Vitale's departure

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CABLE TV



A Marriage of Megahertz

AT&T's Michael Armstrong and TCI's John Malone fuse their fortunes in bandwidth

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MARKET INDICATORS

National TV: Slow
Late action in the cable upfront has buyers distracted from doing much broadcast dealing. Third-quarter scatter is tightening, but only slightly.

Net Cable: Hot
MCI has big money in the market. Inventory is tight; CPMs are holding at 5-7 percent for big networks, even higher for nichers. Upfront is seen ending before the unofficial July 4 deadline.

Spot TV: Mixed
GM is seeking to get out of some six-week contracts with stations. Some stations are said to be seeking to hold GM to four weeks, others are willing to accommodate. Microsoft's okay to begin selling Windows 98 could help fill the GM vacuum.

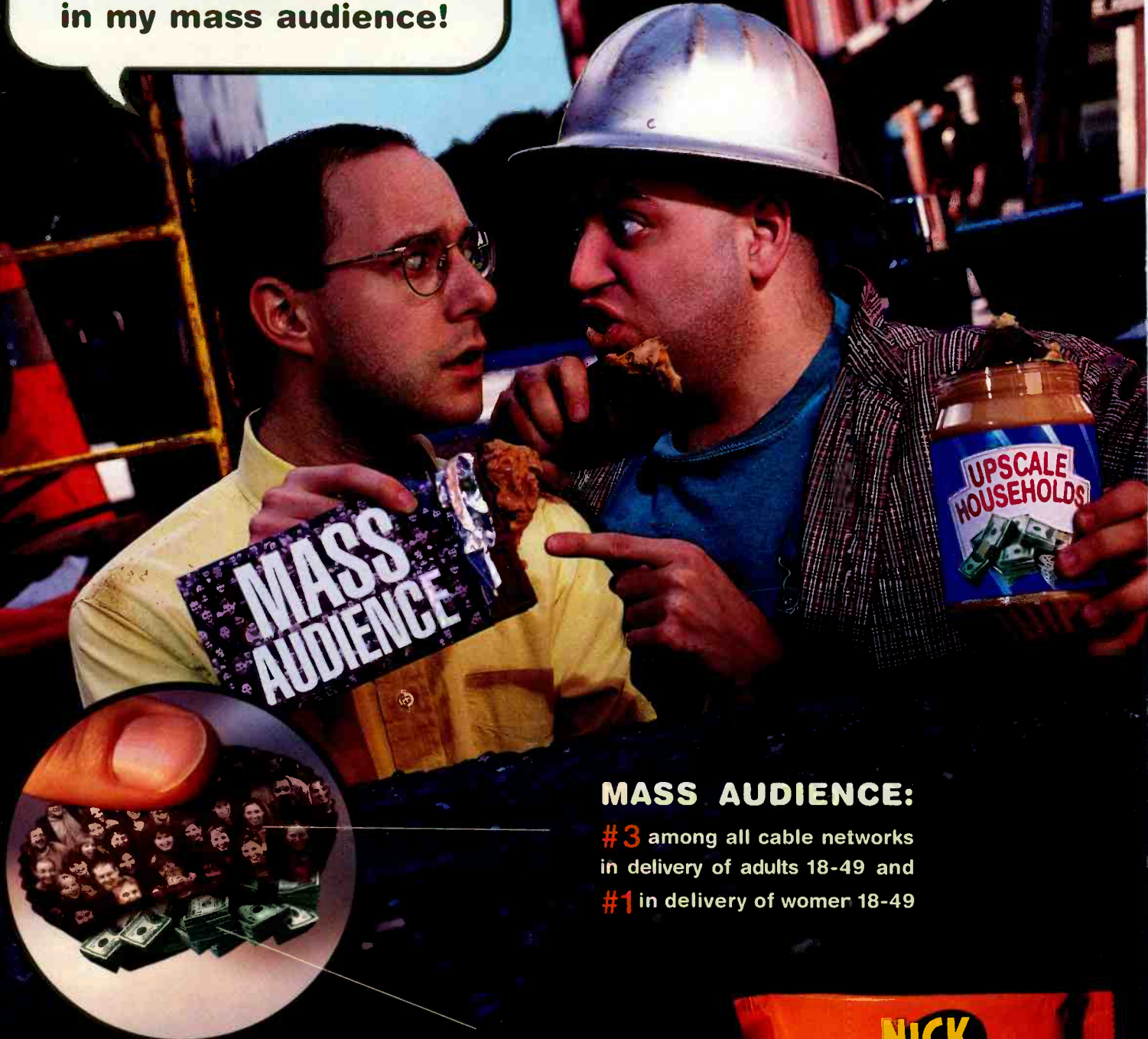
Radio: Strong
Homebuilder advertising is strong as interest rates remain low. July is outpacing last year; August inventory is going fast.

Magazines: Steady
Travel and consumer electronics categories remain active. Liquor buys are picking up for fall issues.

AP/WIDE WORLD

Well, you've got your
MASS AUDIENCE in my
upscale households!

Hey, you've got your
UPSCALE HOUSEHOLDS
in my mass audience!



MASS AUDIENCE:

#3 among all cable networks
in delivery of adults 18-49 and
#1 in delivery of women 18-49

UPSCALE HOUSEHOLDS:

#1 in both delivery and composition of adults
18-49 in households earning **\$75,000+**



Two great demographics that
sell great together!

Laura K. Jones

JUN 30 1998

AT DEADLINE

GM Seeks Strike-Related Ad Cancellations

General Motors has been actively approaching the TV networks and spot TV sales reps to cancel ad buys in the event of a prolonged labor strike against the No. 1 automaker. A GM representative would only confirm that the company is reducing both print and TV ads through July, adding that the company is "[reviewing] the situation on a daily and weekly basis." But two New York-based buyers said GM is looking to get out of six-week contracts. In the first quarter, GM bought \$230.2 million in network time and \$80.3 million in national spot, according to Competitive Media Reporting.

TVSM Now Part of TV Guide

TVSM late last week officially became a subsidiary of News America when it signed a \$75 million deal with *TV Guide*. The deal brings TVSM's *Cable Guide*, *See* and *Total TV* under *TV Guide*'s editorial control. *Total TV*'s nearly 800,000 subscribers will receive a large-size *TV Guide* beginning with the July 11 issue. TVSM Neil Heller remains president/CEO.

Ford Drives Huge Outdoor Buy

Outdoor Systems has signed Ford Motor Co. to one of the largest ad deals in outdoor advertising history. Outdoor Systems, the largest billboard company in the U.S., said Ford has agreed to spend "a significant portion" of the car company's total outdoor budget of \$50 million for a multi-year package that includes more than 100 billboards in 20-plus markets. All Ford divisions will be featured on the signs, including Ford, Mercury, Lincoln, Jaguar, and Mazda.

Univision Scores Ratings "Gooaal!"

The second-round advancement of five out of six Latin American teams in the World Cup soccer competition has helped Univision generate strong ratings. Through June 23, Univision averaged a 9.8 rating in the Nielsen Hispanic Television Index, delivering 758,000 households. Meanwhile, through June 23, ESPN averaged a 0.8 rating (592,000 households) while ESPN2 averaged a 0.6 (346,000 households). ESPN's ratings are down roughly 45 percent from the 1994 World Cup. ABC posted a best 3.5/10 (3.4 million homes) for the June 21 USA-Iran match.

FCC to Study Minority Radio Ad Disparity

FCC chairman William Kennard said last week that the agency plans to study the advertising industry's impact on minority-owned radio stations. Kennard spoke after meeting with New York civil rights activist Rev. Al Sharpton, New York State Senator Ephrain

Gonzalez and Illinois Senator Carol Moseley-Braun on the disparity between minority stations' ad revenue and their ratings ranking in major markets.

Sears Ships Out Newspaper Ads to Alliance

Effective Aug. 1, Sears will outsource all of its newspaper advertising buying to Alliance Media, a new division of Newspaper Services of America created exclusively for the retail giant. "The reason for the switch is so that we can take a more strategic approach to our business rather than a tactical approach," said Bill Block, newspaper media manager for Sears, which has handled its newspaper creative and placement in-house.

INSIDE



Magic Johnson may get a visit from Stern 4

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TWENTIETH CENTURY FOX

Addenda: Studios USA

last week withdrew its ownership position in a new WB midseason show, *Movie Stars*, citing creative differences. The studio has a long-term deal with *Stars* producers Jonathan Axelrod and Jamie Widdoes. The producing team, whose services are exclusive to Studios USA, has been released to shop *Stars* to other studios. The WB said it remains committed to the show...*Entertainment Weekly*'s Daniel Osheyack joined *People* magazine, retaining his title as associate publisher/marketing. Osheyack leaves *EW* after nine years, the last two as associate publisher...**Jacor Communications** is negotiating to buy two L.A.-area radio stations from ML Media Partners. Sources close to the talks said an agreement could be reached early this week. The stations, KORG-AM and KEZY-FM, are located in Anaheim, in Orange County...**Lori Isola**, most recently vp, associate director of national broadcast and network programming supervisor at DDB Needham, has joined J. Walter Thompson/New York as senior partner, group broadcast director. At DDB Needham, Isola, 38, worked on accounts including General Mills, Hershey and Universal Pictures...**USA Networks** will replace exiting programming head Rod Perth with David Eick, the 29-year-old producer of *Hercules: The Legendary Journeys*. Though a USA rep wouldn't comment, network insiders said Eick is coming aboard, adding that other staffing changes are expected this week...*The Atlantic Monthly*'s vp/West Coast **Donna Palmer** has been promoted to national ad sales director and will relocate to New York.



Agency switch: Isola joins JWT

MEDIA WIRE

Magic, Stern May Square Off; Twentieth Tinkers With Show

Twentieth Television talk-show host Earvin "Magic" Johnson may go one-on-one with Howard Stern, who will soon be challenging Johnson in the late-night arena. Producers of Johnson's *The Magic Hour* are said to be in talks with Stern for an appearance on the show. Stern, whose own Saturday late-night program will premiere on CBS-owned stations on Aug. 22, has been a vociferous critic of Johnson since *Magic* launched on June 8.

Rick Jacobson, president/COO of Twentieth, would not comment on the status of any Stern talks. Stern said on his syndicated radio show last Friday that he was interested in visiting *Magic*. Appearances by Stern have delivered big ratings for Jay Leno and David Letterman.

Jacobson said that *Magic* is planning to add more ensemble comedy featuring bandleader Sheila E. "We're finding the good things and what doesn't work," the Twentieth chief said. About ratings, Jacobson said: "We're not displeased, but we do want to see improvements."

The Magic Hour's first national Nielsen Media Research numbers, delivered last week, had the show earning a 1.8 rating/7 share in its first week (June 8-12). Among men 18-34, *Magic* averaged a 1.1 rating compared to a 1.7 for CBS' Letterman and a 2.1 for NBC's Leno.

In the two top markets, for its first 13 episodes (through June 24), *Magic* averaged a 2.3/5 in New York and a 3.3/8 in Los Angeles. Those numbers were up over time-period averages during the May sweeps. —Betsy Sharkey, Michael Freeman

Syndie Premieres: Mandel Promising, Collins Struggling

Paramount Domestic Television's *The Howie Mandel Show* posted a 2.5 rating/8 share household average in overnight markets in its first four days on the air last week. The early numbers for *Mandel*, which is airing in morning and early fringe, marked an 8 percent ratings improvement over May time-period averages.

In another syndication premiere last week, the test rollout of Eyemark Entertainment's *Jackie Collins' Hollywood* in New York, L.A. (continued on page 6)

This Deal Rings a Bell

AT&T/TCI merger wins praise—and scrutiny

CABLE TV / By Jim Cooper

The proposed acquisition of Telecommunications Inc. by AT&T that was announced June 24 could profoundly change both the media landscape and the way people consume media in the future, according to media executives, analysts and government regulators. The news rocked the telecommunications industry and sent cable stocks skyward as speculation about other possible deals for cable companies flourished. Under the terms of the deal—valued at \$48.3 billion—AT&T will take ownership of TCI cable systems serving about 10 million customers plus another set of systems in which TCI is a partner that reach another 11 million subs. AT&T also bought out TCI's interest in high speed Internet service @Home, as well as its stake in Teleport Communications Group.

All three elements will be rolled into AT&T's existing consumer long distance, wireless and Internet services to form a new AT&T subsidiary called AT&T Consumer Services. John Zeglis, AT&T's current president, will become

chairman/CEO of the new group and TCI president Leo Hindery will become its president/COO. What's left of TCI—Liberty Media, which owns stakes in about 90 cable networks, and TCI Ventures Group, which handles TCI's technology investments—gets combined under the new name Liberty Media Group. Liberty, which will be affiliated, but not owned outright by AT&T, remains firmly under the control of TCI chairman John Malone.

From the marriage, AT&T gets an instant way to circumvent the regional Bells and jump directly into the \$110 billion local phone business. But it will cost the company billions to upgrade TCI's relatively archaic physical plant from coaxial cable to a heavier diet of fiber optic cable with much fatter bandwidth.

Almost immediately the two companies will begin to combine and promote each other's services. As early as next year, consumers will be offered digital phone and high-speed Internet service from AT&T via TCI cable lines.

Analysts applauded the deal, saying it would speed up the delivery of new products to con-

What the Industry Thinks

The \$48 billion proposed merger between AT&T and TCI, the largest media deal in history, is likely to affect many companies in the media and telecommunications industries. Some companies can expect a powerful new business partner in the merged AT&T Consumer Services; others face a huge new competitor; and still others may find themselves targets of other acquisitive multimedia giants. By and large, the reaction to the merger was positive—except from Washington, perhaps portending obstacles to come. The Internet and online community, meanwhile, has much to cheer about as its pipeline to the home gets faster and fatter. Executives at cable systems operators took the deal as a sure sign that their pipe remains the most alluring and promising for delivery of the next generation of entertainment and information. Some, no doubt, are primping for those aforementioned acquisitive multimedia giants. Following are reactions from a cross section of media execs and other interested parties.



Chuck Lillis, MediaOne: "The planned merger is yet another endorsement of broadband technology as the best way to provide customers with packages of communications services."

sumers. Many also predicted that a flurry of deals involving cable and American and British phone companies and large technology companies was now in the offing. "Rapid consolidation is a likely outcome over the next year or so, as MSOs seek to dramatically increase their scale in hopes of attracting a major suitor," said Merrill Lynch media analyst Jessica Reif Cohen in a report on the TCI/AT&T merger.

The merger is the largest and most visible result of the 1996 Telecommunications Act, but it's raised some alarm among lawmakers. Telecom lobbyists in Washington said they believed the Department of Justice, not the Federal Trade Commission, would be taking charge of the main investigation of the merger. One veteran telecom lawyer said the process would take about nine months, adding, "I believe this is a case where Justice will require certain specific conditions in order to grant the merger." A member of the DOJ Antitrust Division said it was likely DOJ would get the case but said meetings had just begun to decide how to proceed. The FCC would have to review it as well. A veteran staffer there said, "This doesn't involve further consolidation of the cable industry, as far as I can see." But, he continued, "Because of the concerns with rising cable rates, and the problems posed by TCI in the HDTV transition, we'll have to look carefully."

Some policy heads in D.C. want to speed up legislation to spur competition to cable. Rep. Billy Tauzin (R.-La.), chairman of the House Commerce subcommittee, met with Charlie Ergen, CEO of satellite operator EchoStar, earlier last week, and vowed he would introduce a cable bill on consumer choice in July. "We're concerned about competition to cable," declared Tauzin through a spokesman. "TCI is already a monopoly in most of its markets. The powerful just became a lot more powerful." ■

Dialing for Dollars

TCI's John Malone always makes money for his partners

MAN IN THE NEWS / By Jim Cooper

A is if it needed proving, last week's stunning Tele-Communications Inc./AT&T merger showed again that TCI chairman John Malone retains his title as a master dealmaker working stealthily to make money for his shareholders, including himself.

If the deal passes regulatory scrutiny, Malone's personal worth will grow to about \$3.2 billion via his holdings in TCI, Liberty and TCI Ventures. And that doesn't count the \$1.2 billion of TCI stock he has the option to buy from the estate of Bob Magness, TCI's deceased founder. He would also become AT&T's largest individual shareholder, with a stake of 1.5 percent.

That Malone would profit from a deal is not surprising. The question is what will the man do once his company has been bought by AT&T? The most likely answer is expand his influence in the realm of programming. Under the terms of the deal, Malone, 57, is now the chairman of Liberty Media Group, the melding of TCI's programming and technology interests. Affiliated with but independent of AT&T, the new company's heft will be considerable with about \$5.5 billion in cash and plenty of borrowing clout courtesy of AT&T. At deadline, the industry was just starting to wonder what Malone might do with that money. One scenario has him snapping up Rainbow Programming

from Cablevision and Showtime from Viacom, both of which would roll neatly into Liberty's premium and basic entertainment and regional sports network portfolios. Others predicted he could buy anything ranging from Internet companies to studios as well as launch new networks. Analysts and cable industry executives also expect Malone to expand Liberty's reach even further through his long running ties with some of media's biggest players that include Rupert Murdoch, Barry Diller, Gerald Levin and Ted Turner.

"All you need to do is follow John and where his money is and you'll figure it out," said Lou Borrelli, executive vp and COO at Marcus Cable.

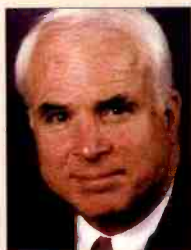
Liberty owns 57.1 million shares of Time Warner Inc. (about 10 percent), 12.6 million shares of United Video and 3.7 million shares of BET Holdings. Beyond equity in those companies, Liberty

holdings also include a 49 percent ownership of Discovery Communications, 43 percent of QVC and 100 percent of Encore Media Group.

This deal is also a bit of a re-coronation for Malone as king dealmaker. That image had been tarnished following the rapid dissolution of the proposed TCI/Bell Atlantic merger in 1993. This time, Malone insists, it's for real. ■



Malone will be worth \$3.2 billion.



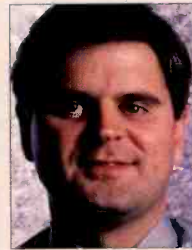
Sen. John McCain: "The Telecom Act's fatal defect forces companies that are forestalled from competing to [merge]. In trying to make certain mergers un-thinkable, the Act...succeeds in making them inevitable."



Jim Robbins, Cox: "Like Microsoft's investment in Comcast, this transaction is a strong endorsement of cable's broadband plant, the most diverse, powerful network available."



Jim Dolan, Cablevision: "It's an important endorsement of cable as the platform of choice in the future of telephony, high-speed Internet access, digital video and other new telecommunications services."



Steve Case, AOL: "We are confident that under AT&T's ownership, TCI's infrastructure will be opened so we can purchase broadband connectivity wholesale and make it available to our online customers."



Lou Borrelli, Marcus Cable: "AT&T has the organization, infrastructure and resources to execute on the collective vision that we in cable have. It confirms that they will be met sooner rather than later."



Glenn Jones, Jones Intercable: "It's a real win for the consumer in that it will accelerate the speed at which the average home in America will move into the digital age."



Dean Valentine, UPN: "I just hope this doesn't add any more buttons to my television."

MEDIA WIRE

and Phoenix yielded a 2.2/6, down 53 percent in share against May time-period averages (4.6/13). —*Michael Freeman*

Hearst Rejoins PIB Following Changes in Ad-Page Counting

Hearst Corp. rejoined the Publishers Information Bureau last week after the PIB Council voted unanimously to approve changes in the reporting of magazine ad revenue and pages collected for PIB by Competitive Media Reporting.

Hearst pulled out of PIB last month in protest of the tracking service's decision to allow ads from the Condé Nast 48-page supplement *Currency* to be counted in each of the company's 15 titles. As a result, *Currency* contributed a total of 507 pages to Condé Nast.

The new methodology will have publishers counting their ad pages in four categories: regularly scheduled editions; unscheduled (special) issues; supplements and outserts; and total. If a publisher reports supplemental or unscheduled ad pages in its total, there will now be an asterisk with an explanation. Publishers are also required to submit all new publishing products that are not already measured by PIB at least 90 days before closing so that the tracking service can determine how to count their ad pages.

Bob Brink, Hearst Magazines executive vp/group publisher who had resigned as chairman of the PIB Council, was reinstated as chairman. —*Lisa Granatstein*

Publisher Leaves *The Atlantic*

Scott Ford, publisher of *The Atlantic Monthly*, left last week to become executive vp of DejaNews, an Internet company. Ford is the second top exec to leave the *Atlantic* recently. Last month, Tom Evans, president of *The Atlantic* and president/publisher of *U.S. News & World Report* and *Fast Company*, joined GeoCities, another Internet firm that like DejaNews may be on the verge of an initial public offering.

"It's the siren song of IPOs," explained Fred Drasner, CEO of *U.S. News & World Report*, publisher of all three magazines. "If they were worried about [the magazines], they would have left for another publishing job. They basically left the industry." —*Lisa Granatstein*

2 MSOs Eye TW's Athena

MediaOne, Comcast said to be close to deals for digital distribution

CABLE TV / By Jim Cooper

MediaOne and Comcast are said to be close to deals giving Time Warner the rights to deliver digital programming via satellite to their cable subscribers. Sources close to the three cable MSOs said last week that MediaOne executives have been talking about Time Warner's digital television delivery system, referred to at TW as "Athena," as the vehicle by which MediaOne will deliver digital cable. Comcast is also considering Athena, but is not as far along in its digital plans as MediaOne, the sources said.

Michael Luftman, a Time Warner representative, declined to comment beyond saying that TW has long assumed that other MSOs will be interested in teaming up for delivery of digital programming. The Athena system is expected to get its first test later this year; TW has not committed to a definitive launch date.

So far, Tele-Communications Inc.'s Headend in the Sky (HITS) is the only satellite-delivered digital system in operation. HITS is expected to

reach about 1.5 million cable subscribers by the end of the year. Cox Communications and some smaller MSOs including Buford Television have signed as HITS affiliates.

A MediaOne exec would not comment on the company's interest in Athena. "We're evaluating all options about the best way to proceed with digital rollouts," said Judi Allen, senior vp/marketing strategy. Comcast execs had no comment.

While Athena is similar to HITS as a transport system, Athena is going with an 8:1 compression ratio for programming, which provides sharper picture quality than the 12:1 compression now used by TCI. Time Warner could eventually double Athena's compression to 16:1 using a technology called 256 Quam.

"When we talk to [MediaOne and Comcast] about digital plans, they talk about Athena," said a senior executive at a major cable network. Another network exec noted that Athena would make a good fit because TW channel lineups are more similar to the lineups of Comcast and MediaOne than TCI's. ■

Dailies Eye Cyber Selling

Trade group plans one-stop database for ad planning and buying

NEWSPAPERS / By Dori Perrucci

The Newspaper Association of America is working on a project aimed at creating a national database that would give advertisers and agencies the ability to plan and buy newspaper schedules with a few keystrokes on their desktop computers. The project, which has been under discussion since January, was given a preliminary green light during the NAA's annual marketing conference, which was held in Orlando, Fla. last week.

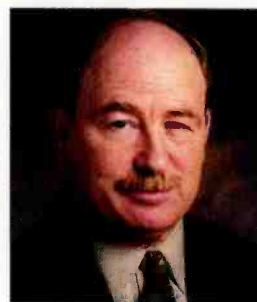
Called the Newspaper Industry Communications Center, the project is the latest push by the newspaper industry to attract a larger share of national advertising spending. In 1997, that share was 4.55 percent, representing \$5.02 billion, according to McCann-Erickson estimates. In 1990, newspapers received a 5.26 percent share of national ad expen-

ditures, representing \$3.9 billion.

The NAA has retained the New York-based consulting firm, Booz Allen Hamilton, to develop the NICC. A working prototype could cost as much as \$6 million, by some industry estimates, and a fully operational system could cost \$12-13 million. It would bring together disparate readership, rate, circulation and coverage data in a single database.

"There's still a lot of discussion on what NICC will be, but it's all about doing a better job for advertisers," said Dwight Brown, vp of advertising at the *Houston Chronicle* and a member of one of the committees working on NICC.

"Newspapers have not been easy to buy," said John Sturm, president and CEO of the NAA. "We need to



**The Chronicle's
Dwight Brown**

INCUMBENTS ALMOST NEVER WIN.

WHAT'S UP WITH THAT?

Don't lose hope. We've worked with some of the world's biggest brands. We're good. We're quick. We've got ideas. We've got 33 million loyal users. We can help. Unless there's a new marketing director. Then you're hosed.

YAHOO!

The world's largest online audience.

lower both the aggravation factor and the cost."

The project is not without controversy. It is seen in some quarters as a potential threat to newspaper ad rep firms, which currently provide agencies with marketing and sales data and handle transactions for their client newspapers in exchange for a commission. The NAA insists that the NICC will not supplant rep firms.

"They're simply reinventing what we've done," said Carl Bryant, executive vp at Seattle-based Media Passage, which plans and places newspaper ads but does not promote the sale of individual newspapers. Besides, he added, similar initiatives in recent years "still

haven't met with compliance. Innovation in this country has come from private enterprise, not a trade organization."

The advertising agency community is likewise wary. "We've been down this road before," said DDB Needham's Jack Cohen, vp and director of print/outdoor media buying at DDB Needham and a member of the American Assn. of Advertising Agencies' newspaper committee. In the past, he explained, some newspapers have packaged themselves in a less-than-credible manner. "They provided their own information, and then you found out the truth was somewhere in between." ■

Next: More Petersen Changes

Top-level hires expected in next three weeks, following Vitale exit

MAGAZINES / By Lisa Granatstein

Petersen Companies, publisher of *Teen*, *Sport*, *Motor Trend* and more than 100 other magazines, last week lost Neal Vitale, its president/COO. Vitale's resignation followed several months of mounting tension between him and chairman/CEO James Dunning Jr. over the company's management structure.

While Dunning would not comment on Vitale's reasons for leaving, he left no doubt about who is in charge. "There is one person who runs this company," Dunning said. "It's me. I hired Neal and Claes [Bahrenburg, Petersen vice chairman and chairman of the executive committee]." Vitale could not be reached for comment.

Vitale's departure follows a recent analysis of Petersen's management ranks by Somerville & Co., a Denver-based organizational and management psychology firm. During that process, a number of Petersen publishers, editors and other managers, including Vitale, were interviewed by Somerville consultants.

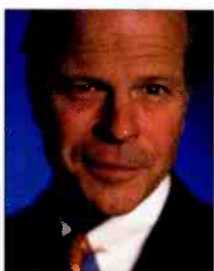
Competing publishers and analysts have speculated for several months about the outcome of the simmering bicoastal tug-of-war between Vitale, who operated out of Petersen's Los Angeles headquarters, and the New York-based Dunning.

The exit of Vitale followed almost immediately Petersen's announcement last week of the appointment of Stacey Lippman, TBWA Chi-at/Day corporate media director, as president, Petersen Brand & Marketing. In March, Lippman joined Petersen's board of directors in preparation for his taking a full-time post with

the publisher. In his newly created position, Lippman is "in charge of driving the marketing activities of the company in its entirety," Dunning said.

James Guthrie remains the company's executive vp of marketing and sales and continues to report to Dunning and Bahrenburg.

In the next three weeks Petersen plans to make several other appointments to new president-level positions "running various aspects of the business," Dunning said. Until a new president/COO is hired, senior management will divvy up Vitale's responsibilities.



More presidents to come: Dunning

The imminent hirings of the president-level executives was said to be a source of friction between Vitale and Dunning.

As for the first in this series of appointments, Dunning said: "Vitale did not leave over Lippman. There's a lot of other reasons for someone to leave."

Vitale, a former Cahners Publishing vp, joined Petersen in October 1996, when the

company was acquired by a group of investors led by Dunning and Chicago-based Willis Stein & Partners. Vitale and Bahrenburg were offered partnerships that gave them the opportunity to own 500,000 shares of stock following a five-year vesting period, during which certain performance levels had to be attained. (Petersen stock has been traded on the New York Stock Exchange since October 1997.) While Vitale's tenure fell short of the the vesting requirements, Dunning would not comment on the financial terms of the former president's departure. ■

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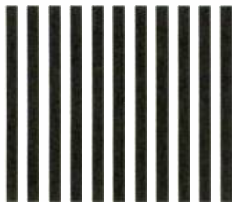
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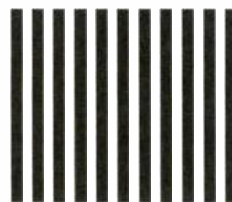
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Cold War (Sales) Heat Up

CNN lands \$20Mil in commitments from ADM, Unisys, Ford, LCI

CABLE TV / By Jim Cooper

CNN has completed the sponsorship drive for its landmark 24-episode *Cold War* documentary series, signing up Archer Daniels Midland and Unisys for the news network's largest original programming effort ever.

The two companies join Ford and LCI International as category-exclusive sponsors of *Cold War*, set to launch in September. The four advertisers spent \$5 million each for packages that include ads on both the 25-hour CNN series and its accompanying Web site, CNN.com/ColdWar.

The TV series will run sponsor billboards only, not traditional commercials. "Each advertiser is going to have a very healthy voice throughout the series," said Larry Goodman, president of ad sales for CNN. In April, Goodman's group approached eight companies in order to get the desired four sponsor deals. "It was thrilling to go out to advertisers with a project this size," Goodman said.

The huge programming un-

dertaking enlisted famed *World at War* producer Sir Jeremy Isaacs to helm the project. With Isaacs as co-executive producer alongside Pat Mitchell, president of Time Inc. Television-CNN Productions, *Cold War* spans an historical arc from 1917 to 1991. The project used 1 million feet of film shot or recovered by CNN and interviewed 500 eyewitnesses and heads of state, including Cold Warriors George Bush and Fidel Castro.

No print cross-selling was done with Time Inc. magazines. Several Time Warner divisions will support the documentary via a consumer marketing campaign; a *Cold War* companion book will be published by Little, Brown; and Warner Home Video will issue a tape. "We have an opportunity since the merger to exploit *Cold War* on a lot of platforms," said Mitchell.

The first 12 episodes will run Sundays at 8 p.m. from Sept. 27-Dec. 13. Volume 2 will air from Jan. 3-April 4, 1999. ■



CINDY NARPORN

Castro gave CNN an exclusive three-hour interview.

Chancellor Is on the Boards

OUTDOOR ADVERTISING / By Mira Schwirtz

Chancellor Media Corp.'s \$610 million agreement last week to acquire Martin Media, the U.S.' seventh-largest outdoor advertising concern, marks the radio giant's entry into the outdoor business and gives it a key strategic advantage in six markets where both companies have significant holdings. The six markets are: San Diego; Washington, D.C.; Cincinnati; Pittsburgh; and Riverside/San Bernardino and Palmdale, Calif. Billboards in these markets account for 40 percent of Martin's annual revenue of \$90 million. Martin has a total of 13,000 boards in 29 markets.

Chancellor, which is controlled by Hicks, Muse, Tate & Furst, is following in the footsteps of competitors CBS and Clear Channel Communications, which have recently bought up outdoor companies that have billboards in markets where they own radio stations. Offering combined radio and outdoor packages to advertisers gives radio companies greater reach, not-

ed analyst Paul Sweeney of Salomon/Smith Barney. "It's a strategic value," Sweeney said. "What Chancellor would like to do is own outdoor in as many markets as they own radio and vice versa—that's their strategy." Irving, Texas-based Chancellor owns 108 radio stations.

In Pittsburgh, where Martin is the largest outdoor company, and in Cincinnati, where Chancellor owns four stations and Martin is a major outdoor force, the combination is likely to give Chancellor major influence over ad rates, some buyers fear. "I'm really concerned about the lack of competition in the market because Chancellor owns so many properties here," said Susan Brown, a vp of Media Force in Cincinnati.

Chancellor CEO Jeffrey Marcus noted that the company can also promote its radio stations on Martin boards in markets where Chancellor has stations. Marcus called the Martin buy a "solid platform to participate in the consolidation of this growing industry." ■

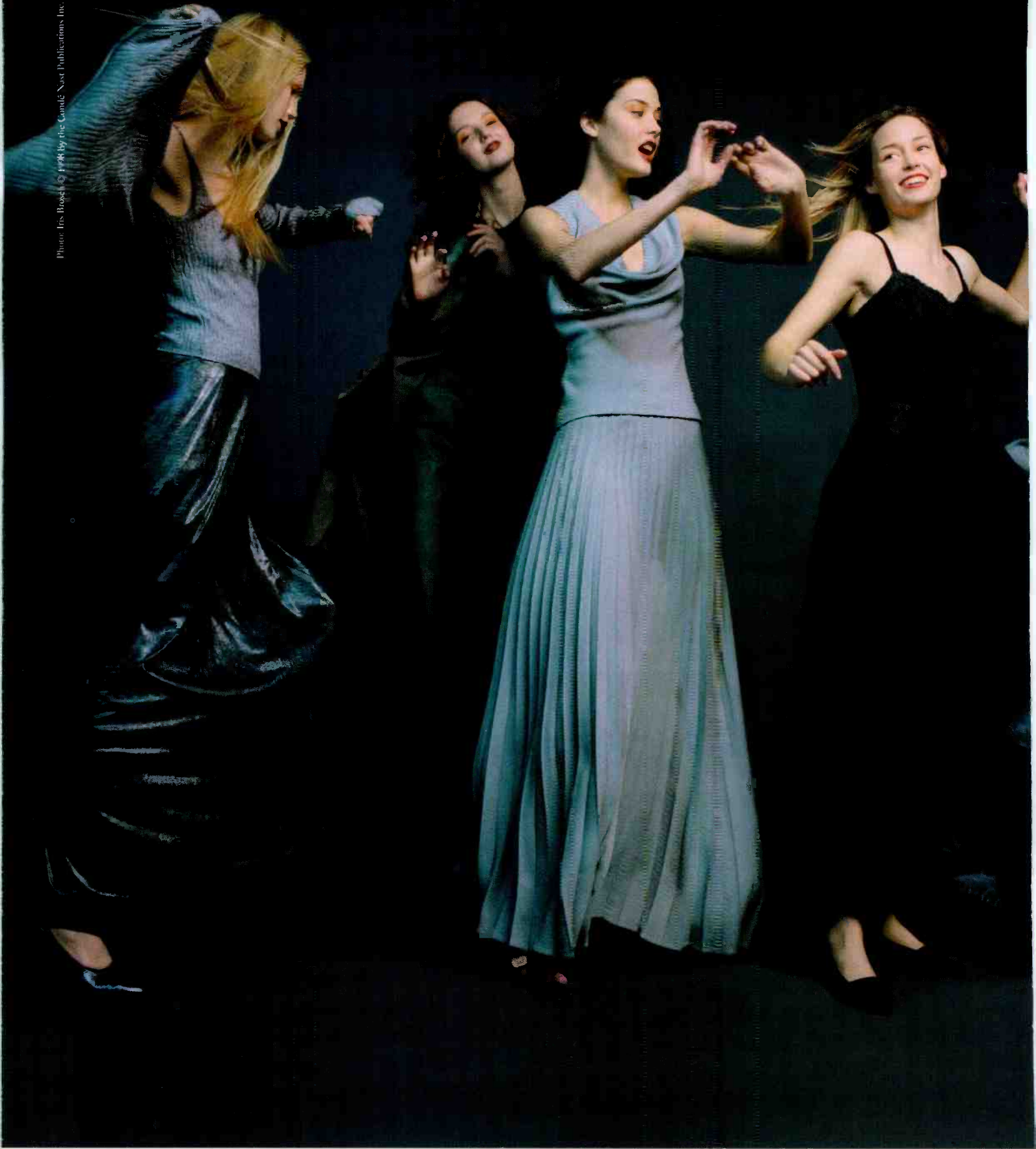
NETWORK TV

CBS is reportedly planning to run a second hour of *60 Minutes* beginning this fall. A CBS representative declined to elaborate except to say the network is still considering a second installment of the venerable newsmagazine. It appears the network is seeing ratings success recently with prime-time newsmagazines. CBS' premiere of a Monday edition of *48 Hours* in the 10-11 p.m. timeslot resulted in a near dead heat with NBC's *Dateline* on June 22. *48 Hours* regularly airs on Thursdays at 10 p.m. *48 Hours* averaged an 8.2/14 in homes, just behind *Dateline's* 8.4/15. But more important was its virtual tie with *Dateline* in key demos: women 18-49 (*48 Hours*, 5.2 to *Dateline's* 5.3) and women 25-54 (*48 Hours*, 6.1 to *Dateline's* 6.2). It was CBS' highest rating in that Monday time period since November 1997: up 22 percent in households, up 30 percent in adults 18-49 and up 25 percent in adults 25-54 against CBS' average numbers for 10 p.m. Monday programming. CBS will continue airing a second edition of *48 Hours* on Monday throughout the summer. Come the fall, CBS' new drama *LA Docs* takes over the timeslot.

Fox takes a lot of ribbing from TV critics for airing reality-based shows like *World's Wildest Police Videos*. But that mid-season replacement, which was kept on next season's fall schedule, has performed decently so far this summer. Since its debut, the 8 p.m. Thursday show has recorded gains over the time period's season-to-date average in homes (up 20 percent to 6.6/12), adults 18-49 (up 24 percent to 4.2/13), and total viewers (up 19 percent to 9.6 million).

UPN executives initially had predicted that the netlet's prime-time upfront revenue would hit \$200 million, but media buyers are scoffing at that figure, placing it at closer to \$160 million. But it all depends on what UPN got last year. While UPN said it registered \$140 million, buyers pegged it at more like \$100-115 million. Although UPN has scheduled two more nights of programming for this fall, several buyers said they held back buying UPN programming upfront, choosing to wait for the initial ratings generated by the new fall lineup. —John Consoli

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ATLANTIC CITY, N.J./NEWSPAPERS

A Sale in the Wind in Atlantic City

• JOHN CURLEY, CEO OF GANNETT CO. INC., cut his teeth in the newspaper business as a reporter, editor and publisher at several papers in southern New Jersey. It now appears he is returning to his roots in a big way.

Gannett, which in the past several months

including Gannett," said John F. Bitzer III, president and CEO of *The Press*' parent, ABARTA, Inc. In fact, he said, "We're always looking (for acquisitions) ourselves, but the prices newspapers are fetching these days are on the high side."

bury Park and Atlantic City. Gannett also owns the *Daily Journal* in Vineland, a 17,000 circulation paper just west of Atlantic City. The acquisition of the *Press* in Atlantic City would enable Gannett to increase its already sizable cluster in southern New Jersey. Among the nation's remaining independently-owned dailies, the *Press* ranks 16th in terms of circulation (73,346 daily and 95,455 Sunday, according to March 31, 1998, figures from the

Audit Bureau of Circulations). Gannett also owns the *Courier-Post* in Camden. Observers say they expect Gannett to offer combination national buys in the not-too-distant future.

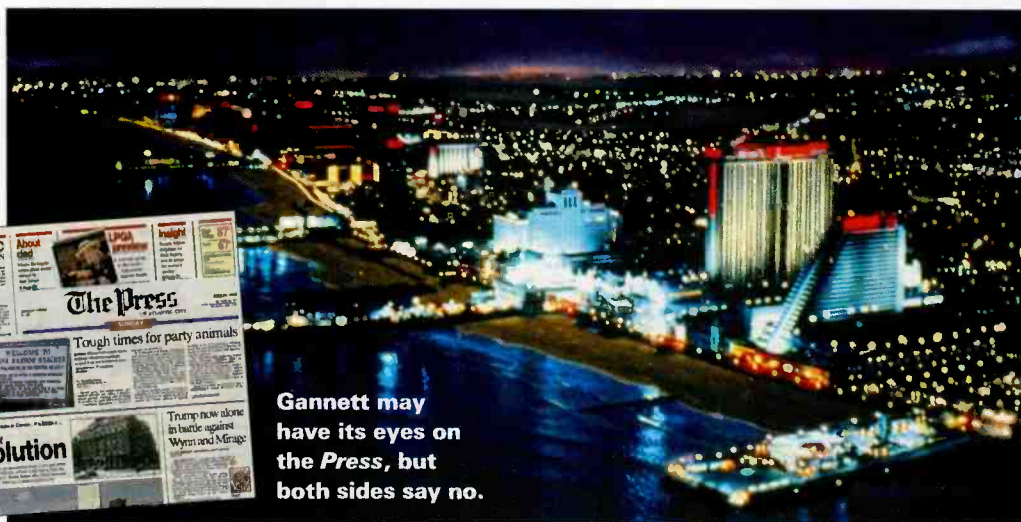
ABARTA, the parent of *The Atlantic City Press*, is not financially strapped. The company owns four Coca-Cola bottling companies, working interests in some 100 oil and gas wells, and a publishing division, ABARTA Metro Publishing, a producer of leisure and travel-related books, magazines and guides.

The Press, which is the only daily media property the company owns, "is very important to our business and to our revenues," said

Bitzer, one of several third-generation family members who work in the business. He said he expects the paper to get stronger in the next few years, as the market booms with "megacasinos"—complexes housing casinos, shopping centers and entertainment facilities.

The build-up has already begun, with the paper seeing a 15 percent increase in ad revenues in 1997, with 8 percent expected this year, according to Robert E. Mawhinney, director of sales and marketing. The area has seen an influx of new retail outlets, including Home Depot, Kohl's, Borders, Best Buy and Old Navy, over the past 18 months. —Dori Perrucci

(continued on page 16)



Gannett may have its eyes on the *Press*, but both sides say no.

has acquired *The Asbury Park Press*, *The Morristown Daily Record*, the *Ocean County Observer* and *The Home News and Tribune* of New Brunswick, is now said to be interested in adding to its southern New Jersey cluster by acquiring *The Press* of Atlantic City, the nation's 16th largest independently-owned newspaper. An executive at one of Gannett's South Jersey papers who would not speak for attribution said there has been talk of the company's interest in the paper among Gannett corporate staff in recent weeks.

But a spokesperson at Gannett headquarters denies that's the case, and the top executive for *The Press* says his paper is not for sale.

"We haven't been approached by anyone,

Mimi Fowler, a Gannett spokesperson, said, "It's news to us." But Fowler did go on to say, "We look at anything that comes on the market that makes sense to us."

There have been rumors circulating among staffers at the *Press* for several weeks that Gannett has been eyeing the paper. These staffers believe an acquisition by Gannett would make sense. It is the closest large daily to the *Asbury Park Press*, the 156,000 circulation daily which Gannett acquired last fall. In May, Gannett bought the *Ocean County Observer*, a 16,000 circulation daily just a few miles down the road from Asbury Park, along with several weekly newspapers in nearby Toms River. Those papers fall between As-

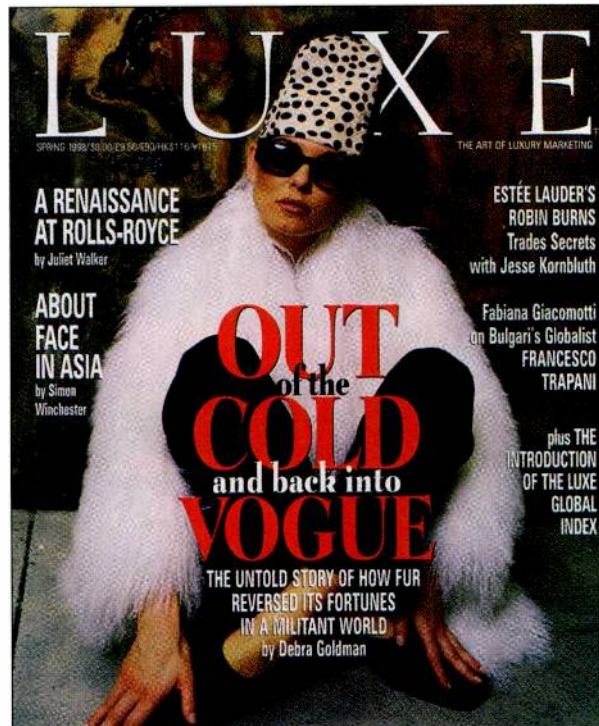
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HOUSTON/TV STATIONS

A New Station Sets Its Debut

•EVER SINCE THE FIRST TRIBAL HUCKSTER goaded a diffident passerby into buying his (new & improved) pots, marketing folks everywhere learned an invaluable lesson: *ya gotta have a gimmick*.

In an effort to differentiate his new Houston-based TV station—set to launch July 15—from the rest of the broadcasting pack, Joel Osteen, president and gm, has branded KTBU-TV “The Tube”—trademark and all. Complete with pop-art logo, sitcoms of yesteryear (plus first-run sports programming and do-it-yourself shows) and a slick marketing kit, The Tube’s look is reminiscent of Nick at Nite. “We like to think of it as attitude branding,” said Don Iloff, vp of marketing.

The station, channel 55 on the UHF band, was awarded a license more than 20 years ago. But due to a series of lawsuits contesting the license, the station never went on the air. The license is now held by a company called Humanities Interested Media, Inc., and is being run by Osteen under a management agreement.

Your typical independent upstart it isn’t; however, as primitive peddlers have proven (note the aforementioned pots are still around), product cannot survive on cool concept alone. Therefore Osteen has taken measures to ensure his station transcends a trend-setting idea.

“Our programming, our brand and our on-air attitude says that we are young and we are fun,” Osteen said.

Among the shows the station has in its lineup are *Hogan’s Heroes*, *Family Ties*, *Gunsmoke*, *Perry Mason*, *Happy Days*, *Charles in Charge*, *Star Trek—The Next Generation* and the *Lucy Show*. There will be first-run productions of Nascar related shows, and the station is planning service features such as a locally-originated health/medical show.

“We are the first independent station to break from location branding (naming a station by its number on the dial) to image branding,” Iloff said, sounding much like the marketing man he is. Barry Diller’s CitiVision, which is being pioneered at WAMI in Miami, is a similar

example. Another is the Regional News Network in mid-state New York that programs mainly news and infomercials. As “the tube” has long been a synonym for one’s television set, the brand should bode well with Osteen’s plan of longevity.



The station developed a logo emphasizing the brand.

Osteen has built a 1,916 ft. tower which transmits a 5 million watt signal—a strength equal to that of the Fox, WB and UPN affiliates in

Houston. In fact, as the broadcast industry readies itself for digital conversion, The Tube has a leg up on many of its competitors. KTBU will emit an analog signal come next month but execs are prepared to switch over to digital when the call comes.

“We’ve got network-quality programming here,” boasted Iloff. Along with other local retailers that have signed on, KTBU recently landed an account with a popular garden shop chain.

While major national advertisers elude The Tube thus far, execs continue to focus on the future. “Everything we’ve done we’ve done for tomorrow,” Iloff said. —Megan Larson

NEW YORK/NEW MEDIA

New Times Site Tells Readers Where to Go

•MEL LAYTNER, PRESIDENT OF LAYTNER’S Linen & Home, an upscale merchandiser with three Manhattan locations, was close to making a decision about which Internet site would get his advertising business when New York Today called.

He got hooked. He paid top dollar—upwards of \$325 a month—for a package that includes a 10-page “microsite,” banner and tile ads and special sales listings in “www.nytoday.com,” the second web site created by *The New York Times*. Targeted to retail advertisers in the New York market, the site went up two weeks ago with advertising packages priced beginning at \$149.

“We were ready to spend a lot more and get a lot less,” said Laytner, who said he was heavily recruited by Microsoft’s side-

walk.com, AT&T and Citysearch. He said he is pleased so far with the response he’s gotten, which has included calls from outside the New York metropolitan area. But, he added, the *Times*’ Web site “is a first swipe. It’s not where we want to be in a year; there’s no buying and shopping.”

Laytner is one of 300 retailers who have signed up, drawn by a marketing plan that combines the *Times*’ brand with new advertising sections in the print product. A new section featuring restaurant advertisers appeared in the *Times* the same day that www.nytoday.com launched on Tuesday, June 16. That sort of synergy will be extended to other categories, such as art galleries, clothing and jewelry stores and fitness centers, said Catherine Levene, marketing director.

The site has attracted “primarily advertisers who don’t normally advertise in the newspaper—this is incremental advertising,” said Daniel Donaghy, New York Today’s general manager.

On the editorial side, nytoday.com is essentially an on-line city guide for New York City with a searchable database of information that users can save and store for later use. It features subway maps, walking and driving directions and even reminders about sales and events via electronic mail and beeper messages. In addition to *Times*’ contributors such as Ruth Reichl, the food critic, the database features events, arts and entertainment, restaurants, shopping, sports, leisure and practical information gathered from community groups. About 20 such groups are currently on board over the next



www.nytoday.com: What, where, and how to in NYC

three months as part of a pilot phase, and “the potential is unlimited,” said Martin Nisenholtz, president of the New York Times Electronic Co., a wholly-owned *Times*’ subsidiary that produces www.nytoday.com along with The New York Times on America Online and The New York Times Index.

Mountain View, Calif.-based Zip2 Corp. developed the site. —Dori Perrucci

WASHINGTON
Alicia Mundy

Playing Duck and Cover

The Washington press corps showed its double standard in covering the Linda Tripp story.



If the truth will set you free, the Washington media are facing a life sentence. "Oh no," you groan. "Not another Steve Brill analysis on how the Washington press manipulates the news." Well, yes. But

there's a *big* difference between Brill's story and this one. Mine is a hell of a lot shorter.

It's child's play to find examples of how individual publications have shortchanged readers on the coverage of Bill Clinton and the Paula Jones-Monica Lewinsky debacle. But one of the most blatant—and quantifiable—is how the media, fed and led by politicians and political operatives, have missed the mark on Linda Tripp.

In March, Jane Mayer of *The New Yorker* revealed

that Tripp had been arrested for grand larceny in 1969. Mayer also reported that Tripp had not disclosed the arrest on the 1987 security clearance forms that permitted her to work at the White House and later, the Pentagon. Tripp was 19 when she was charged, and ended up pleading guilty to loitering, a minor misdemeanor. But Tripp's failure to honestly answer questions on a critical security form hurt her credibility.

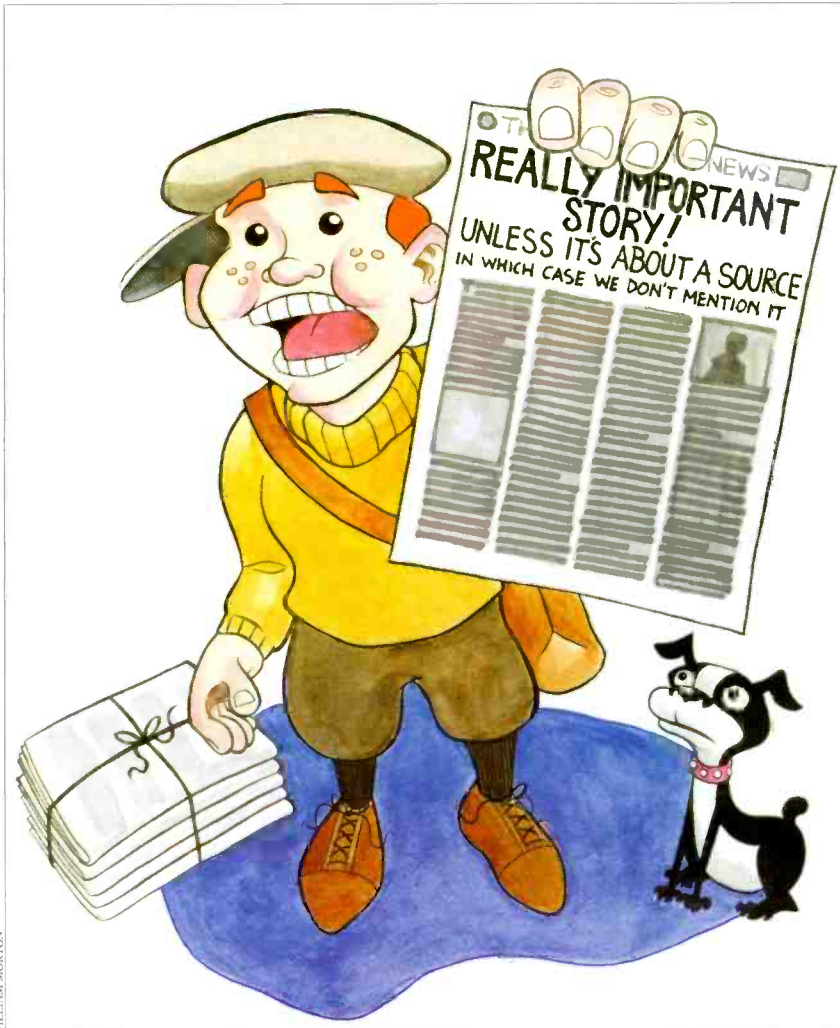
Within days, the story was spun sideways. Tripp's omission may have been a federal offense. But the press focused on whether a Defense Department official had violated the Privacy Act by confirming to Mayer that Tripp had not disclosed the arrest.

Perhaps this doesn't seem earth-shattering. But here's the context: Two years ago, in the middle of the Presidential campaign, *The Washington Times*, *The Washington Post*, *The New York Times*, *The Wall Street Journal*, *The Weekly Standard*, *National Journal* and *The American Spectator* ran dozens of stories (according to an archives search) totaling about 25,000 words, that many White House staffers had been working without complete clearances. Some of the holdups involved questions about past drug use.

Republican politicians treated this as the Apocalypse. Rep. John Mica (R-Fla.) held a hearing on White House clearances, and fulminated thusly: "I'm deeply concerned about the standards the White House uses in selecting personnel for sensitive positions and I believe that the American people need reassurance that the Clinton Administration has not critically compromised the procedures by which people can gain access to national security information." His comments were echoed by Dan Burton, (R-Ind.), Speaker Newt Gingrich and many others on Capitol Hill. In op-ed pieces, defense "experts" at think tanks wrung their hands over the potential national disaster due to such laxity.

That was followed last summer by an eruption of stories on how John Huang got clearance for as many as 30 briefings by the CIA on America's Asian interests. Having myself once served as a defense analyst who had clearances for several years, I wrote then that such concerns merited serious investigation.

But now the problem involves someone crucial to the case against Clinton. Suddenly security clearances don't matter. Instead, writers such as Tony Snow, host of *Fox Sunday Morning*, are on a tear about the Pentagon officials who leaked the information that Tripp falsely filed her form. However, Snow was honest enough to acknowledge that the news in Washington these days truly depends on whose ox is gored. "Yes, if this were a Clinton staffer who lied on a security form on anything, we'd be calling for his



WILLIAM MORTTON

WASHINGTON

firing, if not a criminal investigation." And the press would report it.

DOD officials are letting Tripp keep her clearances. A Pentagon spokesman said, "She has been told that she must report the arrest on all future forms or updates." Snow explains, "Hey, it's political. No one wants to touch her." He's right. But FBI agents, a federal prosecutor and security investigators have told *Mediaweek* that when people omit something like an arrest, they usually lose their clearances, and often their job. Washington is littered with lawyers repre-

"Yes, if this were a Clinton staffer who lied . . . we'd be calling for his firing, if not a criminal investigation." —Fox's Tony Snow

senting people who have tried to hide juvenile records or visits to psychiatrists, and jeopardized their careers. One of them, Steve Leckar, explained, "I have had to fight for clients who didn't mention juvenile arrests on their forms, and sometimes you lose."

It seems strange that the press hasn't given the Tripp clearances issue the same scrutiny as the DOD privacy violation. There have been no stories about what normally happens to those caught lying on a security form; how often they forfeit their clearances and their job. And it would seem reasonable that reporters might go back to Capitol Hill to ask politicians who were so worried about this issue just a year or so ago what they think now. Reporters might have looked for a little consistency, and finding none, reported *that*.

But the prevailing spin only targets the DOD officials. This is due, in part, to the media-savvy Larry Klayman and his group, Judicial Watch. Klayman is a lawyer in a civil suit over "Filegate," and he recently used that platform to subpoena Mayer and her notes from 1992 on. Editorial writers who usually blast such assaults on freedom of the press were deafening in their silence. Mayer fought the subpoena and won. But Klayman was able to depose the two Pentagon officials. Their depositions ended up before special prosecutor Kenneth Starr's grand jury. And that's produced six stories alone (and a lengthy "Chronology of a Leak") recently in the *Washington Times*.

"Our issue is whether the government is releasing information in violation of the Privacy Act," said Klayman. He suggested that the White House was behind Mayer's discovery of the arrest. In fact, her initial source was Tripp's stepmother, Lowe Davis. When Davis read that Mayer was being attacked, she offered to go public. Now Davis has been subpoenaed by Klayman, which editor Rick Herzberg of *The New Yorker* calls "an attempt at intimidation."

It's important to note that no one at the Pentagon should have answered Mayer's question about what

was on Tripp's form. It's wrong, if not illegal. *And* stupid. Informed by Mayer that Tripp had once been arrested, Pentagon officials were in a position to *legitimately* confront Tripp and send the FBI to investigate the facts of the arrest. That information might be introduced in any trial to hurt Tripp's credibility. But Jim Moody, one of Tripp's lawyers, explained, "Sometimes it seems people in Washington are more interested in playing the game—and playing the press."

After the first Mayer piece, Tripp's lawyers said that the arrest was the result of a "prank" by friends who set her up, and that the arrest record had been expunged. Tripp said through attorneys that the judge in the case had told her she could forget the arrest.

But Form 398 doesn't ask: "Were you ever arrested—but if you think it was unfair, or was so long ago—you don't have to mention it." No. It just asks if you "have ever been arrested, charged, cited...regardless of whether the citation was dropped or dismissed." Unlike most of the government's questions, this one's real simple.

Last month, Mayer investigated Tripp's current version of the arrest. Mayer's second piece in the June 8 issue suggested strongly—after numerous interviews with almost all of the people present for the arrest—that the "prank" excuse doesn't hold water. The one person who told the *Post* about a "prank" said something different to Mayer. His allegation didn't pan out and he has since been unreachable. Tripp's arrest record was never expunged. Since she was not a juvenile, it was not sealed (even so, the DOD security form says you must report juvenile arrests). The judge who allegedly told Tripp she could pretend the arrest never happened is dead.

It's hard to find a major paper that picked up on Mayer's second piece, or done its own digging. *The Washington Post*—where Mayer's husband is a national desk editor—has not revisited the story, except to cover the case of the DOD officials. *The Washington Times* continues to call the arrest "the result of a prank" as a statement of fact. *The Weekly Standard* is consumed with a new passion for the Privacy Act, as are many conservative columnists. And *The New York Times* seems to have forgotten the story entirely, except for columnist Frank Rich.

Thank God there's *The New York Post*. On June 2 it ran a scathing attack on Mayer, calling her second take "a perfect example of a non-story."

The *Post* then showed how investing too much in the politics of a story gets in the way of facts, stating: Mayer "exhausts readers with a litany of the friends, in-laws, police and a judge she interviewed ad nauseam." Hmmm. A close examination of the article shows that only one judge is mentioned—and he is, not to harp on this, *dead*. Told of the *Post*'s gaffe, Herzberg laughed, "Maybe that's why the *Post* found the judge's interview so 'ad nauseam.'" ■



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FOR THE RICHEST YEARS IN A WOMAN'S LIFE



Magazines

By Lisa Granatstein

A flurry of covers about a handful of pop-culture stars proves once again that everybody can't win at this game

Celebrity Jeopardy

If for some otherworldly reason you don't know who David Duchovny and Gillian Anderson are by now, don't worry—the truth is out there. In fact, it's everywhere, as cover stories about the *X-Files* stars and their new movie have been popping up all over in *Vanity Fair*, *Newsweek*, *Details*, *TV Guide*, *Entertainment Weekly*, *InStyle*, *Yahoo! Internet Life* and *Movieline*, to name just a few. For the past two months, editors have been busy plastering Duchovny and Anderson on covers in anticipation of the duo's first feature film, ensuring that every X-philer and neophyte is sufficiently clued in to Mulder and Scully min-

utae, along with dish about Anderson's pierced navel and ex-Ivy Leaguer Duchovny's wisecracking ways.

EW's June 12 issue tantalized readers with "Secrets of the X-Files Movie," an on-the-set peek behind the scenes. The June 20-26 *TV Guide* gave newsstand browsers a choice of a Duchovny or Anderson cover promoting an *X-Files* package that offered alien-coded clues about the flick. *Newsweek* got into the act with its June 22 cover, weighing in with a

top 10 sellers so far for *Newsweek*.

The newsstand invasion of *X-Files* covers closely follows similar onslaughts of me-too covers on *Titanic* It Boy Leonardo DiCaprio, the *Seinfeld* crew and a host of prefab tributes to Frank Sinatra.

"Every once in a while, you'll see just an orgy of coverage over a particular person or event," says Art Cooper, editor-in-chief of *GQ*. "When Sinatra died, you knew that everybody was going to do it, and if I had known

er," complains Chris Leon, a computer technician browsing a newsstand in midtown Manhattan. "He's dead. How many ways can you say it?"

Time Inc.'s *People* recently learned that lesson all too well. Rough estimates indicate that single-copy sales of the weekly's Sinatra cover were below average (*People's* "So Long Seinfeld" cover also performed poorly). "The timing was not good for us," admits managing editor Carol Wallace. "We thought we delivered a good package, but people had [prepared] advance issues that had been sitting in warehouses waiting for [Sinatra] to die." *TV Guide* and Time Inc.'s *Entertainment Weekly* and *Life* rushed out special tribute issues just days after the icon's death. (*People* spinoff *Teen People* had much better luck with DiCaprio, going back to press for 400,000 extra copies of its April issue after the initial run of 1 million sold out.)

"In the past few years, you have even more magazines putting celebrities on the cover," says Cooper. "I think many celebrities are overexposed in monthlies, but where you really see evidence of it is in weekly magazines and on television."



Total X-posure: Newsstands full of cover stories helped lift 20th Century Fox over \$30 million for the flick's opening weekend.

plot summary of the movie and a look at the future of the X series on Fox TV. "We thought in reporting terms we had something to say that other people hadn't said," observes Mark Whitaker, *Newsweek* managing editor. "It was just a good reader cover, particularly for our younger readers."

Whitaker says estimates indicate the *X-Files* issue is among the year's

he was going to die, I would have done something.... Our lead time is a blessing, because we have to think of other ways of doing cover stories."

While some fans just can't get enough of their favorite celebs, a sudden avalanche of covers on the same subject can turn some readers off. "Frank Sinatra kicks the bucket and everyone has to have him on the cov-

Avoiding the celebrity glut is a particular challenge for weeklies when major news breaks. Michael Jordan and the Bulls' run to another NBA title landed not only on the cover of Time Inc.'s *Sports Illustrated* three weeks in a row this month, but also graced the fronts of *Time*, *Fortune*, and *ESPN The Magazine*. "It's hard for me to be objective on the Bulls,"

confesses Carol McDonald, vp/print media manager for DDB Needham in Chicago. "It may be a turn-off to readers, but do you run the risk of being the one guy who doesn't run the [Jordan] cover?"

And though most magazine clients buy schedules, making short-term celebrity overkill less of an issue for media buyers, "it becomes harder and harder to distinguish magazines when they're all covering the same hot story," notes Lee Doyle, co-media director of Ammirati Puris Lintas. "It's a little bit of a disappointment."

Opting out of the *X-Files* stampede, *Premiere* editor-in-chief James Meigs put Tom Hanks, star of the upcoming *Saving Private Ryan*, on the Hachette Filipacchi monthly's June cover. "Given that he's a star of that magnitude...others are going to do him," Meigs says. "So all things being equal, we wanted to be first."

Earlier this year, *Premiere* joined the parade of John Travolta covers (*EW*, *Time*, *George* and others) hyping *Primary Colors*. "It was the most important film of the first quarter, and yet it was not a cover that was distinctive enough," Meigs admits. "I don't have the final numbers, but I don't think it went through the roof."

Next: Get ready to duck as an *Armageddon* blitz hits the stands. Bruce Willis, star of the summer blockbuster (opening on Wednesday), mugs for *George* in its July issue. *Premiere's* August issue features costar Ben Affleck, and Liv Tyler will lead *GQ*. Here we go again.

Makeover in the Works

Developing a Fresh Set of Strokes

Tennis is in the midst of a major makeover, with a full relaunch slated for December. After replacing 19-year veteran Donna Doherty as editor in April, Mark Woodruff, a former assistant managing editor of *Rolling Stone*, is set to make his mark.

The monthly's paid circulation dropped 3.1 percent in the second

60 SECONDS WITH...



Steve Reddicliffe

Editor-in-chief, *TV Guide*

Q. With TCI acquiring a controlling stake in *TV Guide*, what will it mean to be the King of *TV Listings*? **A.** Everywhere there's an "on" switch, we'll be. **Q.** Will your responsibilities as editor change? **A.** With *The Cable Guide* and the large-format *TV Guide* that we'll start at some point this summer, as well as *TV Guide* the digest publication, we're going to have a lot of copy to read. Certainly we'll be looking onscreen as well. We'll be looking at that for many hours a day. We'll always know where that *Seinfeld* rerun is going to show up—which is reassuring to us. **Q.** What's going to be hot on *TV* this fall? **A.** There's a lot of talk about *Felicity* on the WB. It's been described as Ally McBeal goes to college. And ABC's *Fantasy Island* is cool. Every network has a couple of shows that are going to surprise people. **Q.** What's this thing you have for orange ties? **A.** I love orange ties. I read in Bill Zehme's *The Way You Wear Your Hat* that Sinatra loved orange ties because anyone who bought, wore or saw an orange tie was automatically happier. I went out and bought one, and it worked. I'm an orange-tie devotee now. **Q.** So you're a happy guy? **A.** Especially when I have that orange tie.

half of last year to 779,166, and newsstand sales were off 16 percent to 26,817. Ad pages are also in a bit of a slump, having dipped 8.8 percent, to 167, in the first quarter of this year. *Tennis'* only direct competitor is the much smaller *Tennis Match*, published by PressCorps Inc.; the bimonthly, which has applied for a circulation audit by ABC, claims a circ of 75,000.

Declining participation and sluggish equipment sales in the sport have contributed to the falloff in *Tennis'* game. The title was sold last year, along with several other sports books, by the New York Times Co. to Miller Publishing Group.

"Most of the magazine's problems were in its execution, not the concept," says Woodruff. *Tennis* will continue to give equal court time to both recreational players and the pro tours.

Woodruff has already introduced some subtle design changes, including splashier photos. New art director Robin Helman worked at Hearst's *ESPN* (prior to the Disney partnership) and on the recent redesign of Rodale Press' *New Woman*.

Woodruff is expanding his pool

of writers, looking for contributors "who are either tennis fans or players but haven't written about tennis before," he says.

One change the new editor is enforcing is having a profile or feature story about all cover subjects. That may sound logical, but in the past a top player could grace the cover of *Tennis* with either a small write-around piece or in some cases no story at all. "It created a kind of disconnect," says Woodruff. In the August issue, due out July 14, Billie Jean King writes about the 25th anniversary of her "Battle of the Sexes" match against Bobby Riggs.

Among other changes in store are a new front-of-book section named Baseline, enhanced instruction tips for players of all levels and additional fitness coverage in the section known as Fit Player. Woodruff's strategy jibes with company president/CEO Robert Miller's quest (*Mediaweek*, April 6) to round out the magazine's coverage and inject "the sport's personalities in a fun, involving way." ■

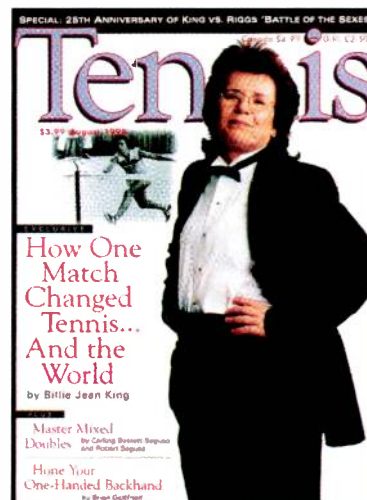
Must-Reads

A compendium of noteworthy articles from recent issues:

Gary Pierre-Pierre writes about his marriage to a white woman, imploring readers to "get over it," in "The White Wife," *Es-sence*, July

Phil Scott gets suited up for motorcycle-racing school, learning the finer points of taking a curve on a 45-degree angle. "The School for Speed," *Cigar Aficionado*, August

In "What Price Pregnancy," Karen Stabiner explores the underreported connections between fertility drugs and breast cancer. *Good House-keeping*, July



The August issue looks back at the '73 "Battle of the Sexes."

MOVERS

MAGAZINES

Skip Johnson has been promoted from publisher of Petersen Automotive Performance Group to group publisher of Petersen Outdoor Group, which publishes *Guns & Ammo*, *Hunting* and *Handguns*...**Bon Appétit** advertising director **Carol Campbell** is moving up to replace **Ilene Rapkin** as associate publisher. Rapkin left to become publisher of PrimeMedia's *Modern Bride*...**Meryl Gura** has left *Better Homes & Gardens Family Money* as account manager, West Coast, to join *Sunset*'s San Francisco advertising office as senior account manager...**Condé Nast House & Garden** executive merchandising editor **Pamela Madden** has been promoted to promotion and merchandising director, and promotion manager **Gabrielle Garofalo** has been promoted to creative services director...**Sarah Min**, former assistant business manager, editorial, of *Glamour*, has joined *Vibe* as managing editor...**Gregory G. Coleman**, senior vp and worldwide publisher of *Reader's Digest*, has been named chairman of the Advertising Council. He succeeds **Robert Wehling**, senior vp of Procter and Gamble. President and CEO of Big Flower Press **Edward Reilly** will replace Coleman as vice chairman.

RESEARCH

Geoff Wicken, president and CEO of Simmons Market Research Bureau, has been promoted to president of Symmetrical's Global Information Services, Simmons' parent company. **Josh Chasin**, formerly of Arbitron, was named president of Simmons.

The Media Elite

Edited by Greg Farrell

Let's Call the Whole Thing Off

Normally, a magazine's 100th anniversary is cause for celebration, or at the very least a no-brainer special issue. But two centennial editions in the span of seven years? Maybe that's pushing it.

That's the conclusion *Success* editor-in-chief Steven Slon recently reached when he decided to scrap the business monthly's 100th anniversary issue.

Why throw away such a good marketing opportunity? As it happens, former editor Scott DeGarmo beat Slon to the centennial punch—way back in 1991.

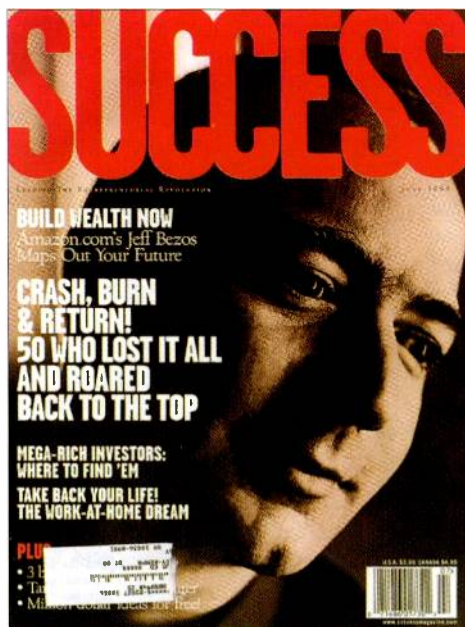
DeGarmo had based the magazine's centennial on the date when founder Orison Swett Marden had scribbled down ideas that led to the book's launch six

years later, in 1897. "There was the possibility of a link to marketing stuff going on then," says Slon

of the 1991 special.

Technically, *Success* already was 100 years old when Slon

became editor last year. "We talked about doing [a special] within the year, but we had one camp saying we had already done that," he says. Given the discrepancy and the fact that a centennial had been done in '91, Slon decided against another. "Had we done it this year, we'd have done it with a winking acknowledgement to the fact that it was 101," he adds. "We want the world to see the magazine's rich history and this piece of Americana. There are a lot of Johnny-come-lately finance and money magazines that don't have the roots we have. Maybe we'll do a 102nd next year." —*Lisa Granatstein*



When does a magazine turn 100? At *Success*, it depends on the editor.

When This Kevorkian Visits, Don't Give Up Hope

You're a media buyer for a big ad agency. You're trying to decide how to split up a client's print budget when something unexpected happens: the receptionist calls and says, "Mr. Kevorkian is here to see you." There's no need to panic. It's not the suicide doctor arriving to help you end your miserable media existence. It's Chris Kevorkian, newly promoted associate publisher of *Sunset* magazine, the West Coast's 100-year-old lifestyle guide.

Chris Kevorkian is no relation to the famous Michigan assisted-suicide practitioner Dr.

Jack Kevorkian, but he is saddened with the doctor's celebrity. "There's not a day that goes by that I'm not asked if I'm any relation," says Kevorkian of his inherited mystique. "For years I had to spell my last name, but now I don't have to."

The former national sales manager for *Good Housekeeping* adds that his notori-

ous cognomen has proven to be a good marketing tool in the business, even if it's also become the butt of ad buyers' jokes. How

often does he hear it from ad people? "Every day, all day long," he laments. So next time he calls, please cut him some slack. And if you're sick of your job, your significant other and your life, don't tell him; he can't help you. —*Mira Schwartz*



Selling a totally different brand of *Sunset*: Kevorkian

MEDIA DISH

Newsweek Hosts 54th Annual Duffers & Bluffers

If it's June and it's the Sleepy Hollow Country Club in Scarborough, N.Y., it must be the annual Duffers & Bluffers assault on the links sponsored, as always, by *Newsweek*. More than 120 members of the agency and client community turned out on June 22 for the day-long event, which included a golf competition for serious players, a golf clinic for those who wanted instruction, as well as tennis and poolside relaxation for those otherwise inclined.



PHOTOGRAPHS BY DOUG GOODMAN

To the victors (above) go the spoils. L to R: Chris Donahower, *Newsweek*, presents the award for lowest net score to Jay Altschuler, DMB&B; Ed Amstutz, DMB&B; Larry Grunstein, Citizen Watch; and Larry Hyman, DMB&B.



Left, a fine day for an outing. L to R: Bruce Brandon, *Newsweek*; Ellen Oppenheim, FCB; Mark Stewart, McCann-Erickson; Carolyn Wall, publisher of *Newsweek*; Larry Orell, The Lord Group; Mike Drake, BBDO; and John Greenleaf, Renaissance Hotels enjoy the view.

Fast greens below, with (L to R): Herb Maneloveg, past president of Duffers; John Vail, Pepsi Cola; Arnie Semsy, BBDO; Mike Drake, BBDO; and John Ernst, *Newsweek*.



With the scramble format, left, all players had something to smile about. L to R: Ken Farber, *Newsweek*; Diane Denesowicz, Ogilvy & Mather; Chris Ehmeier, Ogilvy & Mather; and Ryan Ambrifi, also of Ogilvy & Mather.



Stay out of that trap, guys. L to R: Nick Friese, *Newsweek*; Andrew Borteck, Ogilvy & Mather; Jon Swallen, Ogilvy & Mather, made short work of this green.



A sense of style permeates this fivesome. L to R: Ildi Pap, Jordan McGrath Case; Steve Minichini, Jordan McGrath Case; Nancy Telliho, *Newsweek*; Ray Amati, Jordan McGrath Case; and Patti Lange, Jordan McGrath Case.

SPOTLIGHT ON...

William F. Baker

President and CEO
WNET-TV, New York

William F. Baker, president and CEO of public TV powerhouse WNET-TV in New York, has a passion for adventure and enlightenment that seems to mirror the spirit of the arts and educational programming airing on WNET. Just ask the major corporate sponsors and individual contributors of WNET who've joined Baker on one of several expeditions to the North and South Poles. In addition to making contributions

to WNET, which last year raised a public TV-record \$70 million, some 60 to 70 of the station's heartiest patrons will pay another \$12,000-\$15,000 each to join Baker again for the two-week voyage on the Antarctic's rough seas this winter.

"The last time I went to Antarctica we had to go around Drake's Passage south of Cape Horn and got tossed around by 55-foot waves," Baker recalls of his most recent trek to the South Pole. "Most people don't want to go back for that reason, but we don't always tell [the next group] how rough it actually gets until we get there."

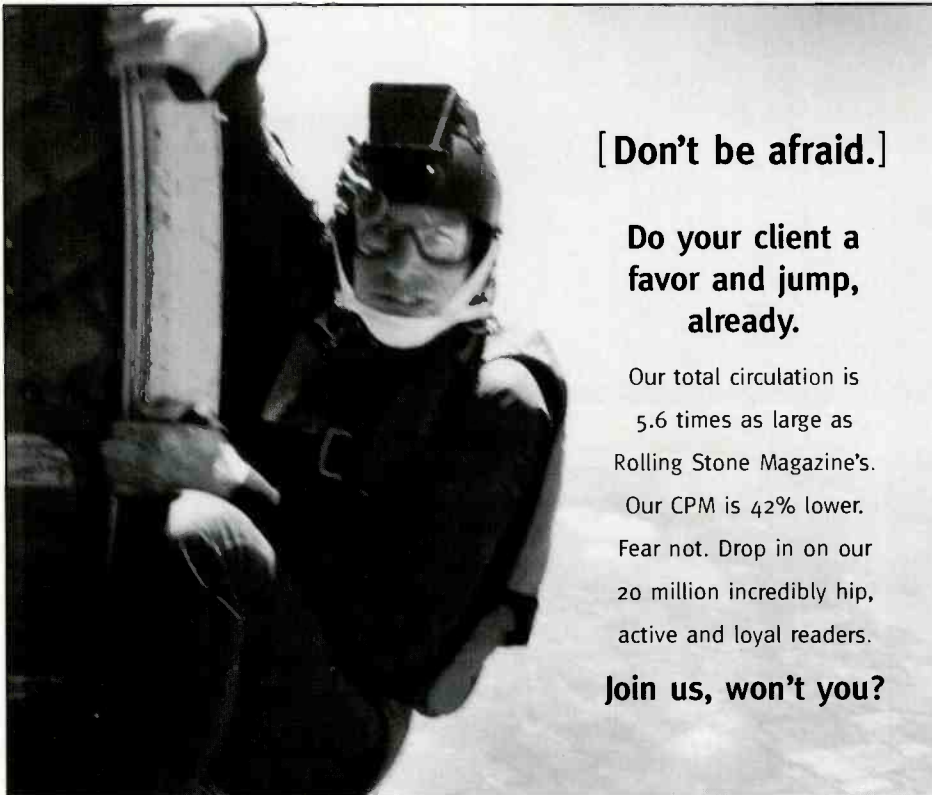
Baker, a 43-year veteran broadcaster (the last 11 of these years as the head of WNET), is almost as fearless in his newly-published book—*Down The Tube* (Basic Books)—on the state of commercial television today. With Congress ushering in the Telecommunications Act of 1996, Baker (along with co-author George Dessart) notes

[Don't be afraid.]

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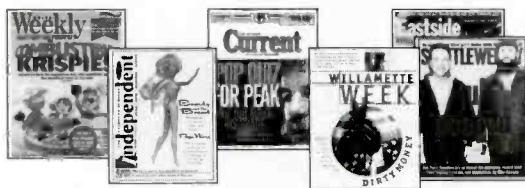
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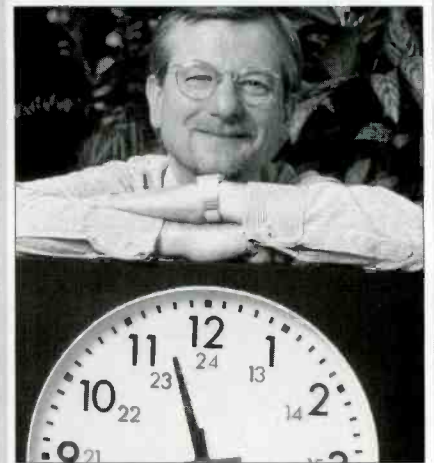
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JOHN CHASSON

Baker's interests range from Antarctica to public policy.

that about a dozen major corporations largely control the six broadcast networks, the bulk of the commercial TV stations in the top 50 markets and most cable networks and cable systems.

"What we are seeing with the continuing concentration of ownership and fragmentation of the viewing audience is that [commercial] television's lows are getting lower," says Baker, who also served as chairman of Group W Satellite Services (1979-87) and general manager of Group W Broadcasting's (now CBS Corp.-owned) WJZ in Baltimore (1977-79). "Today, what we are talking about is a public dialogue, a siren call for the re-birth of public codes and a reinvigoration of public service commitments, particularly those benefiting children."

—Mike Freeman



Is there more to say about last week's news that AT&T plans to buy TCI? Actually, yes. Even though the entire story is yet to be told, it looks like a far smarter deal than AT&T's longing to buy the sexier America Online, an unrequited love that became public the week before. With TCI, AT&T not only gets that crucial last bit of wire into the home, it also gains control over @Home, the cable modem-based online network that could one day be a high-speed rival to market dominator AOL. —*Catharine P. Taylor*

@deadline

Soldier of Quake

Rysher Entertainment, Los Angeles, is sponsoring a *Quake II* tournament on Mplayer.com beginning July 13 in support of the television series *Soldier of Fortune, Inc.* MPlayer, the San Francisco-based online gaming company, will begin promoting the tournament this week on the site. In addition, imagery from the syndicated series will be incorporated into game scenes. **Advanced Gravis Computer Technology**, San Mateo, Calif., is also a sponsor. It will give away joysticks and other gaming devices.

Billboard Lights Up

Billboard, New York, and Northern Light Technology LLC, Cambridge, Mass., have formed a music information search engine, called Billboard Music Search, at www.billboard.com. The service incorporates Billboard parent company BPI Communications' entertainment publications, plus articles from Northern Light's archives and a database of top music-related Web sites.

Trivia, Anyone?

Online game show provider Uproar, New York, has launched two interactive games for the Wimbledon Web site with the All England Lawn Tennis Club and Perrier, a tournament sponsor. The site, www.wimbledon.com, includes information on the tournament, as well as a trivia game and a Perrier game.

Carmakers Driven to Try New Online Ad Forms

By Bernhard Warner

Acura, Volvo and Ford are all launching online media programs this week. The promotional efforts range from a movie tie-in to a so-called "rich media" buy on the cable-modem based @Home Network. For the automakers, the summer promotions are a deviation from the norm. The manufacturers typically take a marketing back seat to dealers in June and July, who run ads to clear the lots for the new fall models.

However, beginning today, Acura Cars, the Honda division based in Torrance, Calif., will run a three-month campaign on the @Home Network to promote the 1998 Acura TL. The network has 100,000 subscribers. The "multichannel ad experience" allows users to check out several multimedia presentations about the car. A voiceover highlights the car's features and urges users to request a test drive online. The program was created by Gen X Interactive, Los Angeles.

Acura is what @Home classifies as a "pioneer" advertiser, paying roughly \$35,000 for the ads. The top-tier or "visionary" advertisers on @Home, such as General Motors and Toyota, pay a \$120,000 rate, according to Kasey Zacher, advertising programs manager for the Redwood City, Calif.-based @Home Network.

While the medium may differ, the auto advertisers' objectives remain the same: influence potential car buyers to visit dealers during the summer months, said Zacher.

Volvo Cars of North America, based in Rockleigh, N.J., is also launching an online initiative today. According to Microsoft officials, Volvo is the first automaker to participate in Microsoft CarPoint's new car-buying feature, digital brochure. The new ad unit enables prospective car buyers to communicate directly with



Acura is unveiling a "multichannel ad" on @Home to promote the 1998 Acura TL.

the manufacturer to request information and a test drive.

Starting this week, Ford Motor Co. is participating in an online sweepstakes as part of a larger tie-in deal with Columbia TriStar Pictures to market the upcoming feature *The Mask of Zorro*. "The Mask of Zorro Zweepstakes" allows fans of the masked swashbuckler to qualify for a chance to win a two-year lease for a 1998 Mustang GT, according to the Culver City, Calif.-based movie studio. Other prizes include a trip to Switzerland and movie-themed merchandise. The movie, to be released on July 17, will be promoted in a two week online campaign beginning July 3.

Neither the automakers nor their agencies returned calls by press time. ■

Search	News	Features	Reviews	People	Events
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[COMPAQ CONFIDENT ON ALTAVISTA p. 28](#) | [SMARTAGE'S NEW NAME, NEW SERVICES p. 29](#)

[ELLINGTON: BUILD IT AND THEY WILL COME p. 30](#) | [ONLINE GAMING'S NET POWERPLAY p. 31](#)

bits

▶ **Wired Digital**, San Francisco, will syndicate its search engine HotBot and technology sites Wired News and Webmonkey to Internet service providers **EarthLink**, **MindSpring** and **Ameritech**. HotBot will have a presence on each ISP's home page.

▶ **Adauction.com**, San Francisco, has signed new online publishers to its online ad auction channel, including **Red Herring Online**, personal ad service **Match.com**, **FEED** magazine and **Imagine Media's** entertainment site **the den**.

▶ **Hearst New Media**, New York, which publishes a number of consumer Web sites, has become an anchor tenant on **America Online**, Dulles, Va.

▶ Grey Advertising subsidiary **Kaufman Patricof Enterprises**, New York, has created a banner campaign for **Procter & Gamble's** Pringles that ties in with the brand's TV commercials. The banners lead users to a site where they can create tunes using sounds, such as crunching chips and popping can tops, and save the songs to their computers.

Smooth Sailing for AltaVista Under Compaq's Helm

BY BERNHARD WARNER—With a thumbs up from Compaq Computers, its new adoptive parent, AltaVista will continue with plans to convert the search service into a Web portal and retain ties to its ad-buying partner, DoubleClick. The move by Compaq, which finalized its deal to buy AltaVista owner Digital Equipment Corp. earlier this month, appears to alleviate concerns about the future for both AltaVista and DoubleClick.

In February, DoubleClick, New York, reported 45 percent of its revenue was derived from its business affiliation with AltaVista. Prior to the company's initial public offering in February, industry observers were forecasting doom for DoubleClick should AltaVista's new owners decide to pull the plug on the contract. But DoubleClick has a successful track record with AltaVista, generating \$20 million in ad revenue for the search service in 1997, the first year it began selling ads.

"DoubleClick has been a great partner and will be a great partner," said Kathleen

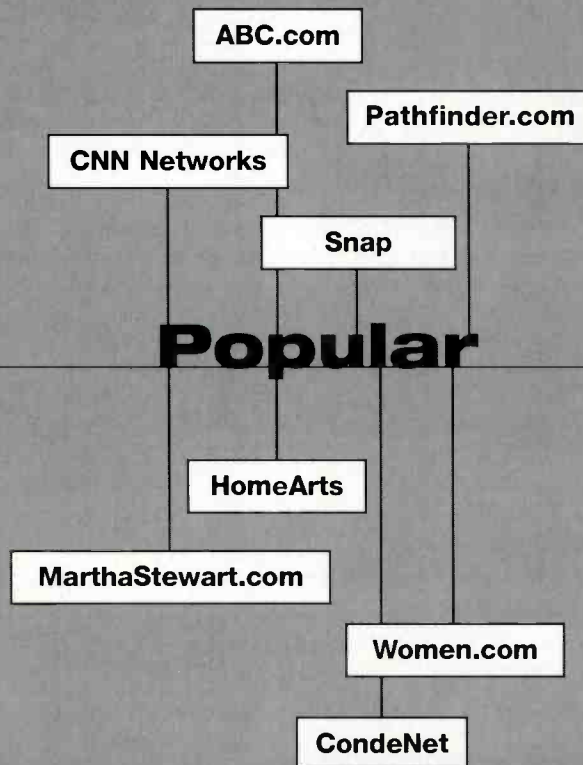
Greenler, director of marketing at Littleton, Mass.-based AltaVista Search Services.

The search service is expected to be run as a unit separate from Compaq, just as it did under DEC's ownership. However, AltaVista should benefit from Compaq's bigger marketing budget and its plans to incorporate AltaVista as a "search" key on its keyboards with its personal computers. Major projects, including a multimedia brand campaign that could break this fall, are on schedule.

A few issues remain to be addressed, however, including whether to alter the Web address, www.digital.altavista.com (the altavista.com address is registered to another company), and which companies should handle upcoming advertising efforts. AltaVista has used Digital Pulp, New York, for online media and Compaq's new traditional media agency of record, DDB Needham, New York, for its other ads. DDB had handled the DEC account. ■



Greenler: DoubleClick still "a great partner" for AltaVista.



The latest figures are in. iVillage.com: The Women's Network is more popular with women age 25-49 than sites such as fastest growing women's network on the Web, call John Glascott, SVP Sponsorship, 212 206 3187; David Blair, VP

*Source: Media Metrix, April 1998, reach based on projected "at home" audience of female WWW users age 25-49; iVillage.com refers to iVillage.com: The Women's Network; Women.com refers to Women.com sites;

NetWeb Gets Smart: Company To Rename Itself SmartAge

BY ANYA SACHAROW—NetWeb Corp., which was launched in January by former Softbank Forums CEO William Lohse, will next week change its name to SmartAge and unveil its first round of services. The San Francisco-based company will continue in its mission to provide Internet services for small businesses.

SmartClicks, a banner exchange network that Lohse bought earlier this year, will be the first service. SmartClicks is a free service in which members offer page views on their Web sites in exchange for advertising by other members. "For a new company on the Net attempting to win, what does it need?" Lohse said. "Traffic. An ad banner exchange that allows us to build and deliver traffic seems like the best way to reach customers." Partners will also be able to sell the banner exchange under their own names and then provide SmartAge with a database of businesses that participate.

The next services SmartAge will launch

are called SmartAge Rank and SmartAge Watch. SmartAge Watch allows sites to find out how well they are performing live, monitoring factors such as how fast they are loading when users call them up. SmartAge Rank submits companies' Web addresses to at least five search engines and tracks how often search engines are listing them on a weekly basis. Yahoo, Infoseek, Lycos and LookSmart have all committed to being involved with SmartAge Rank.



SmartAge's Lohse plans to help small sites gain traffic.

Lohse said the company plans to offer 10 to 12 services by the end of the year. In addition to selling its services, SmartAge will also sell advertising within the SmartClicks network, which will operate similarly to DoubleClick. Forthcoming services will be either designed in-house or acquired. "SmartAge bought SmartClicks and built Watch and Rank," Lohse said. "We hope to buy and build other things and partner with other companies to provide services." ■

Hasbro is expanding its online commerce plans with the hiring last week of **Wendy P. Riches**, who has been the chairman and chief executive of **OgilvyOne North America**, New York. Riches takes the new post of president of global direct marketing and electronic commerce at the Pawtucket, R.I. toy company. Currently, the toymaker primarily sells video games on its site at www.hasbro.com. Riches, who starts Aug. 1, is expected to sell more of Hasbro's toy line on the site by Christmas.

At an **Infoseek**-sponsored panel discussion last week in New York involving Web measurement firms, **RelevantKnowledge**, Atlanta, **Nielsen Media Research** and **MediaMetrix**, both New York, each said they expect a shakeout to occur in the category over the next 12 months. Only **NetRatings**, Milpitas, Calif., predicted the marketplace would remain unchanged. The companies' measurement approaches have been called into question by some online publishers.

IQ is currently gathering information to update its chart of the 50 top interactive advertising agencies, ranked by revenue. Agencies that wish to be part of the next ranking should send an email to [Jim English at jenglish@adweek.com](mailto:Jim.English@adweek.com) to receive an online copy of the current questionnaire. The deadline for submissions is today, Monday, June 29.

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SNAP	4.6% REACH	CONDENET	3.1% REACH
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CompuServe Recomputes

After a company-wide reorganization of staff and strategy, CompuServe Interactive Services, Columbus, Ohio, will re-launch this week with a faster, more streamlined format. The redesign is the first major change to the service since it was acquired by America Online, Dulles, Va., last February.

Though CompuServe is relying on its parent for marketing, ad sales and technology, the two online services will remain distinct. The CompuServe service will continue to target the business user, and AOL will continue to be consumer-focused. "They're very different brands with very different audiences," said Mayo Stuntz, CompuServe president.

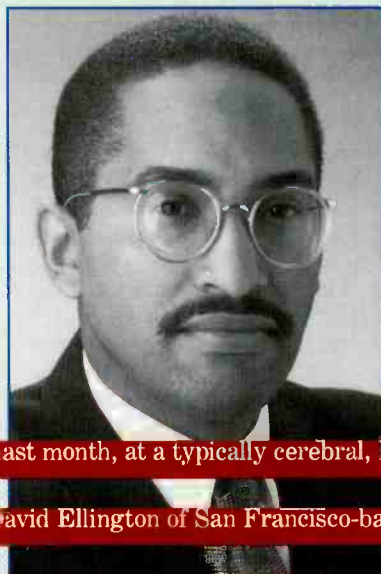
The new 4.0 version of CompuServe features content reorganized into 20 channels and a new main menu. With a simplified registration process, the new service also features easier-to-use technology. For example, a Java application that was used to run a ticker in CompuServe's online newsroom was replaced by software already running within the Microsoft Internet Explorer browser, which is integrated into the service. "CompuServe has been deep and broad and hard to use," said Bob Kington, vice president, programming and executive producer of CompuServe. New communications capabilities include integrated voicemail, fax and email messages that can be sent to pagers or faxes.

CompuServe, whose growth has been stagnant for some time at approximately 2 million users worldwide, is also testing marketing strategies to woo new members. A new ad campaign designed to reflect the new efficiency of the service is currently running and will ramp up in the fall.

—Anya Sacharow

IQ movers

Marc de Swaan Arons, formerly senior brand manager at Lipton Co., Englewood Cliffs, N.J., and head of Lipton Interactive Team, has been promoted to interactive marketing director for Lipton parent Unilever North America, New York ... **Daniel Gumpfort**, formerly a senior vice president at PaineWebber, New York, has been appointed director; application development, at Agency.com, also New York ... At America Online, Dulles, Va., **Marshall Cohen**, formerly president of Marshall Cohen Associates, has been named senior vp, brand development; **Jonathan Sacks** has been named senior vp, programming operations, for AOL Interactive Services, from president of the defunct AOL/New Line Cinema venture, The Hub.



INSIDER

PROPHET FOR PROFIT

By Anya Sacharow

Last month, at a typically cerebral, Harvard-sponsored Internet conference,

David Ellington of San Francisco-based NetNoir stood out as one of the

few executives from the for-profit side of the Internet. "When I was in college

I was a Marxist," Ellington, the president and chief executive officer of the community Web site targeted toward blacks, told the digerati during a panel. "Then my mother stopped paying the bills. I became a capitalist."

The birth of NetNoir dates back to the early '90s and was the result of a mutually beneficial relationship. Ellington, now 38, was an entertainment lawyer living in Los Angeles when he met Malcolm CasSelle, then a graduate student in computer science at Stanford University. Fueled by Ellington's access to celebrity parties and CasSelle's tutelage in the digital world, the two became friends and eventually business partners. After spending time at Stanford, an enlightened Ellington returned to Hollywood as one of its early new media prophets.

In the spirit of radical thinkers, Ellington saw the future not in the conventional wisdom of the day, which centered around CD-ROMs, but in online communities—specifically an online community for blacks. "I was frustrated by entertainment law," Ellington says. "Artists got ripped off because they didn't own distribution.

"Black people don't own distribution for anything," he adds. "Without

distribution you don't make money. I wanted to focus on the distribution side. The Internet was unlimited distribution."

The year was 1994, and America Online was funding what it called "infopreneurs" like Ellington through its now-defunct Greenhouse division. In June 1995, Ellington and CasSelle, who is now NetNoir's senior vice

president, launched the service both on AOL and on the Web. At launch,

NetNoir got plenty of press from *The New York Times* and *The Wall Street Journal*; *Fortune* named NetNoir to its annual list of coolest companies.

Today, Ellington's biggest concerns are forging strategic partnerships and finance deals for NetNoir. His law degree, from Georgetown, gave him the skills to cut deals, and he has amassed quite a resumé, including advertiser relationships with IBM, Charles Schwab, Procter & Gamble, Starbucks and Bank of America.

As one of the few black-oriented properties online, Ellington was able to capitalize on the media frenzy for a targeted minority site. "It was absolutely absurd," Ellington says of his 3-year-old venture. "And we were able to ride it." ■

NetNoir
o n l i n e





Not Just Playing Around

As sites and players gain sponsors, online gaming gets serious. By Bernhard Warner

M&M's sponsors

the MPlayer

gaming site.

Meet Dennis Fong, professional gamer. The 21-year-old Berkeley, Calif. resident has an agent, endorsements from Microsoft and modem maker Diamond Multimedia, and a book deal. He owns a Ferrari, the spoils of a recent tournament win. He moonlights as a columnist for *PC Gamer* and he estimates his net income for 1998 at "just a hair under a hundred grand."

Fong, also known as "Thresh" (short for "Threshold for Pain"), has found a way to turn lightning reflexes and a computer mouse into a healthy income. And he can thank Internet gaming tournaments, and the sponsors they've attracted, for his lucrative career.

"I think potentially computer gaming will actually be bigger than all the other sports, except maybe soccer," says Fong, sounding eerily like a young Muhammad Ali.

Few people have the time or patience to make a killing, so to speak, at playing shoot-'em-ups such as *Doom* and *Quake*. However, with the online gaming community expanding faster than cyberbabe Lara Croft's bustline, it's become evident that advertisers are starting to take notice of video game mongers. And for the Dennis Fongs of the world, game developers, and the growing batch of online tourney organizers, it's time to cash in.

"It took the mainstream [sports] leagues decades, *decades*, to create the critical mass their top players needed to secure endorsement deals," reasons Fong's agent, 24-year-old Peter Kim. "Soon there will be more corporate interest for players like Dennis and the leagues as well."

Presently, the corporate interest comes primar-

ily from the high-tech companies looking to position their brands in front of the technically astute crowd—or in schoolyard parlance, the geeks. But advertisers shouldn't underestimate the appeal of the "geek" demographic.

"We've done a lot of research," says Erik Lundberg, director of sales and interactive marketing at Total Entertainment Network, the San Francisco-based organizers of the Professional Gamers League, a multiplayer Internet gaming site. "The people who go to the PGL Web site are technology industry influencers and tech adopters ... The research shows they'll tell six others about the products."

One such advertiser is InterAct Accessories Inc., of Lake Mary, Fla. The company, which markets Advent computer speakers, even went as far as adding the PGL logo to speaker packages last month. "Hardcore gamers are the people driving sales for upgraded speakers," explains Gary Moritz, senior vice president of marketing. "Our market research shows the killer app for audio on the PC is *the killer game*."

The PGL, which comprises registered Net gamers playing one another in games such as *Quake* and *Command & Conquer: Red Alert*, launched in November with what may be the largest upfront online sponsorship commitment ever: a cool \$2 million. Just like the National Football League, the PGL sells sponsorships, typically 12 months at a pop, in one of three forms: by advertising category, event or title classification. And just like the NFL, a sponsor fee includes promotion across a variety of media including television, courtesy of CNET's TV.com, in 287 Best Buy consumer electronics stores and gamer mags. The result is that a raft of tech-minded sponsors such as Logitech, 3Com, and title sponsor Advanced Micro Devices, the Sunnyvale, Calif.-based chip maker, have signed on. The deals put the 3-year-old TEN on the brink of profitability, says Lundberg.





However, the question remains as to whether mainstream advertisers will become as enthused with sponsoring gaming sites as are tech marketers.

According to the Internet Advertising Bureau, the growth rate of Internet sponsorship deals has been fairly flat recently, although they accounted for 40 percent of the \$351.3 million spent on online advertising during the first quarter of 1998.

But for online gaming sites there are encouraging signs they can buck the slow growth trend.

M&M's, Intel and CNN/SI each cut sponsorship deals recently with MPlayer. So far, MPlayer's sponsorship revenue has increased four-fold over last year, accounting for 40 percent of overall ad revenue during the first six months of 1998, says Kristin Asleson, vice president of strategic marketing at the Mountain View, Calif., company. The Station@Sony.com, a division of Sony Online Ventures, New York, has been the most successful, signing on the likes of Sprint, Pontiac and The Gap to sponsor College Jeopardy! Online tournaments. Fueled by Jeopardy!, Sony last year amassed approximately \$1 million in revenue.

Analysts project sponsorship activity in online gamer sites to grow, especially once these sites eclipse the one million monthly visitors mark. Only Sony's The Station has reached this plateau, says Seema Williams, an analyst at Forrester Research, Cambridge, Mass. "The seven digit customer audience category is what it's going to take," Williams says, adding that this is probably one year away for most sites. Until then, "there are plenty of advertisers out there to pick up the slack."

Even Electronic Arts, a newcomer to the ad sales game, has designs on making money in the online gaming arena. The San Mateo, Calif.-based developer of top-selling video game titles such as the *Madden NFL* and *NBA Live* series, figures it has an ace up its sleeve with its latest licensing coup, pro golfer Tiger Woods. Some time after the

early fall launch of its PC title, *Tiger Woods '99*, the company plans on conducting monthly online tournaments pitting game owners against one another for cash prizes. The company has been talking to potential sponsors, says Chip Lange, director of sports marketing, to make it a completely ad-supported tournament model. Neither the sponsors nor the tournament specifics have been determined; still, Lange believes the allure of big cash purses and the cult-like popularity of online multiplayer gaming "is the future of the brand." And, perhaps the future of gaming. "You're going to be able to fill out your tax form to say 'professional gamer,'" Lange jokes.

But industry observers caution EA has a tough road to hoe. Through its decade-long dealings with every major sports league, the company has already buttoned up the legalese, securing officially sanctioned status from the PGA for the online Tiger tourney. But the software company will remain hyper-scrutinized by the league and its advertisers to ensure that EA's online tournaments do not trample on the real thing. For example, the company likely would have to steer clear of inking a telecommunications sponsor

for the AT&T Pebble Beach National Pro-Am should it choose that virtual PGA tour spot in its online tournament.

Like any burgeoning professional sports industry, online gaming has numerous obstacles to clear. For one, narrow bandwidth still dogs the multiplayer gaming experience. Second, the overwhelming majority of online gamers are opting for parlor games such as spades and hearts, which despite general interest from advertisers, still tend to be considered a ratings snooze in the eyes of potential big ticket sponsors.

And then there's the gamer's unmistakable identity crisis with advertisers. "The first thing we need is we have to break the stereotype that every gamer is a nerd," says Fong, adding that until then he likely won't be able to attract soft drink or snack food endorsements. ■

"... We have to break the stereotype that every gamer is a nerd," says online gaming pro Dennis Fong.

TEN'S Erik

Lundberg notes

that online gamers

are influential.



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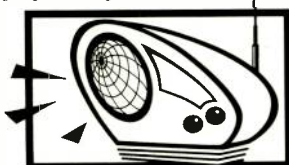
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 at no added cost. (800) 762-0054.

RADIO PRODUCTION

When it has to be cast, directed, recorded and produced by yesterday... And it also has to be great. Call us. We'll see what we can do.



818-382-3744 **BARZRADIO**
 Commercials Produced with Aplomb

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

RADIO PRODUCTION

**Steal Your Print From C.A.
 Steal Your Radio From Our Reel.**

Call us and get our award-winning reel.
 Hire us and take all the credit.

1-800-776-OINK
www.oinkradio.com



**JOBHUNTERS:
 Log Onto Adweek Online Today**

- Help Wanted Ads - by job type - from all six classified regions of Adweek, Brandweek, & Mediaweek
- Contacts - the names and addresses you need from fully searchable databases
- Stay Up - to - date on current news, people moves, key industry issues, account changes

Visit our Website at: <http://www.adweek.com>
 e-mail: adweek@adweek.com

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

OFFERS & OPPORTUNITIES

NOTICE

EARLY CLASSIFIED DEADLINE

Because of the July 4th holiday, the deadline for *Employment and Offers and Opportunities* ads in our July 6, 1998 issue will be **Tuesday, June 30, 1998 at 4:00**. For more information, please call your classified account manager at **800-7-ADWEEK** (New England, East, Southwest, Southeast, Midwest) or **888-8-ADWEEK** (West).

BUSINESS OPPORTUNITIES

LET'S JOIN FORCES

NEED TO REACH CRITICAL MASS?

Small, successful, full-service agency (8-10MM billings) wants to explore potential partnerships w/other agency or individuals with solid track record & active biz. Please send cover ltr., res./agency credentials. All responses highly confidential: fax cover ltr./res./agency creds to 212-369-1872.

Call us in the morning and you won't have to take two aspirins tonight.

If the small ad agency you own is giving you a headache we can turn your pain into pleasure and make it profitable for both of us. We have the creative talent, the organization, and the ability to structure an arrangement that will allow you to be aspirin free.

So call Richard Lipman at 212 684-1100 or drop a note to him at LRG Advertising 470 Park Ave S. NYC, 10016

SEMINARS

STOP DREAMING. START WRITING.

GWW

Gotham Writers' Workshop®

10-Week, One-Day, and Online Classes

Fiction Screenwriting Memoir
Nonfiction Comedy/Sitcom Poetry
Playwriting Teen Program Novel

- Classes start in 1 week. Register now! -

212-WRITERS www.write.org

Call for a FREE catalogue.

SHARE SPACE

NEED GREAT SPACE IN A GREAT AREA?

Sales promotion agency wants to share furnished 1/2 floor on 20th/fifth. Share receptionist, conference room, etc. Approx. 2,500 sq. Feet/doorman, lots of light & available immediately. Call 516-767-5137

EMPLOYMENT

INTERACTIVE PROJECT MANAGER

Interactive department of NJ Ad/Marketing agency seeks experienced detail-oriented individual to assist with web site and interactive campaign development. You'll be responsible for managing jobs from their creative concept through completion, working closely with account executives, clients, in-house creative and production to deliver projects on time and on budget. You'll need advertising experience, a lot of initiative, and a knowledge of interactive environments.

We can offer you an excellent compensation/benefits package in an exciting work environment.

THE LUNAR GROUP, INC.

Attn: Human Resources

9 Whippany Road, Whippany, NJ 07981

Fax: 973-884-1734

EMPLOYMENT

"For Design Professionals, It's Like Heaven On Earth."

Why CA? Just ask any of our 11,000 employees in more than 43 countries and they'll tell you why. We're the world's leading independent business software company, offering more than 500 software products from systems management to database and application development to all kinds of business applications like manufacturing and financials. We make more kinds of software for more kinds of computers than any other company in the world. Immediate opportunities exist in our ISLANDIA, NY office.

Typesetter Motivated, top-notch typesetter to join our fast-paced environment. Must be a team player with a "can-do" attitude. Candidates must have a minimum of 2 years professional typesetting experience for this full-time position. Must be proficient in Quark and possess advanced typesetting skills for multiple page layouts, including style sheets. Knowledge of Illustrator 7.0, Photoshop 4.0 and scanning abilities a plus.

Senior Artists Terrific opportunity exists for talented design professionals to create dynamic work in a corporate art studio. The ideal candidates are high energy individuals with the ability to work on multiple projects simultaneously and meet aggressive deadlines. Qualified candidates have 5 years proven design experience in creating collateral, packaging, logos, etc. You must be able to conceive ideas in a team atmosphere while providing art direction to others. Excellent attention to detail is a must. Must be MAC literate and proficient in Quark, Photoshop and Illustrator.

We offer a generous compensation package with a long list of benefits that nobody else can match, including 401(k) and profit sharing plans, company-paid medical and dental coverage, on-site daycare and fitness centers, tuition reimbursement and tremendous growth opportunity. Please call or send your resume today.

Computer Associates International, Inc.
Human Resources Dept -AW
One Computer Associates Plaza
Islandia, NY 11788-7000

Tel: 800-454-3788 • Fax: 800-962-9224
Or E-mail your resume in ASCII text to: resumes-usa-r1@cai.com
Or visit our Web site at: www.cai.com



COMPUTER ASSOCIATES
Software superior by design.

Equal Opportunity Employer M/F/D/V. All product names referenced herein are the trademarks of their respective companies. © Computer Associates International, Inc., Islandia, NY 11788-7000.

ADVERTISING SPACE SALES

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

Harold Itzkowitz
(212) 536-5315

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

RATES for Employment and Offers & Opportunities

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

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$164.00, 1/2 inch increments: \$82.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$20.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036. 1-800-723-9335 Fax: 212-536-5315.

HELP WANTED

[MEDIA]**Advance That Media Career.**

Sure, you can change jobs, but who really wants to fool with changing dental plans and getting into a new football pool? Why not just put the old nose to the media grindstone, and recommend GTE's SuperPages® Internet Services for your next media plan. GTE's SuperPages delivers affluent, motivated shoppers right to your client's phone number or Website. As a premier "shopping engine" service, it attracts the crème de la crème of on-line shoppers: people who are 51%* more inclined to use the Web every day, and more inclined to purchase in key categories vs. average on-line users. Next thing you know, appreciative clients will insist on a VP title for you. Come to think of it, you'd look pretty good in a corner office, too. But first, contact GTE's SuperPages at: 1-800-430-1834 or <http://superpages.gte.net>

*COPYRIGHT@plan.
Release 1.2, Winter/Spring 1998

Catch a Creative Genius
ADWEEK CLASSIFIED

PUBLISHING

Marketing Services Manager

NEWSWEEK is seeking an accomplished writer to manage a staff responsible for developing category and account specific ad sales presentations that are creative, concise and consistent. As a leader in a creative, fast-paced environment, you will monitor and manage workflow to ensure timely turnaround on projects; edit and review copy to ensure it reflects Newsweek's copy/design standards and strategies; interface with sales; and write major, high-profile presentations.

To qualify, you'll need five years of related magazine, advertiser or ad agency experience.

To be considered, please send detailed resume, salary history and writing samples to:

NEWSWEEK
F. Bernard
251 West 57th Street
New York, NY 10019

Only those candidates to be interviewed will be contacted.

Equal Opportunity Employer M/F/D/V

CLASSIFIED SALES MANAGER

Great opportunity to join leading trade publication serving the professional photography market. Individual will be responsible for managing classified section for a monthly magazine. You will be soliciting new business as well as maintaining and upselling current acct. base. Candidate should have 1-2 year's sales experience, strong telemarketing and organizational skills. Knowledge of sales software programs a plus. Send resume along with salary requirements to:

PDN, Attn. Associate Publisher
1515 Broadway, NYC 10036
Fax (212) 536-5224

ADVERTISING SPACE SALES

Leading magazine company seeks a dynamic, eager, and imaginative sales rep for advertising sales serving the advertising, marketing, new and traditional media communities. We're looking for someone who has the talent and hunger to become a sales star. 2-3 years sales experience is preferred. We pay salary + commission + benefits. Fax your resume, income requirements, and a cover letter to:

CLARISSE
212-536-5353
Equal Opportunity Employer

CALL 1-800-7-ADWEEK

CHIEF FINANCIAL OFFICER

Sixty + person NYC advertising agency specializing in book publishing has immediate opening for a CFO responsible for all financial functions inc. reporting, analysis, budgeting, forecasting, and cash management, management of five-person department. Responsibilities also include cost/benefit analysis input to strategic planning, contract negotiations, acquisitions. Must have agency experience, strong analytic, communication and people skills, five years or more in finance/business manager role in advertising. Similar experience in publishing a plus, as is knowledge of technology (hard and software), and proficiency with a variety of computer accounting systems. CPA or MBA preferred. The CFO is essential to support growth of our creative, team-oriented company.

Fax resume, inc. sal history to:

Department C
212-561-9397

AD AGENCY COPYWRITER

Want to work on national creative? National media? National collateral? That's what you would be working on, if you worked for us. All you need is a great book filled with concept driven ads, broadcast, and collateral, and a desire to make yourself one of the best in the industry.

AD AGENCY ART DIRECTOR

We're looking for a smart, creative, AD who would love to work on national creative. All you need is a great book showing great ad concepts, package design, and corporate image, and a desire to be one of the best.

Fax or email your resume today.
Email: balladv@success.net
Fax: (717) 299-9690

AD SPACE REP

Publisher of unique new metro magazine in New York City seeks experienced Space Sales Representative with extensive agency contacts & recent background in consumer magazines. Salary plus commission plus other benefits. Publicly traded company with stock option plan. Fax resume and salary requirements to: (212) 750-3211.

MegaWorld, Inc.

CREATIVE DIRECTOR

55 person, 4A's DC-area agency looking for a creative director to take us to the next level. Creative leaders who are brilliant writers with keen advertising intuition fax resume to: Matt White @ 703-560-9212.

E. James White Company

ACCOUNT EXECUTIVE

Valassis Communications, Inc. (VCI) is a leader in the print promotions industry and one of Fortune Magazine's "100 Best Companies to Work for in America". VCI is proud to be recognized for continually providing employees with open communications, empowerment, career growth, and competitive compensation packages.

Our growing team needs a **Account Executive** with at least 3-4 years of advertising agency or consumer print sales experience, retail or direct marketing experience also preferred, and the ability to sell multi-layered media packages. Candidates should be able to demonstrate strong performance in working with senior level clients and have outstanding written and oral communications skills.

Interested candidates should visit our website at www.valassis.com or mail a resume to:

Valassis Communications, Inc.
Attn. Christine Szymanski
19975 Victor Parkway
Livonia, MI 48152

VALASSIS
COMMUNICATIONS, INC.

EO/DFW Testing Employer

Planner's Dream

Growing company seeks exper'd media planner/sprvr to join us in re-inventing an industry! Unique opportunity to:

- learn dynamics of web creation
- help shape the user experience
- have editorial input

4 yrs of print planning exper and knowldg of research tools req'd. Good PC skills and entrepreneurial spirit are big +s.

Please fax resume w/cover letter in confidence to

MPI Media @ 212-750-7302

LOOKING FOR SAMPLE A. SAMPLE.

If you know how to reach this person, let's talk. We're a leading direct marketing agency in need of copywriters. Pronto. You write well, produce fresh concepts quickly, and want to live in a great town. Send resume & your 5 best non-returnable samples to:

ACD/Copy
Barry Blau & Partners
849 Fairmont Ave., Suite 200
Towson, MD 21286
Or fax: 410-321-6187
EOE M/F

ART DIRECTOR /COPYWRITER

Looking for experienced art directors/copywriters with background in either jewelry, financial, accessories or sales promotion. Business to business and consumer experience a plus.

Fax resumes to: 212-779-9684

HELP WANTED

MARKETING OPPORTUNITIES

The New York Times is committed to creating and distributing, every day, the best newspaper in the world. Our success depends on the exceptional talents, skills, and dedication of our people.

Our circulation department is intensifying its marketing focus, and seeks highly motivated individuals with strong consumer marketing and brand management expertise to contribute towards strengthening our brand identity and growing sales in an expanding marketplace.

Manager of Direct Marketing – Responsible for creating and implementing direct marketing campaigns, programs and initiatives to increase sales of The New York Times. In particular, the Manager of Direct Marketing will develop subscription channels, including direct mail, direct response TV, print, and package inserts.

To qualify, the selected candidate will have three to five years of direct marketing experience. Strong analytical and strategic management skills are critical. Thorough understanding of sales and marketing trends from a newspaper or magazine perspective is helpful. A bachelor's degree is required and an MBA is preferred.

Manager of Retention Marketing

Responsible for planning and executing marketing programs that strengthen our relationship with our current subscribers and measurably enhance the retention of all home-delivery subscribers.

To qualify, the candidate must have at least five years of marketing experience with demonstrable results. Strong relationship and negotiation skills in working with vendors and partners are critical. Experience with loyalty/retention marketing a plus. A bachelor's degree is required and an MBA is preferred.

The New York Times offers an excellent compensation and benefits package, including 401-K, eligibility for participation in stock options and variable pay programs.

To apply, please indicate position to which you are applying, and mail resume along with current compensation and salary requirements to:

JAY PECK
Recruitment Manager
The New York Times
 229 W. 43rd St.
 New York, NY 10036

The New York Times

The New York Times is an equal opportunity employer.

CALLING ADVERTISING SALES SUPERSTARS!

You may not have heard the name yet, but you sure know the brands. Simply put, we've gathered our category leading sites under one roof. And with over 2 million visitors a day, cutting edge technology and content-packed sites, it's quite a powerhouse. Now we're looking for the best and brightest people in the industry to join our exceptional nationwide team.

The Buena Vista Internet Group has openings for salespeople at all levels. You're the right candidate if you have a solid background in online media ad sales, excellent presentation and communication skills, the ability to negotiate, and are a team player. You also love the web, are high-energy, have a sparkling personality and fierce determination.

To apply for a sales position, e-mail resume (ASCII text format), contact number and a brief note to: hr.mail@online.disney.com. You can also fax your resume and cover letter to (212) 448-4818. We regret that we will only be able to respond to those applicants whose qualifications meet our interest.

EOE



Buena Vista
 INTERNET GROUP

HELP WANTED

SALES REPRESENTATIVE

Potlatch, manufacturer of premium coated papers, seeks a specification sales representative based out of Minneapolis to service the upper Midwest Region. This detail-oriented person will develop and maintain relationships with clients including advertising agencies, design firms, corporate end-users and merchant partners. To facilitate these relationships, Potlatch supports and encourages involvement with key industry organizations and sales and marketing team activities and, as needed, ongoing training workshops. The ideal candidate has 3-5 years experience as a sales representative, paper manufacturer's representative or a professional from the creative industry. Excellent communication skills, planning and problem solving skills and budget maintenance also are important. Mail your resume to:

Specification Sales Representative Position, Potlatch Corp.
3209 West 76th Street, Suite 300, Edina, MN 55435

or fax to (612) 835-5376

No calls please.

SALES PROFESSIONAL WANTED

Leading magazine company has a top metro NYC sales position open for a dynamic, energetic self-starter. 2-4 years selling experience in print and online. Creative thinker, great presenter, hard worker and proven go-getter all required. Travel required. Generous pkg. of salary & comm & benefits.

Fax resume & sal. history to:

Daniel at (212) 536-5353

ARE YOU AN ART DIRECTOR/DESIGNER WHO CAN RUN A STUDIO?

You're talented. You have experience. You can direct other designers. You have a hands on approach. You would like to be on your own but don't how to get started, can't pull the trigger, or just haven't given the idea any thought. Well, we're looking for you. We are a small Advertising & Marketing Communications firm that is looking for an entrepreneurial, self-starting, Art Director/Designer who will grab an opportunity and make it happen.

IN CONFIDENCE CALL 212.220.8910

some like it hot!

ART DIRECTORS,
DESIGNERS,
TRAFFIC & PRODUCTION,
ACCOUNT EXECUTIVES, and
SR. ACCOUNT EXECUTIVES

Must have 3 to 5 years of Hispanic Advertising industry experience and be fluent in Spanish. Please FAX your resume and letter w/current salary to:

SANCHEZ & LEVITAN, Inc.
Miami, Florida
(305) 442-2598

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

EDITOR

NYC based Adweek Directories seeks full-time editor for annual directory. Previous editorial experience and good computer skills required. Experience in database environment helpful. Great benefit package.

Send resume to
Dept. MT

Adweek Directories
1515 Broadway, 12th floor
New York, NY 10036
or fax to: 212-536-8801

DO GOOD WORDS HERE.

New York's fastest-growing technology agency is looking for copywriters. Required: Agency experience, team attitude, positive feelings for technology. Experience working with New Media and/or on computer or telecom accounts a big plus. Fax resume and letter to

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

MEDIA PLANNER/BUYER

Political ad firm seeks F/T tv/radio planner/buyer. 1-2 years buying experience preferred.

FAX resume to (215) 567-2129

DIRECTOR OF MEDIA SERVICES

(New York City/Long Island)

Immediate opening for experienced pro well-versed in all media types. Must be well-acquainted with computer technology and print/on-line media. Person can work in NYC or Long Island office. Must be team player, solid communicator.

Candidates should fax response and resume to:

(516) 741-3966

MEDIA PLANNER/BUYER

Fast paced N.J. agency has an opening in its Media Department for a detail-oriented, organized individual to work with all aspects of Media planning, buying, and research in all forms of media. To qualify, you need a minimum of 2-3 years experience in negotiating media. Use of Windows/MRP/Smart Plus a plus. For consideration, please send resume, which must include salary requirements to:

Attn: Suzanne Smith

Gianettino & Meredith
788 Morris Turnpike, Short Hills, NJ 07078
FAX: (973) 376-0979

Media Planner needed to take care of business.

EURO RSCG/DSW Partners is looking for a media planner to work in our Salt Lake City office on business-focused ad campaigns.

Must have 2+ years of agency experience on tech accounts and be familiar with MRI, CIMS, and other syndicated research studies.

Please send resume, cover letter, salary history, and an example of a creative media idea you used to reach business computer purchasers.

★
EURO RSCG
DSW PARTNERS

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

TRAFFIC COORDINATOR

Political ad firm seeks temp. F/T electronic media traffic coordinator NOW through November. \$20/hr. to start. FAX resume to:
(215) 567-2129

We need writers right now.

(And yes, we would like fries with that.)

If you can write great ads, plus collateral and technical stuff, we want you to join our fast paced, fast growing agency.

Send resume, salary requirements and 3 print samples to Director of Creative Services, RDW Group, 89 Ship St., Providence, RI, 02903. Or fax to 401-854-2713.

Equal Opportunity Employer

ADVERTISING SALES

Billboard, the world's foremost music industry magazine, seeks advertising sales representative in its New York office. Previous sales experience in the entertainment category required.

Please fax resume to:

(212) 536-5055

Attn: Sales Department

Looking for the perfect job?
ADWEEK CLASSIFIED

HELP WANTED

Marketing

FIND YOUR NICHE.

WE DID. Founded in 1989, Capital Access International is an information services company which specializes in monitoring the global fixed income marketplace. Our recent growth has created dynamic opportunities for individuals to become part of our equally dynamic environment. So you can find a niche and grow with it, as we did. Our corporate headquarters in Murray Hill, NJ currently has the following position available:

**MANAGER
Corporate Communications & Marketing**

You will be responsible for planning, directing and coordinating external corporate communications programs which will encompass advertising, media relations, industry relations, and trade show and exhibit functions. You'll help us stamp our corporate identification and take the lead in creating and maintaining marketing and sales support materials.

The qualified candidate we seek for this challenging role will possess two to four years experience in corporate communications or media relations, along with a bachelor's degree in marketing or related field. Superior writing and organizational skills with a penchant for detail and excellent communication and presentation skills are a must for this position.

Our comprehensive benefits program includes full health and dental insurance, group life insurance, long-term disability coverage, paid vacations and holidays as well as a 401(K) plan. For immediate consideration, please send your cover letter and resume to:

Manager - Human Resources, Capital Access International, 430 Mountain Ave, Murray Hill, NJ 07974. Fax: 908-771-0330. Email: sfisk@capital-access.com We are an equal opportunity employer



MEDIA OPPORTUNITY

TIME LIFE INC., a recognized leader in the direct response marketing of books, music and video products, has an opportunity available for an experienced Media Professional.

Broadcast Media Manager

You will manage continuing campaigns, analyze results and make strategic recommendations to product management for maximizing product profitability. Requires 3-5 years of DRTV management experience, preferably in a supervisory position. Must be able to manage multiple tasks and be deadline oriented. Strong presentation skills, proficiency with MS Office, plus advanced financial expertise are a must. Infomercial and inbound telemarketing experience a plus.

We offer a competitive salary and a generous benefits package, plus a convenient Alexandria location with Metro access. For immediate consideration, please send your resume and salary requirements in confidence to: **TIME LIFE INC., Manager of Employment, Attn: Job Code BMM, 2000 Duke Street, Alexandria, VA 22314. FAX# (703) 838-7166.** Only applicants selected for interviews will be contacted. No phone calls, please. EOE M/F/D/V.



RESEARCH & METHODOLOGY PROFESSIONAL

CMR, a leader in advertising research is seeking a media research professional to direct and lead research activities, including the establishment of research methodologies, assessment of on-going projects, consult on new product development initiatives and maintain data integrity. This position will report to the Senior VP.

Person will possess 7+ years knowledge of Agency industry and/or using CMR data. Candidate must be a self-starter with excellent interpersonal skills and the desire to interact with clients.

We offer a competitive benefits package. For immediate consideration, please mail resume and salary requirements to:

CMR/HR/C97-40
11 West 42nd Street, New York, NY 10036
EOE

NATIONAL TV AD SALES

Account Executive with 2-3 years Experience

NYC company seeks sales professional with agency contacts to represent syndicated, cable and satellite TV ad sales on both agency and client level. Strong presentation and negotiation skills. Salary 60+ & comm (based on experience).

Please fax resume to "Account Exec" @ (212) 702-4625.



Covance is one of the world's largest and most comprehensive biopharmaceutical development services companies, currently with 39 offices operating in 17 countries and more than 6200 employees worldwide. To keep pace with the demand for our services, the following career opportunity is available in our corporate headquarters in Princeton, NJ:

**DIRECTOR/SENIOR MANAGER
ADVERTISING & PROMOTION**

You will direct and manage our worldwide marketing communication activities including development/coordination of print media, trade shows and special events, Internet and targeted client promotional programs. We look to you to develop communication plans as well as strategies that maximize awareness/positioning of the Covance brand, provide support to segment marketing groups, and to oversee our advertising agency and other outside resources to design/execute wide-ranging promotional programs. Utilizing your leadership talent, you will manage, motivate and develop a large group of communications professionals. Position involves selecting marketing vendors worldwide, overseeing web site and recommending new communications approaches.

The candidate we seek will have a bachelor's degree, preferably in a communications/advertising discipline (MBA preferred); at least 4-6 years of marketing communications experience in a service and/or healthcare-related environment; and a proven track record of success in managing global marketing campaigns.

Please mail or fax resume with salary requirements to: **Covance, Inc., Attn: AW698, 210 Carnegie Center, Princeton, NJ 08540-6233. Fax (609) 987-9415.** Only those selected for further consideration will be contacted. Drug screening is a condition of employment.



Visit our website at www.covance.com

We are committed to diversity in the workplace and are an equal opportunity employer in principle and practice.

SENIOR ACCOUNT EXECUTIVE

Account Services department of regional, fast-paced agency seeks experienced account executive for Pittsburgh office. Position requires strong presentations skills, quantitative analysis skills and an understanding of broadcast media. Candidate should have 3-5 years of agency experience with focus on retail/fast food accounts.

MEDIA BUYER/PLANNER

Qualified Media buyer/planner needed for Syracuse office of \$75 million regional agency. Candidates should be dynamic self-starters who are capable of handling a variety of tasks at once. Minimum of 2 years buying and planning experience with a background in all media required.

Send resumes with salary requirements to:

STERN ADVERTISING

7 Parkway Center, Suite 850, Pittsburgh, PA 15220
OR FAX to 412-928-8966
ATTN: M. Gavula, J. Werbel

Miami-based PR Agency Seeking On Site Account Manager for State College, Pennsylvania Client.

SAMCOR Communications is looking for a PR account rep to work on-site at a major national consumer goods client based in Central Pennsylvania. Must have PR agency experience, strong writing and media relations talent, powerful interpersonal communications skills. Will be account liaison between client and agency, responsible for managing and growing the account with strong support from the agency. We need a motivated, high energy, organized professional who thrives on pressure and generates results. Tremendous opportunity for growth as the agency continues to grow and service national accounts.

Fax resume to SAMCOR Communications: 305/443-0646.

HELP WANTED

DON'T JUST WATCH IT,



WORK IT

**ACCOUNT MANAGER,
ON-LINE AD SALES**

MTV Networks is currently looking for a Sales Account Executive for the #1 on-line music content site - MTV On-line. MTV Networks, a member of the Viacom corporate family, is comprised of MTV, VH1, Nickelodeon, NICK at NITE, NICK at NITE's TV Land and M2. We are seeking a self-motivated, entrepreneurial professional with a passion for on-line business to sell advertising for MTV and VH1 On-line.

The selected individual will develop marketing campaigns, negotiate advertiser packages, establish and maintain client relationships, and educate the advertising community about on-line media as well as MTV and VH1 On-line. The ideal candidate will have 3-4 years' media experience as well as strong written, verbal, and interpersonal skills. Internet ad sales experience preferred.

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



Calvin Klein

MEDIA PLANNER

CRK Advertising, the in-house agency for Calvin Klein, is seeking a Media Planner.

The Media Planner will develop and maintain all media plans for Calvin Klein, update and track media budgets, and negotiate and maintain consumer magazine and outdoor contracts. Qualified individual will have at least 3 years media planning experience preferably from an advertising agency or in-house agency. Must have a strong background in print media planning with knowledge of TV and radio planning. Strong written and verbal communication skills a must, as is a proven ability to work in a fast-paced environment handling multiple assignments.

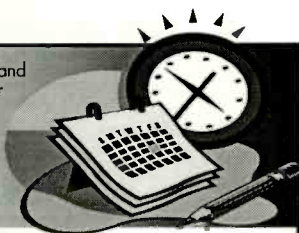
Please send resume with salary requirements to: **Calvin Klein, Inc., Attn: Human Resources, Dept. MP, 205 West 39th Street, 17th Floor, New York, NY 10018.**

Calvin Klein, Inc. is an Equal Opportunity Employer.

**REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES**

marketing

DAY-TIMERS, INC., A Fortune Brand Company, manufacturer and marketer of our world-famous Day-Timer personal organizer systems, has an immediate opportunity for a Product Manager, Training Products and Channel Marketing Manager located at our headquarters near Allentown, PA.



**PRODUCT MANAGER,
TRAINING PRODUCTS**

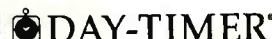
You will be responsible for leading the curriculum development of our Day-Timer 4-D time management and future productivity training products. You will be responsible for developing the strategic marketing plans and execution of marketing activities for all existing and future training products through multiple channels of distribution, and will work with Trainers and Sales teams to introduce new products and curriculum. Experience in co-development of products with third parties and negotiation of agreements is required. Knowledge of technology products and the internet needed. A minimum of 5 years of product management of training products & curriculum design and a Bachelor's degree (MBA desired) is required.

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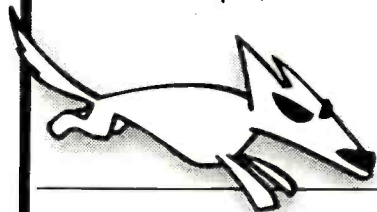
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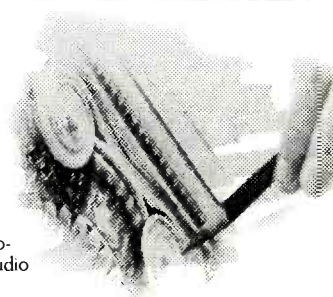
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MTV's Buzz Clip

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 6/22/98

Artist/Group: **Eve 6**
Song/Video: **"Inside Out"**
Director: **Scott Sampler**

Not one of the members of the L.A. trio Eve 6 are of legal drinking age, but the core of the band have been writing and performing together for five years - developing songs that capture angst and frustration with a refreshing honesty and poeticism as well as music sophistication and raw power. Drawn together by a seriousness about playing in a rock band and a love of punk music, the band was signed to RCA Records Label two years ago while they were still in high school.

Artist/Group: **Rammstein**
Song/Video: **"Du Hast"**
Director: **Philipp Stolz**

Little is known of the six East German men who have ascended to international fame and notoriety under the moniker of Rammstein. Formed in 1993 by an assemblage of factory-weary proletarians raised in East Berlin and the more remote Schwerin, Rammstein wasted no time crafting a distinctive voice. The relentless pulse of the band's industrial/metal sound and unparalleled pyromania of its live shows have accounted in equal measure to Rammstein's meteoric rise to fame in its homeland. With their first U.S. release, *Sehnsucht* out, the band's magnanimity is bound to resonate stateside as well.

© 1998 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending June 22, 1998

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	New	The X-Files	30,138,758	3	30,138,758
2	New	Mulan	22,745,143	3	22,745,143
3	1	The Truman Show	12,418,709	17	85,248,068
4	2	Six Days, Seven Nights	10,702,570	10	34,367,488
5	3	A Perfect Murder	7,362,061	17	46,474,302
6	4	Can't Hardly Wait	3,823,967	10	16,035,611
7	6	Hope Floats	3,266,965	24	44,357,178
8	5	Godzilla	2,980,534	34	129,206,880
9	7	Deep Impact	2,685,670	45	133,052,881
10	8	The Horse Whisperer	2,576,416	38	63,064,187
11	9	Dirty Work	1,712,666	10	7,236,332
12	New	Hav Plenty	1,102,036	3	1,102,036
13	10	Titanic	1,029,362	185	585,544,027
14	14	Everest	978,416	108	20,654,644
15	52	The Big Hit	852,270	59	26,832,605
16	13	I Got the Hook-Up	460,567	26	9,513,563
17	11	Bulworth	453,177	38	24,862,092
18	36	Good Will Hunting	319,713	199	137,075,288
19	15	The Last Days of Disco	310,670	24	1,824,292
20	16	City of Angels	218,119	73	75,494,174
21	21	The Opposite of Sex	214,622	31	1,119,460
22	19	The Wedding Singer	201,378	129	79,112,042
23	20	Sliding Doors	180,429	59	10,867,716
24	12	The Quest for Camelot	175,430	38	21,643,633
25	22	The Spanish Prisoner	171,393	80	7,683,648
26	17	Paulie	146,799	66	24,596,504
27	24	Black Dog	133,080	52	12,711,525
28	26	The Object of My Affection	128,077	66	29,003,026
29	18	Fear and Loathing in Las Vegas	118,265	31	10,168,570
30	27	Mercury Rising	117,175	80	32,806,685
31	29	Wilde	112,807	52	1,143,678
32	23	Neil Simon's The Odd Couple II	110,758	73	18,782,078
33	34	Thrill Ride	105,065	346	6,752,283
34	43	High Art	102,986	10	184,234
35	35	The Players Club	82,788	75	22,573,998

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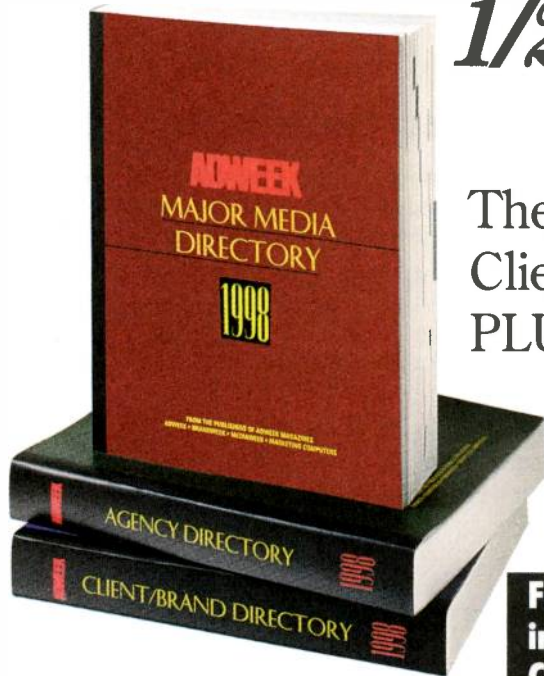
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CALENDAR

Women in Cable & Telecommunications 17th annual National Management Conference will be held in Washington, DC on July 19-22 at the JW Marriott Hotel. With the theme, "Put your mind on the line," the conference offer attendees instruction in how to make the most of technology in the workplace. For further information, contact WICT at 312-634-2330.

The Satellite Broadcasting & Communications Association will present the **SBCA '98 National Satellite Convention & Exhibition** from July 23-25 at the Opryland Hotel in Nashville. Contact SBCA at 703-549-6990.

The **Society to Advance Media Professionalism** is hosting its first annual expo, "Media in the Millennium—What's New? What's You?," to be held Aug. 12-14 in Chicago. The expo will focus on the difference between the "old media" and the "new media." For details, call 717-651-0903.

Women in Cable & Telecommunications will hold an **Executive Development Seminar** from Sept. 9 to 11 in Loveland, Colo. For more info, contact Chris Bolletti- no, 312-634-2335.

The **IRTS Foundation** will host a newsmaker luncheon with Federal Communications Commission chairman William Kennard as the guest speaker. The event will be on Sept. 15 at the Waldorf-Astoria in New York. For more information, contact Marilyn Ellis, 212-867-6650, extension 306.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

Sajak Expands Slate

Wheel of Fortune game show host Pat Sajak's P.A.T. Productions has unveiled a slate of TV development projects and other theatrical and investment ventures. Among the TV projects are a pair of game shows in development with Columbia TriStar Television (the producer of *Wheel of Fortune*)—*Run for the Money* and *Blackjack Bowling*. Sajak Broadcasting, a fledgling station holdings group, also recently acquired WNAV-AM in Annapolis, Md.

Frank Flies Chris-Craft

Bill Frank, senior executive vp of the Chris-Craft/United Television Group, has announced plans to leave the top-market station group owner in December to pursue outside investment opportunities, including forming his own station acquisition group. A 24-year veteran of the company, Frank, 51, said he is considering embarking on the acquisition of small-to-middle-sized-market TV properties as well as other prospective investments. Frank played a leading role in the 1994 launch of United Paramount Network.

Coen: Ad Spending Up

The Big Four television networks are projected to take in \$13.7 billion in advertising revenue this year, a 5.5 percent increase over 1997, according to the semi-annual forecast of Robert Coen, senior vp at McCann Erickson. Spot television ad revenue is expected to increase by 7 percent to \$10.7 billion. The next-largest share of the national ad-dollar pie will be reaped by magazines, which Coen projects will take in \$10.3 billion, a 5.5 percent increase.

The cable television networks are projected to receive \$6.1 billion in ad revenue, up 13 percent, while newspapers are expected to bring in \$5.3 billion and radio \$3.2 billion, both up 7.5 percent. Total U.S. ad expenditures for 1998 are expected to reach \$200.3 billion, Coen projects, a 6.8 percent increase over 1997.

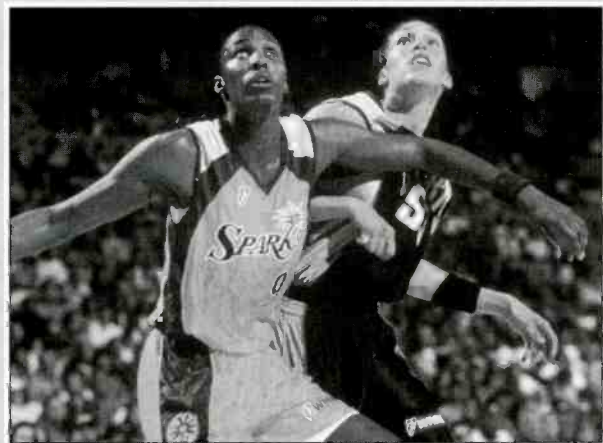
NBC to Air LPGA Event

NBC will air the final two rounds of the JAL Big Apple Classic on July 18 from 2-4 p.m. and July 19 from 4-6 p.m. The

event will feature top LPGA Tour players such as Annika Sorenstam, Laura Davies and Karrie Webb. Japan Airlines is the title sponsor and Times Mirror Magazines' *Golf* is the presenting sponsor of the ninth annual tournament, played in New Rochelle, N.Y.

New Nashville Radio Show

Country music radio host Dallas Turner has been named host of a new nighttime syndicated show, *Nashville Nights*. The country music showcase will feature live performances by



ANDREW D. BERNSTEIN/WNBA

WNBA's Lisa Leslie, left, and Rebecca Lobo

More Hoops on TV

Pro basketball fans can now see more games for their money. The NBA and the WNBA have combined with DirecTV and Primestar to offer expanded coverage. The direct broadcast satellite distributors are offering their subscribers both NBA League Pass, which provides 40 NBA games per week, and WNBA Season Pass, which will provide 45 WNBA games throughout the current season. It's the first time the services are carrying the WNBA. The premiere year of WNBA Season Pass is being sold for \$39; it's free to 1998-99 subscribers of NBA League Pass. For the NBA, the expanded DBS coverage, combined with regular broadcast and cable TV coverage, will give viewers access to 96 percent of all regular-season games. The NBA League Pass is \$139 for the season. —Lori Lefevre

Media Notes

CONTINUED

top performers like Faith Hill and Travis Tritt. Radio program provider Jones Radio Network will help distribute the show via its 24-hour satellite. The show will air live from Nashville country station WSIX-FM on weekdays from 7 p.m. to midnight.

Cable TV Proliferates

Seventy-six percent of U.S. households now have wired cable (68 percent) or satellite (8 percent) reception, according to a survey by Statistical Research Inc. Other details of the survey: the average home has 2.4 sets and 2.6 persons; the proportions of homes with 40-plus and 80-plus channels have risen 8 percentage points since last year to 45 percent for 80-plus and to 15 percent for 80-plus; 60 percent of households have a stereo set; 13 percent a home theater system; and 8 percent a personal TV set (screen size of 6 inches or less).

VH1 Boosts Programming

Furthering its commitment to "Music First," VH1 is planning to add more original shows to its line-up. The video network, which averages 14 hours of original programming per day, is developing new programming centered around music, including talk shows, animation, news magazines and video-clip shows.

Party of 185

The off-network syndication run of *Party of Five*, which is set to launch on Lifetime cable network Aug. 17, has also been sold for weekend prime access and early fringe broadcast TV runs in 185 markets representing 95 percent of the country. Columbia TriStar Television Distribution reports that it has cleared the series in 49 of the top 50

markets; the total includes all 22 of the Fox-owned television stations.

PaxNet Signs More Affils

Paxson Communications has signed on eight new TV stations as affiliates of PaxNet, its planned seventh broadcast network set to launch Aug. 31. The eight new markets account for 1.2 percent of U.S. television households, bringing PaxNet up to 83 markets total and representing 74 percent national coverage. Concentrated in smaller markets, the new PaxNet affiliates are KCSG, Cedar City-Salt Lake City, Utah; WLMB, Toledo, Ohio; WTSN, Evansville, Ind.; KROZ, Eugene, Ore.; KDMD, Anchorage, Alaska; KVCC, Palm Springs, Calif.; WJRD, Tuscaloosa, Ala.; KUBD, Juneau-Ketchikan, Alaska. In other news, Steve Sohmer, a veteran network and syndication promotion executive and consultant, has been retained by PaxNet to head up marketing, promotion and publicity.

Family Digest Gives Birth

Family Digest, the Danville, Calif.-based publisher of *Family Digest* magazine, launched *Family Digest Baby* late last week. And like its big sister, the new baby title will be geared to African American women. But *FD Baby* will be specifically targeted at new mothers. The first 68-page issue was mailed to a controlled circulation of 250,000 and to several thousand paid subscribers who signed up after receiving the first two issues of *Family Digest*.

Hachette Rejoins MPA

Hachette Filipacchi Magazines has rejoined the Magazine



For 200-plus stations, a daily radio dose of Conan

Conan Around the Dial

Conan O'Brien will no longer be just an NBC TV guy. Segments of the comedian's show, *Late Night With Conan O'Brien*, will be broadcast on more than 200 radio stations beginning Aug. 1. United Stations Radio Networks and Market Leader have joined with NBC Studios to create *Conan on the Radio*, a daily syndicated radio program that will feature two minutes of highlights from O'Brien's opening monologue the night before. The program, to be sponsored by Supercuts hair salons, will be marketed to rock and contemporary stations across the U.S. and Canada. Only one station per market will be able to carry the show. Currently, *Late Night With Conan O'Brien* is averaging 2.6 to 2.7 million viewers per week. Both NBC's Jay Leno and CBS' David Letterman have similar radio programs. Pictured above (from left) are Dick Clark, USNR chairman; Beth Tepper, vp at Market Leader; and USNR's Andy Dene-mark and Jim Higgins. —Lori Lefevre

Publishers of America. David Pecker, the president and CEO of Hachette, pulled out of the MPA in 1993, believing that the publishing group was not getting enough bang for its buck from its MPA membership. Since 1993, Hachette has grown from 16 consumer titles to 29, including *George*, *Woman's Day* and *Elle*, and now only trails Time Inc. and Condé Nast in ad pages.

Weider's Living Fit Dead

Weider Publications has suspended publication of *Living Fit*. The four-year-old fitness magazine will end its run with the July/August issue. Michael Carr, Weider president and CEO, noted that a changing advertising environment required that the company

move in different editorial directions for the 35-plus age group served by *Living Fit*.

Mediamark Accreditation

Mediamark Research Inc. has become the first national multi-media syndicated research data service to receive accreditation from the Media Rating Council Inc., an audience research watchdog. MRC, whose members consist of blue-chip advertising and media companies, attempts to secure industry audience measurement services that are accurate and reliable. MRI data are used by magazines, television and other media, by 450 advertising agencies and marketers for product launches, line extensions and brand repositioning.

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ADWEEK  **OF THE MONTH**

BIG DEAL

American Eagle Soars

Advertiser: American Eagle Outfitters

Agency: In-House

Begins: July

Budget: \$3-5 million (estimated)

Media: TV (Channel One), print

Retailer American Eagle Outfitters is expanding its advertising this fall, adding limited TV and a magalog to the mix.

The in-house campaign, tagged with "Where do you wear yours?" features shots of 20ish men and women wearing the store's basics while kickboxing, playing in a garage band and hanging out in a bowling alley. Different shots will be chosen for each magazine, including August issues of *Spin*, *ESPN*, *Mademoiselle* and *Teen People*. A broader effort is being



Part of AEO's "magalog" effort

developed for *Seventeen*, for which American Eagle will create an eight-page magalog for August and September issues. In addition, a 30-second commercial will air on Channel One, a network specifically for high school classrooms. "[Channel One] is so effective in reaching our foot traffic," said Michael Leedy, vp of marketing and visual merchandise for the 326-store chain. Also planned for fall: the wardrobing of *Halloween* sequel *H20*, a partnership with Student Advantage for 15% store discounts, and a revamping of the Web site.

When asked whether an Abercrombie & Fitch lawsuit—which alleges AEO knocked off designs—has affected consumers' perception and if the ads aimed to create a distinction, Leedy scoffed at the idea, saying, "We'll let the lawyers take care of that." —Becky Ebenkamp

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

CLASSICO COUNTERATTACK

Advertiser: Borden

Agency: Bozell, N.Y.

Begins: Fall

Budget: \$16 million

Media: TV

Borden is hoping to stem growth declines in the premium pasta sauce segment with a \$16 million TV and promotional campaign to support the launch of two new Classico flavors and a reformulation that it hopes will further its authentic Italian image and clearly distinguish its sauces from increasingly menacing competitors such as Lipton's Five Brothers and Barilla.

The new ads, via Bozell Jacobs, N.Y., will likely carry the existing Classico tag, "Taste the difference authenticity makes," but will feature new imagery that further leverages Classico's authentic Italian position and the unique flavors and high quality ingredients of its sauces.

"Looking at restaurant and dining trends, we found that portabelllos and fire-roasted are really hot [flavors] right now and then we spent a lot of time and energy creating new proprietary flavors that are unique to the marketplace," said Debbie Ehrenworth, brand manager for Classico.

In addition to TV ads, which will likely be followed up in 1999 with print, Borden will support the new flavors with FSIs, neck hangers and shelf talkers.

The meal solution promo will be kicked off with an FSI that leads consumers to the in-store recipe books for a "Trip to Italy" contest they can enter via an 800-number or direct mail, depending on the retailer. In October, key markets will be chosen for account-specific "Make it a Classico night" promotions in which retailers can choose from an array of support including radio ads, display pieces and a match n' win

game. Borden is also running a meal solution promotion in September tying in to Borden's regional pasta brands, anchored by in-store recipe books and direct mail in more than 35 markets.

Sales for Classico were down 3.2% to \$134.9 million for the year ending May 24, according to Information Resources, Inc. Five Brothers was up 8.9% to \$101.4 million and Barilla rose 12.6% to 57.1 million for the same time period. Borden spent \$8.2 million in media for Classico in 1997, according to Competitive Media Reporting.

—Stephanie Thompson

CRAYOLA COLORS THE WORLD

Advertiser: Binney & Smith

Agency: Avrett, Free & Ginsburg, N.Y.

Begins: Fall

Budget: \$3-4 mil.

Media: TV, FSIs

Aiming to make its Crayola brand synonymous with back-to-school, Binney & Smith will target moms 25-49 through a slew of activity this fall including TV advertising, new products, POP displays and an FSI.

Last fall, Binney moved its target away from kids and more toward the moms who purchase about 94% of the products. This year that will be ramped up for a harder hitting back-to-school message, pegged at \$3-4 million, for the century-old brand. "We consider this a heritage campaign," said senior product manager Steve White. "We want Mom to think about her childhood using Crayola products, and transfer that emotion to her kids."

TV ads by agency Avrett, Free & Ginsberg, N.Y., highlight a broad range of product including crayons, markers and colored pencils. Each execution shows kids working on art projects at home and school, tagging with "There's only one childhood and only one Crayola." Ads begin airing nationally



CMR TOP 50

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

Week of June 8-14, 1998

Rank	Brand	Class	Spots
1	WENDY'S	G320	63
2	BURGER KING	G320	61
3	KFC	G320	38
4	SPRINT	B221	30
5	M&M CANDIES	F510	29
6	JC PENNEY SALES ANNOUNCEMENT	V490	26
7	JC PENNEY BUILDING SUPPLIES	V470	22
8	AT&T LONG DISTANCE RESIDENTIAL	B221	21
	FORD AUTOMOBILES	T114	21
10	10-10-321 LONG DIST	B221	19
11	ACE HARDWARE	V376	17
	FORD TRUCKS	T117	17
	MAZDA TRUCKS	T118	17
	SEARS MULTIPLE PRODUCTS	V490	17
15	MCDONALD'S	G320	16
	OLIVE GARDEN	G320	16
17	ALL ULTRA LIQUID LAUNDRY DETERGENT	H422	15
	PALMOLIVE ULTRA DISHWASHING LIQUID	H410	15
19	BUENA VISTA--MULAN	B660	14
	GAP CLOTHING STORE	V311	14
	GOODYEAR	T145	14
	HUGGIES ULTRATRIM DISPOSABLE DIAPERS	D270	14
23	1-800-COLLECT	B221	13
	PONTIAC GRAND AM	T111	13
	PROPECIA HAIR LOSS RX	D560	13
	SATURN AUTOMOBILES	T111	13
	TACO BELL	G320	13
	UPS DOMESTIC	B832	13
29	ALMAY ONE COAT MASCARA	D130	12
	SATURN CORPORATE	T111	12
31	COLUMBIA HOUSE RECORDINGS	V871	11
	LOREAL VITA VIVE SHAMPOO	D320	11
	MILLER LITE	F612	11
	NISSAN AUTOMOBILES & TRUCKS	T115	11
	NISSAN ALTIMA & MAXIMA	T112	11
	PEPCID AC HEARTBURN TABLETS	D531	11
	SATURN SPORTS COUPE LEASING	T111	11
	SEARS MISCELLANEOUS	V450	11
	SUAVE ULTRA DRY DEODORANT	D260	11
40	ACCLAIM FORSAKEN GAME SOFTWARE	G511	10
	DIET DR. PEPPER	F442	10
	DODGE STRATUS	T111	10
	GATORADE	F450	10
	IBM THINKPAD	B511	10
	K MART SALES ANNOUNCEMENT	V590	10
	PAYLESS SHOE SOURCE	V313	10
	PEPSI REGULAR & DIET SOFT DRINKS	F449	10
	REMINGTON MENS SHAVER	D430	10
	UNIVERSAL--OUT OF SIGHT	B660	10
50	ACCLAIM ALL-STAR BASEBALL SOFTWARE	G511	9

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

the last week of July for a duration of five weeks on mom-directed programs on daytime network and early fringe cable. Additional support comes from a national FSI that drops Aug. 2 in 50 million homes with kids 2-12, offering rebates on multiple purchases. Crayola will also expand into two new segments of the art/stationery category with a line of drawing tools—rulers, protractors, compasses—and school glue, which will be cross-merchandised with other items through samples and IRCs. Colorful new displays that serve as one-stop shopping centers for 10 of Crayola's biggest back-to-school items are also planned.

—Becky Ebenkamp

NESTLE'S HALLOWEEN VILLAINS

Advertiser: Nestle USA

Agency: Undisclosed

Begins: Fall

Budget: Undisclosed

Media: TV

Nestlé USA, in its ongoing relationship with Disney, will stage a Halloween rollout of a promotional line of candy bars molded in the shapes of classic Disney villains, followed by a link to Disney's winter release *A Bug's Life*.

The villain Nestlé Crunch bars will feature such imprinted shapes as Cruella De Vil from *101 Dalmatians*, the Wicked Witch from *Snow White and the Seven Dwarves* and Jafar in *Aladdin*. Nestlé and Disney will follow that with a cross-promotion pegged to *A Bug's Life*, with three new promotional products and TV ads that will run on children's programs between Nov. 25 and Dec. 6.

The *Bug's Life* products are the Bug Ball, a hollow chocolate ball with bug shaped Sweet Tarts inside; the Bug Bar, gummy bugs caked in a green chocolate bar; and the Bug Keeper, a toy dispenser for bug-shaped Sweet Tarts. Bug Ball and Bug Bar hit the market Sept. 28 and the dispenser will be available Thanksgiving week.

The movie promotion also includes toymaker Mattel. Consumers who send in proofs of purchase for any three Nestlé or Sunline products receive *A Bug's Life* play set.

—Mike Beirne

Media Person

BY LEWIS GROSSBERGER



Problem Keepers

ONCE AGAIN HERE AT THE GROTESQUELY TRENDY Media Person column, now celebrating its golden

jubilee with a product tie-in in partnership with the Walt Disney Co. (MP will give away a free *Mulan* sport thermos phone to every 100th reader), it's time for the popular feature "Tough Questions from Troubled Celebrities," in which troubled celebrities ask—you guessed it—tough questions about their personal problems and Media Person provides—what else?—sensitive, perceptive answers.

Once in the early days of the MP column, we tried it the other way around, but the celebrities proved so maladroit at understanding, let alone solving, Media Person's problems, MP had to junk the whole concept and start from scratch. But hey, enough history and on with the show.

Dear MP: Did you see in the news where I'm shopping my tell-all bio? It's true. Trouble is the publishers seem afraid to open the letter with my proposal in it. Come on! I'm in a federal pen. I can't get hold of any explosives in here. Damn shame, too. Anyway, can you help me get published? The world must read my urgent message before it's too late! —Ted P.S. I insist on no editing, of course.

Dear Ted: Funny coincidence. So does Media Person! Anyway, MP hates to depress a fellow writer, but the publishing business is really rough these days and you have two strikes against you: A. You can't do the book tour; and B. Though your book has violence, it lacks sex due to your unfortunate proclivity for spending 99 percent of your life alone in a dark, stinking hovel (not that MP can't relate to that) and looking like something Scully and Mulder encounter in a dank cave. Have you ever thought of writing for television? A series about a dark, brooding avenger striking

down polluters and other evil corporate interests might sell. Gotta be ready to go with the market, babe.

Dear MP: The other day when a big crowd gathered at the showroom as I bought my new \$138,000 silver Mercedes-Benz E-60 (the one with the 6 liter, 408-horsepower, V-8 engine), the media reported that I own 64 cars. That's completely false! It's only 60 cars. But that's not the problem. The

Media Person recognizes this letter as the cry for help it really is. Forget the keys, Jerry; they're just a symbol of what's really eating you.

problem is I've misplaced my keys! Do you know where they are? —Jerry

Dear Jerry: Media Person recognizes this letter as the cry for help it really is. Forget the keys, Jerry. They're just a symbol of what's really eating you: With the show over, you're bored and empty. And you fear your life is over. What you need is to get started immediately on another show, one that's a complete change of pace to recharge your creative batteries. And MP has a great collaborator for you. He's a bit inconveniently located, but he has a great idea for a show about a dark, brooding avenger who strikes down evil corporate interests. You'll provide the lightness to balance out his occasionally heavy-handed

moralizing.

Dear MP: Have you seen Demi? She hasn't been around for weeks. —Bruce

Dear Bruce: She's probably off making a movie in Afghanistan or Chad or someplace and just forgot to mention it. No problem. I know you two still love each other and will always be together. After all, you are the best. How could she ever bear to be apart from you for long?

Dear MP: I'm so glad I finally dumped that idiot husband of mine. What a dolt. It's like a huge weight has been lifted from my substantial yet extremely feminine shoulders. And my new special someone, Woody, is so great! —Demi

Dear Demi: I know. I know. I never said anything before but I've been silently hoping for years that you'd finally wise up and get rid of the twerp. He's not in your class.

Dear MP: Why is the media out to get me? I'll tell you why. Because they're threatened by me and my new magazine, that's why. Can you believe that eight reporters claimed I misquoted them in the first issue? They're all lying. Why, you yourself wrote in your column: "*Brill's Content* has set a new standard for reportorial accuracy." —Steve

Dear Steve: I never wrote that.

Dear MP: I'm trying my best, I really am, but those darn Republicans keep criticizing

me and yelling that I shouldn't be over here in China. All I'm trying to do is make a better world for our grandchildren so that people of all races and colors and different sexual needs can live in peace. Is that such a bad thing? How do I get my opponents to understand that and give me the support I deserve? —Bill

Dear Bill: Visiting China presents you with a historic opportunity and Media Person believes you should grasp it. Defect! As the first president to seek political asylum in a foreign nation while in office, you will be residing in the country where you are most popular and more important, where Ken Starr does not have the power of extradition. Good luck in your new life. ■



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