

MEDIA WEEKLY

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New publisher of 'Vogue' will face challenges in fashion market

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'THE NEW YORKER' EDITOR TINA BROWN...

Joins with the publisher of 'Vogue' to start a magazine at Disney's Miramax that will make movies, shows and books out of magazine articles **PAGE 4**

MARKET INDICATORS

National TV: Quiet

Nets have filled most of third quarter by offering makegoods for earlier audience deficiencies. Scatter is selling at depressed prices due to anticipated soft summer ratings.

Net Cable: Hot

Upfront is wrapping up, with a few holdout negotiations dragging on. Scatter market is tight despite GM dropping some spots out of third. Movie spending is strong.

Spot TV: Soft

Third quarter has opened up significantly. Intense politicals are expected, but spending hasn't kicked in yet. Telecom is weak, retail is slow; auto is fair despite GM dropouts.

Radio: Healthy

Young-skewing stations are selling hot, but 25-54 inventory is still open in July and August. Much of West Coast is sold out through August.

Magazines: Mixed

Autos are holding steady and could heat up in fourth quarter despite the GM strike. Entertainment books could cash in soon on fall film releases.



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Laura K. Jones JUL 15 1998

AT DEADLINE

UPN Tampa Affiliate Kills News Operation

More than 45 people lost their jobs in Tampa, Fla., last Friday when WTOG-TV, the UPN affiliate, folded its 10 p.m. newscast. "Local news provides an important identity for the station," said Jim LaBranche, WTOG's newly unemployed news director, "but ultimately it was not my decision to make." WTOG's newscast at 10 p.m. ran unopposed for 16 years until December 1994, when Fox O&O WTVT-TV launched a 10 o'clock news hour that soon surpassed WTOG in the ratings. WTOG devoted a mere hour a day to news; by contrast, WTVT airs 46 hours of news each week. Paramount-owned WTOG will fill the vacated 10 p.m. slot with reruns of *The Simpsons* and *Mad About You* until September, when it will begin airing back-to-back syndicated episodes of *Friends*.

Lalli to Leave Time, Inc.

Frank Lalli, senior executive editor at Time Inc., will leave the company on July 31. Lalli, who was managing editor of *Money* for eight years until he was replaced last January by Bob Safian, said he missed "the day-to-day responsibilities of managing an enterprise." Lalli was also president of the American Society of Magazine Editors from 1996 through April of this year.

Fox O&Os Downgrade *Magic*

In a potentially ominous sign, a handful of Fox-owned stations have downgraded Twentieth Television's late-night talk show, *The Magic Hour*, hosted by Earvin "Magic" Johnson. Fox O&O WFLD in Chicago has pushed *Magic* back an hour to 12 a.m.-1 a.m. to insert USA Studios' higher-rated *Jerry Springer* at 11 p.m., while Tampa's WTVT did the same in pushing *Magic* to 12:30 a.m. Fox O&Os in Philadelphia, Boston, Denver and St. Louis are also going to be inserting higher rated off-network sitcoms. Twentieth suggested the stronger lead-in programs would help boost *Magic* in those markets.

Mags: June's Busting Out All Over

Magazines grew thicker and glossier than the summer foliage last month. The Publishers Information Bureau reported that magazine advertising revenue increased by 10 percent, to \$1.20 billion, in June compared to June 1997. Advertising pages increased by 3.6 percent last month, to 20,278, compared to the same period last year. The report, issued last week, noted that the biggest percentage revenue increases were contributed by three of the 12 traditional advertising categories: publishing and media, up 44 percent; retail, up 42 percent;

and cigarettes, tobacco and accessories, up 41 percent. Year-to-date figures were also up, with revenue increasing 8.5 percent to \$6.53 billion in the first half of 1998, while ad pages were up 3 percent, to 112,911.

Gemstar Mulls United Video's Hostile Bid

After talks failed earlier this year, United Video Satellite Group last week made a hostile \$2.8 billion offer for Gemstar International Group. At deadline, a Gemstar representative declined to comment on reports that the company's board was discussing the bid. The companies had been discussing a joint venture that would bring interactive program guides to the cable industry, but those talks broke off last March. In buying Gemstar, United Video could marry its cable and satellite interests to Gemstar's consumer electronics patents.

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Addenda: The Magazine Publishers of America announced that it will examine the single-copy distribution process with a focus on scan-based trading. The MPA has retained Mercer Management Consulting to conduct a study on scan-based trading, a point-of-sale scanning technology, which may have the potential to increase sales and reduce costs...

Timelab 2000, short-form programming featuring odd historical tidbits, will be made available in January to broadcast stations from A&E, which is experimenting with the syndication effort via its little sister, The History Channel. Horizon Media has been retained to sell the series of one-minute info programs... **CNN's** "Operation Tailwind" saga wound down last week with embattled correspondent Peter Arnett keeping his job and CNN News Group Chairman Tom Johnson appointing CNN vp Rick Davis as the network's watchdog... Meredith Corp., publisher of *Better Homes & Gardens*, has acquired the rights to develop *Raising Teens*, a magazine conceived by Northwestern University's Medill School of Journalism... Eyemark Entertainment reports it has sold *Caroline in the City* to Tribune Broadcasting's WGN-TV in Chicago for a fall 1999 launch... The release of premiere-week national Nielsen Syndication Service ratings for Paramount's *The Howie Mandel Show* shows it averaged a lower-than-expected 1.7 rating (NSS, June 22-26).

Corrections: The name of the National Audubon Society's magazine, *Audubon*, was misspelled in a story in the July 6 issue. Also in that issue, Jim Henson created the *Sesame Street* Muppets; however, the show itself was created by Children's Television Workshop. *Mediaweek* regrets the errors.

MEDIA WIRE

Court Rebuff Not Enough, Guccione Seeks Tough Help

Following the U.S. Supreme Court's recent refusal to hear his appeal challenging the ban on the sale or rental of sexually explicit material on military bases, *Penthouse* publisher Bob Guccione is seeking to rally other adult magazine publishers and video makers. "It wasn't the loss of business we're fighting to retain," noted Guccione. "We're fighting on moral grounds. Censorship is taking root in the U.S. We will be unrelenting in our effort to get the Supreme Court to take the case."

While Guccione cannot be a party to another suit (because he was the lead plaintiff in the recent case), he said he expects others in the industry to mount their own challenges to the Military Honor and Decency Act of 1998. Such a challenge could come in another state within the next few weeks, he said. The hope, he explained, is that another case will reach an appeals court and get a decision that finds the law unconstitutional, in conflict with the results of Guccione's lawsuit. Then the Supreme Court would be compelled to take the case, the publisher said.

Playboy's Hugh Hefner and *Hustler's* Larry Flynt have contributed to Guccione's fight, which has set him back nearly \$500,000 to date. —Lisa Granatstein

Community Property: Chain Pays \$250Mil for 33 Papers

Community Newspaper Holdings of Birmingham, Ala., spent an estimated \$250 million last week to acquire small dailies and weeklies from the Gannett Co. and Fort Smith, Ark.-based Donrey Media Group.

Community paid \$60 million for five Gannett dailies in Illinois, Ohio and West Virginia, including the *Danville Commercial-News* (circulation 18,800), said a source close to the sale. A report by the Retirement Systems of Alabama, which bankrolls Community, said the chain paid \$183 million for 28 Donrey papers in eight states: Indiana, Iowa, Kentucky, Mississippi, Missouri, New Mexico, Oklahoma and Texas. In a separate transaction also last week, Community finalized the pur- (continued on page 6)

The Talk of th

Brown, Galotti exit Condé Nast for the brave r

Brown exits the Four Seasons Hotel last Wednesday after a day filled with goodbyes.



By Lisa Granatstein and Betsy Sharkey

Tina Brown dragged the venerable and formerly staid *The New Yorker* kicking and screaming into the '90s. Now she and Ron Galotti, the Condé Nast vp/publisher of *Vogue* who once worked with Brown at CN's *Vanity Fair*, are looking to drag the magazine industry, maybe kicking and screaming, into the next century. They have partnered with Bob and Harvey Weinstein at Disney's Miramax Films to become chairman and president, respectively, of a new division that will be built on the concept of media "synergy." They will be called upon to build a multiplicity of businesses, including films, TV shows and book publishing on the back of a new, as-yet-unnamed monthly magazine that is expected to launch in Fall, 1999. It is not the first such venture in Hollywood, but the notion that all ideas will spring forth from a magazine is new. Brown, Galotti, Miramax and Disney all will share in the revenue stream. "We're on the verge of creating a new media concept for the millennium, one that I think others will be modeled on," said Galotti. "This will be a natural evolution, creating compelling content, which Tina is a master of, then channeling that with the various business opportunities in mind."

Brown was unavailable at press time.

Magazine stories developed into feature films have long been fodder for the movie-making mill. Two decades ago, a *New York* article on the Brooklyn disco scene led to *Saturday Night Fever*; more recently, the film *Outbreak* was developed from the book *Hot Zone*, which initially ran as a story in *The New Yorker* during Brown's tenure. "The press summaries of *The New Yorker* hit the desk of every major player in this town right along with all the reader summaries [of new scripts]," said one Hollywood studio executive who did not want to speak for attribution. "And it's not just *The New Yorker*, it's Tina Brown's *New Yorker* we're reading."

One thing the new magazine will most definitely do is share in profits that are derived from TV, film and books that are spun off from ideas contained in its pages. Brown, Galotti and company want the magazine to share in revenue from projects like the film, *Isn't She Great*. Starring Bette Midler and Nathan Lane and directed by Andrew Bergman, the movie is based on a short piece Simon & Schuster editor-in-chief Michael Korda wrote for *The New Yorker* in '95 about the time he spent as a young book editor working with the late prolific author, Jacqueline Susann, best known for *The Valley of the Dolls*. Korda's deal alone was pegged at just under \$1 million by the Hollywood trades. If the film is even mod-

e Town

world of media synergy

estly successful, more money will be generated as it moves through the various distribution streams: film—domestic and international—pay-TV, cable, network, video. *The New Yorker*, however, gets nothing.

It was the idea of ownership, and the fact that Galotti and Brown would have a way to continue their creative involvement in an idea that ultimately led the pair to make such a “life-changing” decision. “We want to bring new, young talent into the pipeline,” Galotti said of the magazine. “And as a company reap the rewards.”

The Miramax-Brown-Galotti deal is not unlike the deal Rupert Murdoch made when he wooed one of publishing’s rising superstars, Judith Reagan of Simon & Schuster in 1994. “I’ve always wanted to do everything,” said Reagan. She confided that she is a bit miffed that Brown is being portrayed as a pioneer in a business in which she has operating for several years. Under her agreement with News Corp., Reagan was given free rein to move in any and all directions. And she has—from establishing a book publishing division, to creating and producing for both film and television. In television, Reagan developed and produced a miniseries for CBS, *Ruby Ridge: An American Tragedy*, which aired in May 1996, and she currently hosts a daily interview show for Fox News, *That Reagan Woman*. Reagan has also been toying with a magazine concept for about six months, though she won’t talk specifics.

Susan Lyne, the founding editor of Hachette Filipacchi’s *Premiere* who now heads movies and miniseries for ABC, is another example of the increasingly tight weave between Hollywood and magazines. Lyne left two years ago to work for Disney. She now heads ABC’s movie and miniseries operations. Her sensibilities in isolating those stories—in literature and magazines—that could be transformed into compelling movies, were at the heart of her appointment.

What the Miramax-Brown-Galotti deal does is formalize the process of mining magazines for movie and television ideas by finding and buying the vein. “The lines are blurring very quickly,” said Lee Doyle, executive vice president/com-media director at Ammirati Puris Lintas. “The communications and entertainment companies have figured out that they’re in the entertainment business—not just in the movie business, TV business or magazine business.”

In the case of magazines, the traditional business model that depends on advertising and circulation is being rebuilt at publishing firms such as Meredith, Hearst and Hachette. Hachette has gone so far as to create a new division called Hachette Productions in order to develop film, TV and radio properties, some of which tie into its stable of magazines. One title, *Women’s Day*, has evolved into a show on PaxNet. Hachette has also signed a deal with October Films and actor Harvey Keitel to produce new films, and the company is about to sign a joint venture with Universal to distribute its video library through its magazines. “There’s a broad array of talent from both print and broadcast, and to the extent

that you can cultivate talented writers and story concepts into various venues, that’s a home run,” noted Michael Berman, president/COO of Hachette Productions.

Meanwhile, staff at *The New Yorker* awaits word on its fate. Condé Nast chairman S.I. Newhouse Jr. met with the staff late last week to assure them that he will maintain the magazine’s frequency and its budget. The rumor mill keeps churning out an ever-expanding list of potential successors to Brown. At press time, it included *New Yorker* columnist Kurt Andersen, *New York Observer* editor Peter Kaplan, Condé Nast editorial director James Truman and Knopf president/publisher Sonny Mehta. ■

The New Man of Fashion

Beckman faces challenges to keep *Vogue* dressed up in ad pages

MAGAZINES / By Lisa Granatstein

With all the spotlights shining last week on *The New Yorker*, the change at the top of *Vogue*, S.I. Newhouse’s biggest magazine in advertising revenue, was left in the shadows. With \$149 million in advertising last year, according to Publishers Information Bureau, the doyenne of fashion titles attracts more dollars than any other at Newhouse’s Condé Nast (as well as more than *The New Yorker*’s \$94 million). *Vogue* is said to be the company’s second-most-profitable book, behind *Glamour*.

The responsibility for keeping *Vogue* on top in its category now falls on publisher Richard Beckman, who is leaving CN’s *GQ* after three fruitful years to succeed Ron Galotti. “*Vogue* is the standard-bearer,” Beckman said. “It’s the reason we all come [to Condé Nast] in the first place, and to be given the chance to run it is both very flattering and very exciting.”

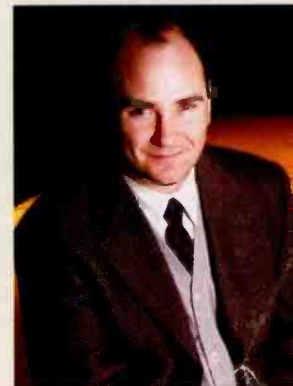
Media buyers concur. “*Vogue* is the voice of the fashion industry,” said Page Thompson, U.S. media director of DDB Needham. “You automatically go to *Vogue* if you’re in that category.”

Still, Beckman will have his work cut out for him. While it remains the runaway leader in a category that includes Hachette Filipacchi’s *Elle* (circulation 948,014) and Hearst’s *Harper’s Bazaar* (732,303), *Vogue*’s paid circulation dropped in the second half of last year by 5.4 percent, to 1.13 million. Despite the collective hit that the fashion category has suffered of late, *Vogue*’s ad pages are holding steady, up 1.2 percent in the first half of this year to 1,228.

“Department-store sales are way off, especially in the prestige area, as prestige has gone mass,” noted a Condé Nast executive. “It’s been a problem for the company because Condé Nast has always owned the prestige end of the business, and the business is eroding pretty rapidly both in sales and ad pages for the [magazine] industry.”

Beckman is joining *Vogue* after leading *GQ* to a 24.7 percent jump in ad pages through June this year, to 928. The monthly’s paid circ advanced 3.9 percent to 721,875 in the second half of last year. “Richard has been a phenomenal publisher,” said *GQ* editor Art Cooper, “which is the best thing I could ever say about a Brit who looks like Bob Hoskins. I think he’ll do a wonderful job at *Vogue*.”

As of Friday, CN had not named a successor to Beckman at *GQ*. Insiders said the short list included *Glamour*’s Mary Berner, *Bon Appetit*’s Lynn Heiler and *Details*’ Linda Mason. Condé Nast chairman Newhouse was also said to be looking outside the company. ■



A dream job come true: Beckman

MEDIA WIRE

chase of the *Palesine* (Texas) *Herald-Press*, which boosted Community's holdings to 124 daily papers.

Ralph J. Martin, Community president and CEO, said the company is looking to add another 50 papers before the end of this year. —Dori Perrucci

Publishers Get Green Light On Discount Subscriptions

Newspaper advertisers are likely to gain more information on readers who get deeply discounted subscriptions under an Audit Bureau of Circulations plan disclosed last week. Under the proposal, rules on paid circulation that limit publishers to 50 percent discounts on basic subscription prices would not change. But publishers would be able to give discounts above 50 percent for distinct non-geographic groups of customers, such as senior citizens and students.

The ABC, at a board meeting in Colorado Springs, Colo., also approved a "pricing flexibility" plan for reporting on who gets deeply discounted subscriptions on publisher statements. Both plans are up for final approval at the ABC's annual meeting in November. —DP

Comcast Carriage Deal Boosts PaxNet Distribution

Comcast Corp. last week became the second major cable operator to sign a carriage agreement with Paxson Communications, which will enable the PaxNet broadcast network to be distributed in areas where it does not own a station or have an affiliate. Two of those markets are Baltimore and Indianapolis.

Comcast is the nation's fourth-largest cable company, with more than 4.3 million subscribers. PaxNet, which will launch on Aug. 31, signed a carriage pact two months ago with Tele-Communications Inc., the second-largest cable operator.

Financial terms were not disclosed. Lowell "Bud" Paxson, chairman of Paxson Communications, said the Comcast deal "is indicative of just how enthusiastically the cable industry is embracing our family-oriented programming." The distribution agreement allows for cable roll-out of PaxNet on both Comcast's analog and digital platforms. —John Consoli

New Order in 3d Quarter

Cable's strength from upfront has network, spot TV pulling back

THE MARKETPLACE / By Jim Cooper, John Consoli and Megan Larson

As the cable upfront market mopped up last week, cable networks harnessed that momentum to pick up their third-quarter scatter activity, creating an unusually tight marketplace. Cable's tightness—the result of unspent upfront dollars and strong buying around summer movie launches—is having a ripple affect on the broadcast market.

"Going into the quarter we were very tight and holding well on rates. Once people wake up from July 4, there will be big spending in August and September," said one sales executive at a 50 million-subscriber network. The exec added that the tightness could in part be the result of clients tacking on the last few weeks of third quarter onto their upfront buys.

Autos are also affecting the market, with Ford and Chrysler filling inventory gaps left by General Motors. Cable sales execs said that GM is adjusting its \$20-30 million third-quarter cable business, due to its strike, with several divisions holding back for fourth quarter. "We let [GM] out of their third-quarter stuff, but they won't get into fourth at third's rate," said a regional ad sales vp for a cable network.

Third-quarter scatter at the broadcast networks has tightened up for two reasons. First,

networks with ratings deficiencies from earlier this year used third quarter to offer make-goods. Aware of soft summer ratings and agency/cable negotiation stand-offs during upfront, the nets also offered scatter at prices deemed more than reasonable by the buying community. "There were some very attractive [scatter] deals," said one ad buyer. "The feeling by the networks was there is not a lot of money out there or a lot of interest, and they wanted to get what they could, even at distressed prices."

Spot TV's third-quarter activity is mixed. One buyer said the Pacific Northwest is "on fire," but the rest of the country is soft, with some buyers seeing 2 percent decreases in rates compared to third-quarter 1997. Such subdued spot activity is due to three factors: more media options (network, cable and the Web); a political arena that has been slow to warm up; and GM pulling spots.

As for cable's protracted upfront, pockets of stalled business remained last week between the few sellers and buyers who were not on vacation. "We said fine, if you don't want to deal, we'll go on vacation and they said they were going to do the same, and then we both stayed," one buyer said of his remaining business with Turner, USA and Discovery. ■

Digital's Ball of Confusion

Two D.C. hearings offer evidence that few DTV deadlines will be met

REGULATION / By Alicia Mundy

Only two months ago, the buzz on Capitol Hill was "Digital Now!" But that's changing to "Digital Not!"

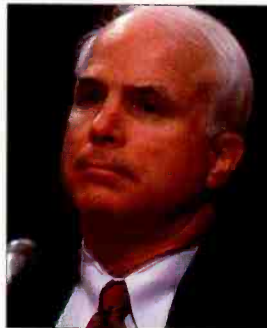
From the tenor of two hearings in Washington last week—one before the Senate Commerce Committee and another at the Federal Communications Commission—it's clear that digital TV faces not only serious technical obstacles but crippling policy problems. The ultimate message: DTV will not make it to American homes on schedule, or in an orderly, inexpensive way.

At the July 8 Commerce hearing, an obviously frustrated

chairman John McCain (R-Ariz.) blasted broadcasters. "You got tens of billions in free spectrum...over my vociferous objections...and

now you're complaining that we expect you to put that to good use in a timely fashion," the senator said. "All along I knew, you knew and the broadcasters knew there wasn't a snowball's chance in Gila Bend, Ariz., that you were going to meet the 2006 deadline."

McCain asked Alan McCullough, COO of Circuit City stores, blunt questions such as when will digital TV



RICHARD ELLIS/NEWSMAKERS

Digitally distressed: McCain blasts broadcast.

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sets be available (November), how much will they cost (about \$7,000) and if he will be able to tape DTV programs on his VCR (probably not). McCullough acknowledged that DTV sets won't be able to work with cable boxes.

McCullough took a swipe at TCI's aging equipment, saying: "There is some mystery to us, frankly, that we continue to see some operators who complain about being bandwidth-limited and are out still spending millions of dollars to buy set-top boxes when that would appear to be better invested in infrastructure." McCain noted that TCI chairman John Malone had declined to testify at the hearing.

The cable industry flexed its own muscle with Brian Lamb, C-SPAN CEO, who raised the specter of a life without C-SPAN for politicians. "If must-carry becomes the law of the land, there will be a lot of people who will no longer be able to see this hearing, this Senate or the House...people will be sitting in their homes in Phoenix...on a certain day they'll

look up and there'll be a blank channel there. We'll be gone, I promise you that."

McCain asked Greg Schmidt, vp of Lin TV, who was representing the National Association of Broadcasters: "Why are you so hell-bent on must-carry?" Schmidt explained that NAB is willing to support a longer transition period to help small cable operators. But he added, "What we need now is a clear, unequivocal statement by the FCC that in some reasonable time period [must-carry] is going to be required." FCC staffers later said it was the first time they heard the NAB ask for FCC action.

On July 9, the FCC hearing proposed rules for digital must-carry. But Bill Johnson, an FCC official, made it clear that nothing has been settled. Options include imposing must-carry only on larger operators and letting cable operators charge for a digital channel. No must-carry decision will be reached before Nov. 1, when DTV is due to start in several large markets. ■

Chancellor Builds Its Bundle

Adds Lin to radio, outdoor holdings; some buyers question strategy

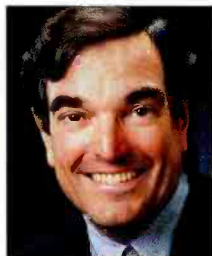
TV STATIONS / By Mira Schwirtz

Chancellor Media Corp.'s agreement last week to acquire Lin Television in a stock swap valued at more than \$900 million puts Chancellor in the TV-station business and offers the company potentially lucrative cross-selling opportunities with its radio stations and outdoor holdings. But some media buyers in markets that will be affected by the deal wonder just how many local advertisers will be interested in such multi-media buys.

"They may be able to offer you some kind of [cross-media] package, but there's more leveraging going on with radio stations owned together than radio with TV," said Linda Allee, senior vp/media director for Bates USA Midwest in Indianapolis. "You can't force people with [limited] budgets to buy radio and TV."

Indianapolis is one of three markets where Chancellor will control television stations (via the Lin acquisition) and radio properties (via Capstar Broadcasting, which like Chancellor is controlled by the Dallas-based investment firm Hicks, Muse, Tate & Furst).

In Hartford, Conn., Chancellor will control Lin's WTNH-TV, billboards via its Martin Outdoor subsidiary and five Capstar radio stations. But buyers in Hartford said the company's



Getting "a leg up": CEO Marcus

cross-media vision may not be so clear for some advertisers. "There are so many clients that only use radio, or only use TV, that I don't understand their thinking behind it," said Lynette McCarthy, a buyer for Mintz & Hoke in Hartford.

John Pastor, media director of Glastonbury, Conn.-based Cronin & Co., said he would consider shunning prime-time

local broadcast buys altogether and seek out cable or the Internet if Chancellor's increased share ends up boosting advertising rates in Hartford significantly.

Chancellor CEO Jeffrey Marcus said the Lin acquisition and the company's recent buy of Martin are patterned after similar moves by other radio giants. "We're convinced, by watching the example of CBS and of Jacor in Cincinnati, that there are significant synergies experienced by being able to sell across different platforms in a market," Marcus said. "Extending our radio platform through television gives us a leg up."

For a movie studio, for example, Marcus noted that in Hartford the company will be able to package TV time, billboards and promotional programming slots on talk-radio stations. ■

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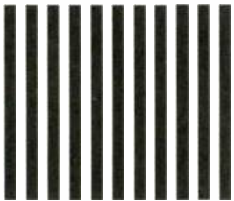
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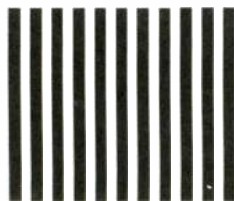


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WB Still Spinning Its WeB

Technology is in place, though distribution is holding up ad sales

CABLE TV / By Michael Freeman

After two years on the drawing board, the WeB, the sibling service of the WB network targeted for carriage on cable systems in markets 101 through 212, is closing in on its rollout date of Sept. 21. But it remains to be seen to what degree national and local advertisers will embrace the service.

During last month's broadcast upfront ad market, the WB commanded the largest CPM increases of any network. But WB sales execs decided against piggy-backing WeB inventory with their deals because carriage arrangements are still to be signed with some key cable operators. In May, the WeB firmed up carriage agreements with the two largest MSOs, Time Warner Cable and Tele-Communications Inc., but other cable players like Comcast, Cox Communications and MediaOne have yet to come

aboard. One WeB source said that deals with those MSOs are still weeks from being signed.

Russ Meyerson, president of the WeB, says that the deals with TCI, Time Warner and some smaller MSOs have pushed the WeB to 50-percent clearance (8.7 million households or 14 percent U.S. coverage) of its universe. He predicts that the service will reach 70 percent of its goal by launch.

The station groups that have signed up to represent and manage local ad sales on behalf of the WeB are also facing some delays due to the unfinished cable-clearance deals. Benedek Broadcasting is the largest group representing the WeB, followed by Granite Broadcasting, Freedom Broadcasting, Forum Communications, Duhamel Broadcasting, Lamco Communications, Draper Communications, Brechner Management and Media Ventures.

Alan Bell, president of Freedom Broadcasting, says that his group has "put out the feelers" and has received some preliminary commitments from some unspecified advertisers. "If you look at the success of the WB in selling to the 18-34 demos, it is a strong complement to what we're selling locally and is noncompetitive" to the older demos Freedom is selling with its handful of CBS affiliates, explains Bell.

Tim Gilbert, vp and general manager of Granite Broadcasting-owned WPTY-TV in Ft. Wayne, Ind., says the ABC affiliate has not yet made sales pitches because the local Comcast system has yet to sign on.

On national spot sales, Meyerson says the

WeB is considering setting up an unwired network. Should the network generate little advertising at the beginning, the WeB could end up running some WB advertisers as bonus spots, according to station rep executives. PSAs could also fill some inventory. "We have about 30-45 days to really mount our sales efforts, but we also realize that it is going to take one or two rating books to bring some advertisers in," Meyerson acknowledges.



JAMES SORRENSON

**WeB master:
Russ Meyerson**

Way national and local spots are delivered to market. Partnered with IBM, parent company Time Warner is estimated to have invested \$40 million in the initial start-up of the all-digital SIB operation.

With roughly 1,100 cable headends (TCI and Time Warner will account for about 470) expected to install the SIBs, the WeB will separately satellite-feed the commercial insertions and programming by an advanced MPEG-2 digital mode. The SIBs are controlled by computers in the WeB's distribution center in Los Angeles to traffic ad spots for their integration into the programming feed, which will include all of WB's prime-time and Kids WB programming as well as Warner Bros.' off-network syndicated programs including *ER* and *Friends*.

Perhaps the most burdensome task will be the trafficking of thousands of local and national spots that will be shipped to the WeB's transmission center. Melitta Ellerbee, a former IBM employee who is director of network technology and technical operations for Warner Bros., said the WeB's system will be able to convert standard analog-taped spots into MPEG 2-encoded spots, effectively sweetening their on-air quality while also cutting down on time needed to convert the commercials. "The guiding factor is how fast we can go, and IBM's benchmark test had us distributing 3,700 spots per day, but we think that can go even higher," Ellerbee said. ■

CABLE TV

The Cabletelevision Advertising

Bureau last week reported that cable continues to earn impressive summer ratings at the expense of ABC, CBS, NBC and Fox. The CAB's analysis of Nielsen numbers for June 29-July 5 showed that cable for the first time drew a higher prime-time national household share than the Big 4 networks combined, growing 14 percent year-to-date to 44.7 while broadcast's share dropped to 44.2. Basic cable's prime-time rating grew to a 22.1, slightly edging out the Big 4's 21.8. Basic cable's average prime-time delivery also hit 21.7 million homes to broadcast's 21.4 million. The previous week, cable beat the four broadcast networks in household delivery and ratings for the first time.

Adlink, in an effort to better target Los Angeles' huge auto market, last week announced it will combine its own research with customer registration data from the automotive database firm of R.L. Polk Co. Adlink is the nation's largest digital interconnect and the first cable marketer to use Polk data. Adlink's Adcopy system tailors local spots for specific market segments in the L.A. area where Polk provides information to car-makers. Adlink is hoping the combined information will bring its clients closer to truly addressable local spot advertising. Some sample Polk research: Manhattan Beach parents in the 90266 ZIP code are more prone to drive Ford Explorers, while residents of Laguna Nigel (92677) are more likely to drive Chevy Suburbans. The research also linked people's favorite cable networks to cars. Drivers of BMWs and Volvos are fans of E!, Cadillac drivers watch CNN and Jeep owners watch ESPN and ESPN2.

ESPN's flagship show *SportsCenter* has begun to track upward in ratings again after falling off earlier this year. The show has seen a quarter-to-quarter ratings pop of about 13 percent in its 11 p.m. slot. There's still some way to go, however. *SportsCenter's* ratings compared to second quarter 1997 were down about 9 percent. An ESPN representative said having the entire Sunday-night NFL cable package this coming season will help boost the show's ratings. —Jim Cooper

Local Media

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BERGEN COUNTY, N.J./CABLE TV

Cablevision Erases *The Record*

IT DIDN'T TAKE LONG FOR CABLEVISION SYSTEMS Corp. to make its mark with its own products in northern New Jersey. In March, Cablevision took control of cable systems serving 597,000 homes, replacing Tele-Communications Inc. Viewers almost immediately noticed several changes—most notably the sudden appearance of the Bravo network, which is owned by Cablevision.

A subtler shift became apparent to view-

ers of the systems' so-called "barker" channels, where local programs are produced by or in collaboration with the systems themselves. The local newspaper, *The Record* of Hackensack, was on one of those channels with several news and information programs produced jointly with TCI. But the *Record* was replaced by News 12 New Jersey, a joint venture of Cablevision and the *Record's* rival, *The Star-Ledger* of Newark.

Further, two of the *Record's* old shows—*Local Live* and *High School Sports Talk*—were bought out by TCI. Both shows now run on Channel 6. Several other programs produced by the *Record*, including *Press Box* and *North Jersey '90s*, were relegated to overnight and weekend runs, time slots that the paper thought would make the shows unprofitable.

Cablevision then introduced News 12 to a stable time slot, and the *Record's* programming was moved to different times; the paper subsequently pulled all its programming. "We eventually figured out we were not going to get enough air time to continue to run the business," said David Blomquist, who is responsible for the paper's TV productions.

The *Record* is now in search of a home for its programming. But part of its problem is that Cablevision is the dominant system in the paper's prime circulation territories of Bergen and Passaic counties.

For the *Star-Ledger*, the News 12 exposure, featuring the paper's editors and reporters, could prove priceless. The *Ledger*, which is owned by the Newhouse family and based in Newark, N.J., never has been a major influence in Bergen County—one of the most affluent in the nation and home to more retail square-footage than anyplace in the U.S. outside of Manhattan. News 12 has begun a \$100,000 local print, cable and outdoor advertising campaign to draw viewers to the new channel. —Lori Lefevre



BRIAN DALBACON

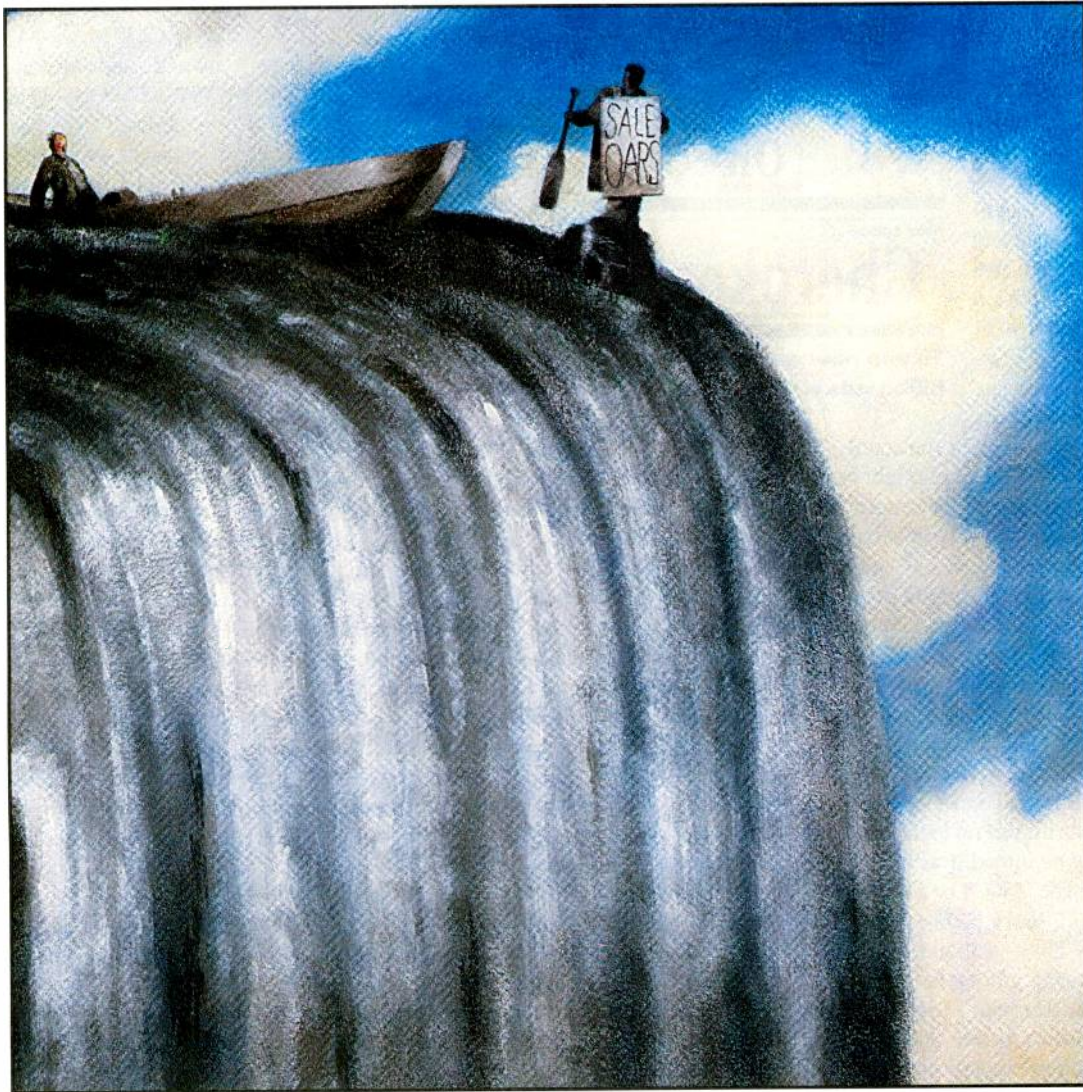
MTV and TCI Media Services in Seattle recently partnered for a local ad sales promotion that invited MTV viewers to enter a contest to attend an exclusive premiere party with *The Real World* cast. The promotion generated more than \$155,000, the highest-grossing local ad sales effort for TCI's Seattle unit. Back row, left to right: Michelle Banks, account manager, MTV Networks; Stephen, *Real World* cast member; Nathan, *Real World*; Kerin Brasch, TCI Media Services; Janet, *Real World*; Susanne Smith, manager, affiliate marketing, MTV; Christine McGurn, TCI Media Services. Middle row: Lindsay, *Real World*; Front row: Craig Border, *Real World* director; Rebecca, *Real World*.

ATLANTA/NEWSPAPERS

David-Goliath Battle Set In Richly Rural County

TO OUTSIDERS, THE PRISTINE BEAUTY AND easygoing lifestyle of Georgia's Cherokee County seems the very picture of Southern

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civility. But make no mistake: The tempo is growing louder as summer heats up in this fast-growing-though-still-rural enclave 30 miles northwest of Atlanta.

This fall, the tiny *Cherokee Tribune*, circulation about 15,000, will increase its frequency from three times a week to five times weekly. The decision puts it head-to-head with the mighty *Atlanta Journal-Constitution*, which last September launched its own zoned weekly edition for the county.

Uneven as the playing field might seem, both papers are counting on the same attraction to draw readers and advertisers: That good old hometown feeling.

"Cherokee is the fourth largest county in the state, land-wise, and it needs a daily," said Jeff Jones, the *Tribune's* general manager. "It was our intention to go daily before the *AJC* came to town. We're putting more of our resources into serving that need."

He said the *Tribune* will shun wire copy and that when national news is used, the focus will be on its impact on local residents.

Does the *Tribune* intend to compete with the *AJC* in Cherokee? "We'd be foolish to try to do that," said Jones, adding that the paper's parent, Times-Journal, Inc., will cross-sell advertising among its properties, which include the *Marietta Daily Journal*—already a competitor to the *AJC* in Cobb County, according to one Atlanta ad buyer. Times-Journal, based in Marietta, also owns some two dozen weeklies, known as The Neighbor Newspapers, in eight counties outside Atlanta.

The *AJC's* push into Cherokee County is part of an aggressive marketing push to win new customers. "We realized we were talking to people only when we wanted money," said Madelyn Adams Cobb, the *AJC's* circulation, sales and marketing director.

Cobb hired an outside company to extend customer service to 24 hours a day and created a "First Impression Team" to contact new subscribers. Cobb also asked for 100 percent paid-in-advance subscriptions from the door-to-door sales teams.

In mid-April, Adams Cobb said her paper launched Visa EasyPay, a program that automatically deducts subscription payments which has proved successful in helping other papers reduce circ costs while holding onto new subscribers.



To win new readers, serial billboards went up in Cherokee.

percent to 32 percent. And the newspaper has cut churn—the frequent starting and stopping of subscriptions—by 20 percent, Adams Cobb said.

According to the Audit Bureau of Circulations for the period ending March 31, 1998 compared to the same period a year earlier, the *AJC's* combined daily circulation increased from 427,615 to 444,921 and from 703,578 to 708,636 Sunday.

Meanwhile, major market and local retailers have flocked to the *AJC* Cherokee County edition—distributed along with the main edition—helping to drive up ad lineage an average 5,900 a month. Ad revenue is 45 percent above goal, said Mark Klein, marketing director. A typical incentive is the "Daily Deal" offering readers a free service or product at no cost to an advertiser. A grassroots campaign was also born. It featured billboards throughout Cherokee County, street hawkers and pontoon boats on Lake Allatoona that were plastered with signage. —DP

NEW YORK/TV STATIONS

Spots for DTV Towers Remain Up in the Air

• FACING AN AUG. 1 DEADLINE, TWO NEW YORK network flagships, WABC-TV and WNBC-TV, expect to ask the FCC for another extension on permits for digital tower construction. "We have to get our digital antenna arrangement sorted out, and we haven't done that," a downcast Dennis Swanson, general manager of WNBC-TV, told attendees at the New York State Broadcasters Association in late June.

The FCC has mandated that all Big 4 network stations in the nation's top 10 markets must go digital by May 1999. Stations must also specify where they will site their towers

before a building permit is granted.

Of 42 stations in the top 10 markets, only four are behind schedule: WABC; WNBC; WMAQ-TV, NBC's Chicago owned and operated station, and WWJ-TV, CBS' Detroit O&O.

Initially, New York stations planned to build a 350-foot tower capable of transmitting DTV atop the 13,050-ft. World Trade Center—opposite where the analog tower currently stands. However, differences with the Port Authority of New York (the WTC's owner) have put a wrench in these works.

And without a suitable tower location, WNBC "won't meet the deadline," said Swanson.

Echoed Tom Kane, the WABC gm: "We can't figure out how or when to reach an agreement with the Port Authority," adding that he will probably need another three months to develop a plan of action.

Extensions were granted to WABC and WNBC in May, and the FCC is likely to grant another, an official said. "What can we do?," asked John Morgan, the FCC's assistant division chief of video services. "Take away their DTV license?"

As for the PA's apparent lack of cooperation, the reasons "are unfathomable," said Leavitt Pope, chairman of the TV All-Industry Committee. The committee, formed in the 1950s, is an alliance of local TV stations that seeks to protect their interests in such matters as signal interference and tower construction.

Pope said he has been battling the Port Authority for three years and that the agency does not comprehend the urgency of situation.

A Port Authority spokesman said that negotiations are continuing.

A less palatable option is the Empire State Building, Pope said. Pressured to meet FCC deadlines, WCBS-TV and WNYW-TV, the Fox O&O, built temporary antennas on tower space that both had retained from the 1970s, when analog systems moved to the World Trade Center. (WCBS, for its part, expects to go digital next month and WNYW next May, spokesmen at the stations said.)

The Empire State Building can accommodate more stations, but tests must be conducted to ensure that signals from WABC and WNBC don't interfere with others, Pope said.

And even if the skyscraper proves to be a viable option, it will only be temporary he added, because it "leaves the [stations] with antennae that are not as good as they should be." —ML

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Magazines

By Lisa Granatstein

The publisher is building an Olympic-sized team of titles for its just-launched Raw Sports Group

Wide World of Petersen

In April, Petersen Companies acquired the InLine Publications unit of Sports & Fitness Publishing, including the extreme sports titles *Gravity* and *InLine Hockey News*. In May, the Los Angeles-based publisher snagged the hip-hop basketball magazine *Slam*, *Slam Presents* and *Blitz*, an annual football book, from Harris Publishing for an estimated \$3 million. In June, the company closed an estimated \$8 million deal for Century Publishing's *Inside Sports*, which will soon be folded into Petersen's monthly *Sport*. See a pattern here? ♦ Petersen's recent spending spree is anything but random. The

rapidly growing sports division, which barely existed a year ago, has taken on a life of its own. Under the stewardship of vice chairman D. Claeys Bah-

renburg, who is based in New York, in the male market [need to be] a significant player in the sports arena," Bahrenburg says. "That's why we've built this collection." For advertisers, Petersen is offering a four-color page in all of the Raw Sport titles for \$70,625. Individual pages in the books, each targeting males 16 to 34, run from \$3,595 for the skating magazine *Box* to \$32,260 for *Sport*.

Petersen is in talks to acquire another six to eight titles for Raw Sport, possibly by next month. The negotiations are said to be with a West Coast publisher whose properties include a surfing book. Petersen is also preparing *Teen Sport*, a test issue that will be polybagged with the October issue of the company's *Teen* and would ultimately join the Raw Sport unit.

The group takes its name from a regular section in *Sport*. "Raw Sport is so popular in terms of research," Bahrenburg says. "It's clearly a hip name that our audiences related to."

To bring its sports titles added branding and promotional exposure, Petersen has been linking with broadcasters for programming deals. Petersen will soon add *Slam*, *Domina-tors of Sport* and *Sport Heroes* to its roster of syndicated radio vignettes. Blue Sky Radio currently airs *Sport Brief*, sponsored by Jockey, in 385 markets. Petersen is also in talks to acquire a TV sports production company. "We want to go into the broadcast production business so we can control the content," says Bahren-

burg, who is based in New York.

While the sports category has been preoccupied with the battle between Disney/Hearst's new *ESPN the Magazine* (estimated circulation 400,000) and Time Inc.'s *Sports Illustrated* (3.2 million), *Sport* (750,000) is getting some attention following the recent acquisition of *Inside Sport* (700,000). After folding *IS*, *Sport* will undergo a redesign and up its rate base in January to 1 million. The magazine will be perfect-bound with upgraded paper stock and a larger trim size (matching titles such as Condé Nast's *GQ*).

To help kick off the new look, the November issue will introduce an annual feature called *Sport Heroes*. The five to eight athletes profiled will be selected for their good deeds off the court. Former NBA star and U.S. Senator Bill Bradley will guest-edit the package; the issue will include an excerpt of his upcoming book, *Values of the Game*. *Sport* investigative contributing editor and CBS commentator Armen Keteyian will write a piece that examines the pros and cons of foundations created for athletes.

Sport Heroes will have an affiliated charitable program, with the magazine handing over a portion of the November issue's revenue to the Starlight Foundation. *Sport* will also place bins outside the offices of ad agencies and media buyers in six cities for a sports-equipment drive in support of Police Athletic Leagues. "It's the first time we can really pull together what we love, which is selling ad space and putting magazines together, with something that is so needed," says Polly Perkins, *Sport* president.

Big Push on Newsstands *Weight Watchers* Is Hungry to Bulk Up

Weight Watchers Magazine is on a roll. Beginning with its September issue, the 30-year-old bimonthly health/lifestyle women's title will increase its frequency to nine times a year.

Purchased in April 1996 by Time Inc.'s Southern Progress Corp. from a division of H.J. Heinz, the former



In search of young men: *Slam* and *InLine* just joined the Petersen lineup.

renburg, a dozen titles with total circulation of more than 2 million have become part of a new marketing effort dubbed Petersen Raw Sport group.

"Special-interest publishers [with] very heavy circulation and readership

monthly was scaled back to six times a year and was relaunched in January '97 by editor Kate Greer. "We took the frequency back because we needed to give that new editorial group some lead time to build up its editorial inventory," explains Jeffrey Ward, *WW* senior vp/publisher.

That strategy appears to have paid off. In the second half of '97, *WW*'s paid circ climbed by 9 percent, to 1.06 million, according to the Audit Bureau of Circulations. And in the first half of this year, Ward claims, the ABC numbers will show a gain of 11 percent, to 1.16 million.

The increase in frequency is part of an effort to generate more newsstand sales. *Weight Watchers* has upped its newsstand draw over the last two years from 50,000 to 250,000 per issue, with a sell-through of 46 percent, according to Ward. Coinciding with the expansion to nine issues (Ward says the book may go to 10 in 1999), *WW* this fall will kick off an aggressive push at checkout counters. "We're going to be partnering with *Cooking Lite* and *Health* [published by Time Publishing Ventures] to increase the number of pockets at checkout," he says.

Ad pages are up, in part because *Weight Watchers* now accepts food advertising from competitors of Heinz. The title also has cracked the automotive category (20 pages so far this year) and is getting business from drugs & remedies and beauty/fashion. In the first quarter, ad pages advanced 9.1 percent, to 62.

One *Weight Watchers* competitor in the health/lifestyle niche, Weider's *Living Fit*, recently folded. The category still includes the Reader's Digest Association's *American Health for Women*, Rodale Press' *Prevention* and G+J's *Fitness*.

Icon's 3-Celebrity Cover Dreams Come True, But There's a Catch

What do you do when three Hollywood up-and-comers demand cover treatment but don't quite fit the

60 SECONDS WITH...



Charles Leerhsen

Editor, Wenner Media's *Us*

Q. People say that you're a stand-up kind of guy. **A.** Well, it's my hobby to bring joy to the world. **Q.** Not according to some of your former colleagues at *People* magazine. What happened at your farewell-party speech in May, where you took some parting shots at how things are run there? **A.** Oh, ah. Basically the speech was predicated on the fact that the minute I stopped talking, I wouldn't be employed there [as an assistant managing editor] anymore, anyway. So I was free to say what I wanted and what was on my mind. **Q.** You've just put out your first issue. What's your mission at *Us*? **A.** I see my mission here as not to change things, but to speed up the evolution process. *Us* was always at once a more elegant and funkier view of the pop culture than, say, *People*, and I want to play that out some more. August's issue has very good story selection, good cover lines, well-written stories, and it's perhaps a meatier *Us* than before. I'm extremely proud of the Nicolas Cage profile. **Q.** Will *Us* ever become a weekly? **A.** It's a very intriguing idea. A fresh, hip, lively, attitudinal but accessible weekly...no one else is doing that, and we're looking into that very seriously.

bill? That's the sticky situation *Icon* found itself in when its editors approached actors David Arquette, Vincent Gallo and Ben Stiller about each doing an interview with the young men's bimonthly. "It got us talking," says David Getson, *Icon* editorial director and publisher. "How could it be that these people, who the public doesn't know well, demand the cover?"

The answer lies on the front of the August issue, currently on newsstands. While the three actors got what they had asked for, they didn't necessarily get what they had bargained for. "We thought readers were ready for a story behind the scenes of how people get on the cover of magazines and why," explains Getson. The piece outlines how *Icon* "told [the actors] upfront that we would include them on the cover, and that they had demanded a cover story," he notes.

In "Why These Guys?," writer Dana Shapiro delves into the occasionally conflicting worlds of achievement and recognition. Gallo, a veteran of more than a dozen films, has achieved only a glimmer of fame, thanks largely to his ad for

Calvin Klein. Arquette has risen rapidly on the celebrity tote board after striking gold with two *Scream* films and a Gap commercial. Stiller is hoping to continue his comeback from his directing role on the disastrous *The Cable Guy* with starring roles in three movies this summer.

Though this concept cover story is a departure from *Icon*'s previous eight issues, which have sought to deconstruct guys like Clint Eastwood and R.E.M.'s Michael Stipe, Getson is banking on at least one of the three profile subjects to someday make his way to true icon status.

In the meantime, the 26-year-old founder is setting a course to turn his two-year-old, 150,000-circulation title into a leading source for in-depth interviews. Over the next two years, Getson hopes to boost circ to 450,000 and possibly increase frequency to 10 times annually. ■

Must-Reads

A compendium of noteworthy articles from recent issues:

Matthew Miller looks in on the Old Gray Lady. "Sign of the Times," *U.S. News & World Report*, July 13

Amy O'Connor, Carrie Schneider and Sarah Luck Pearson help readers find peace of mind with an extensive guide to yoga, from Ashtanga to Vini, in "Yoga Nation", *Self*, July

In "The Storyteller," Ronald Grover talks to Steven Spielberg about his movie empire, *Business Week*, July 13



Sharing the spotlight: (from left) Actors Arquette, Gallo and Stiller

MOVERS

MAGAZINES

Richard Hine has been named publisher of Time Latin America, responsible for advertising and marketing of two editions: the English-language edition of *Time* and *Time Americas* (a Spanish- and Portuguese-language newspaper supplement). Also, **Bryan Palmer** has been promoted to vp, advertising sales director at Time Latin America...**Eric Grevstad** has been named editor-in-chief of CurtCo Freedom Group's *Home Office Computing*...**Tom Harty** has been named associate publisher of *TV Guide*. Harty had been advertising director...**S. Christopher Meigher III**, general partner and CEO of Meigher Communications, is joining the Individual Investor Group board of directors. IIG is an information services company that publishes *Individual Investor* magazine.

NETWORK TV

The duties of **Jack Bergen**, senior vp, corporate relations at CBS, who is leaving to become president of the Association of Public Relations Firms, have been divided between **Martin Franks** and **Gil Schwartz**. Franks, a senior vp of CBS, will assume the company's corporate relations duties and Schwartz, senior vp/communications, will take on Bergen's corporate media responsibilities and will oversee communications of all of CBS' media businesses and operations...**Tobie Pate** was named senior vp, creative services, for PaxNet. Pate was most recently a consultant to assorted companies including Citigate and Smith & Co.; before that, she was an executive producer for Americast.

The Media Elite

Edited by Greg Farrell

Springer Rules in N.Y.

New York broadcasters just love that Jerry Springer. During the week that the N.Y. State Broadcasters Association met in Lake George, President Clinton was in China, Linda Tripp was on the stand and the U.S. shot a missile at Iraq. However, all anyone could talk about at the

broadcasters' meeting was Springer's impressive appearance there on June 29.

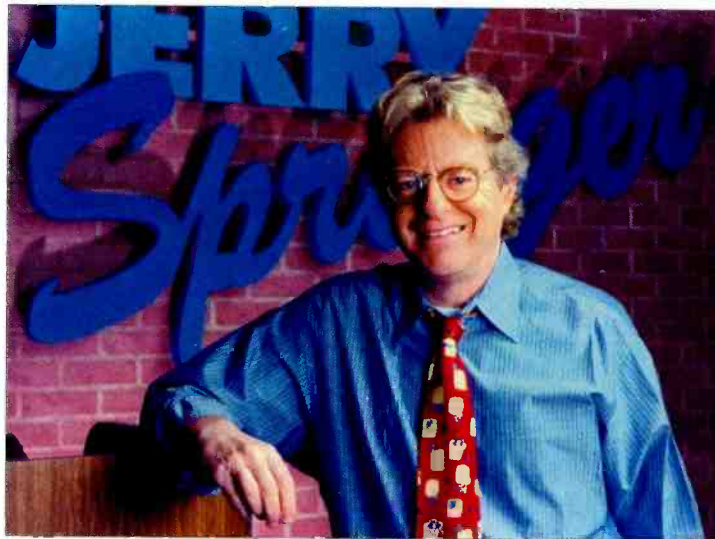
"He made a damn good account of himself," said Richard Buckley, president of Buckley Broadcasting Corp., as colleagues from his WOR-AM in New York nodded in agreement.

"The show is stupid. I know

that," Springer admitted to a cheering audience, while making no apologies for his shock-talk content. TV viewers have a choice in what they watch, Springer noted. Clinging to the First Amendment, the host pleaded with broadcasters to protect that choice. If the First Amendment isn't vigilantly guarded, he asked, "why the hell are we all trying to get licenses for free speech?"

Springer's comments on parental responsibility to educate children about what they see on TV hit the broadcasters' hot buttons. "That's why we instill values," said Springer, warming to the topic of parental guidance. "The answer is not to have censorship and do away with choices—the answer is to teach our kids so they can make those choices."

That's the ticket, said Joe Tirinato, vp of strategic planning for the Television Bureau of Advertising. "Parents and schoolteachers need to assume that responsibility—it isn't the government's job," he said. —Megan Larson



Jerry preached parental values at a broadcasters' confab.

A Case of Mistaken Identity, or a DJ's Missed Opportunity?

Two breasts are creating a whole lot of trouble for a radio deejay. Elliot Segal, morning host at Chancellor Media Corp.'s New York station WHTZ-FM, has been named as a defendant in a \$7 million civil suit filed by a woman who claims the DJ humiliated her by claiming that her breasts were fake.

According to the *New York Post*, the suit claims Segal shouted "I hate fake [breasts]" into his mike while pointing the woman out as an example during an appearance at a Long Island night club in May. The station, however,

maintains that Segal was on vacation, "a hundred miles away, at a hotel in New Jersey," says Z100 gm John Fullam. The gm adds that he has the receipts, and witnesses, to prove it. Even Dow Corning hasn't figured out how to make silicone stretch that far. "This was a case of mistaken identi-

ty," Fullam says. "Other people were using the P.A. system of the club. They had no affiliation with our station. We deplore that kind of behavior."

Hey, not so fast. After all, the adolescent ramblings of a beachfront barker could indicate not a boor, but the nascent genius of the next Howard Stern. —Mira Schwartz



The Post story on Z100

MOVERS

SPOTLIGHT ON...

Steven Lyons

Tropical Program Manager
The Weather Channel

Dr. Steven Lyons predicts the future. As the Weather Channel's new tropical program manager, Lyons helps bring life-saving advance information to millions of homes during the June-through-November hurricane season.

From the age of 12, when he was amazed by the hurricane-generated waves that lashed Southern California, to his days as a professor of meteorology at the University of Hawaii, Lyons has spent his life pondering hurricanes and their power. And while he's never been in one, he knows the devastation they can bring. "That's the saddest part of the job. I know what's happening on the ground," says Lyons.

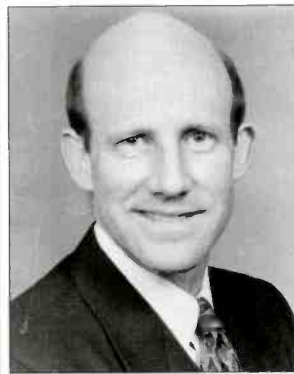
An avid surfer who as a ninth-grader put weather gear on the roof of his parents' San Diego home to find out what kind of waves were pounding the beach a few miles away, Lyons remains fascinated by the potentially destructive combination of wind and water.

In his new job, Lyons will train the Atlanta-based network's meteorology staff in all aspects of tropical weather and improve communications between the Weather Channel and emergency managers in hurricane-prone coastal areas.

Like the weather he charts, Lyons' career current has carried him from one cool opportunity to another.

After getting his Ph.D. from the University of Hawaii, Lyons worked for the Navy, studying weather's effect on weapons systems. He has also worked for private weather companies and on-air as a forecaster. He has done research at UCLA and at the Geophysical Fluid Dynamics Laboratory at Princeton. Most recently, he was manager of the tropical analysis and forecast branch of the National Weather Service's Tropical Prediction Center/National Hurricane Center in Miami.

In his travels, Lyons has heard a lot of amateur weather predictions. This guy has endured more

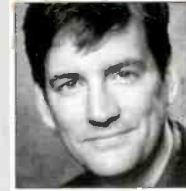


Don't blame Lyons if a storm slams your town.

blowhards gust hot air about cold fronts than he cares to remember. "The weather always comes up as a conversation piece," he says. So be careful. Next time you're at a cocktail party playing weatherman, make sure Lyons isn't within earshot. He knows what's in your future better than you do. —*Jim Cooper*



Pellizzi moves up at Nick



Larkin is rolling films at VH1



Brett joins Hearst-Argyle

Saralo MacGregor was named to the new position of vp, international sales, NBC Enterprises. MacGregor will oversee NBC sales activities in Southeast Asia, Latin America, South Africa, Greece, Portugal, Spain and the Middle East. She will have direct sales responsibility for NBC-owned programs in Australia, New Zealand, Japan, South Korea, Belgium, the Netherlands, Luxembourg, Israel and the Scandinavian countries...**Thomas Conway** was appointed senior vp of corporate marketing for the Univision Television Group. Conway will help oversee all sales and marketing efforts for the Univision stations. Most recently, he was senior vp of marketing at the Television Bureau of Advertising...**Adrienne Matt** and **Jill Rotondaro** have joined the Television Bureau of Advertising as manager, marketing communications, and marketing coordinator, respectively. Also, **Claire Walter**, former manager, creative services, was promoted to creative director.

CABLE TV

Rob Pellizzi has been promoted to vp of marketing for Nick at Nite and TV Land. Pellizzi was senior director of marketing for both MTV Networks channels...**Michael Larkin** has been named to the new position of vp of motion pictures for television for VH1. Larkin previously had an exclusive production agreement with Von Zerneck-Sertner Films.

NEWSPAPERS

Robert O'Sullivan, former vp and circulation director at *The Baltimore Sun*, has joined *The Record* and the *North Jersey Herald & News* as vp of circulation. He will direct circ operations for both daily papers, owned by Macromedia Inc. of Hackensack, N.J. O'Sullivan, who worked previously for Gannett Suburban Newspapers and also at the Knight Ridder-owned *Philadelphia Inquirer* and *Daily News*, began his career at the *New York Daily News*...**Gregory Favre**, executive editor of *The Sacramento Bee* and a part-time corporate vp for the paper's corporate parent, the McClatchy Co., became vp of news last week. Taking his place at *The Bee* is **Rick Rodriguez**, 44, who becomes one of the few Latinos heading a major U.S. newspaper...At *The Seattle Times*, **Robert C. Blethen**, formerly corporate marketing director, has been promoted to vp, marketing, and **Nancy J. Bruner**, formerly director of new media, has moved up to vp of new media.

TV PRODUCTION

Emmy award-winning writer and producer **Barrie Brett** has joined Hearst-Argyle Television Productions. As executive producer, Brett will oversee projects such as *Rebecca's Garden*, *Carrie Wiatt*, *American Baby* and *Healthy Kids*. Brett previously served as executive producer for Lifetime Television.

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You can scratch your head all you want at the run-up last week in Yahoo stock (but not the decision to do a 2-for-1 split), based in part on stronger-than-expected earnings. However, look at it as the Internet version of the price inflation that goes on every year when network TV sells Super Bowl spots. Sure, the size of the audience may pale in comparison to the mass audiences of old, but in an increasingly fragmented media marketplace, those who attract the biggest audiences win. —*Catharine P. Taylor*

@deadline

Search of Tomorrow

AltaVista Search Service, Littleton, Mass., is breaking the first part of a multi-tiered campaign today to introduce Web users to its new-look search service. A mail drop of 50,000 postcards will alert industry influencers including the media, analysts, agencies and publishers to participate in a month-long sweepstakes. Also today, the company will introduce a beta version of its AltaVista Discovery software which will enable computer users to conduct searches both on the Web and in their email and desktop documents.

Inside Intel's Program

Intel, Santa Clara, Calif., has added several new sites to its ongoing Optimized Content Program. **National Geographic**, **Netscape**, **ZDNet Russia** and two Japanese sites, **Nikkei BP** and **SRS Net**, will receive funding from Intel to produce scalable content that Intel believes is best viewed using a computer with a Pentium II processor.

Not Banking on It

A study by Web audience measurement firm **NetRatings**, Milpitas, Calif., and **Andersen Consulting**, New York, found that banks attract less than half the Web audience of investment-oriented sites, and that consumers interact far less with banking Web sites than with the financial sites. The average online brokerage customer earns a 12 percent higher income than those who visit banking sites, the study also found.

Merger Complete, Times Mirror Plots Network

By Anya Sacharow

Having merged their online operations, Times Mirror, Los Angeles, and InterZine Productions will launch a network of more than 20 sports sites by year-end to compete against ESPN SportsZone and CBS SportsLine. The new company, Times Mirror Interzines, New York, already has begun selling to advertisers such as BMW and Datek Online in network-wide buys. Times Mirror bought Norwalk, Conn.-based InterZine Productions for \$3 million in February.

By the fourth quarter, Web users will find the network at www.tmintierzines.com; it will offer advertisers one buying opportunity across all the sites. For example, BMW has purchased ads on the yachting, motor sports and golf sites; Datek bought on sites for golf, motor sports and *Popular Science*. Advertisers on The Sporting News online (www.sportingnews.com) include Ford, which is sponsoring Best Sports Cities, and Honda, on the site's coverage of the Little League World Series. Visa will be the title sponsor for National Football League coverage on TSN, breaking this month.

Michael Dubester, who was president of Times Mirror's online version of *The Sporting News* before the acquisition, is now president of

Times Mirror Interzines. "We used this year to synthesize the businesses and create an infrastructure," said Dubester, who oversees business operations. "Only now are we starting to say, 'Here's how it'll work.'" By combining the

sites together into a network, Dubester believes the properties will benefit from increased traffic and more ad revenue.

Following the merger, Times Mirror and InterZine had to consolidate several overlapping sports sites. For example, iGolf and Golf Online are being merged into one site.

It will be accessible through both www.igolf.com and www.golfonline.com. InterZine's iRace became the motor sports section at TSN. It will remain as is but will link to TSN. Next month, various mountain sports sites will re-launch for skiing, snowboarding, mountain biking and youth culture sports such as skateboarding. Each will have its own address and be incorporated into the network.

Meanwhile, Times Mirror's magazine sites *Popular Science*, *Outdoor Life*, *Yachting* and others will get more funding to finance an expansion of the sites and development of more unique content. "The InterZine acquisition gave us a reason to make these more robust," Dubester said. They too will be added to the network. ■



New TMI chief Michael Dubester (above) sees dollars and eyeballs in sports network.

Search

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[AD COUNCIL LAUNCHES CIVIC SALVOES p. 20](#) [LYCOS EYES WHIRLGIRL FOR CHANNEL p. 20](#)

[ZOLL: THE SEMANTICS OF E-LANGUAGE p. 22](#) [DIGITAL PROPERTY COMES OF AGE p. 23](#)

bits

As it celebrates its first anniversary, online market research company @plan, Stamford, Conn., has signed more than 150 clients. Recent subscribers to the market research planning system include **Onsale.com**, **Travelocity**, **Eagle River Interactive** and **CBS MarketWatch**. The company also opened a San Francisco office in May.

When Ozzfest, the heavy metal tour, meets Warped Tour, the punk rock tour, on July 18 in Somerset, Wis., an online and offline sweepstakes will kick off for the forthcoming **New Line Cinema** flick *Blade*. **The Box**, Miami, Fla., **SonicNet** and **New Line**, both New York, have created a promotion that incorporates the cable network, the music Web site and print ads in *Spin*. The prize is a 1969 Chevy Charger from the movie.

Excite, Redwood City, Calif., launched a careers network to build on its database of classifieds that includes auctions, autos and real estate. Excite acquired **Classifieds 2000** in April. The Excite Careers Network will live on Excite's homepage and includes 140,000 job listings, résumé posting, interviewing tips and links to other career Web sites.

Trans World Airlines, St. Louis, unveiled a refurbished Web site late last month that eventually will include a feature for booking its discount "hot fares" flight reservations directly off the site. Developed by the Atlanta office of interactive shop **iXL**, the new site is being promoted on a variety of sites including **Yahoo** and **Trip.com**. In the future, TWA plans to add a frequent flyer mile redemption program and the option of booking vacation reservations at www.twa.com.

Grey Advertising unit Kaufman Patricof Enterprises, New York, has been hired to design and produce the first Web site and online marketing campaign for **Princess Cruises**, Los Angeles. KPE beat **USWeb** for the assignment. The company recently opened a Los Angeles office, which will help service the Princess account.

Online ad auction channel **Adauction.com**, San Francisco, will launch a new auction format, **CountDown**, tomorrow. The new option offers media buyers a "drop-price" format with inventory offered at 20 percent off the rate card. Pricing on the remaining ads decreases to 40 percent and 60 percent the following two days. Participants include **Match.com**, **Happy Puppy**, **LookSmart** and **Red Herring Online**. **Adauction.com** runs a monthly auction the third Thursday of every month.

Ad Council Comes to the Aid of Smokey and Net Publishers

BY ADRIENNE MAND—In its ongoing efforts to bring public service announcements to the Internet, the Advertising Council will relaunch two sites this month. The Council is aiming to spark participation from an online publishing community that has been slow to include civic-minded banner messages on their sites.

The non-profit group is relaunching its main site, www.adecouncil.org, today. The venue, which serves as a distribution point for its banners, will permit publishers to download PSAs directly. NetGravity, San Mateo, Calif., has provided its AdServer Network to deliver the ads. Designed by US Interactive, New York, the site also includes an archive of campaigns and storyboards, plus radio and TV spots.

Next week, Ad Council spokesperson Smokey Bear gets a new digital home at www.smokeybear.com. The games-laden site, designed by R/GA Interactive, New York, is co-sponsored by the U.S.D.A. For-

est Service and the National Association of State Foresters.

Despite an 8-month-old effort by the Ad Council and the Internet Advertising Bureau to have IAB members dedicate 5 percent of their available inventory to banner PSAs, there has been limited cooperation. Measurement firm NetRatings, Milpitas, Calif., reports online PSAs are rare. "It doesn't mean it's not happening. It just means it's not enough volume for us to record," said

Sally Blodgett, marketing communications manager at NetRatings, which measures ads that reach at least 2 percent of the overall Web audience.

Adrienne Maher, new media manager at the Ad Council, New York, isn't disappointed by publishers' low use of PSAs. In fact, she said, PSAs have appeared on "well over 300 sites" including Yahoo and USA Today, plus the DoubleClick network. Still, she expects the new site will increase participation. ■



Smokey Bear will be the latest Ad Council cause to relaunch on the Web.

Looking for Sci-Fi Buffs, Lycos Lands WhirlGirl Web Strip

BY BERNHARD WARNER—WhirlGirl, a Web-born comic strip, is going prime time with the help of its New York-based creator, Visionary Media. The company has struck a deal with Lycos to bring weekly episodes featuring the leggy sci-fi heroine to the search service's entertainment channel.

For Lycos, the deal, which is expected to be announced this week, is part of a new strategy to add more original programming to its service to induce repeat visits and viewer loyalty. Lycos also feels audience-specific content such as WhirlGirl will enable it to sell ads targeted to select demographics, regions and interest levels, said Dave Peterson, vice president of advertising at Waltham, Mass.-based Lycos. The company's findings reveal that its users return frequently to the site to look up science fiction-themed content.

As part of the deal, the two companies will split advertising revenue, in return for promoting WhirlGirl throughout the site. Lycos-owned Tripod, a community of user-generated sites, is also interested in the deal. It is mulling plans to permit Tripod users to incorporate WhirlGirl imagery

into their homepages.

Lycos and Tripod, with more than 15 million monthly visitors combined, according to Web measurement firm RelevantKnowledge, Atlanta, are WhirlGirl's biggest distribution partners since Visionary Media earlier this year initiated a new strategy of syndicating the strip to online broadcast outlets such as WebTV and BMG Entertainment's Bugjuice.com. Washington, D.C.-based Another Universe plans to build a store selling WhirlGirl merchandise on its site, due up this week. Visionary Media is also expanding offline with a merchandising deal to bring WhirlGirl-branded apparel to stores by Christmas and it is in negotiations with a producer to bring the serial to television.

During its second season, which kicks off in August, WhirlGirl episodes will be souped up with flash animation. "We designed it to be more like a spectacle," said Glenn Ginsburg, vice president of business development at Visionary Media. It attracts an audience heavy in teen girls and 18- to 35-year-olds, plus advertisers such as Microsoft and Web retailer Onsale. ■



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I-traffic Goes Cross-Country

New York media buying agency i-traffic has hired Ron Kovas, a Focalink Communications founder and former J. Walter Thompson executive, as its chief operating officer. Based for now in San Francisco, Kovas will spearhead the agency's expansion plans to the West Coast sometime in the next year. About half of i-traffic's clients are based on the West Coast.

The expansion, including an additional floor of office space at its Silicon Alley headquarters, has been made possible due to the company's first infusion of outside investment funding. The company received an undisclosed amount in May from an investment group led by Internet pundit Esther Dyson.

I-traffic co-founder Ed Dintrone said the investment is "well into six figures." It will allow the company to offer existing and potential employees competitive salaries, he added.

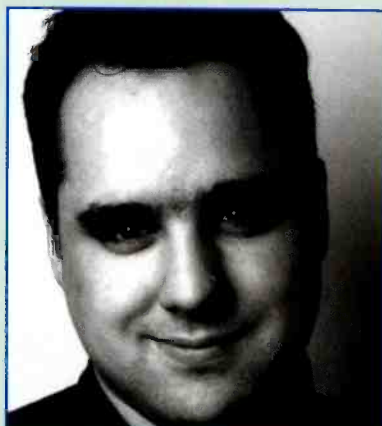
Kovas was the founding chief executive of Focalink, which was subsumed in December by Palo Alto-based AdKnowledge, a competing ad management software firm. He will begin his new role with i-traffic today.

Current COO Dintrone will now concentrate on developing i-traffic's staff, which includes more than 70 people. He said Kovas' experience—which includes 21 years at JWT, where he served for a time as CEO of the San Francisco office—will help solidify i-traffic's relationships with clients including CNN/SI, Disney and Eddie Bauer. "As well as we're doing, I think we're still perceived as these young guys who built this business," he said.

—Adrienne Mand

IQ movers

Kevin Wandryk, formerly director of product management at Adobe Systems, Mountain View, Calif., has been named vice president of business development at AdKnowledge, Palo Alto, Calif. ... **Andy Halliday**, formerly co-president of Simon Brand Ventures, Indianapolis, has been named vp of commerce at Excite, Redwood City, Calif. ... At Salon Magazine, San Francisco: **Andrew Ross** moves to vp of business development and strategy from managing editor and **David Weir** moves to vp of content and managing editor from vp of content, Wired Digital, also San Francisco; **Liza Parker** moves to vp of advertising sales from New York advertising manager and **Chad Dickerson** moves to vp of technology from webmaster at CNN/SI, Atlanta.



INSIDER

ZOLLI'S WORD

By Adrienne Mand

For his entire life, Andrew Zolli has been fascinated by language and the ways in which information is communicated. It was at Vassar College and later as a graduate student at Brown University, Zolli recalls, that he studied cognitive science—

the study of the mind/body relationship and how the brain processes information. Today, he leans on his grasp of gray matter as vice president of interactive media at Siegel & Gale, a brand consultancy in New York.

Looking ahead, it is the vernacular that concerns Zolli most about the evolving industry—specifically, duplicitous terminology. He feels interactive companies, including Web site developers, Web advertising firms and even systems integrators, all use the same confusing language to describe their function.

"Clients often get very confused, or swindled, as a result," he explains. "Every kind of interactive firm would like to offer 'strategy, design and implementation,' even if few of them can deliver on such a wide promise."

Zolli proposes the adoption of a "clear, non-subjective language." It would include terms such as "browsers-to-buyers" and "transaction completion," all of which relate to a notion anyone can understand: closing a sale.

At 27, Zolli is at the helm of a division that the agency will expand, coming off its recent buyback from Saatchi & Saatchi. It plans to rely more heavily on the strategic and research capabilities of Zolli's group in order to convince

advertisers the Web is more than a cyber bulletin board for posting brochureware. Rather, it can be a service medium and revenue center for clients such as Toys "R" Us, which recently opened up an online toy store with Siegel & Gale's help.

Zolli cites distinctiveness, ease of use and strategic alignment with companies' core businesses as key components of Web site success. "Most sites do one of these well," he says.

And to think the job almost never materialized for Zolli. He was headed back to school to pursue a doctorate degree when the agency asked him to join its interactive division.

Now, Zolli rails against hyperactive agency expansion. For example, he believes the recent consolidation that has swept the industry is motivated by "egomania and greed," not clients' needs. Siegel & Gale intends to expand organically in Europe, Asia and other United States markets.

"The very same people who helped give birth to the industry are racing one another to turn their companies into dinosaurs—immense, stupid, lumbering beasts that offer every service imaginable but have ceased any real innovation," he proclaims. ■



With help from Zolli, Toys "R" Us is speaking the "browsers-to-buyers" lingo.



Grow the Code

Digital clones and collectibles are proliferating online and off. **By Susan Kuchinskas**

Baseball trading cards? Sure. X-Files Barbie? Why not? They're known as brand extensions, and they're big business. But decorations for your computer desktop? Artificial life inhabiting your OS? Who knew you could build a business selling something that doesn't actually exist?

Welcome to the world of digital property, where technology makes the ineffable sellable.

The trend probably started in 1995 with the release of a digital dog created by a San Francisco-

based company called PF.Magic. More than a screensaver, the cartoon canine, named Dogz, had a rudimentary artificial intelligence that let it interact with its owner by growing, defecating, playing and learning. Others in the Petz line—Catz and Oddballz—followed, just little chunks of code that could live happily on a computer desktop and that people really wanted to own; global sales are nearing two million units, at \$19.95 a pet. The release of Creatures by CyberLife, a competitive product, in 1996, made digital property a category. The Cambridge, England-based CyberLife's Creatures are chipmunk-like cartoon beings that come with highly detailed environments. Creatures also sell

for \$19.99, which seems to be the going rate for artificial life.

Both of these are stand-alone digital properties; both have spawned a plethora of devotees' Web sites on the net. Now, however, the market is broadening to include properties, and even celebrities, who got their start in analog media, making it possible that digital collectibles will become yet another outgrowth of the online age. But these small collections of code could also lead to virtual performances by long-gone celebrities, and answer a number of trademark and copyright concerns on the part of content creators.

For some time now, fans of specific TV shows, stars and sports teams have proven eager and able to create Web site tributes to them; New York-based Comedy Central says there are hundreds devoted to its off-kilter cartoon series *South Park*. But such tributes are usually posted without their creators securing proper trademarks and copyrights. Content providers might like to encourage this sort of homegrown promotion, but they're in a use-it-or-lose-it situation with regard to their trademark and copyright protections. If they ever do want to sue for infringement, they'll have to prove that they've diligently fought unauthorized use, a logistical nightmare in the maze of the Internet.

"If I let bits out the window, they can be manipulated any way anyone can manipulate them," explains Brent C.J. Britton, partner in Britton Silberman & Cervantez LLP, a San Francisco law firm specializing in intellectual property and new media. "Digital watermarking doesn't prevent people from taking and using your work. Plus you have to track them down. Policing all this stuff is a big issue."

Enter Newton, Mass.-based Parable Software's Thingmaker, a tool which merges the for-the-computer-only collectibles concept started by PF.Magic with already existing properties. Released last



All things considered,

I'd rather be in cyber-

space: digital cloning

could mean W.C.

Fields will act again.



January, Thingmaker creates tamper-proof multi-media properties which Parable calls "Things" that also bear an intrinsic copyright. Better yet, content providers who create Things can embed a permanent link to their Web site in each Thing, letting links to their Web site become distributed on fan sites all over the Web. Comedy Central's South Park Things are already proliferating on the Net, and this week the New England Patriots plan to launch a Thing-enabled version of their site, where fans will be able to collect digital trading cards of their favorite players. Unlike Petz, Things are free to individuals who want to collect them.

"It creates a connection to our site and adds value for people who've invested their time and money in following the team," explains Fred Kirsch, the Patriots' director of interactive media. "We're allowing our fans to take these Things and put them on their own desktops or Web sites, but it establishes a link between that Thing and Patriots.com ... any way we can keep people coming back, that's a good thing."

Parable's director of content partners, Andrew Collins, calls it "a terrific way for them to leverage their intellectual property. It's basically product placement but it's done on the user's own terms, creating an organic proliferation of the brand."

That proliferation may be limited to cute little cartoon characters for now, but as computing power continues to explode, there'll be a fading boundary between the digital and the real. What if your property is an actor who's past his prime? Maybe so far past his prime that he's dead?

Jeffrey Lotman, CEO of sister companies Global Icons and Virtual Celebrities in Los Angeles, proposes not only to keep aging film stars working indefinitely, but to raise the dead, offering a new generation of directors the opportunity to work with movie stars of the past.

Such as Marlene Dietrich. Her

grandson, Peter Rivas, is up to speed on the value of intellectual property as president of the Wassaic, New York-based idea brokerage International Transactions. After spending 20 years and as much as \$1 million protecting rights to the Dietrich image, he is partnering with Lotman to develop new markets for her, including the creation of what Lotman has trademarked as a "digital clone." The plan is to use the three truckloads of memorabilia, 150 hours of videotape and 2000 hours of original voice recordings that Rivas controls to create a massive Dietrich database, which filmmakers could then use to "reanimate" the actress in original roles by generating a photo-realistic animation. She would be much more than a collectible—she'd look as real as John Wayne

does in the Coors beer commercial; the difference is that in those spots, the action is built around existing film footage. If the commercial's creators couldn't find a shot of Wayne hoisting a glass of beer, they would have been out of luck. But the digital Dietrich will sip any way you want her to.

Lotman launched his company in April and is madly inking deals with the estates of other "non-breathing celebrities," as well as some living ones. His strategy is to get the agree-

ments signed now, then let the technology catch up. The estates of Sammy Davis, Jr., W.C. Fields and James Cagney are already clients. Though Global Icons will handle traditional types of licensing, Lotman says that it's the digital clone angle of Virtual Celebrities that's heating up the action. He estimates that in three years the market for digital celebrity appearances in commercials will be \$100 million, growing to \$250 million in five years.

In 10 years, perhaps a portly Bruce Willis will send his svelte digital double to the set while he stays home with Ben and Jerry. Best-selling authors could forego grueling book tours, letting digital intelligences respond to those repetitive audience questions. Attractive women could sell much more than their photos or videos on the Web. Anyone who wants to could become a brand and let the wild and woolly Internet set the price. ■

"It's ... product placement, but it's done on the user's own terms," says Parable's Andrew Collins.

The New England

Patriots created

online football

cards with

Thingmaker.



CULTURE TRENDS

The Hollywood Reporter's Box Office

For 3-Day Weekend ending July 6, 1998

| This Week | Last Week | Picture | 3-Day Weekend Gross | Days In Release | Total Gross Sale |
|-----------|-----------|------------------------------|---------------------|-----------------|------------------|
| 1 | New | Armageddon | 36,089,972 | 5 | 54,202,675 |
| 2 | 1 | Dr. Dolittle | 19,675,651 | 10 | 64,801,316 |
| 3 | 2 | Mulan | 11,476,524 | 17 | 76,990,629 |
| 4 | 4 | Out of Sight | 6,578,475 | 10 | 23,152,880 |
| 5 | 3 | The X-Files | 6,253,038 | 17 | 67,053,755 |
| 6 | 5 | The Truman Show | 6,008,506 | 31 | 109,791,466 |
| 7 | 6 | Six Days, Seven Nights | 5,805,699 | 24 | 56,905,726 |
| 8 | 7 | A Perfect Murder | 3,335,890 | 31 | 61,052,065 |
| 9 | 8 | Hope Floats | 1,603,563 | 38 | 51,911,488 |
| 10 | 10 | The Horse Whisperer | 1,341,274 | 52 | 68,946,418 |
| 11 | 14 | Everest | 1,108,791 | 122 | 24,590,240 |
| 12 | 13 | Gone With the Wind (reissue) | 898,275 | 10 | 2,860,902 |
| 13 | 12 | Godzilla | 813,116 | 48 | 134,002,926 |
| 14 | 11 | Deep Impact | 779,792 | 59 | 137,193,741 |
| 15 | 9 | Can't Hardly Wait | 767,303 | 24 | 23,301,937 |
| 16 | 15 | Titanic | 623,930 | 199 | 588,205,118 |
| 17 | 20 | The Opposite of Sex | 455,357 | 45 | 2,174,949 |
| 18 | 17 | Lost in Space | 308,702 | 94 | 68,091,943 |
| 19 | 19 | Paulie | 237,168 | 80 | 25,614,179 |
| 20 | 40 | Smoke Signals | 215,328 | 10 | 288,883 |
| 21 | 36 | The Quest for Camelot | 202,099 | 52 | 22,132,425 |
| 22 | 22 | High Art | 201,300 | 24 | 819,369 |
| 23 | 16 | Dirty Work | 180,352 | 24 | 9,535,009 |
| 24 | 23 | Good Will Hunting | 172,095 | 213 | 137,873,343 |
| 25 | 25 | The Last Days of Disco | 163,516 | 38 | 2,478,456 |
| 26 | 26 | The Spanish Prisoner | 156,784 | 94 | 8,239,165 |
| 27 | 18 | Hav Plenty | 148,677 | 17 | 2,152,013 |
| 28 | 27 | He Got Game | 146,894 | 66 | 21,284,379 |
| 29 | 30 | Cousin Bette | 136,849 | 24 | 577,666 |
| 30 | 58 | I Went Down | 131,938 | 12 | 187,631 |
| 31 | 31 | Thrill Ride | 127,944 | 360 | 7,317,750 |
| 32 | 60 | Almost Heroes | 112,350 | 38 | 5,988,582 |
| 33 | 32 | Wilde | 112,079 | 66 | 1,498,385 |
| 34 | 28 | The Wedding Singer | 109,407 | 143 | 79,631,716 |
| 35 | 34 | Sliding Doors | 98,369 | 73 | 11,257,641 |

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Ad Club of NY Announces New Leadership

On July 9, the Advertising Club of New York announced its officers and directors for the 1999 year. They are:

| | |
|------------------------------|--|
| President | Steve Farella <i>EVP/Business Development & Integrated Comm.</i> jordanmcgrathcase&partners |
| Senior Vice President | Carla Loffredo <i>Sr. Partner/Director, Brand Communications</i> J. Walter Thompson |
| Vice President | Paul Cappelli <i>President</i> The Ad Store |
| Vice President | Aubrey Hawes <i>Marketing Consultant</i> |
| Treasurer | Robert Mate <i>VP/Publishing Director</i> Meredith Corporation |
| Chairman | Joanne Davis <i>Managing Partner</i> Bozell Worldwide |

Directors:

| |
|---|
| Stephen Block <i>Div Mgr/Brand & Interactive Adv., Corp. Identity</i> AT&T |
| Peter Bopp <i>VP/Advertising & Brand Comm., US Consumer</i> American Express |
| Keith Clinkscapes <i>President & Chief Executive Officer</i> VIBE |
| Daniel Cohen <i>SVP/Advertising</i> The New York Times |
| Lori Erdos <i>Director of Advertising Sales</i> USA Today |
| Ronald Fierman <i>EVP/General Manager</i> Warwick Baker O'Neill |
| Valerie Graves <i>Creative Consultant</i> |
| Jack Haire <i>Publisher</i> TIME Magazine |
| Kenneth Marks <i>SVP/Marketing</i> Adweek Magazines |
| Lee Nadler <i>Dir. of Global Marketing/Marketing Sherpa</i> DoubleClick |
| Carol Schuster <i>EVP/Managing Director</i> DMB&B |
| Gerald Siano <i>SVP/Account Director</i> Young & Rubicam |
| Renee Simons <i>VP/Corporate Marketing & Communications</i> Chase Manhattan Bank |
| Maureen Starr <i>Global Media Director</i> Elizabeth Arden Company |
| Tom Galati (Young Pro President) <i>Senior Art Director</i> Lowe McAdams Direct |



CULTURE TRENDS

MTV Around the World

Week of 7/6/98

MTV Europe

| Artist | Title |
|-----------------------------|---------------------|
| 1. Lighthouse Family | High |
| 2. Madonna | Frozen |
| 3. Savage Garden | Truly, Madly Deeply |
| 4. K-CI & JoJo | All My Life |
| 5. Celine Dion | My Heart Will Go On |

MTV Latin America (North Feed)

| Artist | Title |
|------------------------|--------------------|
| 1. Run DMC | It's Like That |
| 2. Garbage | Push It |
| 3. Ricky Martin | La Copa De LA Vida |
| 4. Madonna | Ray Of Light |
| 5. Billie Myers | Kiss The Rain |

MTV Brasi

| Artist | Title |
|-----------------------------|---------------------|
| 1. Biquini Cabadao | Janaina |
| 2. Planet Hemp | A Doled |
| 3. Backstreet Boys | Everybody |
| 4. Racionais | Dairo De Um Detento |
| 5. Natalie Imbruglia | Torn |

MTV Japan

| Artist | Title |
|---------------------------------|---------------------|
| 1. Massive Attack | Teardrop |
| 2. Hide w/ Spread Beaver | Pink Spider |
| 3. Smashing Pumpkins | Ava Adore |
| 4. Simply Red | Say You Love Me |
| 5. Lenny Kravitz | If You Can't Say No |

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by *Broadcast Data Systems*, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by *SoundScan*. July 11, 1998

| This Week | Last Week | Peak Pos. | Wks on Chart | Title | Artist |
|-----------|-----------|-----------|--------------|----------------------|-----------------------------------|
| 1 | 1 | 1 | 7 | The Boy Is Mine | Brandy & Monica |
| 2 | 2 | 2 | 22 | You're Still The One | Shania Twain |
| 3 | 3 | 1 | 22 | Too Close | Next |
| 4 | 5 | 4 | 4 | My Way | Usher |
| 5 | New | 5 | 1 | Ray Of Light | Madonna |
| 6 | 7 | 6 | 7 | Adia | Sarah McLachlan |
| 7 | 6 | 6 | 3 | Come With Me | Puff Daddy |
| 8 | 4 | 1 | 10 | My All | Mariah Carey |
| 9 | 9 | 7 | 24 | They Don't Know | Jon B. |
| 10 | 8 | 4 | 13 | Everybody | Backstreet Boys |
| 11 | 13 | 11 | 3 | Make It Hot | Nicole Feat Missy Elliott & Mocha |
| 12 | 11 | 1 | 16 | All My Life | K-CI & JoJo |
| 13 | 12 | 12 | 15 | Say It | Voices Of Theory |
| 14 | 14 | 1 | 32 | Truly Madly Deeply | Savage Garden |
| 15 | 15 | 8 | 14 | Sex And Candy | Marcy Playground |

©1998 Billboard/SoundScan, Inc./Broadcast Data Systems

Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. July 11, 1998 Provided by *SoundScan*.

| This Week | Last Week | Wks. on Chart | Artist | Title |
|-----------|-----------|---------------|----------------|-------------------------------------|
| 1 | 2 | 19 | Jagged Edge | A Jagged Era |
| 2 | 5 | 11 | Rammstein | Sehnucht |
| 3 | 4 | 13 | Harvey Danger | Where Have All The Merrymakers Gone |
| 4 | 3 | 2 | Monster Magnet | Powertrip |
| 5 | 7 | 2 | Devin | The Dude |
| 6 | 9 | 11 | Elvis Crespo | Suavemente |
| 7 | 10 | 6 | Gary Allan | It Would Be You |
| 8 | 6 | 2 | McGruff | Destined To Be |
| 9 | 13 | 26 | Sevendust | Sevendust |
| 10 | 8 | 10 | Roy D. Mercer | How Big'A Boy Are Ya? V4 |
| 11 | 14 | 8 | Mark Willis | Wish You Were Here |
| 12 | New | New | Patty Griffin | Flaming Red |
| 13 | 11 | 3 | Charlie Zaa | Un Segundo Sentimiento |
| 14 | 18 | 10 | The Urge | Master Of Styles |
| 15 | 20 | 4 | Sylk-E. Fyne | Raw Sylk |

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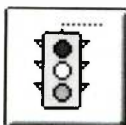


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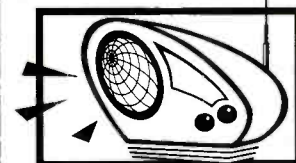
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We send an estimate of what it will
cost to produce. ⇨ You approve it.
⇨ We cast in LA or New York or
wherever. ⇨ You approve it. ⇨ We
produce in LA or New York or
Portland (depending on the job). ⇨
You come to the session or get
patched in by phone. ⇨ We make it
perfect. ⇨ You approve it. ⇨ We
ship it. ⇨ You love it. ⇨ Your client
loves it. ⇨ We get paid. ⇨ You win
awards. ⇨ We get a "Production
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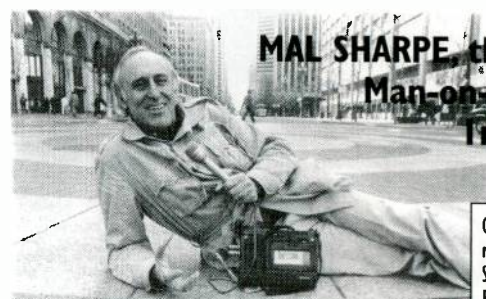
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RADIO PRODUCTION



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

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

CALL (510) 843-7655 (CA)

TV PRODUCTION

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

VOICES

MY VOICE FOR YOUR PROJECT Promos, commercials, narrations & hosting ISDN capability @ BMPProd. 212-229-1887

Classified Advertising
1-800-564-5448

VOICE-OVERS

The Voice You Wish You Had Is Mine! Sandra Van Delinder 1-800-739-5306

WEBSITE DESIGN

wwwdesign@594.com 212-560-7412

YELLOW PAGE SERVICES

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

OFFERS & OPPORTUNITIES

BUSINESS OPPORTUNITIES

HAVE ACCOUNT, WILL TRAVEL

Like Paladin, the lone gunman, who tamed the West, we are mavericks with a maverick idea: Since there are more than 500 ad agencies in New York billing under \$20M, we want to break out of the pack and build our creative boutique into a creative citadel of Palladian proportions. If you have an account in your backpocket and are looking for a bureaucracy-free, creatively charged home, call us

@ 212-947-3014 and ask for Ann.

Catch a Creative Genius ADWEEK CLASSIFIED

NOTICE

THE FREE R.A. BLOCH NATIONAL CANCER HOTLINE 1-800-433-0464

When cancer strikes you, your family or friends, reliable information is vital. Talking to a cancer survivor will help you or your loved ones successfully cope with this always-treatable, often-curable disease. All at absolutely no charge.

Call 1-800-433-0464, 24 hours a day to be matched with a survivor with your type of cancer. Let the R.A. Bloch National Cancer Hotline help you get through the shock and uncertainty of a cancer diagnosis.

All calls are absolutely free, completely sponsored by Richard Bloch and Sprint, and donations are never, ever solicited. Our volunteers don't give medical advice — they talk from personal experience of beating cancer. Their "I've-been-there" experience might save your life.

Call now for help, comfort and hope.

1-800-433-0464

EMPLOYMENT

ACCOUNT MANAGEMENT CANDIDATES NEEDED

J. Walter Thompson

A world leader in the advertising industry is looking for Account Supervisors and Associate Account Representatives for its retail automotive consortium account located in Salt Lake City, UT, and Rochester, NY. Account Supervisor candidates must have 3-5 years experience, including regional marketing, brand management, traditional and non-traditional media (spot media and Internet marketing) and creative production. Retail automotive experience is a plus! Associate Representative candidates should have 1-2 years' agency experience. Opportunities for the right self-starters are endless! Interested candidates should send cover letter, resume and salary history to:

J. Walter Thompson
Attn: Nikki Stamm-FRN
500 Woodward Ave., Detroit, MI 48226
(313) 964-3191
EOE M/F/D/V

DESIGNER

Designer/layout specialist sought for fast-paced growing communication consulting firm. Branch office seeks creative, organized, responsible, self-starter to join a small, congenial team. Must be Macintosh expert, specifically Pagemaker, Quark, Illustrator and Photoshop, with strong knowledge of electronic file preparation. The candidate for this position should have the ability to work independently with support from our full-service California design studio. Salary commensurate with experience. Please respond with resume and salary history to:

Sheppard Associates
ATTN.: Design Director
1055 Washington Blvd., 6th Floor
Stamford, CT 06901
FAX (203) 359-3406
no calls, please

RATES for Employment and Offers & Opportunities

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.

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

Classified Asst: Michele Golden

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

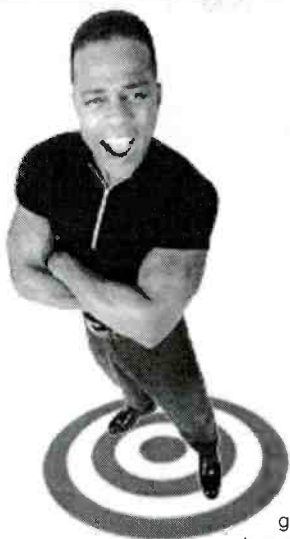
[MEDIA]

Looking for a new job?

You wouldn't have to if you'd told your clients about GTE's SuperPages® Internet Services. After all, GTE's SuperPages delivers affluent, motivated shoppers right to your client's phone number or Website. As a premier "shopping engine" service, GTE's SuperPages attracts the crème de la crème of on-line shoppers: people who are 51%* more inclined to use the Web every day and are more inclined to purchase in key categories vs. average on-line users. Clients love that kind of stuff. See? You can still go places without moving jobs. For more career-gratifying details, contact GTE's SuperPages at: 1-800-430-1834 or <http://superpages.gte.net>

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

Call M.Morris
1-800-7-ADWEEK



Come join the #1 Entertainment Site on the Web!

Sony Online Entertainment - producers of The Station@sony.com (www.station.sony.com), the entertainment site with hits like Jeopardy! Online and Wheel of Fortune Online - is growing by leaps and bounds, and we're looking to expand our exceptional team. If you have a strong track record in online research or marketing and want to be a part of one of the hottest sites, please get in touch with us.

Director, Market Research

You will be responsible for leading all market research initiatives in support of both internal functions and external advertisers. You will oversee focus groups of Station users and general online consumers to help develop marketing strategies and new programs, conduct competitive analyses, provide key demographic data to our ad sales group, collaborate with technical and production teams to create e-mail surveys, programs and promotions, and cultivate relationships with top Web usage rating companies.

To qualify, you must have a BS/MS degree in Market Research or Marketing, with a strong background in statistical analysis, and 5-7+ years' market research experience. A strong knowledge of the Internet marketplace is essential. Good analytical and presentation skills required. **Dept. DMR.**

Director of Promotions

You will be responsible for creating and implementing an online promotions strategy and a plan to drive overall traffic to The Station. You will develop third party promotional partnerships for both ad-supported programs, as well as paid subscriber gamer programs. Develop and manage Station sweepstakes and prize opportunities. Develop an e-mail promotional calendar. Development of loyalty/incentive programs for the most frequent Station users.

To qualify, you must have 5-7 years of experience in entertainment-oriented promotions, with online experience preferred. Will consider consumer products promotions experience. Must be a good strategic and creative thinker with ability to manage and execute highly detailed promotions. **Dept. DP.**

Sony Online Entertainment offers salary and benefits packages that reflect our industry leadership position. For consideration, please apply online or forward your resume, **indicating appropriate department code** and cover letter/salary history, to: **Human Resources, Sony Pictures Entertainment, 550 Madison Avenue, 7th Floor, New York, NY 10022. Fax: (212)833-6249; Apply online: spe_hr_ny@spe.sony.com** No phone calls, please. We are an equal opportunity employer.



Sony Online Entertainment

ACCOUNT EXECUTIVES

The world's only interactive music video network and the newest member of the TCI Music family seeks two high-energy, self-starters to develop key advertising accounts and expand our roster of advertisers. Based in New York City, these **ACCOUNT EXECUTIVES** must have 3-5 years of cable network selling experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Creativity and an entrepreneurial mindset are essential. College degree required. There is a strong potential for growth within our sales organization. We offer a competitive salary and comprehensive benefits package. Employment contingent upon successful completion of a drug test and background check.

Send resume with cover letter and salary expectations to:

THE BOX
"Account Executive"
175 Fifth Avenue
Suite 700, New York, NY 10010
Fax: 212-253-1443
Equal Opportunity Employer



JR. LEVEL GRAPHIC DESIGNER

Westwood One, the largest provider of news, talk, sports, music and entertainment radio programming in America, seeks a Jr. Level Graphic Designer to create trade ads, marketing and promotional materials. Must be fluent in Powerpoint and Mac systems, a self-starter and handle many projects simultaneously.

Send resume and portfolio to:
WESTWOOD ONE
Marketing Department
1675 Broadway, 17th Floor
New York, NY 10019
EOE M/F

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

"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.



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.

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.

DON'T JUST WATCH IT,



WORK IT

RESEARCH DIRECTOR, NICKELODEON AUDIENCE RESEARCH (NEW YORK)

MTV Networks, a member of the Viacom corporate family and one of the largest and fastest-growing entertainment companies in the world, is comprised of MTV, VH1, Nickelodeon, NICK at NITE, TV Land and M2. We are seeking a self-motivated leader to direct all aspects of ad sales research for Nickelodeon, Nick at Nite and TV Land.

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

We offer a competitive salary and benefits package. For consideration, send your resume and cover letter with salary requirements, to: **MTV Networks, Staffing Resources - Dept. LS, 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.



Educational Excellence Through Creative Technology

The Learning Company is a premier developer and marketer of high-quality education and reference software for children and adults in the consumer and school channels.

ASSOCIATE PRODUCT MANAGER

Working closely with the Product Marketing Manager, you will coordinate a variety of research and operational activities to ensure the best concepts, positioning, and packaging for products in our Upper Elementary/Teens product line. Experience in marketing consumer software, package goods and/or high quality products is preferred. BA/BS required; MBA a strong plus.

PROMOTIONS MANAGER

Manage and lead development of marketing promotions for product lines. Collaborate with internal clients like Product Line Managers, Channel Marketing Managers, and work with creative teams in sales/marketing to determine best solutions to meet agreed on objectives. Assist in the definition and management of project budgets and schedules. Four plus years' progressively responsible work experience in marcom, promotions, direct marketing, collateral, and packaging development. A strong knowledge of print production is important. BA/BS required; MBA a strong plus.

The Learning Company, Inc., offers competitive salaries and comprehensive benefits in a dynamic environment. Please send your resume to: The Learning Company, Inc., Attn: R. Boyd, 6493 Kaiser Drive, Fremont, CA 94555; fax: (510) 713-6071.

No phone calls, please.
An Equal Opportunity Employer. Principals Only.

The Learning Company
For Greater Knowledge

Be sure to visit us at www.learningco.com

DIRECT MARKETING EXECUTIVE \$100 Million Agency

Baltimore-based Gray, Kirk/VanSant Advertising and Public Relations Agency is looking for an executive to head up our Direct Marketing Division.

The ideal candidate will have 10 plus years in developing direct marketing campaigns with consumer products/services. Agency account service experience is preferred.

The right person will immediately join the senior ranks of our agency with the opportunity to enjoy both personal and financial growth.

Our agency offers a competitive salary and comprehensive benefits.

Please send, fax or e-mail your resumé to:

Roger Gray
c/o Gray, Kirk/VanSant
The World Trade Center
401 E. Pratt Street, Baltimore, MD 21202
(Fax: 410-234-2441)
rogerg@gkv.com

Responses will be held confidential.

HELP WANTED



ADVERTISING ACCOUNT MANAGER

The New York Times is looking for a dynamic account manager to join the Pharmaceutical/Health Care team in our fast-paced advertising sales department. The ideal candidate will be able to build sales success in the Pharmaceutical/Health Care advertising category, working as a team player and utilizing a consultative sales approach. Will oversee assigned accounts, develop new business, contribute to the formulation of effective business building strategies, and keep abreast of the category/industry and New York Times products and policies. College degree and experience in advertising sales to the Pharmaceutical/Health Care industry required. Must be able to work under tight deadlines and be committed to supporting other teams in the department and the company's overall goals. Some travel may be required.

We offer a competitive salary and benefits package.

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

The New York Times

Expect the World® www.nytimes.com

Attention: Human Resources Dept., Kay Hill
229 West 43d Street, New York, NY 10036

E.O.E./M/F

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

PROMOTIONS MANAGER

The world's only interactive music video network and the newest member of the TC! Music family is seeking a **Promotions Manager** with 4-6 years experience to be responsible for developing the company's promotional strategy as well as conceptualizing, developing, budgeting and implementing national events/promotions. Must have experience in the creation of sponsorship packages. This exciting position will provide you with the opportunity to interact with music labels, our cable/radio affiliates, advertisers and the Internet. College degree required. We offer a competitive salary and comprehensive benefits package. Employment contingent upon successful completion of a drug test and background check.

Send resume to:

THE BOX
"Promotions Manager"
1221 Collins Avenue
Miami Beach, FL 33139
Fax: (305) 604-5200

Equal Employment Opportunity



music network

"PETCO, where the pets go!" is a national SUPERSTORE retailer of pet food and supplies with 450 stores nationwide. We are currently recruiting for the following positions at our corporate office in beautiful **San Diego, California**:

Media Manager

Oversees all aspects of National & Local Media Programs including planning/selection, scheduling, tracking and budget reconciliation.

- Acts as liaison to both print placement and broadcast buying agencies.
- Must have at least 5 years multi-market experience in both broadcast & Print Insert buying as well as direct Newspaper ROP buying capabilities.
- Strong computer skills using Excel, Word & Power Point required
- Ability to independently prioritize projects by their own initiative
- Multi-Unit Retail Media Buying Experience Required.

National Promotions Coordinator

- Creates and Coordinates implementation of effective Chainwide Sales Promotions including: Contests, Sweepstakes, Cross Promotions, Incentive Programs and Sponsorships.
- Must have experience creating "Value-added" Programs & Proposals as well as events and in-store promotions.
- Strong computer skills using Excel, Word and Power Point
- Must have strong writing skills.
- Must possess the ability to independently prioritize projects and coordinate all facets of Promotions.
- Multi-Unit Retail Experience Required.

In order to hire and retain the best professionals, we offer an excellent compensation and benefits package including bonus opportunities for various positions, stock options, major medical & dental, and 401(k) matching contribution plan. If you are a career-minded individual, please mail/fax resume with salary history to: **Corporate Recruiter, 9125 Rehco Road, San Diego, CA 92121. FAX (619) 638-2178. EOE.**

Local Store

Marketing Manager

- Responsible for Managing Field Personnel in the creation, development and implementation of sales driving Local Store Marketing Activity/Events.
- Reviews and determines value of local program proposals.
- Creates vendor tie-in proposals to secure co-op funding for local activity.
- Maintains budget & tracking to create reports for all local marketing activity.
- Communicates planned Local Store Marketing activity
- Multi-Unit Retail Experience Required.
- Some Travel is Required.

Database/ Relationship Marketing Manager

- Responsible for the Strategic Development and Coordination of the PETCO P.A.L.S. Loyalty Marketing Program.
- Establishes and implements programs benefits, tie-ins and value-added components.
- Directs integration of loyalty programs from acquired chains.
- Writes and presents vendor program proposals.
- Oversees creation of targeted database mailings including newsletter programs.
- Supervise outside agencies and suppliers to ensure the timely execution of all database driven activities.
- Must have excellent written and verbal skills.



Come Work at PETCO...
Where the Pets Go!

ACCOUNT EXECUTIVE ASSISTANT ACCOUNT EXECUTIVE

Dynamic mid-town ad agency looking for two energetic account people. Excellent opportunity to be part of fast growing \$30MM plus national account; terrific Client/strong marketing partnership. AE should have 3+ years agency experience (packaged goods background a plus); AAE should have 1+ years (media/traffic background OK).

Please fax resume to: 212-354-1002

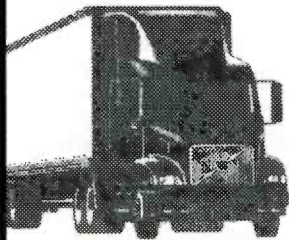
HELP WANTED

Marketing Communications Manager

VOLVO TRUCKS NORTH AMERICA is achieving rapid growth by offering the hottest new trucks in America. In fact, our North American retail sales have grown to an 12.3% market share (from 8.8%!) in just two years, and we've increased production by 50%. We'll continue to provide the most technologically advanced products, as our state-of-the-art systems and cutting-edge Web advertising plans generate 21st century challenge and opportunity. Make the smart decision and make the move to VOLVO.

Currently we seek a proven marketing leader to impact the achievement of marketing plan objectives. Key duties entail creating, implementing and evaluating effective communications programs using both external and internal resources. Bachelor's degree in advertising or communications, 5 years' related experience and a strong understanding of marketing and brand management are requisite. PC knowledge must include proficiency with desktop publishing software. Excellent communication skills and the ability to present business cases in support of programs are also musts, as are strong team player and team leadership abilities.

As a major employer, we offer an attractive compensation package complete with medical/dental/vision coverage, 401k plan, non-contribution pension plan and vehicle discounts. To get in the fast lane to success, send your resume to: Volvo Trucks North America, Inc., Human Resources, Attn: PU, 7825 National Service Rd., Greensboro, NC 27409. No phone calls, please. EOE/AA.



VOLVO
Drive Smart!

We use an ultra-precise method for hiring new people.

It's really quite simple. We run this ad. You respond. Dazzle us with your resume and three non-returnable samples if you're going for the designer position. Don't forget the salary requirements if you want us to take you seriously.

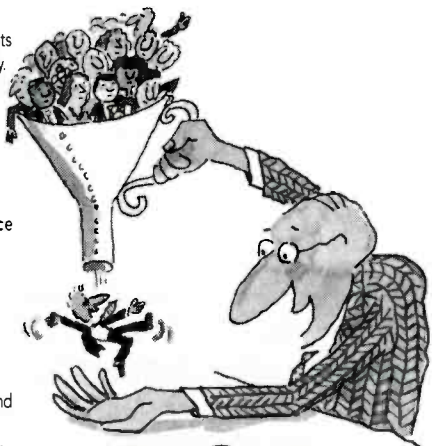
Traffic Manager

You must have 2-3 years experience (preferably at an ad agency), be deadline-oriented, and extremely well-organized.

Designers: Full-time & Freelance

Minimum 1-2 years experience; you should know your way around a Mac blindfolded; and be proficient in design programs like Quark, Photoshop, Illustrator or Freehand.

A \$35+ million retail, consumer, and B-to-B shop, KGA is one of New England's fastest-growing agencies. Casual environment, generous benefits, opportunity to grow.



KGA

Human Resources
386 Main Street, P.O. Box 1540, Middletown, CT 06457-1540
www.kgaadv.com

Media/Market RESEARCH ANALYST

The world looks to DOW JONES and our flagship publication, The Wall Street Journal, for timely, insightful and accurate business news and information. Our Marketing Research Department is seeking a highly motivated self-starter to provide support for the national advertising staff by analyzing syndicated research, as well as designing, executing and interpreting primary studies. The Media/Market Research Analyst will be knowledgeable about publications and their markets and how to use research to position them.

Requirements include college degree plus 3 years experience with syndicated studies such as MRI, Mendelsohn, JD Power and Intelliquest's CIMs. Applicants should have experience using IMS or similar systems to access these databases. Knowledge of primary research procedures, techniques and the ability to analyze and present research results essential and applicants must possess excellent verbal and writing skills, as well as computer proficiency (Word, Excel, and Power Point). Previous experience at a publication or ad agency is preferred.

If you are looking for a highly visible and responsible position with a prestigious publication that offers a good salary and great benefits, please forward your resume, including salary requirements to:

Dow Jones & Company
Staffing Department - LP67859
200 Liberty Street
New York, NY 10281
FAX: 212-416-4290
E-mail: lucila.poncedeleon@cor.dowjones.com
Visit our website at www.dowjones.com/careers
Equal Opportunity Employer

DOWJONES

KIRSHENBAUM BOND & PARTNERS IS HIRING MEDIA MINDS!

kb&p, a mid sized Soho based advertising agency, offers a fast paced entrepreneurial environment to people who seek to change the way media planning happens.

ASSOCIATE MEDIA DIRECTORS NEEDED:

We are seeking Associate Media Directors with 6+ years minimum experience. Candidate can be Media Supervisors ready to be promoted to the next level. Experience should include supervisory responsibilities and guerrilla media exposure. Must be well-versed across all media with both planning and buying experience. We need people with enthusiasm and lots of creative media ideas.

MEDIA PLANNERS NEEDED:

We are seeking Media Planners with at least 2 years regional and/or national experience. Candidates must have strong writing and communication skills. We need people extremely energetic, w/a good sense of humor and a take charge individual w/lots of personality to fill this position.

MEDIA BUYING COORDINATOR:

Seeking extremely competent, org & hard-working individual w/lots of personality to fill this entry level position. Candidates must enjoy research, have an affinity for numbers, good interpersonal, phone and coordinating skills. Computer skills a plus- Macintosh Excel and Word. Great opportunity for anyone who wants to learn how to buy our TV and radio air time.

If any of these jobs sound like they're for you, please send a cover letter with salary history and resume. Please indicate which position you're applying for to:

Human Resources/Media
Kirshenbaum Bond & Partners
145 Sixth Avenue, New York, NY 10013
Fax: (212) 463-8643 www.kb.com

EOE

M/F/D/V

HELP WANTED

TEST SUBJECTS WANTED FOR ADVERTISING EXPERIMENT.

Hmmm. What would happen if a smart, winning agency got a lot of new business and hired more smart, winning agency people? Let's find out. We're looking for able-minded men and women who know that creativity is needed on more than just the creative floor. The results should speak for themselves.

ACCOUNT SERVICES

Senior Account Supervisor

Minimum 5 years' experience on consumer, retail or B-T-B accounts.

Account Executives

Minimum 3 years' experience on consumer accounts.

Direct Response Account Exec.

Min. 4 years' exp. Knowledge of database mgt. and DM production.

Assistant Account Executives

Minimum 1 year's experience on consumer accounts.

MEDIA

Media Planners and Buyers

Minimum 3 years' experience.

CREATIVE

Senior Writers and Art Directors

If you can tell CA from CACA, you may be our next conceptual star. Good at print and TV? Able presenter?

Send your resume to:

EISNER COMMUNICATIONS

c/o Sue Holland
12 West Madison Street,
Baltimore, MD 21201
or FAX: 410-843-4471
No phone calls, please.

Media Planner/Buyer

Turner Broadcasting System's in-house media department is seeking a media professional with a minimum of 3 years agency experience. Must have working knowledge of print, broadcast and out-of-home media as well as experience working with syndicated research. EOE.

Please mail or fax resume to:

VP of Media Services

RET Media

One CNN Center 9-South
Atlanta, GA 30303

Fax (404) 878-7028

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

Are you Direct?

Temerlin McClain, a leading marketing communications company in Dallas/Fort Worth, is looking for strong direct marketing professionals in all disciplines including Account Management, Production and Traffic.

American Airlines, GTE, Nortel, NationsBank, JCPenney and Subaru are just a few of the clients that account for total billings of \$600MM with over \$100MM coming from direct marketing.

If you're an enthusiastic, talented professional who understands the importance of developing strong client relationships as well as innovative solutions to business problems, give us a call and find out why Temerlin McClain could be the right direction for your career.

TEMERLIN McCLAIN

Please send or e-mail your resume, references and salary requirements to:

Terri Bauer, Human Resources, 201 Carpenter Freeway, Irving, Texas 75062

E-Mail: tbauer@temmc.com

EOE AA M-F-D-V

THE ADVERTISING COUNCIL ASSISTANT ACCOUNT EXECUTIVE

The Advertising Council, the country's leading provider of public service advertising (Smokey Bear, "A Mind Is A Terrible Thing to Waste," "Friends Don't Let Friends Drive Drunk"), is seeking an **Assistant Account Executive** to manage day-to-day account responsibilities. Individual will assist with strategic and creative development and will also work with the Public Relations function to plan and implement press events and press releases for accounts.

You should possess 1 year of relevant experience in **advertising account management** and excellent writing skills. You must be organized, with good communication skills, and be able to work effectively in a team environment. This position is an excellent opportunity for someone who is highly motivated and interested in account management. *A commitment to children's issues is essential.*

Please mail or e-mail resume and cover letter

(no phone calls or faxes, please) to:

Michelle Grossman, Human Resources Consultant

The Advertising Council, Inc.

261 Madison Avenue - 11th Floor

New York, NY 10016

E-mail Mgrossman@adccouncil.org



MARKETING POSITION

Univision, the #1 ranked Hispanic Television Network, is seeking a highly motivated, analytical person with 3-5 years experience using syndicated marketing research (i.e. Simmons, Polk, Scarborough) in the sales & marketing process. The ideal candidate would also have some media experience and be able to use Univision's unparalleled marketing research resources to design marketing presentations which will motivate national advertisers to advertise on Univision. Excellent communication and presentation skills, as well as knowledge of PowerPoint, a must.

Please fax resume and salary requirements to:

(212) 455-5295

HELP WANTED

MARKETING COMMUNICATIONS MANAGER

ILFORD Imaging USA, Inc., a high-quality and innovative leader in the photographic and digital imaging markets, seeks a communications professional to join our aggressive marketing team in Paramus, NJ.

You will be responsible for developing communications plans for key products, implementing campaigns and activities designed to target strategic business needs, and planning national trade shows. Key to your success will be the management of outside vendors including advertising and PR agencies, design firms, exhibit contractors, and printers.

To qualify, you must have a Bachelor's degree in Marketing or Business Management with at least 8 years' experience in a corporate communications department or advertising agency.

We offer a competitive salary and benefits package. Please mail/fax resume (with salary history) in confidence to: **Karen Valentine, ILFORD Imaging, West 70 Century Road, Paramus, NJ 07653.** No phone calls or agencies, please. We are an Equal Opportunity Employer M/F/D/V.

Fax: 201-599-4411

Or, visit our website:
www.ilford.com

ILFORD

PRODUCTION TEMP

Full time temp position needed for Production Dept at trade magazine group. Person will assist in ad trafficking, page transmission, reprints and general duties. Prepress and reprint production experience preferred. August 1998 through January 1999.

Send letter/resume to:
Elise Echevarrieta

ADWEEK Magazines
1515 Broadway, 12th fl.
New York, NY 10036
or email:
EEchevarrieta@Adweek.com

CREATIVE DIRECTOR

Opportunity for seasoned art director to serve existing accounts and build business. Equity potential. If you have a strong print portfolio that includes beauty/fashion/upscale work, fax resume/letter to 212-431-6108

CALL 1-800-7-ADWEEK

CA Marketing Group, a division of Student Advantage, LLC is hiring for its upcoming fall promotional programs:

TOUR MANAGER: Job code TM

On-site manager for national on-campus promotion. In office, Tour Manager will assist Associate Account Managers (s) in sourcing, refurbishing, and purchasing all necessary materials for tour operation prior to program. Additional responsibilities include managing daily in-field operations of programs, as well as a staff of 8+ in-field marketing representatives.

Candidate must have extensive event marketing/promotions experience. Also, solid presentation, communication, and client service skills required.

ON SITE CLIENT MANGER: Job code VCM

On site Client Manager will be responsible for servicing one client with all aspects of promotional tour. Responsibilities include running promotional booth, answering consumer questions regarding clients promotional efforts.

Must have prior event marketing/promotions and client service experience. Demonstrated analytical, creative and strategic thinking skills a must.

MARKETING REPRESENTATIVE: Job code MR

Marketing Representatives will work in a team setting with other marketing representatives and Tour Manger in the daily operations of program. Responsible for the proper execution of specific client promotional objectives -- internal and on-site.

Have prior event marketing/promotions experience (beneficial but not required). Candidates must have solid execution experience as well as excellent communication and interpersonal skills. Must be able to work in a team environment.

All positions require continuous travel nationwide for 2 1/2 months. Interested candidates fax resume to: (617) 912-2018 or mail to: CA Marketing Group, Attn: GU, 280 Summer Street, Boston, MA 02210. Please include job code. No phone calls please.

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

MEDIA PLANNER

WestWayne, Inc. the Southeast's largest Advertising Agency, is seeking a Media Planner with 2-4 years of experience for its Atlanta office. Agricultural experience is a plus! We offer competitive salary, a great benefits package and 401(k).

Please forward a resume with salary requirements to: **Director, Human Resources, 1100 Peachtree St., Suite 1800, Atlanta, GA 30309, Fax: 404-347-8919.**

WestWayne, Inc.

PRODUCTION MANAGER UNIVISION BOSTON

WUNI-TV is looking for an aggressive team leader eager to run their own department. Must be able to shoot, edit and manage team of five. Responsible for all production, including three local shows, remote shoots and commercial spots. Open environment to create and design on state of the art equipment. 5 years experience necessary; bilingual a plus. Please send resume with cover letter to **M. Godin, Attn: Prod. Mgr, WUNI-TV, 33 Fourth Ave., Needham, MA 02494 or fax to (781) 433-2750.**

No phone calls please.

EOE

ACCOUNT EXECUTIVE ASS'T. ACC'T. EXECUTIVE

DCA Advertising has challenging positions working on prestigious accounts requiring solid experience in print, collateral and TV in full service ad agency. We seek professional, assertive and energetic individuals with strong verbal & writing communication skills. A/E position requires min. 4 yrs. exp. and A/AE requires at least 2 yrs. exp. in an ad agency. Heavy client contact and interaction with all departments. Excellent benefits and competitive salary. Please fax or e-mail your resume and salary requirements:

(212) 261-4224

or jsparber@dca.dentsu.com

Harris Drury Cohen

Has immediate openings in sunny South Florida. We are looking for a self-starter, motivated:

ACCOUNT EXECUTIVE

With min. 3 yrs. agency exp. The ideal candidate must have resort/hotel or related category exp. Responsibilities will include assisting in the development of a national campaign; television, magazine, collateral, to both consumers and trade. Collateral production, budget control, creative briefs and billing exp. a must. Overseas Junior level staff. An exciting opportunity to work on a new multi-million dollar global resort brand.

JR. ACCOUNT EXECUTIVE

Ideal candidate must have agency exp. to assist Account Executives on a multi-million dollar global resort brand. Must possess excellent organizational and communications skills. This detail-oriented individual will assist on collateral, print and broadcast assignments. PowerPoint, WordPerfect, & Excel knowledge are necessary. A great opp. for the right candidate.

MEDIA SUPERVISOR

We are looking for a media pro with significant travel/resort exp. Ability to confidentially deal with clients on a daily basis is a must. Excellent writing & media analysis skills are very important.

We offer competitive salaries and benefits. Please fax your resume and salary expectations to: (954) 453-1397; and/or mail to: 1901 W. Cypress Creek Rd., 6th fl., Ft. Lauderdale, FL 33309.

No phone calls.

DBI Media Executive Search Has Your Next Job

TV BUYER TO 55K

3 years min exp. If you are aggressive and friendly, this is the shop for you.

MEDIA SUPV TO 45K

3-5 years planning TV/Radio/Print

EXEC ASSISTANT TO 35K

Boutique Agency. Great Spot if you know PowerPoint and how to put together Decks.

MEDIA BUYER

Hot Shop, has doubled billing in one year. Must have 3 years min Buying exp. If you can handle moments of Pressure with moments of Pleasure and want to grow, this is the move for you.

So You Wanna Be In Adv? To 25K

Receptionist (don't let this title scare you). Boutique shop. This shop equals a 4 year crash course in Adv.

Contact: **Lee Rudnick**

DBI Media Executive Search

PH: 212-338-0808 Ext 5

FAX: 212-338-0632

DBI

MEDIA

Executive & Support Staffing Services
A Division of Diane Bardy, Inc.

Looking for the perfect job?

ADWEEK CLASSIFIED

HELP WANTED

WE'RE GROWING!

Four major wins in the last three months leads to a variety of new opportunities. Gillespie, located in Princeton, NJ, is a \$160 million integrated agency that is a growing, fast-paced and exciting place to work. If you want to contribute to a great list of high profile clients in a highly entrepreneurial agency where you can make a difference, let us hear from you.

ADVERTISING

ACCOUNT SUPERVISORS - 6 to 10 years minimum agency experience. Telecommunications experience preferred. Integrated marketing experience a plus.

ACCOUNT EXECUTIVE - 2 to 5 years minimum agency experience.

ART DIRECTOR - MAC and agency experience a must. Broadcast and print.

COPYWRITER - strong on concept plus experience with broadcast and print.

MEDIA ASSISTANT - energetic, well-organized person needed for entry-level media position. Strong computer skills a must.

DIRECT

MANAGEMENT SUPERVISOR - 10+ years agency experience. Financial, consumer experience preferred. A big opportunity for the right person.

SR. ART DIRECTOR - 6 to 10 years direct experience. Strong design and strategic sense, MAC proficient.

SR. COPYWRITER -6+ years direct experience. Conceptually as well as strategically driven. Financial, consumer experience a plus.

ACCOUNT SUPERVISORS -5+ years agency experience. Proven strategic contribution, ability to manage comprehensive database - driven marketing programs, and track record in growing a clients' business. Consumer and financial service experience a plus.

ACCOUNT EXECUTIVE -3 to 5 years agency experience. Client exposure and managing complex direct mail campaigns a must. Production knowledge desired.

*Send resume with salary history to
(please indicate which position you are applying for):*

Gillespie

Human Resources Director
P.O. Box 3333, Princeton, NJ 08543
FAX (609) 895-1426
Donnas@gillespie
EOE

Knight Ridder Real Cities, the first web network with deep community roots, is seeking experienced sales staff to expand our efforts. Unlike many web publications, each one of our 40 sites has a real-world counterpart in the community it serves. A real office, staffed by people who have been interacting with our audience for years, bringing them relevant news, information and content that relate to their lives. All of which makes this a dream network for advertisers. Visit our web site at www.realcities.com.

Senior Internet Sales Managers, East/West Coast

are needed to sell Real Cities products to national advertisers and agencies, develop sales plans, make presentations, demonstrate products, provide customer follow-through, and ensure successful advertising programs. 3+ years of media sales exp. required, Internet/banner sales desirable; 30-40% national travel required. They report to our Director of Sales Development.

If you are interested in joining this collegial and entrepreneurial team, please send your resume by email: jobs@newmedia.kri.com or fax to (408) 938-6098, or mail your materials c/o Human Resources at Knight Ridder New Media, 50 W. San Fernando, 7th Floor, San Jose, CA 95113.

REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES

Company Communications Leader

Our client is a *Fortune 500* company and a global market leader with 22,000 employees in 30 countries.

Continued growth and expansion have created the need for an experienced, professional communicator. This person will play a key role in helping to develop strategic direction and worldwide implementation of programs and activities to facilitate organizational growth, cultural change and external recognition.

The position reports to the Vice President, Corporate Communications & Brand Strategy at the company's Midwest world headquarters. The successful candidate will be energetic with strong writing, verbal and presentation skills. A degree in journalism or communications is a must, a master's is preferred, along with at least ten years of related experience.

Excellent interpersonal skills and the ability to interface with and regularly support senior leadership are key requirements. Planning, analysis and coordination of the company's global communications are the primary responsibilities.

Salary and benefits are competitive and the opportunity for personal growth exists.

If you're the right person for this growth opportunity, fax or e-mail your resume today with salary history to:

Dewine Marketing Resources

Fax: 518 274 6903

dewinemktg@aol.com

(No phone calls please)

**ACCOUNT EXECUTIVE
ADVERTISING SALES**

Unlimited sales growth potential. Well established publishing company in the food, travel and wine field seeks entrepreneurial individual to blaze a trail for a cutting-edge publication. We're already successful, with a long-term track record publishing for most of the world's major airlines. To qualify, you should have solid communication skills, creativity, energy and goal oriented. 2+ years of advertising selling space experience preferably with a consumer oriented publication.

Please forward your resume and salary history to:

Senior Director, Human Resources

O'Sullivan Publishing

110 Triangle Blvd., Carlstadt, NJ 07072

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

DIRECTOR OF PROMOTIONS

Venator Group, a national specialty retailer, seeks a highly skilled professional to create, develop, manage, and execute promotional programs for Foot Locker, Lady Foot Locker, and Kids Foot Locker. In addition, you will develop/enhance relationships, and manage outside promotion agencies as well as negotiate promotional deals with leagues, properties, etc.

Qualified candidate must possess 5-7 years of consumer promotion experience on a client or agency side along with a proven track record of successful retail promotions. Candidate must be a superior negotiator, well-organized, and have excellent communication and computer skills. You must also have the ability to travel as needed.

Please mail/fax your resume (only resumes with salary requirements will be considered) to:

Employment Manager-DB
233 Broadway
New York, NY 10279
FAX: (212) 553-2475

An Equal Opportunity Employer M/F/D/V

MARKET RESEARCH

Soar to Success with SOFRES Intersearch We open the door to a world of opportunity

SOFRES Intersearch, the U.S. member of the Taylor Nelson SOFRES family, the 3rd largest marketing research group *in the world*, offers several outstanding employment opportunities for experienced marketing research professionals as a result of our *continued growth*. If you would like to work with a rapidly expanding GLOBAL organization that provides career advancement & growth opportunity, SOFRES Intersearch is where you belong.

- **Project Directors:** Opportunities exist in our Information Technology, Healthcare, Financial Services, Hispanic/Latin American Research, & FMCG groups. 2+ yrs. client and/or supplier side marketing research exper. Ability to manage projects from questionnaire design through tabs & analysis a must. Analytic and report writing skills pref. Ability to work independently essential. All candidates must be computer literate, energetic & well organized, & possess outstanding interpersonal skills.
- **Group Manager:** Data Collection Group. 5+ yrs. project direction exper. (CATI through tabs), ability to manage clients, and train departmental staff. Desire to grow into an Account Executive position.
- **Analysts:** 2+ yrs. or equivalent exper. w/statistical software (SAS/SPSS), multivariate analysis, & excellent writing skills. Macro programming exper. a+.
- **Spec Writers:** CATI & Tabulation. CFMC or Quantime programming experience preferred. Ability to work in a deadline oriented environment essential.

If you are ready to bring your skills to an industry leader, **NOW** is the time to act! **RUSH** your resume (*in strictest confidence*) to:



Attn: Joanne Levy, Employment Manager
FAX: 215-442-9665
e-mail: jlevy@intersearchcorp.com
EOE

BRAND MARKETING MANAGER
CHILDREN'S DIVISION

HarperCollins Publishers is recruiting for a highly organized individual with excellent verbal and written comm skills, a Bachelor's degree and PC proficiency (MS Word and Excel). We offer a dynamic work environment and competitive benefits package.

Will develop and implement marketing plans for key branded publishing programs; coordinate and unify the overall marketing message for each program; ensure the publicity, promotion, advertising, retail, point of purchase, educational marketing and on-line marketing. Will be responsible for establishing these brands solidly in all distribution channels: retail, wholesale, educational and non-traditional outlets. Daily interaction with editorial and marketing teams is expected. Will work with sales reps and customers to create account-specific promotions. Some travel required each season. Three-five years' related experience, preferably in marketing or sales. Strong team-player attitude required.

For consideration, please send your resume, including salary requirements, in confidence, to:

Dept. 493A
HarperCollins Publishers
10 East 53rd Street
New York, NY 10022

We are an equal
opportunity employer.

SENIOR PRINT BUYER

Extremely busy and expanding dept. is seeking individual that has current & strong print buying experience. Candidates should possess superior negotiating skills, be motivated and detail oriented. Knowledge of other forms of media and/or barter experience a plus. Excellent package and benefits.

FAX RESUME ONLY TO:
ATWOOD RICHARDS INC.
NY OFFICE
ATTN: MARIA RIVERA
FAX: 212-599-2525

Ad Excitement...

Vice-President, Advertising Sales is needed in New York-based office of FeatureCast, a leading producer and distributor of web content. Looking for a hard-charging individual who believes in the web as the next great media business to oversee growth of network advertising sales. Competitive salary/bonus/equity package.

Fax resumes to
(626) 535-2701
or e-mail

khersant@featurecast.com

ATTN: FREELANCERS

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TIRED OF BEING ONLY A
NUMBER CRUNCHING MEDIA PROFESSIONAL?

BREAK OUT OF THE BOX. Cool SOHO ad agency is looking for a **MEDIA DIRECTOR**. You are outgoing, gregarious and know media inside and out. Your magazine contacts know that you are a savvy negotiator on rates, placement and merchandising. Fashion, Beauty and Home Furnishings are your passions. You revel in client contact and brainstorming with public relations and creative staff. Send us your resume and a detailed letter as to why you're perfect for the job.

Fax (212) 771-1771
Attn: Bill

MEDIA PLANNER NEEDED

...at leading global advertising agency. Must have minimum of 2 years agency experience. DRTV, strong writing and communication skills required. Competitive salary offered and excellent benefits. Send resume along with cover letter including salary requirements to:

Liz Connelly
DraftWorldwide
633 Third Avenue, New York, NY 10017
Fax: (212) 692-4024 E-Mail: econnelly@draftnet.com

EOE

M/F/D/V/H

Mad Dogs Wants You
Print & Broadcast Traffic
Manager

Ad agency seeks zealous individual with 3 years agency traffic experience; a sadistic need for control; ability to retain loads of information and handle numerous jobs at once. Tolerance of dogs is a must. Target start date 8/1. Fax resume to: (212) 675-0340 or mail to 126 Fifth Ave., 12th Floor, New York, NY 10011.

WEB AD SALES

Top new media company needs sharp & savvy salespeople. Qualified candidates are energetic, self-motivated, and can close the deal. Expand & develop new client base while maintaining existing accounts. Solid new media sales exp is essential. Represented by: Silicon Alley Connections, New York's leading new media placement firm.

Email resumes and salary req'ts to:
businessjobs@salley.com
or visit <http://www.salley.com>
Fax: 212-328-3017

WANTED:
BROADCAST
SPECIALIST

You are smart, organized, deft. Comfortable with New York or Odessa. You want client exposure, potential to advance and recognition of your contribution. 3-5 years experience, computer literate. We offer a good package and wonderful people to work with. Fax resume to:

MEDIA
(212) 757-6707

GENERAL/DIRECT

Already Here or Ready to Relocate. You should be speaking to us. We are the leader in placing Adv. Professionals in the tri-state area. Just some of this week's oppty's.

Account Dir.....to \$150K
Account Supv.....to \$90K
Account Exec.....to \$55K
Media Supv.....to \$70K
Media Planners.....to \$50K
Traffic/Production.....to \$75K
Please send resume w/sal history to
Vintage Resources, 11 E. 44th St.,
Ste. 708, NY, NY 10017 or fax
(212) 490-9277

CALL 1-800-7-ADWEEK

HELP WANTED



BLUE MARBLE

ADVANCED COMMUNICATIONS GROUP

Blue Marble ACG is a full-service marketing and commerce company specializing in new media solutions for clients and brands worldwide. Our projects include the development of web sites, CD-ROMs and kiosks, integrated with traditional advertising support. We are looking for aggressive, strategic, high-energy individuals who thrive on challenges and have a solid background in interactive media to join our NY team in the following positions:

Director of Business Development
Account Director
Account Executive

Please send your resume and salary requirements to:

Blue Marble ACG
 825 Eighth Avenue
 New York, NY 10019
 Attn: L. DuJat
 Fax 212/474-5227
 E-Mail ldujat@bluemarble.com
 www.bluemarble.com

ON-LINE AD SALES

CBS New Media needs an upbeat and aggressive advertising sales person for the CBS.com web site. Candidates should have exceptional conceptual sales and communication skills. Successful media sales track record required. Teamwork, creativity and fresh-thinking a must.

Fax resumes to Joshua Platt at 212-975-8155, or email to jrplatt@cbs.com.
CBS is an equal opportunity employer.

FeatureCast's Digital Syndication Team

Looking for an opportunity in the next great medium? FeatureCast, a leading producer of internet content for media and other high visibility web sites, is seeking organized, creative, presentable people for its syndication sales team to represent its products among the FeatureCast Network of some 200 sites in North America. Ideal way to bust out of an entry level media business rut!

Fax resumes to (626) 535-2701, or e-mail khersant@featurecast.com

WANTED

Local Market Media Expert for name brand retail accounts in mid-sized agency with good people and a great lifestyle. Job involves all kinds of media and both planning and buying. 3+ years experience, great attention to detail and strong computer skills needed. Mint location and excellent benefits.

Please fax resumes to:
 212-677-6426

Reach your ad community in
ADWEEK CLASSIFIED

ADVERTISING CATEGORY MANAGER

Leading monthly trade publication for the licensing industry seeks experienced ad sales pro. Categories include: Entertainment, publishing, interactive, toys & games. Knowledge of kids market essential. Generous compensation package. Fast growing, entrepreneurial environment.

Fax resume in confidence to:

SE, License! Magazine
 (212) 949-2374

EOE

MARKETING MANAGER

EASTMAN KODAK, THE WORLD'S IMAGING SERVICES PROVIDER, IS SEEKING A MARKETING MANAGER, CUSTOMER MARKETING TO BE BASED IN ATLANTA. This individual will be an essential member of a team supporting strategic and key retailer customers, with fact-based development of product and services marketing strategies and by overseeing tactical implementation of retail advertising, sales promotion, POS, and collateral materials. Responsibilities include developing marketing programs, preparing marketing plans, preparing and making customer presentations, developing promotions, some copywriting, managing creative development through in-house creative departments or outside agencies, and overseeing print production.

Qualified candidates will have 5-7 years of successful marketing experience with a consumer products company and experience working with major retailers, and a Bachelor's degree in marketing or a related field, MBA preferred. Retail marketing, packaged goods marketing, direct client contact, advertising agency, or print production experience a plus.

As a leader in its industry, Kodak offers an excellent, comprehensive compensation package for this position including a competitive starting salary range from \$58k to 65k. Please send resume and salary history to: Eastman Kodak Company, HR Department/Job MM-CS, Four Concourse Parkway, Suite 300, Atlanta, GA 30328, or fax to (770) 522-2710. EOE M/F/D/V/Drug Free Workplace.

Eastman Kodak Company

RESEARCH ANALYST

U.S. News and World Report has an immediate opening for a Research Analyst to join our Marketing Department. Responsibilities include working closely with Sales to develop effective and targeted client presentations.

Candidates should have a college degree plus a minimum of 2 years experience working with syndicated media research.

We offer competitive salary & benefits and an outstanding work environment.

Please send resume & sal reqmts to:

U.S. NEWS & WORLD REPORT

Employment Manager

450 West 33rd St, 11th Flr, New York, NY 10001

FAX: 212-643-7842

PRODUCTION/TRAFFIC MANAGER

Small packaging design firm seeks pro responsible for project details, schedule and budgets as well as studio maintenance. Must be focused, organized and Mac literate. Past packaging development and print exp. a must.

Fax resume to:
 (212) 473-3309

ARTIST REP

National agency for top commercial artists and photographers seeks sales rep. Account services or art buying experience a plus. Significant growth potential; blend art, creative and business skills.

Send/fax resume to:

Mendola Artists
 420 Lexington, NY, NY 10170
 Attn: Tim Mendola
 FAX: (212) 818-1246

SPOT RADIO BUYER

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

Please fax resume to:

Jennifer Cooney @ (914) 735-0505

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

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CULTURE TRENDS

MTV Around the World

Week of 7/6/98

MTV Asia

| Artist | Title |
|----------------------|-----------------|
| 1. Ricky Martin | Maria |
| 2. Boyzone | All That I Need |
| 3. The Wallflowers | Heroes |
| 4. Natalie Imbruglia | Big Mistake |
| 5. Madonna | Frozen |

MTV Latin America (South Feed)

| Artist | Title |
|------------------|---------------------|
| 1. Cienfuegos | Queres Saber Lo Que |
| 2. Ricky Martin | La Copa De La Vida |
| 3. Sabina Y Paez | Llueve Sobre Mojado |
| 4. Madonna | Ray Of Light |
| 5. Kapanga | El Mono Relojero |

MTV India

| Artist | Title |
|---------------------|--------------------------|
| 1. O Jaane O Jaane | Piar Kiya To Dama Kya |
| 2. Mere Mehboob | Duplicate |
| 3. O Jaane O Jaane | Jab Pyar Kisi SeHota Hai |
| 4. Dil To Pagal Hai | Dil To Pagal Hai |
| 5. Chori Chori | Karreb |

MTV Australia

| Artist | Title |
|----------------------|------------------|
| 1. Fastball | The Way |
| 2. Marcy Playground | Sex And Candy |
| 3. Smashing Pumpkins | Ava Adore |
| 4. Verve | Push It |
| 5. Madonna | Drugs Don't Work |
| | Ray Of Light |

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay.

July 11, 1998 Provided by *Broadcast Data Systems*.

| This Week | Last Week | Peak Pos. | Wks on Chart | Title | Artist |
|-----------|-----------|-----------|--------------|-------------------------------|------------------|
| 1 | 2 | 1 | 14 | The Shoes You're Wearing | Clint Black |
| 2 | 3 | 2 | 19 | That's Why I'm Here | Kenny Chesney |
| 3 | 6 | 3 | 12 | I Can Still Feel You | Collin Raye |
| 4 | 1 | 1 | 11 | If You See Him/If You See Her | Reba/Brooks&Dunn |
| 5 | 9 | 5 | 16 | A Man Holdin' On | Ty Herndon |
| 6 | 10 | 6 | 15 | Now That I Found You | Terri Clark |
| 7 | 12 | 7 | 10 | There Goes My Baby | Trisha Yearwood |
| 8 | 11 | 8 | 9 | To Make You Feel My Love | Garth Brooks |
| 9 | 4 | 1 | 13 | I Just Want To Dance With You | George Strait |
| 10 | 13 | 10 | 26 | From This Moment On | Shania Twain |
| 11 | 14 | 11 | 14 | There's Your Trouble | Dixie Chicks |
| 12 | 7 | 2 | 20 | I Do | Mark Willis |
| 13 | 8 | 7 | 22 | It Would Be You | Gary Allan |
| 14 | 18 | 14 | 12 | Happy Girl | Martina McBride |
| 15 | 5 | 4 | 16 | Commitment | Leann Rimes |

©1998 Billboard/Broadcast Data Systems

Billboard's Top 15 Albums

Compiled from a national sample of retail store and rack sales reports.

July 11, 1998 Provided by *SoundScan*.

| This Week | Last Week | Wks. on Chart | Artist | Title |
|-----------|-----------|---------------|-----------------------|---------------------------|
| 1 | 1 | 13 | Soundtrack | City Of Angels |
| 2 | 3 | 5 | Master P | MP Da Last Don |
| 3 | 2 | 3 | Brandy | Never S-A-Y Never |
| 4 | New | 1 | Soundtrack | Armageddon-The Album |
| 5 | 4 | 6 | Soundtrack | Hope Floats |
| 6 | 5 | 6 | Soundtrack | Godzilla-The Album |
| 7 | 7 | 46 | Backstreet Boys | Backstreet Boys |
| 8 | 9 | 31 | Will Smith | Big Willie Style |
| 9 | 8 | 34 | Shania Twain | Come On Over |
| 10 | 12 | 10 | Soundtrack | Bulworth |
| 11 | 13 | 6 | DMX | It's Dark And Hell Is Hot |
| 12 | 10 | 4 | The Smashing Pumpkins | Adore |
| 13 | 6 | 8 | Garth Brooks | The Limited Series |
| 14 | 16 | 32 | Celine Dion | Let's Talk About Love |
| 15 | 18 | 9 | Big Punisher | Capital Punishment |

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CALENDAR

Women in Cable & Telecommunications' 17th annual national management conference will be held in Washington, D.C., on July 19-22 at the JW Marriott Hotel. With the theme, "Put your mind on the line," the conference will 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, Tenn. For more info, contact the 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 Bolletto, 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, 212-667-6650, extension 306.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

Lovitz Joins *NewsRadio*

The first-run network and repeat syndication runs of *NewsRadio* have gained insurance, with Jon Lovitz agreeing to take the place of the late Phil Hartman as a cast member of the NBC sitcom. Hartman was fatally shot May 28 in an apparent murder-suicide by his wife, Brynn Hartman. Lovitz, who like Hartman was a ensemble member of NBC's *Saturday Night Live* during the early 1990s, will be joining *NewsRadio* in its fifth season of production for next season. In coming aboard, Lovitz, who previously served as the lead voice for the former ABC series *The Critic*, also signed a deal with *NewsRadio* producer Brillstein-Grey Productions to develop other series. Lovitz's addition to the cast also comes as good news for Columbia TriStar Television Distribution, which has sold *NewsRadio* in more than 100 markets (representing 75 percent of the U.S.) for its fall 2000 off-network syndication launch.

Stern Pumps Up *Magic Hour*

Shock jock Howard Stern still has the magic to help an embattled show. Stern's July 2 appearance on Twentieth Television's *The Magic Hour* bumped up ratings by 110 percent, with the Earvin "Magic" Johnson-hosted talk show scoring a 4.2 rating/11 share in Nielsen's 40 metered markets. The share average was also up 120 percent over the 2.0/5 season-to-date average (June 8-July 3). However, last week, the spike had all but evaporated as *The Magic Hour* sank some 54 percent from the Stern-related shares to a 1.8/5 average (July 6-8), 29 percent off lead-in programming averages (a 3.4/7).

Pearson Prefers Un-American

Just nine months after buying All American Communications, U.K.-based Pearson Television has dropped the All American banner and has mounted a major corporate restructuring of its North American television operations. Pearson has hired domestic syndication veteran Bob Turner to serve as president and CEO of North America for Pearson Television, while promoting Tony Cohen to president of North American Productions. Turner most recently served as chairman of All American Orbis, which had specialized in the co-production of international television programming in the talk and reality genre.

Survey: More Media Deals

For the second straight year, the dollar volume of media industry

transactions in 1997 surpassed \$100 billion, according to the latest Veronis Suhler & Associates "Communications Industry Transactions" report. Specialty media deals such as Clear Channel's \$2.2 billion purchase of Universal Outdoor Holdings, radio acquisitions and cable deals dominated the abundance of billion-dollar transactions that went down last year. Though 1997's total hit \$115.5 billion, down from 1996's total \$139.2 billion, 1998 is pacing to surpass both years to date (\$77 billion up until now).

Z Spanish Expands Empire

Z Spanish has acquired six new multi-lingual format radio stations, bringing its total to 29 radio stations. The company purchased the stations from Personal Achievement Radio for more than \$20 million. The



Ad for Greater Detroit Newspaper group wins.

The campaign, which is built around the concept of the newspaper group as a gorilla in the Detroit newspaper jungle, also received two gold awards, for total campaign and direct mail. According to the ad campaign, the gorilla is big, and the gorilla is rich. Copy backs up the claims with circulation and demographic statistics.

Gorilla Wins Ad Award

The Bloomfield, Mich., office of Solomon Friedman Advertising won Best of Show at last month's Business Marketing Association's annual awards event for its advertising campaign on behalf of the Greater Detroit Newspaper Network.

Media Notes

CONTINUED

stations include KGOL-AM in Houston, KZSF-AM in San Jose; KZMP-AM in Dallas; WBPS-AM in Boston; and WNDZ-AM and WYPA-AM in Chicago. The formats will remain the same. Z Spanish has been managing two of the stations, KZSF-AM and KZMP-AM, for the last six months. This deal will bring Z Spanish's annual revenue to nearly \$18 million. Z Spanish continues to pursue more station purchases. PAR is left with three stations: KBPA-AM in San Francisco and WBZS-AM and WZHF-AM in Washington, D.C.

Cumulus Buying Binge

Milwaukee-based Cumulus Media closed \$65 million worth of deals last week to buy 16 radio stations in the South and Midwest. In Chattanooga, Tenn., the company bought WUSY-FM from Colonial Broadcasting. Cumulus also purchased WMXS-FM, WLWI-FM, WMSP-AM, and WNZZ-AM in Montgomery, Ala., from Colonial. In another deal with Clearly Superior Radio in Marion-Carbondale, Ill., Cumulus bought four FM and two AM stations. In the third deal, for one AM and four FM stations in Odessa-Midland, Texas, Cumulus acquired New Frontier Communications, for \$14 million from its shareholder group.

ABC Buys in Chicago, Dallas

ABC Radio bought two AM stations last week in the Chicago area. WTAQ, licensed in LaGrange, and WTAU licensed in Zion, both in Illinois, will become part of the Radio Disney network. The Radio Disney Network also announced the purchase of KAAM-AM in Dallas.

Buena Vista Producers

Buena Vista Television, on behalf of its Touchstone Television production unit, has signed veteran producers Michael M. Robin and Greer Shephard to multiyear development/production deals. Robin most recently served as co-executive producer of ABC's *NYPD Blue*. Shephard, a former vp of drama series programming for ABC, most recently served as producer of ABC's now-defunct *C-16: FBI* and *Nothing Sacred* dramas.

Journal Buys Idaho Stations

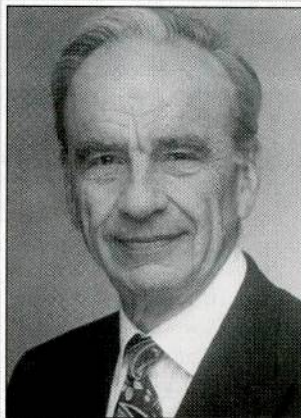
Journal Broadcasting Group announced last week the purchase of seven radio stations from AGM-Nevada. The group serves Boise, Idaho and its surrounding area. The buy includes two FM stations, KJO and KQXR, two AMs (KGEM and KCID), and AM/FM outlet KSRV. The buy ups the Milwaukee, Wisc.-based company's total properties to 23.

Carat Taps Into Strategem

Carat North America has expanded into the Canadian market by acquiring shares in Strategem, whose clients include the National Bank of Canada, Chanel and Hydro-Quebec.

McMurry Gets SmartHealth

McMurry Publishing has acquired *SmartHealth*, a company which custom publishes health newsletters for 44 hospitals and HMOs, from Meigher Communications. Other MPI publications include *Vim & Vigor*, *About Health*, *HealthDirect*, *Salad Y Vigor*, *Vitalidad Ahora*, *Clout* and *Avances*. The Jordan Edmiston Group served as McMurry's financial advisor in the purchase.



Wall Street thinks Murdoch's plan is good.

holdings under Fox Group would be the Fox television network, 22 Fox-owned TV stations, interests in five pay cable networks, the 20th Century Fox studio and the recently acquired Los Angeles Dodgers. Analysts estimated that the initial public offering would value the Fox Group at \$17.5 billion and would raise \$3.5 billion for the 20 percent stake News Corp. is taking public. News Corp.'s stock has moved up more than 10 percent to the \$32 range since the announcement two weeks ago.

Wall St. Bullish On Rupe

Rupert Murdoch's News Corp. has received a bullish reception on Wall Street for plans to place Fox's television, sports and motion-picture holdings within a new publicly traded stock, to be known as Fox Group. Among the spinoff

Mindless Deal With Fox

Mindless Entertainment cofounders Gary Auerbach and Mark Cronin have signed an exclusive development and production deal with Fox Television Studios. Auerbach and Cronin, long-time producers at MTV and executive producers of *Singled Out*, will develop comedy, drama, reality-based series and long-form projects for Fox Broadcasting, FX cable network and Fox Family Channel.

Bonner Promoted at USA

Michael Bonner, most recently director of financial operations for SF Broadcasting (a station group division sold by USA Broadcasting to Emmis Broadcasting last month), has been appointed vp of business development for USA Broadcasting.

Radio Promotions

San Antonio-based Clear Channel Communications promoted David Harris to vp/manager of the company's five-station Florida Keys cluster. Harris comes from Miami, where he was general sales manager of three Clear Channel AM sta-

tions. ...CBS Radio promoted Tim Jordan to program director of the company's KYCY-AM/FM in San Francisco. Jordan was director of broadcast operations at both KYCY and KFRC-AM/FM.

Corrao to Touchstone

Lauren Corrao, vp of prime time comedy series at Fox Broadcasting, has signed an exclusive multiyear deal to develop and produce half-hour comedy series for Disney's Touchstone Television division. At Fox, Corrao oversaw the development of such hit series as *King of the Hill* and *Mad TV*.

HGTV Sponsors Flower Show

Home & Garden Television last week announced it will be the exclusive title sponsor for the 1998 Rockefeller Center Flower Show, which begins this Thursday. In partnership with Rockefeller Center, HGTV will help showcase displays from the tri-state area's most famous gardens, including the Brooklyn and New York botanical gardens, as well as a display from *Garden Design* magazine.

Students Talk Back

(ENTHUSIASTICALLY)



“The information provided will be a solid base for my day to day work. The workbook will be a great reference guide.”

MICHAEL SMITH, MARKETING EXPENSE ANALYST,
PAYLESS SHOE SOURCE

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BARBARA BENDER, ASSOC. MEDIA MANAGER
KINGSWOOD ADVERTISING



“...I thought the class was well taught and informative.”

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REUTERS

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| <input type="checkbox"/> CHARLOTTE, JULY 30, 31 | <input type="checkbox"/> NEW YORK, OCTOBER 14, 15, 16* |
| <input type="checkbox"/> MINNEAPOLIS, AUGUST 6, 7 | <input type="checkbox"/> DALLAS, OCTOBER 21, 22, 23* |
| <input type="checkbox"/> SAN DIEGO, AUGUST 13, 14 | <input type="checkbox"/> SAN FRANCISCO, NOVEMBER 4, 5, 6* |
| <input type="checkbox"/> NEW YORK, AUGUST 20, 21 | <input type="checkbox"/> BOSTON, NOVEMBER 5, 6 |
| <input type="checkbox"/> CINCINNATI, AUGUST 27, 28 | <input type="checkbox"/> TAMPA, NOVEMBER 12, 13 |
| <input type="checkbox"/> ROCHESTER, SEPTEMBER 10, 11 | <input type="checkbox"/> NEW YORK, DECEMBER 3, 4 |
| <input type="checkbox"/> CHICAGO, SEPTEMBER 16, 17 | <input type="checkbox"/> LOS ANGELES, DECEMBER 8, 9, 10* |
| <input type="checkbox"/> DENVER, SEPTEMBER 16, 17 | <input type="checkbox"/> CHICAGO, DECEMBER 9, 10, 11* |
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BIG DEAL

Airwalk on the Edge

Advertiser: Airwalk
Agency: Lambesis, Del Mar, Calif.
Begins: Late July
Budget: \$3 million-\$5-million
Media: Cable TV

Airwalk takes a walk on the wild side this summer with an estimated \$3 million to \$5 million campaign for its active/casual line and first ad effort featuring a pro athlete. Agency Lambesis, Del Mar, Calif., expands upon the brand's quirky creative approach, this time putting it in hyperdrive with 30-second ads by feature director Neil LaBute (*In the Company of Men*). In a spot for The Whack shoe, facetiously named "Titanic," street skater Geoff Rowley sits on a toilet that begins to overflow. As the scuzzy, rat-infested water rises, he jumps on the tank and holds his Airwalks over his head. After the crisis is solved, he's seen drenched while the shoes remain dry. Ads air prime time nationally on MTV, ESPN, ESPN2 and Comedy Central (on *South Park*, naturally) from late July through August.

In another spot, a dude props his foot on the hood of car to tie a shoelace. This incenses the maniac driver, who chases him down, mowing off limbs in the process. The guy tracks down his severed leg to retrieve his Bypass shoe. "We love the fact that these ads are shocking, irreverent and in your face," said marketing vp Greg Woodman. "It's what Airwalk is all about and what our [12- to 25-year-old] core market responds to." He recalled fondly that Lambesis had to go through "several rounds" of approval with MTV to tone down the edgy creative. A separate print campaign featuring straightforward shots of snowboarders, BMXers and mountain bikers will target the more serious athlete through vertical books. —Becky Ebenkamp

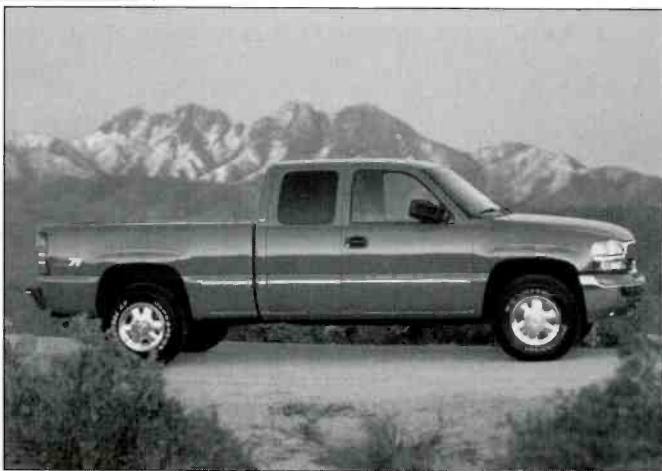
Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

GMC KEEPS ON TRUCKIN'

Advertiser: GMC Trucks
Agency: Ammirati Puris Lintas, N.Y.
Begins: Next year
Budget: \$180 million
Media: TV, print

General Motors' Pontiac-GMC division is looking to better ingrain the allure of its GMC trucks and sport utility vehicles, positioning the brand as the primo choice for rugged professionals, pegged to the new tagline, "Do One Thing. Do It Well." The theme and its manifestation in upcoming advertising creative will coalesce GMC's strategy of stamping a professional premi-



GM plans to spend plenty on trucks.

um status on its products in efforts to capitalize on baby boomers' desire for professional or commercial-grade products and tools. The brand line will debut with the launches of the all-new 1999 Sierra pickup truck, as well as the new Envoy and Yukon Denali sport utilities. GMC, which spent about \$155 million on national advertising last year, per Competitive Media Reporting, is expected to up that by 15% for 1999, but spending may have to be adjusted depending on how long the current strike at GM parts plants lasts. Singer and actor Henry Rollins will provide the voiceovers for the new GMC campaign, according to Richard Bishop of 3 a.m. Management in Los Angeles, which handles Rollins. Rollins' gravelly voice has also graced campaigns for Gap, Nike and Saturn. Sources said that Ammi-

rati had also considered actor Tommy Lee Jones for the voiceover because of his similarly rough, earthy voice. GMC sales last year were flat at 467,537. Through the first six months, sales were up 13.1% to 263,709 units. —David Kiley and Sloane Lucas

UNIONBAY'S NEW FACE

Advertiser: Seattle Pacific Industries
Agency: Toth Design, Concord, Mass.
Begins: August
Budget: \$6-7-million
Media: Cable TV, print

Seattle Pacific Industries will focus on a theme of authenticity for its Unionbay apparel brand by way of an est. \$6-7 million fall ad campaign. Print and TV ads by agency Toth Design and Advertising, Concord, Mass., present scenes of kids dressed in Unionbay's dark denim, plaids and big sweaters, each "Open to interpretation" as per a new tagline. All ads play off a double meaning for a new UB logo, with titles such as Unidentifiable Brouhaha, Unburst Bubble and Under Bleachers. Print ads run in August issues of 12 youth-skewing books, including *Seventeen*, *Rolling Stone*, *The Face* and *ESPN*.

A set of three TV ads will run nationally on MTV beginning this week, then likely expand to Fox, Comedy Central, The WB and ESPN in August. In "Unemployed Babysitter," a girl earns that title after parents return home early to find their house the setting for a wild party. The outdoorsy "Upward Bound" catches kids in mid-air with a freeze-frame technique reminiscent of a Gap ad. —Becky Ebenkamp

BACCO BUCCI

Advertiser: Bacco Bucci
Agency: Anton & Partners, N.Y.
Begins: August
Budget: \$1 million
Media: Print

Bacco Bucci, an Italian line of dress casual men's shoes, is launching a new print campaign via Anton & Partners, N.Y., the shoe line's first full-service shop. Ads are targeting 18- to 34-year-old males who shop at upscale department stores and

CMR Top 50

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

Week of June 22-28, 1996

| Rank | Brand | Class | Spots |
|------|---------------------------------------|-------|-------|
| 1 | MCDONALD'S | G320 | 113 |
| 2 | BLOCKBUSTER VIDEO | V372 | 32 |
| | WENDY'S | G320 | 32 |
| 4 | DOMINO'S PIZZA | G320 | 31 |
| 5 | PAYLESS SHOE SOURCE | V313 | 28 |
| 6 | 10-10-321 LONG DISTANCE | B221 | 27 |
| 7 | DURACELL ULTRA ALKALINE BATTERIES | H310 | 25 |
| | HALLMARK GREETING CARDS | B722 | 25 |
| | TACO BELL | G320 | 25 |
| 10 | COLGATE TOTAL TOOTHPASTE | D211 | 24 |
| 11 | 1-800-COLLECT | B221 | 23 |
| 12 | QUALITY CARE PARTS & SERVICE | T144 | 21 |
| 13 | SPRINT LONG DISTANCE | B221 | 20 |
| 14 | VOLKSWAGEN JETTA | T113 | 19 |
| 15 | 7 UP SOFT DRINK | F441 | 18 |
| | EVEREADY ENERGIZER BATTERIES | H310 | 18 |
| | UNIVERSAL--OUT OF SIGHT MOVIE | B660 | 18 |
| 18 | FORD AUTOS & TRUCKS | T114 | 17 |
| | PIZZA HUT | G320 | 17 |
| 20 | AT&T LONG DISTANCE RESIDENTIAL | B221 | 16 |
| | BOSTON MARKET | G320 | 16 |
| | MAYBELLINE EXPRESS FINISH NAIL POLISH | D150 | 16 |
| | PALMOLIVE ULTRA DISHWASHING LIQUID | H410 | 16 |
| | WISK LIQUID LAUNDRY DETERGENT | H422 | 16 |
| 25 | BUENA VISTA--ARMAGEDDON MOVIE | B660 | 15 |
| | POST VARIOUS CEREALS | F220 | 15 |
| 27 | ERICSSON CELLULAR PHONES | B213 | 14 |
| 28 | BURGER KING | G320 | 13 |
| | DREAMWORKS--SMALL SOLDIERS MOVIE | B660 | 13 |
| | GATORADE | F450 | 13 |
| | GILLETTE WOMEN'S SHAVING PRODUCTS | D250 | 13 |
| | MASTERCARD | B111 | 13 |
| | PEPCID AC HEARTBURN TABLETS | D531 | 13 |
| | SAMUEL ADAMS REGIONAL | F611 | 13 |
| | UNITED PARCEL SERVICE | B832 | 13 |
| 36 | LEVI'S MEN'S JEANS | A142 | 12 |
| | MERCURY COUGAR | T111 | 12 |
| | MERRILL LYNCH | B122 | 12 |
| | NABISCO SWEET CRISPERS SNACKS | F343 | 12 |
| | PONTIAC GRAND AM | T111 | 12 |
| 41 | AMERICAN EXPRESS | B111 | 11 |
| | CENTRUM VITAMINS | D541 | 11 |
| | CREST EXTRA WHITENING TOOTHPASTE | D211 | 11 |
| | DENTYNE GUM | F520 | 11 |
| | GENERAL MILLS FROSTED CHEERIOS | F220 | 11 |
| | LIPTON TEA BAGS | F412 | 11 |
| | M&M CANDIES | F510 | 11 |
| | RED LOBSTER | G320 | 11 |
| | REYNOLDS HOT BAGS COOKING BAGS | H340 | 11 |
| | VICTORIA'S SECRET STORES | V311 | 11 |

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

specialty shoe shops, where Bacco Bucci is sold. (Some stores include Macy's, Bloomingdale's, Parisian and Dillard's.) The campaign will break in mid-August in September books, including *Details*, *Men's Health*, *GQ*. Billings are estimated at \$1 million. Bacco Bucci handled its advertising in-house prior to tapping Anton & Partners to oversee creative and media for the brand in October. Previous advertising had utilized sexual images; one ad featured a man lying in bed with the tagline, "Nothing feels like Bacco Bucci." Ads running in men's fashion magazines hope to position Bacco Bucci as the perfect shoe for the college graduate just entering the workforce, or any man who can't bear the thought of dress shoes and only reluctantly will part with his sneakers. —*Sloane Lucas*

LOOK SHARP

Advertiser: Sharp Electronics

Agency: Griffin Bacal, N.Y.

Begins: Fall

Budget: \$10 million-\$12 million

Media: TV, print

Sharp Electronics will commit up to \$12 million this year to launch its digital TV products in a campaign that will position the firm as a home theater expert, promising consumers the DTV configuration that's right for them and aiming to put a more populist spin on the next-wave technology. The campaign, breaking in either October or November via Griffin Bacal, N.Y., will initially be anchored by print, but will also include event marketing, retail tie-ins and sports-related marketing. TV is also on the the DTV marketing schedule for next year, as Sharp looks to paint the products as accessible to more than just technophiles. "You don't want to wait on a mass message for too long," said Dan Infanti, vp-corporate communications and marketing. "We want to communicate that digital TV is for everybody, even though it's initially expensive. Everyone will have access to it in the near future."

Sharp's print buy will encompass A/V enthusiast magazines, sports mags like *SI* and *Golf Digest*, and airline and general interest books. Sharp is also weighing spot ads in regional newspapers. —*Tobi Elkin*

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Mister Rogers

MEDIA PERSON'S FATHER DIDN'T LIKE ROY. HE said Roy got to be King of the Cowboys when Gene Autry, the original King of the Cowboys, went off to fight World War II. Media Person was distraught. He loved Roy. He tried to explain that you couldn't send all the cowboy royalty overseas because somebody had to stay home on the range to handle the domestic bad guys. Besides, there was no need for two singing cowboys over there. Obviously John Wayne and Erroll Flynn were more than a match for the Japanese and even before we'd gotten into the war, Bogart had shown in *Casablanca* how easy it was to outfox the Nazis. Anyway, if things ever got sticky, we had the ultimate weapon in reserve: Superman.

And what a magnificent king Roy was. Nothing against Gene, but facts are facts. Roy set an example for us junior buckaroos in all he did. His clothes, for instance, were immaculate.

You never saw Roy in dusty jeans or Sears-Roebuck duds like other cowboys. His custom-made, fringed shirts always looked fresh from the dry cleaners, and his contrasting kerchiefs were knotted just so with the ends perfectly draped over the chest.

His crown, the shining white Stetson with the upturned brim, symbolizing eternal optimism in the face of adversity, never flew off no matter how fast the fleet Trigger carried him or even if a black hat managed a lucky punch to Roy's jaw before being knocked out.

Also, Roy was the finest marksman since Annie Oakley—or marksperson, MP should say. Roy didn't kill people; didn't even wound them. It just wasn't in him. He was too decent a man. He preferred using his fists when violence became necessary but his skill with the six-shooter was breathtaking.

If a villain made the mistake of drawing on the King of the Cowboys, Roy would—and Media Person knows this is hard to believe—actually shoot the gun out of his hand.

Just think how many times you've ever heard of a police officer or an FBI agent or an airborne ranger pulling off that trick. Just imagine the difficulty of the shot. In most cases a man about to fire a handgun

Trigger's agent, Mel Bockman of William Morris, repeatedly urged him to quit. "You're smarter than Lassie," Bockman would say.

holds it in front of him and yet Roy was always able to avoid hitting the body, only the gun or the hand, Media Person was never sure which. At any rate the gun would fly away and the bad guy would be left holding his empty hand and exclaiming, "Ow!"

Roy's companions on the trail were as noble as he was. First and foremost of course was the great steed Trigger, the golden Palomino with the white mane and the distinctive whinny.

Loyal, steadfast, with a beauty that set many equine hearts afire and not a few strange human ones too, Trigger could have been a star in his own right but chose to stick with his pardner.

Few people know this. But it's true. Trig-

ger's agent, Mel Bockman of William Morris, repeatedly urged him to quit. "You're smarter than Lassie," Bockman would say. "Hell, you're smarter than Roy." Trigger would just shake his head and go on chewing his oats.

Next in Roy's and our affections came Dale, Queen of the West. Some cowgirls would have been jealous of Trigger but not Dale. She knew how much the big stallion meant to Roy, how good the two of them looked together when Trigger reared up on his hind legs and Roy waved a gloved hand and flashed his squinty smile. Talk about charisma.

Of course Dale did wish that Roy would give her a smooch now and then but she understood that such things should not be done in public. There is a time and a place for everything and Roy was a stickler for decorum.

If only we had such men today! If Dale was not pleased that Roy chose to have Trigger stuffed after his death and displayed in the Roy Rogers museum, she was at least grateful that he had no such plans for her.

Few people remember Gabby Hayes today and that is a shame. Gabby was with Roy until he retired to the Old Sidekicks' Home to be replaced by Pat Brady and the underrated jeep Nellybelle, a great vehicular

comic.

No one could say "Jumpin' Jehosophat" or "Wal, I'll be hornswoggled" with the cracked elan of Gabby Hayes, or project as he could with just a few artful words and gestures the persona of a filthy, demented old pervert. And then there was Bullet, the Duke of the Dogs, and the ever-dependable Sons of the Pioneers, who sang backup and never missed a note no matter how rough things got on the prairie. They were all first rate.

But Roy was the best of them, a man who didn't need cows to be a cowboy, who ended each adventure with a song. Happy trails to you, ole pardner, and yippee-ki-yi-yo. And, just for good measure, yodel-lay-ee-hoo. ■



LOOKS LIKE A WINNER. SMELLS LIKE A WINNER. GUESS WHY.

Because Mary Katherine Gallagher is a winner. And she's a hands-down favorite with everyone from sports coupe drivers to shampoo buyers and moviegoers. They're some of the biggest fans of Saturday Night Live, and all the shows of NBC Late Night.

So listen up advertisers: our viewers are your most valuable customers. NBC Late Night totally dominates the competition against higher income consumers — viewers with huge buying power. Go with a winner. Be part of NBC Late Night.

CLEARLY A PRICELESS AUDIENCE.

THE TONIGHT SHOW WITH JAY LENO LATE NIGHT WITH CONAN O'BRIEN LATER FRIDAY NIGHT SATURDAY NIGHT LIVE

NBC LATE NIGHT 

Source: 1997 MRI Fall Study. NAD 9/29/97-2/22/98 HHs w/\$75k+ Income



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CHIEF

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OFFICER.

He's energized the formerly unmentionable undergarment with an explosive ingredient. Fun. And his irreverent mass-marketing strategy has silenced the demographic demagogues. Grabbing the attention of teenagers and grandmothers alike. Wacky underwear. Starling sleepwear. Overnight, JOE BOXER has grown into a \$100 million brand. Fearless marketers like Nicholas Graham find a kindred spirit in Forbes. The business magazine that reports innovative companies and ideas before they even show up on others' radar.

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