

MEDIA WEEK

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NETWORK TV
Summer's Season of Content
New programming is bringing viewers to the Big Four
PAGE 5

TV PROGRAMMING
TW to Try More Print-TV Synergy
'People' newsmag on TV may join CNN 'NewsStand'; test episodes in can
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MAGAZINES
Rolling Stone Moves to Gather Some New Gloss
With circulation flat, design tweaks will play up more music, tech, fashion coverage
PAGE 6



Talk-show king
 Jerry Springer

After getting a smaller slice of the TV advertising pie the last 2 years, syndicators vow to fight harder for their share. **PAGE 4**

MARKET INDICATORS

National TV: Slow
 Networks are pacing behind previous years in selling NFL inventory. Between 70 percent and 80 percent is sold, but buyers say the last 20 percent is the hardest to sell.

Net Cable: Mellow
 In August, more sales executives are on beaches than the street. Third quarter is softer than expected. Fourth-quarter scatter is starting to tighten with dollars from MCI, Travelers, others.

Spot TV: Soft
 Many reps say business is down double-digits in August, but General Motors' return means things are looking up in major markets. Small markets wait for auto dealers to stock new inventory.

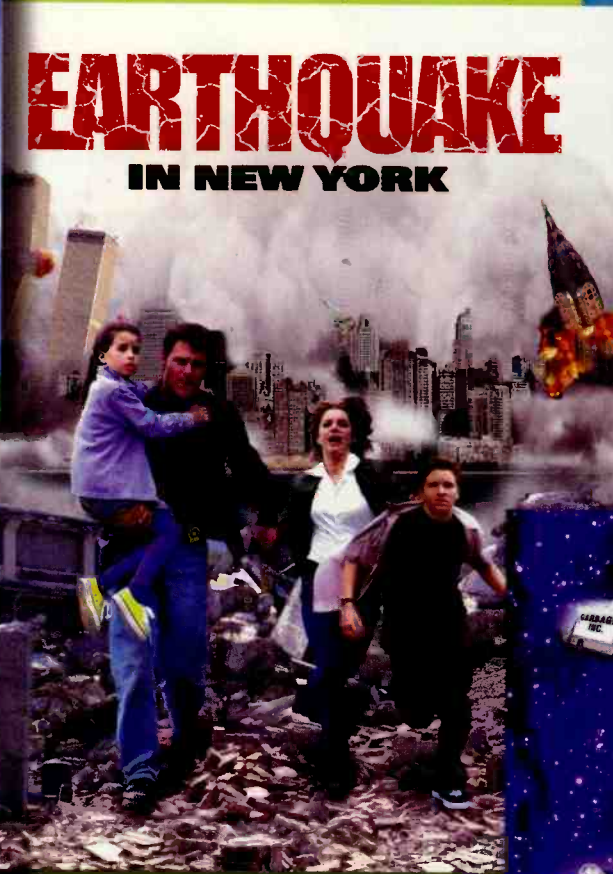
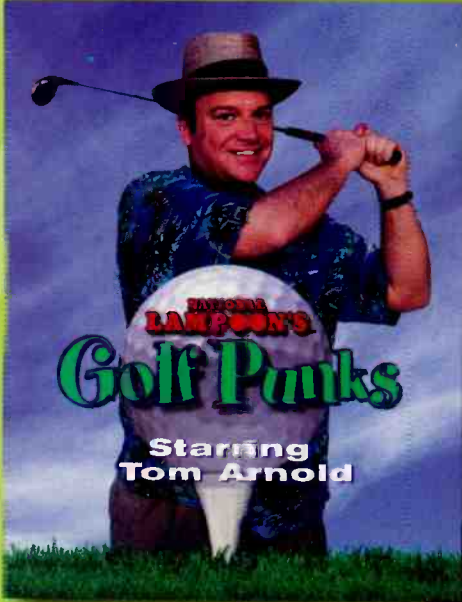
Radio: Tepid
 The summer slump has hit; plenty of August inventory is left. West Coast and Florida markets are tightening.

Magazines: Hot
 Corporate finance, consumer electronics are a hit, with publishers filling fourth-quarter books. Cruise lines are revving up for major buys in early 1999.

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Laura K. Jones AUG 11 1998

AT DEADLINE

No Rabbit in Hat for *Magic* Vanishing Act

Cancellation of first-run production of *The Magic Hour* came last Thursday, silencing the late-night talk show that had suffered from low ratings and poor reviews. Twentieth Television's decision to cease production of *Magic*, hosted by ex-NBA star Earvin "Magic" Johnson, even caught some station reps off-guard. *Magic* had averaged a 1.6 rating season-to-date nationally (NSS, June 8-July 26), 16 percent lower than Buena Vista's cancelled late-night vehicle *The Keenen Ivory Wayans Show* (1.9 rating) and 6 percent below Columbia TriStar's cancelled *Vibe* (1.7) for the comparable seven weeks of distribution.

Cable Rivals Get Nod on Access

The Federal Communications Commission voted last week to beef up penalties and move quickly against cable programmers that fail to make their product available to satellite broadcasters and telecommunications companies. The move, which the FCC called part of its attempt to increase competition in the cable market, came as the result of a complaint filed by Ameritech against Cablevision Systems Corp. and other providers.

Barnicle and *Globe* at Impasse

A Friday meeting that lasted more than four hours between *Boston Globe* columnist Mike Barnicle and publisher Benjamin B. Taylor failed to dislodge the metro columnist from the newspaper. At presstime, the *Globe* said discussions on Barnicle's status with the paper were a private matter and would remain private. *Globe* editor Matthew Storin asked for Barnicle's resignation last Wednesday after the columnist conceded using a number of jokes from comedian George Carlin's 1997 book *Brain Droppings*. A *Globe* spokesman said that about 200 pro-Barnicle subscribers have cancelled their subscriptions.

Guccione Jr. to Pay for *Gear* Name

Gear publisher/editor Bob Guccione Jr. and Jeff Cornett, a Pelham, Ala.-based publisher, inked a deal late last week about use of the *Gear* name. The title of Guccione's bimonthly men's magazine, which launched Aug. 4, has been in use by Cornett's 88,000-circulation bimonthly, which caters to mobile outdoorsmen. Guccione said he will give Cornett an undisclosed sum for agreeing to change his publication's name within the next six months. Cornett Publishing's two-year-old *Gear* features boat reviews, the latest in pickup trucks and accessories like winch mounts. "It's not like Ralph Lauren is sending them our mail, and we're getting mail

Cornett's *Gear* (right) will get a new name.

from Chevy trucks," Guccione said. "But when we found out they were there, we said, 'Let's just do this to avoid any confusion.'"



U.S.-Canada Enter Talks on Mag Split-Runs

A U.S. delegation was in Ottawa last week to discuss Canada's new policy to protect domestic magazines from split-run editions—U.S. publications with Canadian ads. Foreign publishers who now take Canadian ads will be fined up to \$165,000. Last year, the World Trade Organization ruled that Canada was illegally attempting to deter foreign publishers with an 80 percent excise tax on ad revenue from split-run mags and by providing postal subsidies for Canadian titles.

Goodwill Games Ratings Gain

The Goodwill Games wrapped up in New York last week with a boost in ratings—but still in the red. Turner Broadcasting insiders put the deficit at between \$35 million and \$40 million, an improvement over past Games. According to a Turner analysis of Nielsen data, the games delivered a 14 percent increase in prime-time ratings and a 34 percent increase in prime-time household delivery compared to the '94 Games. The 15-night sports competition averaged a 1.6 prime-time rating and 1.2 million households.

Addenda: Longtime *Miami Herald* publisher David Lawrence Jr., 56, announced his resignation last week. Alberto Iburguen, publisher of the *Herald's* Spanish-language counterpart, *El Nuevo Herald*, replaces Lawrence... William W. Hunsberger, recently vp/circulation at Gannett's *Cincinnati Enquirer*, will take over as publisher of *The Clarion-Ledger* in Jackson, Miss... Meredith Berlin, *Seventeen* editor-in-chief, is moving up to development director of Primedia Magazine Group, a new position... Rob Kaplan, formerly CBS Entertainment director of drama development, was named vp, prime-time series, NBC Studios.

Publisher's Note: *Mediaweek* will not publish an Aug. 17 issue. The publication date for the next edition will be Aug. 24.

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MEDIA WIRE

Good Housekeeping Hires First Branding Manager

Good Housekeeping has hopped onto the brand wagon, naming Michelyn Camen, a marketing and licensing executive from shoe designer Steven Madden Ltd., to the new position of brand managing director. Camen will oversee the licensing of products bearing the Good Housekeeping name. "She's going to bring intelligence in the licensing area directly to our shores," said Ellen Levine, editor-in-chief of the Hearst monthly. "We haven't really looked at this formally [before] because we wanted to make sure we were going to do it in the right way, so that products that come with the Good Housekeeping name make sense."

GH has been aggressively extending its brand via two syndicated newspaper columns from King Features, segments on ABC's *PrimeTime Live* and ties to the Home Shopping Network.

Camen will report to Levine, but will also work closely with both *GH* publisher/senior vp Patricia Heagele and special projects director Richard Eisenberg. Magazine brand managers tend to weigh in on the business side, but *GH* is in a unique position because the Good Housekeeping Institute is overseen by the title's editor. —Lisa Granatstein

Despite Court Loss, Priest Still Targets Chicago Boards

A Chicago priest is threatening guerrilla warfare after losing a round in a court fight against alcohol and tobacco advertising on city billboards. "We will paint them over—we have no problem with that," Father Michael Pflieger said last week, outlining his alternatives should a planned appeal fail to reinstate a city-wide ban of the advertising.

Ruling in favor of a group of local advertisers, a federal judge said that a 1997 Chicago ordinance was pre-empted by the Federal Cigarette Labeling and Advertising Act—a measure enacted in 1969 in part to limit tobacco advertising.

Outdoor advertising companies have declared the judge's decision a victory for free speech. "As long as those products are legal in the U.S., [marketers] will have First (continued on page 6)

Syndie Seeks More Respect

Distributors want bigger share of TV ad dollars

SYNDICATION / By Michael Freeman

Facing stiffer competition from broadcast and cable and a stagnating share of TV advertising dollars, syndicators and independent distributors are stepping up their efforts to get more revenue and respect from Madison Avenue. An unusual spirit of solidarity among syndicators came through last week with the formation of a new national advertising sales organization to replace the Advertiser Syndication Television Association.

The syndication community signaled its determination to make a stronger connection with the advertising community by naming an

The push for a more high-profile trade organization—one that will seek to wield as much clout on Madison Avenue as the Television Bureau of Advertising and the Cabletelevision Advertising Bureau—is being led by Dick Robertson, president of Warner Bros. Domestic Television Distribution. Robertson's success in hiring an agency exec to run SNTA helped win the support of former ASTA holdouts Columbia TriStar and Paramount for the new initiative.

Robertson said SNTA's mission will be to present ad buyers with research that "points out that the gap has been closed between traditional network CPMs [cost-per-thousand rates] and

SYNDICATION'S SLICE OF THE TV AD PIE

Year	Total TV Ad Revenue (in millions)	Syndication Revenue (in millions)	Syndication's Share of Total
1989	\$19,609	\$1,050	5.4%
1990	\$21,376	\$1,200	5.6%
1991	\$21,101	\$1,275	6.0%
1992	\$22,874	\$1,340	5.9%
1993	\$23,822	\$1,508	6.3%
1994	\$26,358	\$1,650	6.3%
1995	\$28,393	\$1,800	6.3%
1996	\$32,338	\$1,875	5.8%
1997	\$34,080	\$1,950	5.7%

Source: Advertiser Syndicated Television Association, Television Bureau of Advertising



Robertson: Syndie needs to sell its CPM story better.

ad agency executive to lead the new Syndicated Network Television Association. The six major Hollywood studios and five independent distributors behind SNTA have chosen Allison Bodenmann, a senior vp and broadcast director at Jordan, McGrath, Case & Partners, as the organization's first president. SNTA also set its first-year operating budget at \$1 million, triple the spending of the now-defunct ASTA.

that of syndicated CPMs."

Barry Thurston, president of Columbia TriStar's syndication wing, said he and Robertson discussed the formation of a new trade organization based on their experience as board members of the TvB. "Both Dick and I were very impressed with the fact that the TvB was able to get McDonald's to move \$50 million of business" to the spot market (from network) this

past season, Thurston said. "TVB is a very active trade group. It is something that we feel can be similarly accomplished by Allison."

Bodenmann is a veteran of 21 years in media placement, the last 19 with Jordan.

While syndication's advertising revenue has risen steadily over the past decade, the segment has been unable to increase its share of spending (see chart). Syndication's share of the ad pie has dipped in each of the last two years. Many sales executives in the business believe that syndication's often stronger national reach should put its ad revenue closer to that of cable, which attracts more than \$4.5 billion per year.

"A \$2 billion-plus market has to be respected, but there are too many buyers out there who still carry old misconceptions about syndication," said Dan Cosgrove, president of CBS' Eyemark Media sales arm. "Clearly, syndication's share of viewing and the available share of dollars is not proportionate."

Jon Mandel, senior vp and director of national broadcast at Grey Advertising, concurs. "[Distributors] have to sell syndication as a medium and bring it to the next level," he said.

Syndicators are constantly battling negative perceptions among buyers. One example is Studios USA's *Jerry Springer* talk show, which despite its huge ratings has difficulty attracting advertising because of its controversial content.

ASTA's budget was said to have been a factor in Tim Duncan's resignation in June as executive director. Eyemark's Cosgrove credited Duncan with getting Nielsen Media Research to release a report last spring that attested to syndie's 72 percent share of broadcast viewing in early prime (2-8 p.m.).

Comparing syndication to the broadcast networks, Thurston noted that each of his studio's 10 shows has more than 200 market clearances with time periods comparable to or better than the nets' daytime series. "NBC's *Days of Our Lives* airs in a variety of different time periods, but if it is *Donny & Marie* [ColTriStar's new fall talk series] or *Rosie O'Donnell* [from Warner Bros.], stations know they will be running between 9 a.m.-5 p.m. as well," he said. ColTriStar's *Seinfeld* also has a solid position in 6-8 p.m. prime-access time periods. "Prime time is probably the only area where shows are cleared in pattern [on the networks]," Thurston said. "Syndication is on par everywhere else."

Other SNTA member studios are Twentieth Television, Studios USA, Buena Vista, Eyemark, Worldvision, Tribune, Rysher and African Heritage Network. King World Productions is a notable holdout. Syndication sources said KWP officials had pressed for another candidate to run the organization instead of Bodenmann. King World officials could not be reached for comment. ■

Summertime Blues Cure

Fresh programming and lots of newsmags deliver ratings boosts

NETWORK TV / By Betsy Sharkey

Call it the American TV viewer's version of "tough love." While folks have turned off network prime time in greater numbers this summer than ever—a few have migrated to cable, but most simply have opted for other entertainment—the Nielsen meters have lit up when the networks put on fresh, engaging shows.

Fox has scored big-gest so far. The three-week-old *Guinness World Records: Primetime* is pulling in an average of 13.1 million viewers Tuesdays at 9 p.m., a 110 percent increase in adults 18-49 over the time period last summer. ABC scored with last week's premieres of the drama *Maximum Bob* and the game show *Whose Line Is It Anyway?* NBC hopes it will be joining the original programming winner's circle this week with the premiere of an animated show, *Stressed Eric*, a hit adult comedy in Britain described as somewhere between *The Simpsons* and *South Park*.

As in years past, the newsmagazines have been solid ratings performers, typically winning their time periods. Prime time is saturated with them this summer, yet viewers are still turning up. "The message to networks is clear," said Marc Berman, Seltel associate program director. "If you put the right programming on—even in the summer, when HUT levels are down—more people will come to the set."

So when ABC premiered the quirky *Maximum Bob* last Tuesday, getting its highest summer ratings in seven years among adults 18-49, *Dateline* on NBC didn't lose ground. "ABC expanded household viewer levels by 50 percent over the prior week and *Dateline* still beat it," said Berman. "That says the networks are getting back lost audience when they program to it."

Last Wednesday, ABC repeated that success with the launch of the heavily promoted *Whose Line* (hosted by Drew Carey, who was prominently featured in the promos), topping

the *Maximum Bob* success with an 8.8 rating/14 share. There was an added payoff. "*Whose Line* tended to revitalize *Drew Carey* [the sitcom that led into the game show] as well," said Larry Hyams, ABC vp/prime-time audience analysis. A rerun of the popular ABC comedy drew 20 percent more adults 18-49 when it aired before *Whose Line* than it had a week earlier.

News mags have become the networks' primary summer solution—a cost-efficient way of putting on original programming instead of repeats or unaired episodes of canceled shows. At CBS, the strong run by *60 Minutes* and double runs of *48 Hours*, along with back-to-back runs of the network's top comedy, *Everybody Loves Raymond*, propelled the network to No. 1 in homes for the fifth week in a row last week. Some of the gain has been among younger viewers.

Only CBS is not experimenting with original entertainment shows this summer, but the idea is on the table, said Kelly Kahl, the net's vp/program planning and scheduling. "We can't go to a full-blown, 52-week schedule," said Kahl, "but it's apparent that you can do respectable summer numbers. We're looking at that closely at the same time there are economic realities that make news and reality-based shows like *Candid Camera* more feasible."

The last time NBC dropped an experimental comedy into summer was *Seinfeld* in 1990. Obviously the network would love a *Seinfeld*-like run for *Stressed Eric*, which will feature the voice of Hank Azaria (who last week won an Emmy for his voice-over work on *The Simpsons*) as Eric, a divorced and stressed father of two. The show is "totally different for us, and the lazy days of summer seemed like the perfect time for something like this to break through," said Karey Burke, NBC senior vp/prime-time series. ■



Boys of summer: NBC's *Stressed Eric* (top), ABC's *Maximum Bob*

ERIC: ALASKY GSPONIC; BOB: DAN LITTLE/ABC

MEDIA WIRE

Amendment protection to advertise those products via outdoor advertising displays," said Tom Wisz, a spokesman for Phoenix-based Outdoor Systems, one of the country's biggest outdoor companies. Outdoor firms are currently fighting similar court battles in New York and Oakland, Calif.

In Chicago, Pflieger and members of his St. Sabina's Catholic Church had lobbied for the local ban. Now the priest says he will join the Chicago City Council in seeking an appeal. If that fails, he's prepared to advance his 14-year crusade either through a voter initiative prohibiting outdoor advertising—or by way of a can of paint.

"We know the targeting and saturation of billboards in black and Hispanic neighborhoods," Pflieger said. "When you target particular communities and its young people with alcohol and tobacco, that's genocide." —*Mira Schwirtz*

SMART vs. DART: Agencies Begin to Choose Sides

Advertising agencies are divided on whether they should support the new TV ratings service being developed by Statistical Research Inc. or to continue to stand behind the sole current ratings service provider, Nielsen Media Research. At issue are agency concerns that Nielsen takes too long to provide customized analysis of viewing patterns and charges extra fees for them.

Based on SRI's current SMART test in Philadelphia, proponents say SRI's software will enable agencies to access data and do minute-by-minute custom analyses in less than a day. Further, the cost of such data would be built into a base fee. By contrast, those who favor sticking with Nielsen say that its DART service, scheduled to launch next month, will allow clients to do the same thing. It also would provide vast amounts of daily viewing data directly to agencies' PCs so that planners and buyers can do customized analyses that has taken Nielsen several weeks to do.

SRI recently announced that ABC, CBS, Fox and NBC, along with agencies and buying services BBDO, Grey, Optimum, Starcom, Teleshop and TN Media, have signed letters of intent pledging their financial support (*continued on page 8*)

People Eyes NewsStand

Despite Tailwind setback and \$100M suit, TW synergy marches on

TV PROGRAMMING / By Jim Cooper

The debacle surrounding CNN and *Time* magazine's Operation Tailwind story is not getting in the way of Time Warner's ambitions to expand the editorial alliance between Turner Broadcasting and Time Inc. *People* magazine has completed as many as 10 test episodes of a celebrity-profile newsmagazine that could launch on CNN early next year, according to programming executives inside CNN and publishing executives familiar with the show's development.

A CNN/*People* partnership would expand the *NewsStand* venture that links CNN with Time Inc.'s *Time*, *Entertainment Weekly* and *Fortune*. The series currently airs three nights per week on CNN. If the *People* project does not become part of *NewsStand*, it could end up in syndication. "My gut is that it will go to *NewsStand*," said one cable news executive who requested anonymity.

People representatives confirmed that test episodes for the celeb profile series have been filmed by an internal TV production unit but stressed there is no distribution deal in place.

CNN representative Steve Haworth said CNN and *People* have been talking since May, when *NewsStand* launched. "We are in positive

discussions with *People* about expanding *NewsStand* to include the magazine," said Haworth, who declined further comment.

"This would be good for CNN," said one news producer with ties to the network. "It's probably the only way to get some fluffier stuff on air to justify it as a magazine extension."

Before dealing with the "fluffier stuff," CNN, correspondent Peter Arnett and *Time* face a \$100-million lawsuit filed last week by a retired Army Green Beret sergeant over the Operation Tailwind report. The June 7 *NewsStand* broadcast and a companion story in *Time* claimed that U.S. Special Forces in Vietnam used nerve gas on American defectors during a 1972 operation in Laos. The reports were later retracted by both CNN and *Time*.

A CNN/*People* celebrity bio show would face competition from rival CNBC, which is planning to launch its own series, *In Profile*. The show will focus on careers, such as Bill Gates starting up Microsoft, rather than the "womb to tomb" format of A&E's *Biography* and bio series on E! and VH1. *In Profile* is due to begin running late this year or early 1999 and will be produced by a special CNBC team in Fort Lee, N.J. —with Lisa Granatstein ■

RS Rolls Out Fresher Look

"Tweaking" of design updates approach that was "getting stale"

MAGAZINES / By Lisa Granatstein

Rolling Stone is in the process of redesigning its pages. Editors of the Wenner Media title, which won the National Magazine Award for General Excellence in April, have been tinkering with the front-of-book Rock & Roll section as well as the technology and charts pages. Fashion coverage also has been expanded.

"We're rethinking the entire magazine from top to bottom, section-by-section," said managing editor Robert Love. "It's not a major redesign—it's basically a tweaking. You have to make sure you're not getting stale. And I think we

were getting stale." Art director Fred Woodward is overseeing the changes.

RS' total paid circulation was flat through the first six months of this year, at 1.25 million, according to figures filed by Wenner to the Audit Bureau of Circulations. *NewsStand* sales were up 6.5 percent, to 180,589.

Rock & Roll gets a snappier beat

While redesigns can occasionally signal problems with circulation or advertising, they are often business as usual for a music title. "In a younger-skewing category," said Ellen Oppenheim, media director of Foote, Cone & Belding, "it would only be nat-



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for its new service, scheduled to be ready for national audience measurement within three years.

But several major buyers of TV time are not on that list—Western Media, for one. While Western supports SRI's Philadelphia test, Cheryl Idell, chief of research, said the agency has not pledged any financial support for the SMART rollout. "I think Nielsen has heard the industry's demands," Idell said. "I would rather see \$100 million go to Nielsen than to SRI, which is not guaranteed to become a viable service." —*John Consoli*

Lee, Radio Broadcaster Who Fought FCC for License, Dies

Longtime radio broadcaster Zebulon Lee, whose fight to keep his Asheville, N.C., station lasted 11 years and enmeshed the Federal Communications Commission in a lingering dispute, died on Aug. 1. He was 87 and recently had suffered a stroke. "But he lived to hear WZLS go back on the air," said his wife, Betty, who along with sons Brian and Barry manage and operate the station.

Since 1987, Lee's Orion Communications has been locked in a battle with a consortium of would-be buyers over the license in Asheville. He operated the station under a temporary permit until June 1997, when the FCC shut him down. But last

Dec. 19, a federal appeals court called the FCC's action capricious and unjustified, putting Lee's station back on the air.

The FCC has still not awarded a permanent license to Orion. Last year, Congress urged the FCC to use auctions to decide some 20 lingering station-ownership disputes. The FCC has yet to decide how to proceed. Meanwhile, Lee's adversary, the BFRI group, has lost two appeals in the matter.

Lee's lawyer, Steven Leckar, said: "His passing before his ultimate triumph is a terrible testimony to the lassitude of federal regulators. But we expect to carry on the fight." —*Alicia Mundy*



ROB AMBERG

Lee: Asheville radio man

ural that they would want to re-look at themselves to make sure they were staying contemporary." *RS* nemesis *Spin* underwent a complete overhaul with its September issue, on stands this week.

RS' Rock & Roll section is offering up shorter, punchier news bits, including charts and graphs, making for a quicker, livelier read. By packing more items into fewer pages, Love said, he can free up space for one- or two-page music stories in the well, such as a recent piece on Snoop Doggy Dogg. Other changes include renaming the tech page Hardware/Software and adding occasional mini-reviews to the dense Charts page. Beginning with its recent summer double issue, the biweekly has boosted fashion coverage from 18 to 24 issues per year, totalling 120 pages, up from 70. "It's a very important component to the pop culture world that *Rolling*

Stone embraces," said associate publisher Jeffrey Ahl. Fashion is the title's largest ad category.

RS' steamy Hot List issue, featuring Victoria's Secret model Laetitia Casta in the buff, earned the title major buzz—and heat. About half of the supermarket chains and discount outlets that sell the title, including Kmart, banned the issue (supermarket and discount chains represent 25 percent of *RS*' newsstand distribution).

Last week, *RS* got a "wake-up call" from rival *Entertainment Weekly* about the Hot List issue. Responding to an editor's letter in the *RS* edition, which asked how *EW*'s editors sleep at night after imitating *RS*' "hot" franchise, *EW* managing editor James Seymore sent over a bottle of No-Doz. "We sleep very well, thanks," Seymore wrote, "but it seems *EW* is keeping you guys awake nights. Perhaps the enclosed will help." ■

Trouble Brews for Booze

FTC cites Beck's, Kahlua ads; queries 8 beer and liquor marketers

REGULATION / By Alicia Mundy

Alcohol advertising became the target of a wide-ranging investigation at the Federal Trade Commission last week. A beer marketer and a liquor company were forced to pull ads from TV, and the agency asked eight beer and liquor companies for detailed information about their marketing and advertising practices as they relate to an underage audience.

The Distilled Spirits Council of the U.S. downplayed the FTC announcement, noting that the agency was asked by Congress in 1997 to study alcohol ads and underage drinking. "We look forward to sharing information on self-regulation" with the FTC, said DISCUS president Fred Meister in a statement.

But sources in the alcohol industry, who requested anonymity, expressed concern. One government relations rep for a big brewer said: "Some of the questions are loaded...particularly regarding placement [of ads] and content." The rep cited the "Joe Camel" dispute that led to an FTC investigation of whether cartoons and animals were being used to attract youngsters to smoking. "I hope we're not going into a review of the Budweiser frogs, or animated logos on the Internet," he said.

The eight companies receiving the FTC's request for information are Anheuser-Busch, Bacardi-Martini, Brown Forman, Adolph Coors, Seagram, Diageo, Miller and Stroh.

FTC officials stressed that the questionnaire does not constitute an enforcement action. "We need to have the information to evaluate the

alcohol industry's self-regulation program," said Lee Peeler of the FTC's ad practices unit.

The FTC also announced enforcement actions against Beck's Beer, for a TV commercial showing men drinking while sailing. The agency statement said that the spot depicts a situation that could "pose a substantial risk of falling overboard and drowning." Beck's has agreed to withdraw the ad, without admitting wrongdoing. Kahlua's White Russian ad, which has aired on several cable channels, was also cited by the FTC as misleading because it suggested that the drink has a low alcohol content (it is 5.9 percent by volume). Allied Domecq, which owns Kahlua, must provide the FTC its ad plans over the next five years.

The survey requests information on each company's compliance with self-regulatory code provisions on ad content and placement and efforts to restrict those under the legal drinking age (21) from viewing alcohol companies' Web sites. The FTC also wants to know about product placement in movies and TV shows, and what the industry is doing to limit such placements to movies directed at adult audiences. The agency also requested info about certain advertising techniques and themes that could appeal to young audiences. The companies have until Oct. 5 to respond.

Beer, wine and hard liquor advertising on TV totaled \$687 million in 1997, according to Competitive Media Reporting. Beer accounted for \$625 million; wine and wine coolers, \$52 million, and liquor about \$6 million. ■

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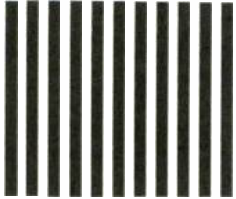
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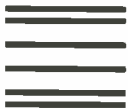


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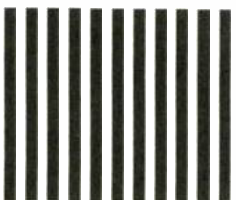
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Fight for 'Playground Buzz'

Fox Family joins deep-pocketed fray to win over young viewers

CHILDREN'S TV / By Jim Cooper

As the Fox Family Channel launches this week, kids' programming is becoming one of the most crowded and well-financed segments in cable. Fox Family, which starts up Aug. 15, is going after kids cable leader Nickelodeon, Cartoon Network and The Disney Channel in the race to capture viewers 2-11.

"The market is more crowded. We'll see if it's more competitive," Anne Sweeney, president of The Disney Channel, said of Fox Family's entry. No other service can touch Disney Channel's gains in audience delivery (up 44 percent) or ratings in the past year, Sweeney said.

As the newest entry, Fox Family plans to spend \$500 million on a two-year programming plan that targets kids mainly during the daytime. As such, rival network executives claim they are not threatened by the programming. Competitors note that FCC's fare is so wide ranging—from a *Peewee's Playhouse* redux to biographies on the likes of Leonardo DiCaprio—that it won't dilute other services' core 6-11 audience. "They want families and kids, but it's hard to know what their impact is going to be," one ad buyer who asked not to be named said of Fox Family.

Nickelodeon remains the dominant force in kids' programming, with about 56 percent of the kids 2-11 gross ratings points. As a sure sign of its commitment, parent company MTV Networks has earmarked \$350 million for Nick's original animation over the next five years. Nick is also spending a lot of money on expanding its brand beyond cable with *The Rugrats Movie*, due out this fall. The network is also expanding the prime-time Nickel-O-Zone by 30 minutes, from 8 to 9 p.m., on Aug. 31 to hold its audience longer.

In defending its position, Nick's strategy is to program where kids are traditionally under-served, such as Saturday nights, Sun-

day mornings and in prime time. "We take on a daypart and take it on like gangbusters," said Cyma Zhargami, executive vp and general manager of Nickelodeon.

But as in most horse races, the trailing jockeys are working hard to catch up. For total day in July, Cartoon Network became the second highest-rated basic cable service behind Nick, improving its ratings by 40 percent over last year. For prime time in July, Cartoon enjoyed a 31 percent ratings increase, a 50 percent bump in household delivery and also upped its kids' 2-11 and 6-11 audiences significantly.



No pushovers: Cartoon hopes new superheroes *The Powerpuff Girls* will hit it big.

As for Cartoon originals *Dexter's Laboratory* and *Cow & Chicken*, which in June started running in strip on weekdays from 8-9 p.m., the network's 6-11 ratings are up 62 percent and 84 percent, respectively, from last year. "If you are doing better with those kids, you are picking up some playground buzz," said Betty Cohen, Cartoon president. The service plans to spend \$400 million on near-term development of original shows. Cartoon is also on a roll with a successful new weekend animated movie franchise and will introduce two new originals, *The Powerpuff Girls* and *Ed, Edd and Eddy*, in November.

The Disney Channel is continuing its push into basic with a revamped schedule of animation and live-action shows. The service is enjoying total day ratings bumps of about 20 percent each for kids 6-11 and 9-11. The service also launched the all-animation Toont Disney channel earlier this year.

And like her peers, Disney's Sweeney is looking to new fall programming to continue boosting ratings. Among new offerings this season, Sweeney points to Zoog Disney, a programming block that will have Web ties; a Henry Winkler project called *So Weird*; *The Famous Jett Jackson*; and *Rolie Polie Olie*. ■

NETWORK TV

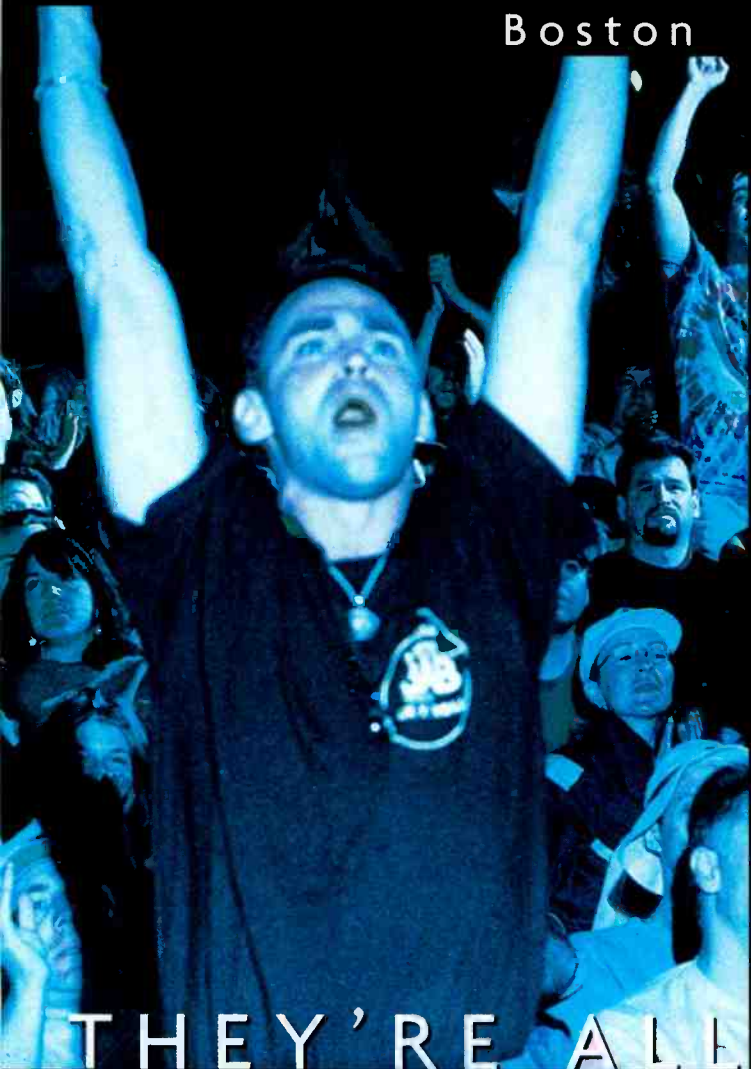
NBC insiders say an important consideration in Randy Falco's elevation to president of the NBC Television Network is his background in digital technology and set design. NBC is committed to a rapid rollout of high-definition television for its stations; four O&Os are scheduled to begin broadcasting in HDTV by November, and two more will convert by next May. The stations face the task of designing new sets to broadcast local news and programming in high-def, areas in which Falco has considerable experience. As president of NBC's broadcast and network operations division since 1993, Falco was responsible for overseeing the design and creation of the *Today* show's "Window on the World" studio, MSNBC's facilities in Secaucus, N.J., and the digital conversion of the cable network. Falco, who replaces Neil Braun on Sept. 1, will work closely with Scott Sassa, president of NBC Television Stations.

ABC sources said the network is promoting more women to top executive positions following the July 31 elevation of Patricia Fili-Krushel to president of the network. Anne Sweeney, currently president of the Disney Channel, will be promoted to head Disney's cable network portfolio (except ESPN), replacing her longtime mentor, Geraldine Laybourne, who left the company two months ago. Angela Shapiro, senior vp/marketing at ABC Daytime, was promoted to president of ABC Daytime, Fili-Krushel's former position. Last week, Laurie Younger, senior vp of ABC, was promoted to senior vp/CFO. And Patricia Matson, vp/corporate communications for ABC, is expected to get senior vp stripes and will be in charge of all corporate communications. Said one ABC insider: "The nice thing is that Bob [Iger, president of ABC] promoted them because these women are the best-qualified people in the company for these positions."

Fox's move of *King of the Hill* from Sundays at 8:30 to Tuesdays at 8 was a moderate success on its first night, July 28. In adults 18-49, *King* recorded a 3.2 rating, second to ABC's *Home Improvement* (3.5) and ahead of NBC's *Mad About You* (2.7). All were repeats. New *KOTH* episodes begin on Sept. 8. —John Consoli

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NBC's New Dynamic Duo

Falco, Turner hope new roles will build on their Olympics teamwork

NETWORK TV / By John Consoli

The promotions of Randy Falco to NBC network president and Keith Turner to president of network sales pairs two longtime friends as the duo that will shape the Peacock network's sales initiatives into the next century. Unlike the hiring of Neil Braun from the outside (Viacom) to be network president in 1994, this time the NBC brass promoted from within in hopes that the continuum will enable the network to remain on top of the heap in prime-time advertising sales.

Turner was promoted to succeed Larry Hoffner, who was named chairman of the NBC Sales Group. Industry sources said Turner beat out Michael Mandelker, NBC senior vp/general manager of Eastern sales, for the post. One agency exec noted that "in terms of outside visibility, Keith was more visible than Mike."

Turner's ties to both Falco and Hoffner go back many years. Hoffner hired Turner as an NBC account executive for prime-time sales in 1987 and promoted him to vp/sports sales in 1990. From there, Turner rose to senior vp/Olympic and sports sales, where he worked closely with Falco who, in addition to being president of broadcast and network operations for NBC, was also CEO of NBC's Olympic broadcast group, a post he continues to hold.

"This is a terrific opportunity for both Randy and me," Turner said. "We've worked

together before and we work together well."

Several media buyers expect Turner to make some changes in his sales force. "There's a lot of dead weight on the floor," one buyer claimed. But Turner, who officially assumes his new role on Sept. 1, said it's too early to tell what he will change.



Turner promises to be "visible."

Turner does believe that he must be aggressive in interacting with ad agencies. "My style has never been to be internal," he said, promising that he "will be outside and visible." In today's competitive environment, he said, "it's more important than ever to have personal contact with clients and agencies." In addition to heading the sales staff, Turner will also oversee the network's newly formed sales development and marketing department. "Marketing is becoming more important, not only at NBC but in all of television," Turner said. "Working more closely with our marketing group will help us sell our inventory smarter."

Hoffner, meanwhile, is expected to serve as a "troubleshooter," offering his "experience and perspective" where needed, Turner said. ■

Arrested Development

This season's hits and misses will influence '99 production slate

SYNDICATION / By Michael Freeman

Syndication development executives are holding back from green-lighting many projects until they get a better sense of what holes will open up once the fall season gets under way. Among some two dozen projects in development for the 1999-2000 syndication season, only two talk shows—one hosted by Martin Short and another featuring former *Good Morning America* host Joan Lunden—are confirmed entries so far.

Mark Itkin, a syndication packaging agent with the William Morris Agency, said that "it

could be a few weeks [before] a number of high-profile projects start popping." Itkin is awaiting word on whether a Queen Latifah talk show that he is involved in will happen.

John Ryan, president of Worldvision Enterprises, believes that last summer's development season "broke a little bit too early...I would think this development season may be a bit more traditional, where many shows often break into the market by October or November." Ryan said that Worldvision is developing a personality-driven talk-show strip and a half-hour reality-based strip. "Station pro-

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gram managers are more immediately concerned what is going to happen this fall, and it is easier to get their attention when they know where some of the holes might be for midseason or fall 1999," he said.

Of the two shows to get firm go's to date, Warner Bros. is producing a pilot for Lunden. Telepictures Television, a production unit of Warners, recently signed veteran talk-show producer Nancy Alspaugh (formerly of NBC's *Leeza*) to executive produce the pilot, which will tape later this month. A representative for Warner Bros. declined to comment on when the studio will officially launch station sales.

The second confirmed project has King World Productions sales execs putting out early feelers to the TV station community with a 10-minute presentation tape of *The Martin Short Show*. "Strategically, it gives us a distinct advantage in terms of lead time to work the sales, the quality of station clearances and time periods before the other ['99] projects hit the market," said King World's Andy Friendly, who was promoted last week to president of first-run production and programming.

Talk shows reflecting a young and urban appeal are being developed. In addition to the Queen Latifah project in the works at WB's Telepictures, Salt-N-Pepa lead singer Cheryl James is said by sources to be teaming with actresses Robin Givens and Kym Whitely (both of UPN's *Sparks*) in a pilot called *Girl Talk* for Ron Howard's Imagine Television. At Columbia TriStar, MTV video jocks Ed Lover and Karen Duffy are being mulled as possible younger-skewing talk entries.

Activity on the game-show front depends to some degree on the success or failure this fall of King World's new *Hollywood Squares*. Buena Vista TV is studying a re-entry of *Let's Make a Deal*, with former talk-show host Gordon Elliott doing the dealing. Maverick Productions, owned by Madonna, is said to be teaming with producer Howard Schultz (formerly of Twentieth's *Studs*) to do a TV version of the "Truth or Dare" parlor game popularized by the diva. And Sony-owned Merv Griffin Enterprises recently purchased rights to develop a potential battle-of-the-sexes panel show based on John Gray's book *Men Are From Mars, Women Are From Venus*. ■

Miramax Green-Lights TV

Chief of studio's new unit hopes to have projects going within weeks

TV PROGRAMMING / By Betsy Sharkey

Scream: *The Series*? It's possible. Less than a week into his job, new Miramax TV president Billy Campbell was already sifting through movie titles owned by Miramax Films and its more action-oriented division, Dimension, for projects he can fast-track into development for TV.

"I hope by mid-September, October, we'll have things starting to develop," Campbell said.

"We have been in business with a lot of creative talent...many have said they want to be in television—like Kevin Williamson [who created the WB's *Dawson's Creek* and also wrote Miramax's hit teen horror film *Scream*]," said Bob Osher, Miramax co-president of production, who was largely responsible for bringing Campbell to the studio and will work with him to build the TV unit. "Billy's very smart...he understands the importance of story, character and script, and *ER* [which Campbell helped develop at Warner Bros.] is a perfect example."

The TV initiative by Miramax follows the studio's recent announcement of a new venture



Campbell: A No. 2 no more.

with former *New Yorker* editor Tina Brown and Ron Galotti to launch a magazine whose editorial content will also feed television and film projects.

"Who wouldn't want to be in business with Bob and Harvey?" one network TV executive said about the Weinstein brothers, who founded Miramax and took the studio from obscure independent to major

force in Hollywood. Miramax has "a distinct image among film-goers as people who put out 'must-see' films," the network exec said, "and we have to look in new and unexpected places for talent and ideas to stay competitive."

Campbell said several months ago that he would leave CBS, where he was exec vp of entertainment, when network CEO Leslie Moonves made it clear Campbell would not get the top programming spot. Miramax offers Campbell the chance to run his own show. "I was always No. 2," he said. "To have the opportunity to start this from the ground up and build it on quality projects was an incredible opportunity." ■

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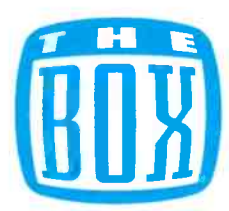
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KNOXVILLE, TENN./TV STATIONS

Fox Affiliate Launches First Newscast

• JAY LENO AND DAVID LETTERMAN APPARENTLY don't carry much weight in Knoxville, Tenn. "It's not a late-fringe market," noted Christi McIntyre, media supervisor for the Knoxville, Tenn.-based Tombras Group. "HUT [households using television] levels drop off at 10:30 or 11."

But such early-to-bed Knoxvilleans may help Fox affiliate WTNZ-TV gain notice.

factor working in WTNZ's favor is consistently tight avails that might make the virgin newscast an alluring buy, buyers said. Inventory has been squeezed since last December. Consequently, rates have climbed to as high as \$1,200 for a 30-second spot on WBIR's 6 p.m. newscast. Just three years ago, the price was \$800, one buyer said.

WBIR presents a major challenge. It has strong prime-time programming and an audience that tunes in almost by rote, buyers said. (ABC's WATE-TV is a weaker second). "WBIR runs away with households," noted McIntyre. "The market is so set in its viewership."

McIntyre, for one, isn't sure just how Fox 43 news will perform. Nevertheless, she's banking on a surge of previously absent teen news junkies and has placed a McDonald's buy to run this fall.

It's the first newscast for WTNZ, which went on-air in December 1983. In a conservative Southern town, the Fox affiliate has made some inroads with younger viewers. But it felt half-baked without a newscast. And the station

also lacked the considerable sum to launch its own newscast.

Enter WVLT-TV and Wayne Martin, general manager of the third-ranked CBS affiliate. Using the successful model of Lexington, Ky.-based CBS affiliate WKYT-TV—also managed by Martin and owned by Gray Communications—WVLT volunteered its newsroom. It also gave access to equipment, per-

sonnel and the Associated Press wires.

WTNZ gm Kim Wilcox promises a news show that's "gonna have attitude," including a 35-minute program with more on-the-scene coverage.

Added Bob Colloredo, vp of Reed Advertising in Knoxville: "The market is all 11 o'clock news, so there is a place for it. If it is a decent newscast, people will go there." —ML

AUSTIN, TEXAS/RADIO

3 Entrants Seek to Hawk The Planet With a Beat

• THREE NEW RADIO STATIONS HAVE SIGNED ON in Austin, Texas, this year, as some of the country's largest operators rush to get in on a rapidly growing radio market. Armed with well-targeted niche formats and aggressive publicity campaigns, the newcomers are set to steal their veteran competitors' listeners.

"There's so many new listeners who don't know the older stations that it all gets thrown up in the air—and you don't know where it will land," said Alan Furst, programming vp for Capstar Broadcasting, which operates four signals in Austin.

The most recent additions are two rock stations and one mainstream-hits outlet: FMs KAHK, "The Hawk"; KFMK, "The Planet"; and KQBT, "The Beat," respectively.

Two of the new competitors are backed by the country's biggest radio companies—Steve Hicks of Capstar Broadcasting built KFMK, and CBS Radio introduced KQBT. And all three are making no secret about their aggressive drives to corner the high-rolling market.

Since 1990, Austin has emerged from an institutional cocoon. Both the University of Texas and state government are headquartered there. Dell Computer has moved in, propelling the economy to record levels and bringing high-tech manufacturers and tens of



WTNZ-TV's news launch team: (standing, left to right) gm Kim Wilcox, co-anchors John King and Elizabeth Tedone and meteorologist Craig Edwards; (kneeling) news director Bill Zortma; (in car) sports director Nick Paranjape.

The Montgomery, Ala.-based Raycom Media outlet begins a 10 p.m. newscast this week, directly challenging perennial news leader WBIR-TV, the Gannett Broadcasting-owned NBC affiliate, which airs news at 11 p.m.

Buyers and Fox 43 officials also believe the newscast will reach neglected younger demos that swell each fall when the University of Tennessee begins classes. Another

thousands of new employees with them.

"This is a great opportunity for any radio company, because Austin is growing at an unusually quick rate," said Jim Scarborough, sales manager for pop hits station KHFI-FM.

"The new stations coming in are going to force the older ones to tighten their playlists and define themselves," added radio advertising buyer Lisa Thompson of GSD&M in Austin.

Scarborough, for one, said the newcomers don't pose a "big concern" for his heritage rock station.

Think again, says KQBT, which is using fighting words after being only two months out of the chute. "This is a direct assault on KHFI. They owned this format for a number of years," said John Hiatt, vp/market manager for the CBS Austin cluster. He added that the younger half of KHFI's 12-34 year-old audience is up for grabs as KQBT programs teenage-targeted, rhythm-based hits.

Meanwhile, the most recent sign-on, modern rocker KFMK, is going after "all the rock stations" in Austin, said Capstar's Furst. The perennial FM favorites, KROX and its sister KLBJ, are special targets because they draw the 18-34 year-old listeners KFMK wants.

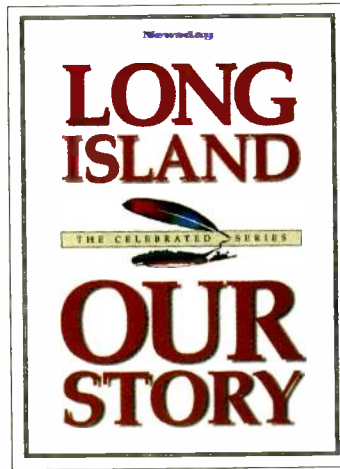
For its part, adults hits station KAHK is etching out its own metro in the north Austin area, said gm Daryl O'Neal. The Simmons Broadcasting-owned KAHK's original plan—to go after classic rock fans with its mix of '60s-'80s rock—wasn't giving it much breathing room beside city standbys like classic rock station KPEZ-FM, O'Neal added.

Instead, the station has begun targeting the small towns 15-45 miles north of the city that are rapidly jelling into suburbs as hundreds of new families move in each week. —MS

LONG ISLAND, N.Y./NEWSPAPERS

History Helps *Newsday* Make Run for the Money

• TIMES MIRROR'S *NEWSDAY* HAS FOUND A WAY to overcome years of resistance from the Southland Corp.'s 7-Eleven stores, which traditionally used TV and radio almost exclusively to drive commuters into its convenience stores. The answer: Give 7-Eleven a way to get involved on the local level.



Newsday says that advance orders of its historical tome have hit 7,000.

The chain signed on for "Long Island: Our Story," a nine-month *Newsday* project that chronicled local history from the Ice Age to the Jet Age—and beyond. The retailer got perked with the ubiquitous coffee mug. Some 15,000 were designed and produced with historic Long Island scenes culled from *Newsday*'s massive project. The mugs, distributed through 180 stores in Suffolk County, "were unique, consistent with our desire to get more involved in local education and gave us an opportunity to promote our franchises," said Bob Cadigan, Southland's market manager.

Without specifying the project's outlay, Cadigan said it was "substantial and well worth it." In all, the convenience-store chain and 16 other "Heritage" and "Legacy" advertisers paid \$4 million in incremental advertising to support the project, which ended June 30.

"Would we advertise again with *Newsday* or with another newspaper? I hope so. The project positioned us as being part of the community, and we liked that," added Cadigan.

That overall focus was the magnet that snared local advertisers, with each program tailored to specific advertiser needs, said Paul Fleishman, *Newsday*'s vp of marketing. For example, McDonald's used "Family Passports" detailing Long Island's historic sites and inserted in 250,000 "Happy Meals."

"Response was overwhelming," said Fleishman, noting that the series has become part of the curriculum at Long Island schools and a permanent collection at The Museums of Stony Brook in New York. The series also provided content on Cablevision's News 12.

Other projects are in the works to use the project's huge amount of content. *Newsday* is publishing two books, one on historic day trips, compete with lunch stops and maps, for \$11.95. A hardcover, due out this fall, will sell for \$49.95. (Already, 7,000 advance orders have been received for the \$39.95 prepublication price.)

Another benefit: Lots of new readers, said Fleishman. The latest Audit Bureau of Circulations data seem to back him up. *Newsday*'s circ is up 10,000 daily and 12,000 Sunday (total circ is 571,283 daily and 657,559 Sunday).

The strong reader response doesn't surprise Howard Schneider, managing editor and vp for content development. "If you provide content that means something to people,

they respond." He is already at work on "Long Island: Our Future," a year-long series that will kick off Jan. 1. —DP

BOSTON/TV STATIONS

Quest for Young Demos Spells End for Old Team

• IN AN EFFORT TO CAPITALIZE ON NEW syndicated programming and the younger audience predicted to follow, Boston's WBZ-TV has given its morning and evening newscasts a new look. And at least one buyer is already applauding. "I am encouraged by the fall lineup" at the CBS O&O, said Tina Schneckloth, media director at Boston-based Kaupp and Forte. For example, Ed Carroll, the WBZ meteorologist who moves from mornings to evenings, "is a young personality that should boost younger demos," she said.

Come Sept. 8, Jack Williams and Liz Walker, 6 p.m.'s longtime dynamic duo, will say adieu. Walker will join morning show anchor Joe Shortleeve for the 5 p.m. newscast. Williams will fly solo at 6 o'clock but may soon be joined by Virginia Cha, a station official said. Completing the shuffle, evening weatherman Bruce Schwoegler will move to weekends, and 5 p.m. anchor Paul Mooney shifts to mornings.

Some viewers reportedly expressed displeasure after WBZ gm Ed Goldman terminated the 18-year "Jack and Liz" team three weeks ago. Goldman contends the change was "not the design, but the byproduct. There is method to the madness."

Schneckloth said WBZ has long been the community station, abandoning sensationalism in favor of "local appeal" pieces. That focus will not change, Goldman said, adding that the outlet will still broadcast "smart news that is relevant to the marketplace."

WBZ beat out ABC affiliate WCVB-TV for rights to *The Rosie O'Donnell Show*, which premieres in September at 4 p.m. Aware that *Rosie*'s core audience is young women, Goldman adjusted the focus of his 5 p.m. newscast to target health, arts, entertainment and news—with scant reports on business and sports. "Who works where is dependent upon the constituency at that hour," Goldman said, and the popular Walker was the obvious choice to lead the 5 p.m. news.

Other signature shows on WBZ this fall are *Hollywood Squares* at 7 p.m. weekdays, *Howard Stern* on Saturdays at 11:30 pm, and the coup de grace, the National Football League—bringing home AFC East champs New England Patriots. —ML

Magazines

By Lisa Granatstein

The TV programmer
and publisher
is counting on
corporate synergy
to help grow its
new women's title

A BET on *Heart & Soul*

Heat & Soul, the health, beauty and fitness magazine for women of color, is in the process of being retooled by its new owner, BET Holdings. The bimonthly, which recently moved its headquarters from New York to Washington, is hiring a completely new editorial staff to carry out the makeover. ♦

The 5-year-old title was sold by Rodale Press in May for an estimated \$4 million to BET, publisher of the lifestyle and entertainment magazine *BET Weekend* and *Emerge*, the newsmagazine for African Americans. While *H&S*' paid circulation rose by 12.2 percent to

276,395 in the second half of last year, according to the Audit Bureau of Circulations, Rodale was said to have been dissatisfied with the magazine's relatively small audience.

For BET, whose primary holding is the BET cable network that reaches 54 million TV households, *H&S* appears to be a natural fit. "It's an opportunity to talk to African Americans about health and fitness," says Clarence Brown, BET associate publisher and vp of operations. "With our networks and our

other magazines, we [will] be able to target a larger audience" than Rodale with *H&S*.

Since acquiring the title, BET has scaled back its frequency from seven to six issues per year, a more efficient schedule, Brown says. The January issue will be rescheduled for February to coincide with Black History Month.

The August edition was the first published under the BET banner. Beginning with the newly combined September/October issue, scheduled

to hit stands on Sept. 17, the title's paper stock will be upgraded and its trim size will be enlarged to match that of *Emerge* and *BET Weekend*. Those moves will help BET sell advertisers packages that will run in all three magazines, Brown says.

A complete redesign of *H&S* is slated for February. In the intervening months, readers will get glimpses of what's to come: bolder photography, a clearer, more readable design; and a heavier dose of health coverage.

Yannick Rice Lamb, who is currently doing double duty as editor-in-chief of *BET Weekend* and editorial director of *H&S*, plans to bring a stronger African American sensibility to *H&S*. "There are some variations, treatments, and incidences of diseases that affect [African Americans] more—such as thyroid problems, breast cancer mortality, and overweight issues," she notes.

The staff overhaul will include the hiring of a new editor-in-chief to succeed Stephanie Stokes Oliver, Rice Lamb says.

This fall, *Heart & Soul* will gain some new TV and online exposure. Beginning Sept. 7, a companion half-hour TV show will air on BET on Sundays at 11 a.m. And later that month, *H&S* will join the MSBET Web site, a joint venture with Microsoft.

Competition for *H&S* includes

general-circulation women's titles including *G+J Fitness*, Weider Publications' *Shape* and Readers Digest Publications' *Health* and the newspaper insert *HealthQuest*. The 500,000-circulation bimonthly, which is audited by BPA, is distributed in 12 metro papers that have high African American readership. *HealthQuest*, published by Levas Inc., is also available via subscription.

News About Newsstands Publishers Want More From Their UPCs

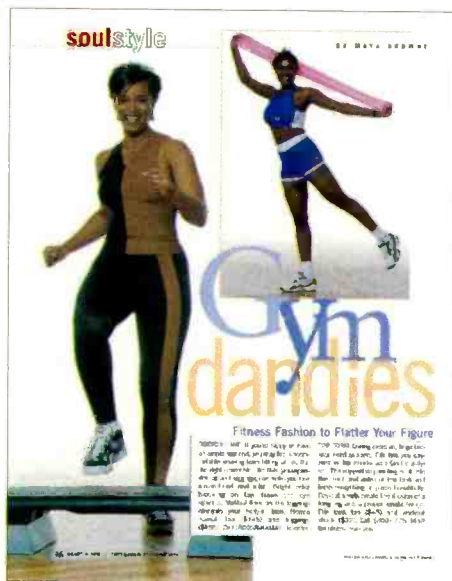
The Magazine Publishers of America is looking for ways to improve the efficiency of single-copy circulation through scan-based trading, an enhanced Universal Product Code tracking system. About a dozen national distributors and publishers including Time Inc. and Rodale Press are funding a study of scan-based trading to be conducted by Mercer Management Consulting.

"My job is to find the most committed readers for my magazines," says Richard Lattiger, Rodale Press vp/magazines. "And if there's a way that scan-based trading can get us to a point where I can find committed readers, then it's of value."

"There's a lot to be leveraged from customer information on a store level," adds Peter Kreisky of New York-based Mercer Management.

While the number of magazines purchased in retail outlets is routinely tracked by publishers, scan-based UPC trading can narrow sales down to their title, date and price in specific venues. Tracking newsstand activity more accurately is key for publishers, given the importance of single-copy sales (which account for 18 percent of the industry's total paid circulation) in generating new readers and helping to determine ad rates.

Equally important, scan-based trading could boost many magazines' single-copy sales figures from the Audit Bureau of Circulations, which



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Magazines

Writers' Block

"The [Senate cafeteria] fare—rice, potatoes, spinach, macaroni and cheese, mummified fried chicken, and lettuce that appeared to have been shaved from scuba-diving flippers—was as modest as the surroundings. Each meal was priced below ten dollars, and here, I thought, was proof that populist rage at the corrupt political class was overblown. If only those mad-as-hell retirees in Florida who speed-dial C-Span to denounce their elected representatives could see the Blue Plate Special in the basement of Dirksen, their suspicions about Beltway insiders would vanish.

Or so, for a fleeting moment, I believed."

—in "Washington Meal Ticket," Michael Lind probes the art of providing senators with freebies since the 1996 gift ban. *Harper's Magazine*, August

requires issue-specific information to be included in that category. For example, the ABC does not give any credit of sale to magazines rung up as "general merchandise" at retail checkout counters.

Scan-based trading could also save wholesalers time and money in tallying the number of magazine copies delivered and returned; retailers also may save on labor costs and paperwork. In effect, a more accurate UPC coding system could go a long way to easing the logistical nightmare of high magazine returns, publishers hope.

However, no industry is using the scanning technology. And the only test conducted so far, by the Grocery Manufacturers Association in conjunction with Frito-Lay and Coca-Cola, has had poor results.

"We have to be prepared for [scan-based trading] because it may happen," says Michael Pashby, an MPA senior vp. "And it probably will happen sooner than most people imagine."

The MPA's multi-part study will look first at the potential impact of the scanning system. An interim

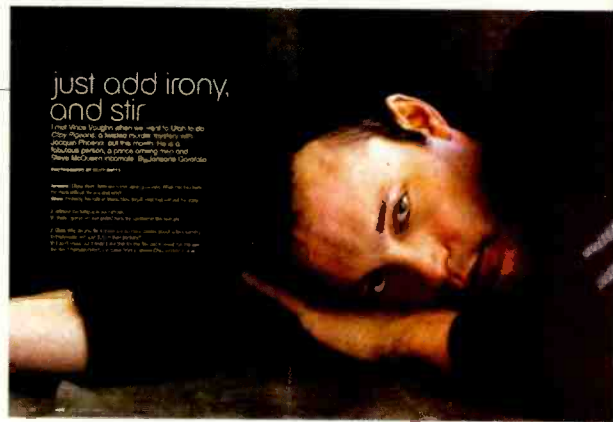
report will be released by the end of the year. How long the study lasts will depend "on what conclusions the sponsoring publishers reach," says Kreisky.

First-Anniversary Issue

Celebs Pitch in to Wish Happy Birthday to *Jane*

Jane is observing its first anniversary with a special all-celebrity September issue, hitting newsstands this week. Fairchild Publications' irreverent women's magazine, conceived by editor-in-chief Jane Pratt, has zeroed in on 18-to-34 year-olds who just want to have fun—as well as the hottest dish, fashion, beauty, music, and movie info at their fingertips.

"The magazine speaks to readers in a conversational tone, as a friend would," Pratt says of her personal touch. "And they're responding."



Vince Vaughan reclines with *Jane* for a Q&A.

Publisher Lorin Litner claims that *Jane* is delivering a bonus over its circulation rate base of 400,000. The monthly's first audited circulation statement is expected in the first half of 1999. Newsstand sales account for about 40 percent of the total circ. The title plans to boost its rate base to 500,000 next year.

Advertising is averaging about 62 pages per issue, Litner says, from the likes of Lancome, Gucci, NBC, Intel, Absolut and Marlboro. Fairchild, of course, is a major vehicle for fashion advertisers through its *W* and *Women's Wear Daily*.

The September edition boasts 98 ad pages and a buffet of 125 celebs—including cover subject Cameron Diaz, Ben Stiller and Winona Ryder—who signed on to write and shoot photographs for the entire issue. "We've injected a little more celebrity content over the past year," explains Pratt, "but you can read about them in a more natural way, not in their perfect homes, with perfect hair and clothes."

Pratt, who in the late '80s built a large and loyal readership as editor of *Sassy*, is said to be getting ready for another foray into TV land. Word is that Buena Vista Television is talking to the onetime talk-show host (*Jane Pratt*, on cable's Lifetime, and Fox's *Jane*), about a comeback. Both Fairchild and Buena Vista are units of Walt Disney Co.

In the works for December is another themed issue, "Interactive." Pratt and crew are planning to look at technofabrics, cool techie gadgets and the title's new Web site (launching Aug. 15), janemag.com. "It's as if you'll be looking at *Jane* magazine 10 years from now," Pratt says of the December edition. "It's a peek into the future." ■

60 SECONDS WITH...



Christina Ferrari

Managing Editor, *Teen People*

Q. What's accounted for *Teen People's* success as a start-up? **A.** One of the most important reasons is our connection with our readers. From the very beginning, we promised readers we would tell stories about their lives, from their point of view. We said that we would only use regular kids in fashion stories and ordinary teenagers doing extraordinary things. And we've kept those promises. **Q.** How do you write for teens without coming off as condescending? **A.** We have a real empathy and connection for the group that we're writing for. We may not be teenagers, but we remember what it felt like to be teenagers. **Q.** So what hunk did you put up on your wall back then? **A.** The first hunk I really remember being into...he was the blond-haired guy... Leif Garrett! I loved Leif Garrett. And later Tom Cruise. I've had my crushes. But I never put up pictures on my wall. I had them in my locker. **Q.** Have you ever stopped yourself and thought, 'My God. My world revolves around Leonardo DiCaprio'? **A.** Sometimes. When I find myself watching *Party of Five* or *Dawson's Creek*, or my husband says, 'Do we have to watch MTV again?', I laugh about that. But I'm not one of those people who says, 'I'm an eternal teenager,' thank God. I think I'd have problems running a magazine of this size if I were.

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MOVERS

MAGAZINES

At *Sports Illustrated*: Jack Bamberger and Mike Dukmejian have been hired as sales development directors. Rick Resnick and Alexandra Levy joined as sales development managers. Lisa Delhagen has been named co-director of sports marketing/promotions; She will join co-director Kirsten LaMotte. Megan McCarthy has been promoted to sports marketing manager. Steve Dara joined the Detroit sales office. And Ray Brown and Michael Boas joined the business office as ad pricing managers... Nina Altschiller has joined *Marie Claire* as marketing director. She was gm of marketing communications/merchandising at the International Wool Secretariat... Robert Lee has been promoted to associate publisher at Disney Magazine Publishing's *Discover*. He had been Eastern advertising director at the magazine... Nan Halperin has been named vp of marketing partnerships for the Magazine Publishing Group at Children's Television Workshop. She was vp of home video at CTW... At Condé Nast, Anthony Cennamo becomes *Details* advertising director. Cennamo was with Condé Nast International for 11 years... Warren Dixon, marketing director at *Mademoiselle*, has been named marketing director... Walter Armstrong has been named the new editor-in-chief of *POZ*... E. Michelle Amlong has been promoted from ad director of *Eating Well* to publisher... *Golf World* has hired Ron Sirak as

The Media Elite

Edited by Greg Farrell

Hot Ticket: Hit Show Walk-On

The days of the casting couch might be over. As Jeffrey Kramer, coexecutive producer of Fox's *Ally McBeal*, demonstrated last week, one of the more ethical

ways to land a bit part on a hit show is to give to a good cause. Kramer donated a walk-on role on his blockbuster show to the highest bidder in the Martha's Vineyard Possible Dreams

Auction, held last Monday at the Harborside Inn in Edgartown, Mass. Kramer, president of David E. Kelley Productions, creators of the 20th Century Fox show, participates in the event every year.

"I'm giving away this role because it is close to my heart," says Kramer, who hails from the Vineyard. "The auction embraces a large array of different services for the community. That's the beauty of it."

The auction raised an estimated \$480,000. One local bidder was willing to part with \$21,000 for the honor of appearing on *Ally McBeal*.

This is all great news for the Vineyard charity, but we wonder about the casting of TV shows. Who knows? The next bloody near-corpse who gets wheeled in on a gurney in the opening seconds of *ER* might be nothing more than a local philanthropist with dreams of stardom. —Corine Cristea



GREG CORMAN/FOX

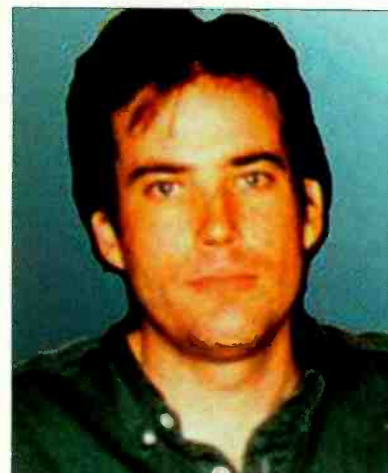
Clinic Bomber: Puttin' on the Gritz

Listeners to Talk America Radio Networks' conservative *Freedom Calls* show were invited last week by host Bo Gritz to accompany him on a voluntary search for suspected abortion clinic bomber Eric Rudolph in the North Carolina woods.

"I think that I know where Eric Rudolph is," the former Green Beret told his listeners. By now, Gritz may have a sixth sense about violent vigilantes on the run. The host played a

key role in getting Randy Weaver out of Ruby Ridge alive and in resolving the standoff between F.B.I. agents and the Montana Freemen. It's possible that Rudolph will accommodate his searchers; he is said to be a fan of Gritz's.

As for the reward money offered to bring Rudolph in, Gritz told his listeners he's not interested in it. "Eric, I personally guarantee that every penny of the \$1 million award will go to your mom or whoever you say." —Mira Schwartz



Suspected clinic bomber Eric Rudolph: Gritz's next quarry

AFI PHOTO

MOVERS



Early steps down at WWL;

Phillips takes over for him.

managing editor...Lynn Lehmkuhl has joined the Petersen Youth Group as president. He was the group publisher of the kids' magazine division of the Walt Disney Co. Petersen's Dave Armitage has been promoted from Petersen Motorcycle/Active Sports Group to group ad director of the Petersen Magazine Network, a new position.

TV STATIONS

Bob Watson, general sales manager of WFSX-TV, the Fox affiliate in Wilmington, N.C., was promoted to general manager...Two-time Edward R. Murrow award-winning reporter Tom Grant has joined ABC Spokane, Wash. affiliate KREM's Investigators reporting team...After 37 years as president and gm of New Orleans CBS affiliate WWL, J. Michael Early will retire effective Aug.28. Jimmie B. Phillips, WWL sales manager and station manager, will assume Early's gm position upon his departure from the A.H. Belo property.

CABLE

A&E Television has promoted Charles Wright to vp, legal and business affairs from his previous position of director, legal and business affairs...Jamie Chasalow has been named director, primary research, Fox Family Worldwide. Previously, Chasalow worked for Mattel Toys, where she held several research-based positions...Court TV has promoted Sheilagh D'Arcy McGee to vp of programming. McGee will manage the network's editorial programming and will oversee the network's executive producers and program and production managers on all editorial issues.

MEDIA DISH

Working Woman magazine honored the 20 corporate executives and entrepreneurs under the age of 30 from its June issue at the Jazz Standard in New York. From left: Doug MacDonald, New York Manger, WW; Maureen Murray, DCA Advertising; Barbara Litrell, VP, MacDonald Communications; Anmarie Medler, DCA; Tim Matheson.

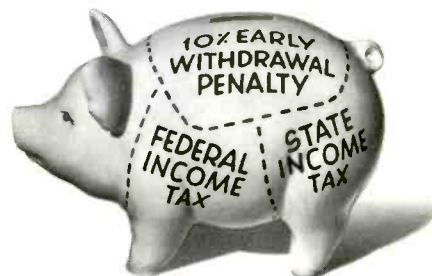


RITA RIVERA



For the third consecutive year, Tennis magazine is hosting Monday-night tennis clinics for advertising executives at the Tennis Club at Grand Central Station in New York. Chilling out after a workout are, from left, Charissa Grill, Western Media; Lesli Bilgor, BBDO; Dave Dusek, Tennis; Kim Rosa, Western; David Fuller, Ogilvy & Mather; Melissa Orme, Buz Keenan and Jed Hartman, Tennis.

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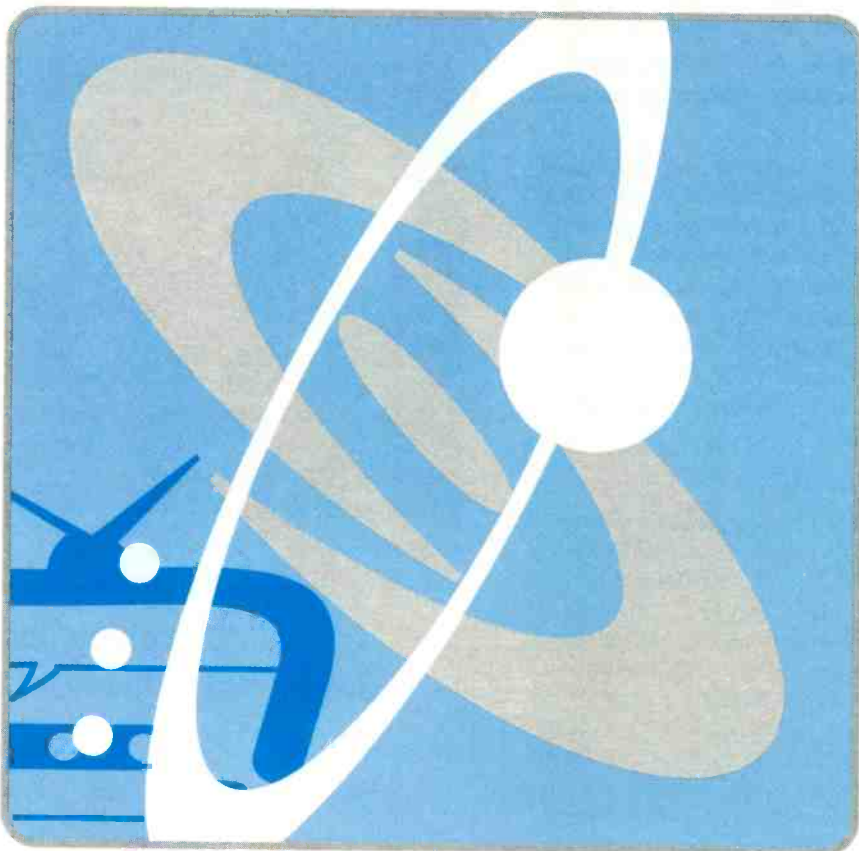


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According to a report in *The New York Times* last week, a central part of Microsoft's defense in its contest against the Department of Justice is that company officials had pinpointed the Internet as key to Microsoft's growth way back in 1994, before there even was a Netscape. However, what most of us remember is Microsoft being slow to embrace the World Wide Web, which helped to steal the thunder from its launch of Microsoft Network in 1995. —Catharine P. Taylor

@deadline

Rich Future?

At this week's **Jupiter Online Advertising Forum** in New York, rich media revolutionaries **InterVU**, San Diego, and **Narrative Communications**, Waltham, Mass., will unveil new software packages for publishers that will allow them to serve dense or "rich" ad units. InterVU's revamped eyeQ ad-serving product now accommodates VRML, Flash, Shockwave and **Microsoft's** Windows Media Player. Sites produced by **Buena Vista Internet Group**, **Macromedia**, **Lycos** and others will use the product. Narrative has now incorporated RealNetworks' G2 streaming audio and video animation into its Enliven ad software. Narrative and **RealNetworks**, Seattle, will co-market the product.

Adding Links

LinkExchange, San Francisco, adds **PC World Technology Network**, **Gamespot**, **BabyCenter** and **theglobe.com** to their LinkExchange Express service, an online advertising sales program that allows small businesses to buy ads on the Web at a minimum \$50 rate.

Web Is It

Former **Coca-Cola** chief marketing officer Sergio Zyman has joined the board of directors of two Internet companies: **Launch Media**, San Francisco, and **Cybermeals**, Seattle. Zyman left Coca-Cola in May. He is best known for introducing Diet Coke and also the failed product New Coke.

Online Retailer Bluefly Has High Hopes for Web Sales

By Adrienne Mand

Discount name-brand shopping is about to hit the Web with Bluefly.com, an online clothing and accessories store being run by Pivot Rules and created by Kaufman Patricof Enterprises, both New York. Set to launch this month, the site features men's, women's and children's clothing, as well as accessories and eventually will include housewares, all at discounts from the original retail prices.

"It's a lot like Marshall's or a Loehmann's in concept, but in practice the experience is going to be much different," said Kenneth Seiff, CEO of Pivot Rules. The company formerly designed and manufactured a line of golf sportswear for men.

Bluefly.com will offer products from more than 40 designers, including Ralph Lauren, Tommy Hilfiger, J. Crew and Donna Karan. Shoppers can view merchandise in different colors and styles, compare prices and place orders online. "It's a really enjoyable experience for the consumer," Seiff said. "It eliminates the hassle of looking for what you want."

Bluefly.com will include a "my catalog" function that will allow users to create their own virtual catalogs, in which they can include their measurements and clothing sizes and request up-to-the-minute informa-

tion on what's available that might suit their needs. Users also can request information about specific items, and only be alerted when they become available.

The site will require extensive back-end support, all of which was designed by Kaufman Patricof Enterprises, a subsidiary of Grey Advertising. Charles Wood, senior producer at KPE, said the agency developed the graphic design, user interface design, back-end programming and database programming, as well as integration between the Web server and the fulfillment system.

The site, which Seiff said cost "well into six figures," will not be ad supported at its launch. Pivot Rules is negotiating with several portal companies for online media buys. Traditional advertising will be created in-house.

While Seiff hopes Bluefly will become the "Amazon of the off-price apparel category," James McQuivey, an analyst in online retail strategies for Forrester Research, cautioned that building a new online retail brand is a difficult thing to do.

"The days of easily jumping into the Net with what we call an Internet pure play ... are steadily drawing to a close, if they're not already gone," McQuivey said. ■



Bluefly.com, which launches this month, hopes to be the Amazon of designer duds.

Search

News

Features

Reviews

People

Events

[MERGER MAY MAKE BIGGERYELLOW p. 26](#) | [MONEY FOLLOWS IMGIS NAME CHANGE p. 26](#)

[PHILLIPS EARNS HIS MOUSE EARS p. 29](#) | [INTERACTIVE AGENCY: TO BE OR NOT TO BE? p. 30](#)

Claritin Among Drugs Not Sneezing at Online Sponsorships

BY BERNHARD WARNER—In time for the fall allergy season, Schering-Plough's prescription drug Claritin begins a sponsorship on cable modem service @Home Network as early as this week. The alliance, which promotes Claritin in @Home's lifestyle channel and within a health area on the service, is a further indication that pharmaceutical advertisers are primed to embark on a land grab of sorts, securing valuable Internet real estate via online sponsorship deals.

One industry source predicted that, based on the pharmaceutical industry's rapid adoption rate of online media for



branding and consumer education purposes thus far, 1999 will be the year of the "7-digit" online media budget. The source, who works with numerous pharmaceutical companies, said it's highly likely that prominent prescription drugs and even over-the-counter brands such as Tylenol and Excedrin will amass \$1 million-plus budgets for the purpose of purchasing online media next year.

Claritin is one of the most aggressive of the bunch. Last week, the brand secured an exclusive sponsorship deal on the OnHealth Network's site, OnHealth.com. As part of the deal, Claritin is providing customized allergy data to users.

Some drug makers are eyeing the opportunity to fund, either through a grant or sponsorship pact, the production of healthcare-related programming that would be available for broadcast on a variety of Web sites beginning this fall. Sites like

OnHealth and Thrive would be likely broadcast outlets, an industry observer suggested, with Dallas-based Broadcast.com serving as broadcast partner.

Numerous pharmaceutical companies ranging from Bristol-Myers Squibb to Merck have a long tradition of publishing their research for distribution to the health care community. With the Internet, industry observers feel, these companies will be able to deliver healthcare information to consumers. "They have a complex message they're trying to convey," said Robert Goodman, president and chief executive officer of OnHealth Network. "I think the pharmaceutical companies quite frankly are concerned with educating the public." With sites such as

OnHealth.com, drug makers have been forging sponsorship deals so as to target their messages to specific demographics based on their health concerns.

Even though the online sponsorships' purpose is to educate, regulators will step in. As in the offline world, pharmaceutical companies' promotional efforts online are closely monitored by the Food and Drug Administration. Since the agency has yet to set guidelines for appropriate Internet marketing practices for the industry, the companies must follow the same strict guidelines that govern traditional media.

For example, prescription drugs cannot make any product claims without government approval. Also, if a company chooses to promote generic drugs, they have to be funded specifically in the form of a grant. As a result, the companies have been limited as to specific product information they can post on Web sites or in online ad units. ■

TheGlobe And SonicNet Make Music Together

As newcomers continue to flock to the online music publication business, one of the originals, New York-based SonicNet, is looking to extend its franchise the traditional Web way: through a distribution and marketing alliance with community site theglobe.com. The pact is the first of a series of deals that SonicNet expects to announce as it embarks on an affiliate partnership program, essentially syndicating its content to other sites.

"We want to extend our brand and we have to take an all-encompassing approach," said SonicNet president Nicholas Butterworth in explaining the affiliate program strategy. Potential partnership candidates in the affiliate program are community sites like theglobe.com and portals, Butterworth said. SonicNet is bracing for more competition from *Spin*, Rolling Stone Network and MTV Online. Newcomers in the category include the New York-based Virtual Music Vault, a company that aggregates music sites into a network.

SonicNet will provide theglobe.com with a music search function and its content including the latest music news, album reviews and artist information. The content will appear in theglobe.com's Arts & Entertainment section, Butterworth said. Also, members of the New York-based theglobe.com will be able to use SonicNet content on their homepages. A community of user-generated homepages, theglobe.com reports it has more than 7 million users and 1.7 million members.

SonicNet properties include music video site Streamland, music news and reviews site Addicted to Noise, an Alternative Buyers Guide, an online version of Trouser Press and the movie site Cinemachine.

—Bernhard Warner

...statistically speaking, of course.



* Media Metrix report, 12/97.
 © Survey conducted 10/97,
 NFO panel research.



INSIDER

THE ONLINE KING

By Anya Sacharow

On a recent summer weekday, Tom Phillips was speaking from his old stomping grounds in Bellevue, Wash.

Phillips, 42, and president of ESPN Internet Ventures and ABC Sports Online, has a mature position in new media.

Before joining Bellevue, Wash.-based Starwave five years ago as vice president of sports, he spent six years

in the magazine industry, co-founding *Spy* in the mid-'80s and starting a short-lived catalog company in 1991. "It was an insignificant interlude," he says of the failed, year-long venture.

Phillips ultimately found a home in new media. At Starwave his role grew beyond overseeing sports and entertainment sites such as Mr. Showbiz and Wall of Sound, to being named senior vice president of products and services. "When I was here, I wandered around a lot," Phillips reminisces. "It works. You find out what people are doing. You get input for setting policy. You solve problems and try to make your staff productive."

When Disney took a controlling interest in Starwave in April 1997, Phillips moved back to New York to run the sports division, a joint venture between Disney and Starwave. He also launched ABCNews Internet Ventures in New York, where he was in charge of news and sports, before trading in the news division for ABC Sports Online. "It was a sanity move to give up news for sports," Phillips explains. Rather than running two divisions, he could now focus on sports and a single direction for all of Disney's sports properties online.

The Starwave- and Disney-operated ventures have become streamlined into the Buena Vista Internet Group. Then

came Infoseek, in which Disney took a significant stake last June. "Now it's back to being a little more complex, but full of a lot more opportunity, too," Phillips says of the company.

Questions such as how to leverage Infoseek in the Buena Vista Internet Group consortium are the issues Phillips now contends with, just the sort of corporate project he and his colleagues once made fun of at *Spy*. "These decisions have strategic implications for Disney, ABC and ESPN in the future," Phillips says. "This gets attention all the way up and down the chain at Disney. That overlay I didn't have to deal with when I was at *Spy*." ■

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What's in a Name?

Many firms make interactive ads. But don't call them agencies. **By Adrienne Mand**

When is an interactive agency not an interactive agency? When it's a "digital solutions provider" or an "interactive relationship management" company, of course. Which, in the current rush by interactive agencies to devise a distinctive description for what they do, would seem to indicate that practically

an agency," insists Tim Smith, CEO of Red Sky Interactive, San Francisco. Smith says the company's "best clients" call Red Sky a consultancy.

To those in the industry, the main aversion to the term "agency" is that it associates them with the staid, traditional ad world, rather than the technology-driven, futuristic (read, sexier) Internet industry. They see the new medium as requiring the ability to not just reapply offline formulas online, but to think of new ways of doing business.

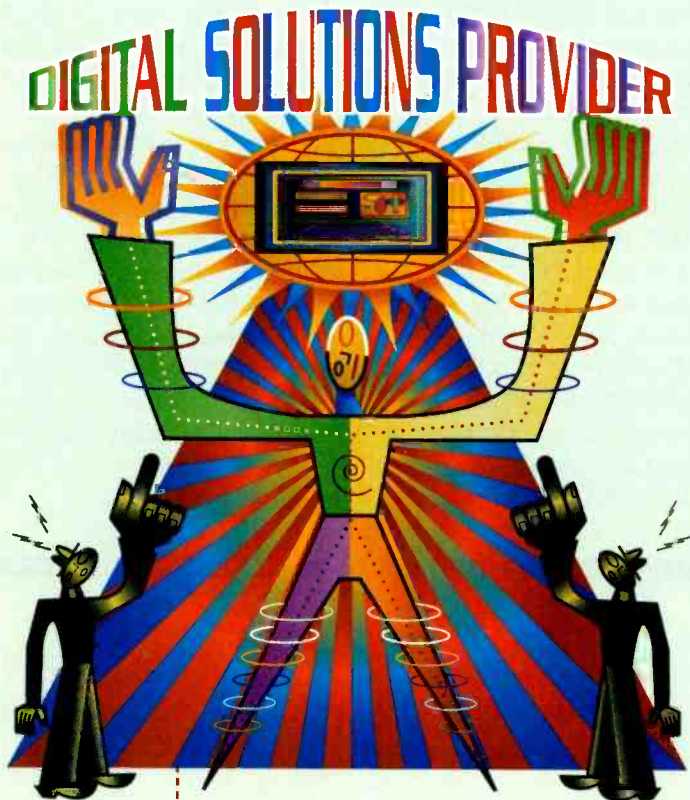
To a certain extent, interactive executives have a point. For example, the mandate for San Francisco-based Organic concerning its client, Starbucks, is to build an online coffee store, therefore participating in what may become an integral part of the chain's retailing mix.

Similarly, Agency.com's site for MetLife goes far beyond the warm and fuzzy Peanuts characters that give the brand much of its profile. The site includes such features as a Life Advice section that focuses on family, money and health.

Such examples only bolster the contentions of interactive advertising executives that they are in a fundamentally different business, even if it could be argued that what's really necessary is a redefinition of what terms such as marketing and advertising will come to mean in an interactive world.

Case in point: G.M. O'Connell, chairman and CEO of "digital marketing communications company" Modem Media. Poppe Tyson. "In the classic advertising agency sense, it's an inaccurate description to call us an interactive agency," he says. He calls the Westport, Conn.-based company's vision "Web-wide customer management ... What we're trying to provide is not necessarily advertising, but advertising that can be [accepted] by the customer as a service." (Never mind whether or not the chief of a traditional agency sees his company's advertising as providing a service to customers.)

Admits Jonathan Nelson, CEO of Organic,



no one is in the "interactive agency" business.

Forget the fact that a few years into Internet advertising, there are dozens of companies who are making millions of dollars from being the online counterparts to traditional agencies. To officials at some of these largest, um, interactive agencies, their business is decidedly unlike that of agencies.

"What we are not is an agency. We've never been

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* Source: November 1997 Nazca Saatchi & Saatchi Study.



"We've been struggling to define [what we are] for a while." As the firm focuses more on building online retail stores, Nelson says, it is considering the motto "full-service e-commerce management company."

Even those in the hunt admit that all that has happened so far is that one broad-based term, "interactive agency," has been traded in for others. "There's no clarity between this term and that term," says Chan Suh, CEO of New York-based Agency.com. "That's because we're still just amoebas. It would be difficult to try to define an industry before it's fully grown."

But the hunt continues.

At iXL, the Atlanta-based interactive conglomerate, it's the branding aspect of traditional advertising that steers the company away from deeming itself an interactive agency. Lara Stein, president of iXL New York, says, "We're trying to get away from the 'agency' word ... 'Agency' to me implies something very marketing driven that's about branding." According to the company's press materials, iXL's mission is to be "a digital solution provider for Fortune 1000 companies."

Even Chicago-based Giant Step, which has lived most of its life as a subsidiary of Leo Burnett, is trying, on a semantic level anyway, to distance itself from its traditional-minded parent. The firm describes itself on its site as an "interactive marketing and digital communication" company making "user-sensi-

tive, business-building digital solutions."

But, surely Agency.com, which last week absorbed Eagle River Interactive to become the largest company in whatever-industry-this-is, must be unconflicted about being an interactive advertising agency? Not so. Agency.com doesn't mind the 'agency' term; it's the other a-word, 'advertising' that's the problem.

"I like being an agency, but we're not an advertising agency," explains Suh. "We are an agency because we're a group of agents acting on behalf of our clients." Though that definition does little to distinguish Agency.com from what traditional agencies do, Suh uses the moniker "interactive relationship management" to describe the shop's modus operandi.

"What we are not is an agency. We've never been an agency," insists Tim Smith of Red Sky.

Public relations agencies which handle a lot of these companies are all too aware—and, a bit skeptical—of the search for the right positioning. "They're looking for a new term because they feel it does not adequately explain what they do," explains Mark Pasetky, an account supervisor at New York-based Middleberg and Associates. However, he feels that concentrating on terminology is a waste of time. "We believe that the agency should not be focus-

ing on the category [of interactive agencies]," he says. "They should be focusing on branding themselves." Except for some in niche markets, he says, the term "interactive agency" applies.

Refreshingly, there is at least one company that has decided not to pursue the semantic Holy Grail. Scott Heiferman, CEO of i-traffic, jokes that he has come to the "stark realization" that "we are an ad agency." The New York-based firm focuses on media buying and placement of online ads. It is also one of the few firms in interactive advertising that has a tagline: "the Internet traffic-driving agency."

There are signs other companies may decide that it is client satisfaction, not company image, that counts.

"We don't care what you call us," Organic's Nelson concedes. "Just call us." ■

An IQ Quiz

Match each company with how it prefers to describe itself

- | | |
|----------------------------|---|
| 1. Modem Media.Poppe Tyson | A. interactive services company whose mission is to be a digital solution provider for Fortune 1000 companies |
| 2. Agency.com | B. full-service e-commerce management company |
| 3. iXL | C. digital marketing communications company |
| 4. Organic | D. provider of user-sensitive, business-building digital solutions |
| 5. Giant Step | E. interactive relationship manager |

Answers: 1,C; 2,E; 3,A; 4,B; 5,D

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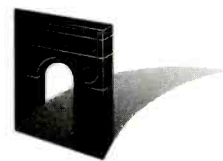
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CULTURE TRENDS

MTV Around the World

Week of 8/3/98

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. Garbage	Push It
2. All Saints	Lady Marmalade
3. Smashing Pumpkins	Ava Adore
4. Madonna	Ray Of Light
5. The Corrs	Only When I Sleep

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*. August 8, 1998

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	11	The Boy Is Mine	Brandy & Monica
2	2	2	26	You're Still The One	Shania Twain
3	3	3	8	My Way	Usher
4	4	4	11	Adia	Sarah McLachlan
5	5	5	7	Make It Hot	Nicole Feat Missy Elliott & Mocha
6	7	1	26	Too Close	Next
7	6	4	7	Come With Me	Puff Daddy
8	8	8	3	Never Ever	All Saints
9	13	9	6	Crush	Jennifer Paige
10	10	10	10	When The Lights Go Out	Five
11	15	11	4	Cruel Summer	Ace Of Base
12	11	10	19	Say It	Voices Of Theory
13	12	12	4	Friend Of Mine	Kelly Price
14	22	14	3	Lookin' At Me	Mase
15	16	15	7	Ghetto Supastar	Pras Michel

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"Whatta ya wanna do tonight?"

"I don't know."

"Whatta you wanna do?"

CULTURE TRENDS

MTV Around the World

Week of 8/3/98

MTV Asia

Artist	Title
1. Gloria Estefan	Oye
2. Billie	Because We Want To
3. Aerosmith	I Don't Want To Miss A Thing
4. Babyface/Des'ree	Fire
5. Pras Moihel/O' Dirty	Ghetto Superstar

MTV Latin America (South Feed)

Artist	Title
1. Fastball	The Way
2. Metallica	Fuel
3. Los Piojos	El Balneario Del Los Doctores Crotos
4. Esend Lind	Lucky For You
5. Divididos	Nene De Antes

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay.

August 8, 1998 Provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	3	1	18	There's Your Trouble	Dixie Chicks
2	6	2	16	Happy Girl	Martina McBride
3	1	1	13	To Make You Feel My Love	Garth Brooks
4	5	4	14	There Goes My Baby	Trisha Yearwood
5	8	5	11	Just To Hear You Say That You Love Me	Faith Hill
6	9	6	12	I'm Alright	Jo Dee Messina
7	2	2	19	Now That I Found You	Terri Clark
8	7	6	30	From This Moment On	Shania Twain
9	4	1	16	I Can Still Feel You	Collin Raye
10	11	10	19	Texas Size Heartache	Joe Diffie
11	10	10	11	True	George Strait
12	12	12	11	If You Ever Have Forever In Mind	Vince Gill
13	17	13	6	How Long Gone	Brooks & Dune
14	16	14	11	Cover Your Kisses	John Montgomery
15	13	13	9	The Hole	Randy Travis

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**"Nobody goes there anymore.
It's too crowded."**

CULTURE TRENDS

MTV Around the World

Week of 8/3/98

MTV Brasil

Artist	Title
1. Spice Girls	Stop
2. Pato Fu	Antes Que Seja Tarde
3. Oasis	All Around The World
4. Madonna	Ray Of Light
5. Soul Fly	Bleed

MTV Japan

Artist	Title
1. Fatboy Slim	Rockafeller Skank
2. Jamiroquai	Deeper Underground
3. Beastie Boys	Intergalatic
4. Janet Jackson	Go Deep
5. Boy II Men	Can't Let Her Go

Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. August 8, 1998 Provided by SoundScan.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	23	Jagged Edge	A Jagged Era
2	5	4	Rich Mullins And A Raggamuffin Band	The Jesus Record
3	2	6	Monster Magnet	Powertrip
4	7	4	Cleopatra	Comin' Atcha!
5	8	30	Sevendust	Sevendust
6	9	12	Mark Willis	Wish You Were Here
7	6	4	Black Eyed Peas	Behind The Front
8	12	2	Trin-I-Tee 5:7	Trin-I-Tee 5:7
9	19	2	Five	Five
10	13	30	Coal Chamber	Coal Chamber
11	4	15	Elvis Crespo	Suavemente
12	New	New	Eagle-Eye Cherry	Desireless
13	11	6	Devin	The Dude
14	17	23	Davis Kersh	If I Never Stop Loving You
15	18	14	Roy D. Mercer	How Big A Boy Are Ya?V4

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We'll show Rudy
how to get to Yankee Stadium.

Wherever it ends up.

CULTURE TRENDS

MTV Around the World

Week of 8/3/98

MTV India

Artist	Title
1. Chori Chori	Karreb
2. Khandala	Ghulam
3. O Jaane O Jaane	Piar Kiya To Dama Kya
4. O Jaane O Jaane	Jab Pyar Kisi Se Hota Hai
5. Pyar Kiya To Hona Hi Tha	Pyar Kiya To Hona Hi Tha

MTV Australia

Artist	Title
1. Fastball	The Way
2. Lighthouse Family	High
3. Brandy & Monica	The Boy Is Mine
4. Living End	Prisoner Of Society
5. Goo Goo Dolls	Iris

Billboard's Top 15 Albums

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

August 8, 1998 Provided by SoundScan.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	2	Beastie Boys	Hello Nasty
2	2	5	Soundtrack	Armageddon-The Album
3	New	1	Jermaine Dupri	Life In 1492
4	New	1	Wu-Tang Killa Bees	The Swarm
5	4	17	Soundtrack	City Of Angels
6	New	1	Cam'ron	Confessions Of Fire
7	7	6	Soundtrack	Dr. Dolittle-The Album
8	5	7	Brandy	Never S-A-Y Never
9	9	50	Backstreet Boys	Backstreet Boys
10	6	3	Barenaked Ladies	Stunt
11	New	1	Mac	Shell Shocked
12	28	18	'N Sync	'N Sync
13	10	35	Will Smith	Big Willie Style
14	11	10	Soundtrack	Hope Floats
15	12	9	Master P	MP Da Last Don

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CULTURE TRENDS

The Hollywood Reporter's Box Office

For 3-Day Weekend ending August 3, 1998

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	1	Saving Private Ryan	23,601,801	10	73,362,161
2	New	The Parent Trap	11,148,497	5	16,212,233
3	4	There's Something About Mary	10,910,994	19	60,050,268
4	New	The Negotiator	10,218,831	5	13,101,455
5	New	Ever After	8,526,904	3	8,526,904
6	2	The Mask of Zorro	8,320,932	17	61,953,317
7	3	Lethal Weapon 4	7,789,156	24	107,901,821
8	5	Armageddon	7,561,217	33	163,139,999
9	6	Dr. Dolittle	4,587,632	38	126,125,563
10	8	Mafia!	3,695,777	10	13,770,804

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MTV's BUZZWORTHY

BUZZWORTHY are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos that MTV designated as BUZZWORTHY, the vast majority have been certified gold or platinum.

Week of 8/3/98

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

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

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

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

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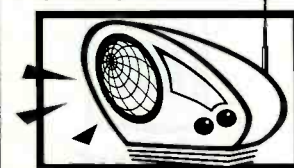
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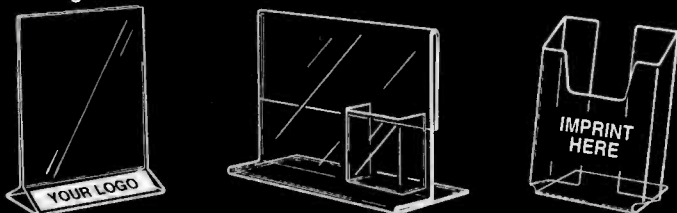
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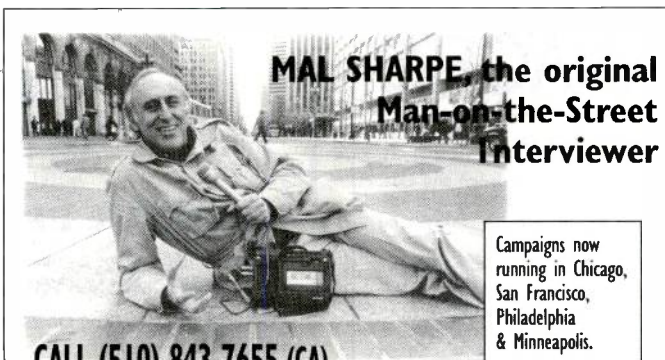
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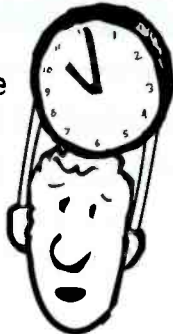
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www.subaru.com

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Interested candidates should send or fax their resumes to:

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Must have proven track record in staging multilocation, fully integrated events for top national advertisers involving a complete range of on-site promotional elements. Skills required are leadership, creativity, thoroughness, superior problem solving ability, resourcefulness, and a capacity to adapt and work in a fast paced, rapidly changing environment. Position is located in NYC and offers competitive salary, excellent benefits and bonus opportunity.

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 Attention: Janice
 FAX: (212) 338-0255

ACCOUNT EXECUTIVE

Jane magazine is seeking an advertising Account Executive to sell advertising space in the tobacco and other various non-endemic categories. Category experience and established contacts are preferred. Please fax resume and salary requirement to:

Box: JN
 Fairchild Publications
 (212) 630-4295.

**Fairchild
Publications**

WASHINGTON, D.C. ADVERTISING REPRESENTATIVE

The New Republic, America's leading journal of policy, culture, and opinion, is looking for an experienced sales rep to run the Washington territory. 5+ years advertising sales experience in magazines or related fieldwork preferred. The IDEAL candidate must be an organized self-starter with excellent communication and presentation skills. Experience in the Washington market is a plus!

For immediate consideration, please send or fax your resume to:

The New Republic
 73 Spring Street, Suite 403
 New York, NY 10012
 FAX 212-925-7410

ADVERTISING SALES REPRESENTATIVES

Travel publisher seeks experienced sales representatives to build regional and international publications. All regional protected territories available. High page rate w/ excellent commission package.

Please send or fax resume to:
 610-853-0907 or
 P.O. Box 231, Ardmore, PA 19003

ACCOUNT EXECUTIVE

Small, full service NYC ad agency with strong client roster looking for a smart AE with good strategic, research and writing skills.

Minimum 3 years acct. mgmt. exp.

Great growth opportunity.

Fax resume with salary requirements now or sooner to Cristina at 212-366-0468.

Account Supervisor Wanted For Denver Agency

4A Agency looking for an Account Supervisor with 8-10 years of national client brand experience, who is looking to grow their leadership skills in Denver, CO. Fax resume to (303) 296-3410.

HELP WANTED

**ADMIN ASS'T/
JUNIOR AE**

Lifestyle Marketing Group, a division of Cox Enterprises and one of the leading sports marketing, promotion, event marketing, and sponsorship consulting companies is seeking a bright, organized, detail oriented individual with extremely strong computer, verbal and writing skills. The ideal candidate must have some marketing experience and should enjoy working in a fast-paced work environment.

Please FAX resume, cover letter and salary requirements to:

David Minasian
Fax: 212-685-0757

COPYWRITER

Young agency looking for high profile copywriter for national print campaign driven by smart, witty headlines. Proven track record a must.

Please fax information to isabella at 212-595-6667.

Young & Rubicam Inc.

ARE YOU INTERESTED IN BEING ON TOP OF THE NEWS AND AHEAD OF THE TIMES? In 1-2 pages, tell us what you expect to be the most significant changes we'll see in the next 10 years.

Take ONLY 20 minutes and answer this query--if you are interested in one of two positions Young & Rubicam's Brand Futures Group has open in its New York office. Besides sending us a response to this challenge, we require a simple resume and a cover note indicating which job interests you and why. Your note should also highlight your relevant experience and salary expectations. NO TELEPHONE CALLS PLEASE.

All responses to this ad are due by the close of business on Wednesday, August 19, 1998 by 6:00 p.m.
(Fax your package to 212-210-5554, attention: "Brand Futures Department," or email it to Marian_Salzman@yr.com.)

1) SENIOR EDITOR/RESEARCHER. A journalism background is ideal, but we're also willing to hire a GREAT writer who comes from the strategic planning, public relations, or brand management disciplines.

2) ASSISTANT TO THE DIRECTOR. This job requires a real "I'm prepared for anything" mentality, and is a blend of glamour and torture if you make the most of the opportunity. Experience coordinating media tours and/or special events is a plus.

Brand Futures Group is Young & Rubicam Inc.'s long-lead forecasting and scenario-planning discipline. Situated in the worldwide headquarters (NYC) of this marketing communications company, the unit produces syndicated and bespoke intelligence about what's now and next.

MAGAZINE PUBLISHING CONSULTING ASSOCIATE

Leading magazine consulting firm seeks associate with 2-3 years magazine or agency print media experience. Opportunity to become involved in a wide variety of magazine ad sales and marketing-related consulting assignments. Must be analytical, good with numbers, extremely computer-proficient (especially with spreadsheets) and possess excellent verbal and written abilities. Responsibilities also include some office management. Small 4 person office.

Fax cover letter and resume with salary history to (212) 944-2263.

Walker Communications
www.walkercommunications.com

**Wanted: One Amazing
Graphic Designer****Senior Graphic Designer**

The Long Island based, in-house marketing department of Computer Associates is looking for a talented, senior graphic designer to lead their team of designers and layout artists. Must have great design skills as well as the ability to manage and direct growing staff. Work will be varied and fulfilling -- includes brochures, product literature, direct mail, logo design, annual reports, etc. Requires a hands-on designer who isn't afraid of rolling up his sleeves. Should have a minimum of 5 years experience. Mac skills required.

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
For fastest response, you may apply online at: www.cai.com/career/cajobs.htm

**COMPUTER
ASSOCIATES**
Software superior by design.

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

art director

So you've been to, one too many
stuffy interviews with head
hunters, human resources, VPs, Senior VPs--
THEY JUST DON'T GET IT!
You have visions, cutting edge ideas.
Your creativity needs to run wild.
Well, we're looking for YOU--
a team player with a great attitude and
excellent Quark, Illustrator and Photoshop skills,
ready to enter an environment like no other.
Enjoy RIVER views, while working for an
exciting, innovative agency in Westport, CT.
If this sounds like the place for you,
we want to know YOUR story...
immediately.

FUSION5
INNOVATION MARKETING

39 Riverside Avenue • Westport, CT 06880
Fax: (203) 222-5406 Attn: Rachel
E-mail: rachel@fusion5.com

CAREER MOVE from ADVERTISING to COMPUTERS

Growing Fort Lee NJ company specializing in software for top tier advertising agencies and media buying services offers Customer Support position. Spot experience is required; Network experience a big plus. The right individual is knowledgeable, independent and thorough. The job involves user training, software testing, client meetings, documentation writing, and phone support. Some travel required. Send resume, including salary requirements, to

Personnel Mgr

Datatech Software

1355 Fifteenth Street, Fort Lee, NJ 07024
or email personnel@dtsoft.com

Reach Your Ad Community In Adweek Magazines

HELP WANTED

CREATIVE SERVICES DIRECTOR

Wanted DR Agency Account Supervisor Who Wants To Go Client-Side in New Jersey

Direct a creative services department for a major publishing company. Must have 5+ years agency experience that includes all facets of direct mail (creative development and production). Must have hands-on managerial experience with a proven track record of results.

Must be self-starter with can-do attitude, able to teach and motivate a talented team of professionals. College Degree required; publishing and website development experience a plus.

We offer competitive starting salary, excellent benefits and solid growth potential. Please send resume including salary requirements to:

**Ann Roycroft-JO
Reed Elsevier-New Providence
121 Chanlon Road
New Providence, NJ 07974**

**Reed-Elsevier -
New Providence**

Equal Opportunity Employer M/F/D/V

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 - JD67859
200 Liberty Street
New York, NY 10281
FAX: 212-416-3759**

E-mail: joan.daviau@dowjones.com
Visit our website at www.dowjones.com/careers
Equal Opportunity Employer

DOWJONES

Ogilvy & Mather
Atlanta**ACCOUNT SUPERVISOR**

Exciting opportunity for enthusiastic team player who works well with clients and colleagues:

6-8 years Agency Account experience (Retail/Consumer goods preferred)

Outstanding presentation and written skills

Strategic thinking and analytical skills

Demonstrated leadership and account management skills

Computer literate (Word/Excel/Lotus Notes)

Travel required

This position offers significant career opportunities. Salary commensurate with ability and experience.

Please send resume and cover letter to:

**Human Resources
75 14th Street, Suite 3000
Atlanta, GA 30309
or fax to: (404) 888-5147**

NO PHONE CALLS PLEASE

RESEARCH ANALYST

U.S. News & 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 + a minimum of 2 yrs experience working w/ syndicated media research.

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

Please send resume & salary reqmts to:

**U.S. NEWS & WORLD REPORT
Employment Manager
450 West 33rd St., 11th Fl
New York, NY 10001**

SR. ART DIRECTOR

Opportunity to become Creative Director at Soho Agency, specializing in print advertising for prestigious beauty, fashion and luxury goods clients. Must have a strong print portfolio.

FAX to: 212-431-6108

Candie's

LIKE CONTROVERSY?

Candie's Inc., a rapidly growing fashion company located in Westchester, is looking for several creative people to join its in-house advertising agency. Art directors and copywriters who aren't afraid to push the envelope and develop breakthrough creative, please send your resume to:

**2975 Westchester Avenue
Purchase, NY 10577
Attn: Advertising Department
Or fax (914) 694-8608**

MEDIA PROFESSIONALS

Media/Advertising staffing service has opportunities for people with experience in media sales, buying, marketing, research, and planning. Immediate openings-all levels-major national companies. All inquiries are handled on a confidential basis. Call: 212-818-8955 for more details. No fee, all paid by clients.

NATIONAL ACCOUNT MANAGER

We are a leading Young Adult Marketing and Entertainment firm in NYC seeking a 3+ yrs. experienced account executive to sell our integrated media and promotional programs. Creativity, initiative, aggressive sales skills and media knowledge required. Base salary plus commission.

Potential: Unlimited!

Fax resume in confidence

with salary history to:

**Network Event Theater, Inc.
Human Resources, Dept. AM
212-622-7376**

\$\$ MARKETING \$\$

Mktg Asst needed for mktg dept of Lugz, a nat'l footwear & apparel co. Must have 3-5 yrs exp & knowl of all aspects of advertising, incl: retail display & production. Ad agency exp would be ideal. Familiarity w/ promotions & trade shows a+.

Please fax resume to:

212-229-2364

MEDIA RESEARCH DIRECTOR

Prestigious media independent seeks experienced individual with full knowledge of all media processes and the creative and strategic use of media research tools. In-depth familiarity with network and cable network television projections, evaluations, etc. Work closely with media planners in strategy development. Strong verbal, writing and presentation skills required. Familiarity with Internet, systems, a plus. Highly visible position w/opportunity to interact directly with clients. Competitive salary and strong benefits package.

Respond with resume and salary requirement to:

**E-mail: libsy@aol.com or
ADWEEK Classified, Box 4073
1515 Broadway, 12th fl.
New York, NY 10036**

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

HELP WANTED

Creating

POSSIBILITIES

... one employee at a time.

Reebok, the maker of the DMX, the best running shoe in the history of the world, is looking for the following individual to work in our Stoughton, MA headquarters:

Advertising Manager

You will be accountable for working with our global portfolio of agencies managing a comprehensive creative strategy supporting our strategic business plan. Specific duties will include: participation in global agency selection and reviews; managing multi-media campaigns; working with the marketing and sales personnel; and developing innovative and compelling advertising campaigns and programs. To qualify, you must have at least a BA and 6-8 years of advertising/marketing experience.

Please send your resume to:
Reebok International Ltd., Job Code: MG315, 100 Technology Center Drive, Stoughton, MA 02072. Fax: (781) 401-7402.

Reebok is an Equal Opportunity Employer, supporting diversity in all our business practices.



www.reebok.com

NOT JUST ANOTHER DAY IN RETAIL

At Filene's Basement, our team enjoys a work environment like no other! Come discover the difference!

MEDIA BUYER

- 2-4 years planning & buying newspaper advertising
- Strong negotiation skills
- Proficient PC skills
- Detail-oriented with ability to work in a fast-paced environment
- Retail experience preferred
- Agency experience ideal

Join our dynamic team and enjoy great benefits including a 25% merchandise discount. For consideration, FAX resume to (617) 348-7159, e-mail lesa.anthony@internetmci.com, or mail to: Noreen Zupnik, Filene's Basement, 40 Walnut St., Wellesley, MA 02181.



An Equal Opportunity Employer, M/F/D/V

Sales

BARRON'S

DOW JONES is the world's premier publisher of business news and information in every form of media. The Company publishes BARRON'S, the DOW JONES Business and Financial Weekly, the premier publication for sophisticated investors. Our midtown office offers an opportunity for a self-motivated, dynamic telemarketer.

Inside Advertising Sales Representative

Barron's Advertising Sales Representative sells advertising space for Current Corporate Reports, Special Sections and Classifieds.

A Bachelor's degree and 1-2 years sales experience is required. Candidates must possess excellent oral and written communication skills. Heavy telephone sales experience preferred.

We offer competitive compensation and excellent benefits plus advancement opportunities. Please mail/fax resume including salary requirements to:

DOW JONES & COMPANY
 Staffing LP73876
 200 Liberty Street
 New York, NY 10281
 FAX: 212-416-4290
 E-mail: lucila.poncedeleon@dowjones.com
 Visit our website at: www.dowjones.com/careers



An Equal Opportunity Employer

MARKETING AND PROMOTION MANAGER FOR AD SALES TEAMS

The *New York Times* remains committed to creating and distributing the best newspaper in the world. Our success depends on the exceptional talents, skills and dedication of our people. Currently, we are seeking a talented marketing and promotion professional to support our advertising sales teams.

The selected candidate will be responsible for gathering and analyzing information on assigned advertising categories and specific accounts, developing promotion and marketing strategies, preparing and delivering sales presentations and establishing and maintaining relationships with promotion and marketing-related colleagues within the industry.

To qualify, you will possess strong market research interpretation skills as well as exceptional quantitative analytical skills. Additionally, you will have demonstrated creativity in devising marketing strategy and promotional ideas. Prior sales presentation writing experience is required. A minimum of 5 years experience in media marketing/promotion and a college degree or equivalent business experience is also required.

Ours is a fast-paced, dynamic environment where people with exceptional talents and fresh ideas plays a key role in contributing to our success.

In addition to an excellent salary and benefits package, you will find an environment committed to diversity, challenge and growth. For consideration, please send or fax your resume to:

The New York Times

229 West 43rd Street, New York, NY 10036
Attention: Human Resources
Box MPM

FAX: (212) 556-4011

We regret that we are unable to respond to each applicant. Only those selected for interviews will be contacted.

Equal Opportunity Employer M/F/D/V

FOR CLASSIFIED ADVERTISING CALL
1-800-7-ADWEEK

HELP WANTED


United Paramount Network
Senior Analyst
Sales Research and Marketing

The network sales division of UPN is seeking a Senior Analyst, Sales Research and Marketing. This is a great opportunity to join an exciting young broadcast network. Responsibilities will include generating daily audience information and analyses, identifying sales positions, and preparing and maintaining audience estimates. The successful candidate will have 2+ years of experience in broadcast research and will possess a thorough knowledge of Nielsen Media Research information and software, as well as strong PC skills including MS Excel. The candidate should have excellent writing skills and strong attention to detail. Also helpful would be knowledge of MRI or similar research, CMR, and DDS.

Please fax resume with salary requirements to (212) 921-5047, or mail to Director, Sales Research and Marketing, UPN, 1185 Avenue of the Americas, 33rd floor, New York, NY 10036.

**GAME BRAINS
WANTED**

Griffin Bacall is looking for standout junior writers, art directors and account people who have a major thing for computer games. Candidates should have 1-2 years agency experience in the category. But we'll also consider experience in related fields (gaming magazines, videogame development, on-line support, etc.)

Send us a letter with resume and salary requirements and a few words about your love of computer games and we'll contact you about seeing your work.

Annamarie Panettieri

GRIFFIN BACALL INC.
ADWEEK Classified, Box 4074
1515 Broadway, 12th Floor
New York, NY 10036

**DIRECT MAIL
\$50K-\$100K**

40 Open Positions. International Marketing Firm in southern Fairfield County currently has 40 open positions for talented mktg professionals. Beautiful country setting...get out of the city!

**SENIOR ACCOUNT EXECS
COPYWRITERS
SENIOR ART DIRECTORS
PRODUCTION MANAGERS**
Call 203-967-3004
or Fax 203-967-4031

Advantage Creative Staffing Services

**Are you at
a turning point?**
We Are.

We're looking for people who know how to turn out great ads and want to turn around their careers at a \$58 million agency poised for growth. If you're a Sr. Writer, Sr. Art Director or team with 5-10 years experience, a solid book and a great attitude to go with it, this could be your turning point.



Fax resume to 973.993.2865 or e-mail
lmartin@dkbnet.com
No calls please.

**Are you a Regional
Field Manager who is
Looking to Make the
Leap to National?**

A national marketing company, located in New York City, has an immediate opening for a National Field Manager in our downtown office.

We are seeking energetic, aggressive, hard working professionals who will be responsible for hiring, training, and managing regional field managers as well as working directly with blue chip clients on our behalf.

Qualified candidates must have professional field management experience with an outstanding track record to build local business for top QSR, beverage or snack brands. College degree preferred.

We offer a generous bonus and extensive benefits as well as a starting salary ranging between \$60,000 to \$70,000 (based on experience level). Interested individuals please fax resume to:

(212) 627-4106

Attn: SH
EOE

East Coast Sales Rep

Clegg, the leading mfg. of talking and interactive print ads, magazine ads, and POP is seeking an experienced sales rep to call on ad agencies, PR firms, design firms in NYC and east coast. Fax resume to Edward at 310-768-2026.

**Writers
Art Directors
ACDs
Producers**

If you want to work on a big national account that'll let you do the kind of work you got into advertising to do, we want to hear from you. Creatives are needed for all media, from national print to network broadcast. Great pay and benefits.

Fax resume to 817.415.0267
attn: Sr. Creative Directors



Circle R Group

Print Production/Traffic Manager

Agency seeks Prod Pro w/in-depth knowledge of elec. pre-press, 4c printing, outdoor, presentation, prod estimates & billing. Must be energetic, positive & enjoy working w/others in faced paced high energy environment. Ability to juggle multiple tasks & work within tight deadlines. Knowledge of broadcast estimating and talent paperwork. Fax resume & salary history (212) 647-1752

**SI ERES BILINGUE,
SIGUE LEYENDO**

Seeking team players with solid Agency experience, bilingual ability and excellent communication skills.

Account Executive

BA/BS required plus 2-3 years experience in the following areas:

- Directing and coordinating all day-to-day Agency efforts on Client's behalf;
- Establishing and maintaining positive Client relationships;
- Developing, monitoring and managing budgets and estimates;
- Planning, analyzing, evaluating media and creative;
- Selling Agency output to clients.
- Packaged goods experience a plus.

We offer a friendly atmosphere with growing opportunities in our exciting downtown San Francisco location. Good salary + benefits.

Mail or fax resume to:
Betty Lieboff
The Bravo Group
100 First Street #1720
San Francisco, CA 94105
Fax: (415) 764-1311
No phone calls, please.

**ADVERTISING
REPRESENTATIVE**

National Men's Lifestyle Magazine seeks experienced National Advertising Sales representative to expand our men's fashion, cosmetics, music & financial categories. Candidate must have National Advertising space experience and a working relationship with clients and advertising agencies in the above mentioned industries. Package includes salary & commission.

Fax resume to:
(212) 827-0945

**Sr. Account Director
& Media Planner**

International agency with great creative, awarded AAF "Best in the West under \$40 million", is currently seeking a Senior Account Director to supervise Account Services. Must be excellent people manager - someone Account Services and agency department heads can rally around. Also seeking Media Planner. The agency is located in gorgeous coastal San Diego and is home to a visionary team deeply committed to great work. Send resume to:

Executive Search
444 South Cedros Ave., Ste. 240
Solana Beach, CA 92075
Fax (619) 755-8944

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

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

MARKETING OPPORTUNITIES

We are the U.S. headquarters of a worldwide leader in the design, manufacture, and distribution of Italian and designer brand name eye wear. Due to the acquisition of new designer licenses and tremendous sales growth, we are expanding our marketing function by seeking the following professionals:

CREATIVE SERVICES MANAGER - 5+ years experience managing a creative services department in a corporate or agency environment required. Experience with production methods of design, copy, photography, color separations, printing, etc. necessary.

PUBLIC RELATIONS MANAGER - 4+ years experience in consumer product industry required. Individual will create and produce all public relations campaigns to launch new products and maximize exposure of existing lines. Experience working with trade and consumer publications necessary.

MERCHANDISING SPECIALIST - 2+ years merchandising production experience required. Candidate will suggest/create, order and track all promotional and point of purchase materials.

We offer a fashion oriented casual, yet professional environment, generous benefits package and competitive salary. For immediate consideration, please send resume, indicating position desired, with salary requirements to:

Director, Human Resources

Safilo USA

801 Jefferson Road, Parsippany, New Jersey 07054

**COME WORK FOR ONE OF THE MOST HONORED
CREATIVE AGENCIES IN THE COUNTRY...
AND WE'RE NOT JUST TALKING ABOUT THE CREATIVE**

The Martin Agency, Adweek's 1997 Southeast Agency of the Year, is looking for three creative media stars. We need:

Media Planning Supervisor for a national telecommunications account. Position includes national and some local planning. Ideal candidate will have 5+ years national media planning experience, telecom experience a plus. In addition, candidate must possess excellent presentation, writing and interpersonal skills.

Media Planners (2) for national apparel, hotel and telecom accounts. Candidates should possess a minimum of three years planning experience on national and local accounts. In addition, candidate must possess good interpersonal skills and the ability to write and present effectively.

For consideration, please fax your resume and salary requirements to:

Ana Reilly @ (804) 698-8900. EOE

The Martin Agency

**MANAGER OF ADVERTISING SERVICES
FOR ENTERTAINMENT WEBSITE**

Major entertainment site seeks seasoned pro with 3-5 years experience managing advertising insertion systems. Reporting to the Exec. VP, Sales, this position is responsible for managing the allocation of impressions inventory to meet client guarantees and generating weekly performance reports as well as projections of inventory usage and sellout. Must have experience interfacing with ad sales staff and clients.

Ideally, this person will have a background in computer science/statistics, as this individual will also work with the head of marketing to prepare analysis and reporting on site traffic.

Salary range: \$40,000+

Please send resume and cover letter to:

Scott Bonn

632 Broadway, 2nd Floor, New York, NY 10012

**NATIONAL CATEGORY
SALES MANAGER**

NYC office of International monthly business magazine with strong presence in Latin America - the hot market - seeks top notch sales talent to join its team. We are looking for a self-starter who wants to join one of the fastest growing business magazines. *Top income potential.*

Fax resume to Sabrina Crow at
(305) 358-9761.

**MEDIA (NY, CA, GA)
WE NEED YOU! National**

All Level Planners, Buyers, AE's
Media Director/Planning Director

TV - Print - Interactive
General and Direct Response

Phone: 212-376-6010

Fax Resume: 212-376-6054

Attn: Leslie Hamer

X*CEL CONSULTING, INC.



**OUR CREATIVE VISION
SEES YOUR SUCCESS.**

One of the nation's most highly-reputable magazines seeks creative and forward-thinking professionals to direct the impact of the magazine. Currently, we have several outstanding opportunities in our **NEW YORK** headquarters.

ASSOCIATE MARKETING DIRECTOR

We're looking for an expert to manage the development and execution of sales support materials, direct mail, merchandising proposals/programs, presentations and event marketing. And to isolate, evaluate and recommend win-win solutions to challenging marketing scenarios.

The successful candidate must possess at least 3-5 years of marketing experience, be well-organized and able to handle multiple tasks in a deadline-driven environment. Strong conceptual, copywriting, graphics/design skills are essential. A terrific track record in strategic planning and program execution and the know-how to motivate and manage resources effectively is a major plus.

Successful candidates will receive competitive compensation and a comprehensive benefits package while having the opportunity to work in an exciting environment with a creatively passionate team.

MARKETING SPECIALIST

You're the bridge between the design staff and marketing staff and a jack of all trades.

We seek a creative, high-energy person with strong sales promotion and project management skills who can work independently, while contributing to a dynamic Marketing team. You will be responsible for light copywriting, designing presentations/promotion materials, the writing and design or our internal newsletter, production specifications and art research.

Candidates must possess at least 2+ years marketing related experience, strong writing skills, the ability to juggle multiple projects and perform wizardry on the Mac.

MARKETING ASSISTANT

We're seeking a highly-organized, team player with a great eye for detail. You'll be responsible for overall administration and multiple project support. Duties include desktop publishing and word processing, maintaining schedules and status reports, coordinating photo research, premium inventory tracking and participation in special event planning.

Must have strong communication and interpersonal skills and a desire to thrive in a fast-paced environment. Mac proficiency another must.

ART DIRECTOR/PART-TIME

Experienced Art Director/Designer who thinks out of the box and can solve our creative needs under tight deadlines. No project is too large or small for you.

We're looking for someone with an exceptional eye for layout and typography who takes initiative and is fluent in QuarkXpress, Photoshop, Adobe Illustrator and Freehand. You know what a good concept is and see a project through to completion.

We offer highly-competitive salaries, comprehensive benefits, and real career growth opportunities. For immediate consideration, please forward your resume, cover letter and salary requirements no later than August 17, 1998, to:

Dept. 576, 902 Broadway, 10th Floor, New York, NY 10010

Fax: 212-358-8477. EOE M/F/D/V.

**Broadcast Negotiator
Atlanta**

J. Walter Thompson Atlanta has an immediate opening for an experienced broadcast negotiator. Candidate should have a minimum 3 years spot TV and Radio buying experience along with strong estimating, negotiating and organizational skills. DDS or comparable software experience preferred.

Fax cover letter and confidential resume to 404-365-7452.

J. Walter Thompson Atlanta
EOE/M/F/D/V

**TV GSM TO 70K
FASTEST GROWING CITY
IN AMERICA**

Net Affiliate in Coastal Carolinas has great opportunity for GSM. Min of 5 years exp as LSM/GSM. Results oriented. Must be highly successful in capturing Non-Traditional dollars for Special Events and Promotions.

Contact Immediately:

Lee Rudnick

DBI Media Executive Search

PH: 212-338-0808 Ext 5

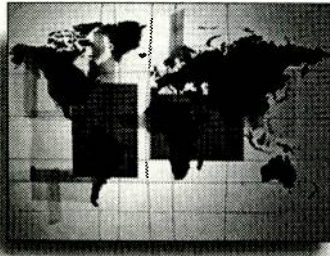
FAX: 212-338-0632

Visit our Web site at <http://www.dbiny.com>

HELP WANTED

World-Class Is Where You Belong

One of the nation's most highly-reputable magazines is expanding its team of professionals to keep pace with its unprecedented growth. If you are a proactive professional with innovative ideas and a progressive attitude, we invite you to join us in our NEW YORK headquarters.



ADVERTISING MANAGER

Bring your strong sales abilities and successful track record to our sales team. We are seeking an accomplished professional to assume an important managerial role in our Advertising Department.

The successful candidate wants to be the driving force in the advertising development process. You are someone who can motivate and challenge and bring new sales ideas to expand upon our current sales programs.

You will work closely with the Advertising and Marketing Directors in setting the course for our publication and will be responsible for managing the Research Department.

DIRECT RESPONSE MANAGER

We're looking for a direct response pro interested in a great opportunity to manage their own significant account list, while also directing a national sales team.

Our ideal candidate is results-oriented, an exceptional communicator with a strong conceptual sales ability to develop new programs and initiatives to expand current sales.

We've got a product you can get passionate about.

RESEARCH MANAGER

We're looking for a research expert that goes beyond the numbers to find unique solutions to our challenges.

Individual works directly with regional sales offices responding to immediate research needs but also functions as an integral part of the sales equation.

Qualified candidates possess a minimum of 3-5 years research experience at a major consumer publication and must be able to respond to the multiple daily requests and long-term strategy needs. Good communications skills and innovative problem solving a must.

Your experience and skills earn you a highly-competitive salary, comprehensive benefits, and real career growth opportunities. For immediate consideration, please forward your resume, cover letter and salary requirements no later than August 17, 1998, to: Dept. 577, 902 Broadway, 10th Floor, New York, NY 10010, Fax: 212-358-8477. EOE M/F/D/V.

PUBLIC RELATIONS ACCOUNT MANAGER

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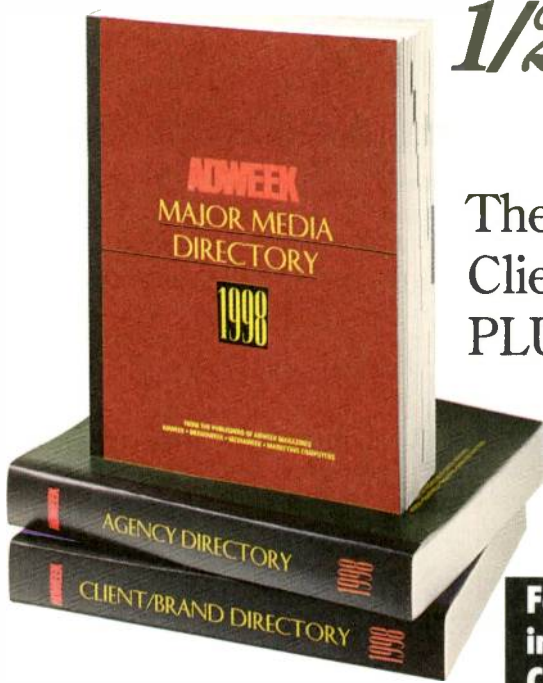
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CALENDAR

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

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

The **National Association of Minorities in Communication** will host its 12th annual **Urban Markets Conference** from Sept. 13-15 at the New York Hilton Hotel. The theme will be: "Out of the Box: Opening up the Urban Market with Technology." Guest speakers include Tom Freston, chairman/CEO of MTV Networks. For info, call Vera Vathi at 212-370-5483.

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

TeleCon will be holding its 18th annual conference on Oct. 26, 27 and 28 at the Anaheim Convention Center, in Anaheim, Calif. The exhibition will provide information on video, audio and data conferencing. For more information, call 800-829-3400.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

Roseanne Rises in Big Apple

WNBC-TV, the network's New York flagship, plans to make *Roseanne* the cornerstone of its daytime line-up. Set to premiere Sept. 18, the show airs at 3 p.m. sandwiched between NBC soaps and *The People's Court*. *Sally Jessy Raphael* will return to mornings at 11 following *Leeza* at 9 and *Maury Povich* at 10.

Cumulus Buys 14 More

Milwaukee-based Cumulus Media has acquired 14 radio stations in four states for \$42.8 million. The buys give Cumulus a strong presence in markets such as Kalamazoo, Mich., and Lake Charles, La. The company also has picked up three stations each in Savannah, Georgia, and Chattanooga, Tenn.

Radio Disney Buys in Dallas

Radio Disney bought Dallas adult music station KAAM-AM last week for its Radio Disney Network. Live children's programming begins on KAAM-AM, the company's first Dallas affiliate in its 28-market network.

NATPE to Boost Attendance

The National Association of Television Program Executives' (NATPE) will lower membership and conference registration fees. Instead of a TV station executive paying the current \$750 annual fee (\$350 membership plus \$400 for registration), The cost will be \$475 for the whole package starting in 1999.

UPN and Sinclair Settle

United Paramount Network and Sinclair Broadcast Group have reached a settlement on opposing breach-of-contract lawsuits and agreed to a new affiliation deal representing four markets

where Sinclair owns TV stations: Milwaukee, Birmingham, Raleigh, N.C., and Charleston.

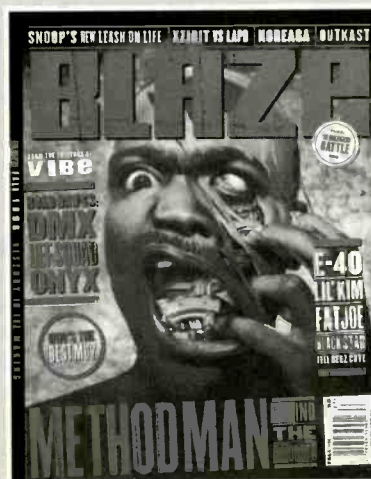
The WB Turns to Seventeen

Seventeen magazine and Telepictures Productions are teaming up to produce their first one-hour special, to air on the WB on Sept. 8. *Seventeen: The Faces for Fall* will preview the upcoming season's hottest entertainment, fashion, sports and music for teens. *Dawson's Creek* star Joshua Jackson and *90210* alum Shannen Doherty will be the show's hosts. More

joint projects between the Primedia teen monthly and the WB are expected in the future. Sponsors for the special include Levi Strauss, Maybelline and Clairol.

Malone to Forbes ASAP

Tech author and PBS host Michael Malone has been named the new editor of *Forbes ASAP*, the business magazine's bimonthly technology supplement. Malone, who has served as *ASAP's* special projects editor for the past two years, replaces Richard Karlgaard,



Method Man adopts his "metal head" demeanor for split cover.

Blaze Debut From Vibe

Blaze, a hip-hop spinoff of *Vibe* magazine, is set to launch on Aug. 25 with a split-run cover featuring the Method Man. The 250,000-circulation title, from Miller Publishing Group's Vibe/Spin Ventures, will be distributed with Method's "metal head" in music stores. On newsstands in L.A., N.Y. and Chicago, readers will be offered a choice between his "metal head" and his more conventional pose. All other markets will receive the latter version. Editor-in-chief Jesse Washington offers readers (14-to-24-year-olds) stories on Snoop Doggy Dogg, a stylin' section on hip-hop gear and a hair-raising editor's letter detailing his close encounter with a 9-millimeter pistol after a *Blaze* music review went sour.

Ads for the first issue come from Gatorade, Nike, HBO, Sketchers and others, adding up to 120 pages. After unleashing its premiere issue, hip-hop fans will have to wait until next year for a steady diet of *Blaze*, when the magazine will roll out nine issues. —Lisa Granatstein

Media Notes

CONTINUED

who was named publisher of *Forbes* last month.

New Name for Z-D Pub

Ziff-Davis' *Internet Computing* has been renamed *Internet Business* beginning with the October issue. Ziff-Davis said the new name will help to better reflect the market the monthly currently serves. Using the same staff including the magazine's editor-in-chief, Melanie McMullen, *Internet Business* will look at how companies use the Internet to improve their efficiency and competency.

Daily News Web Site Overhaul

The New York *Daily News*' Web site, the Daily News Online Edition, is back, with more advertising support and improved functionality and design. Microsoft, Chase, Lincoln-Mercury, Con Ed, Columbia University and others have signed on to advertise on the site, which was suspended in 1996. The site will be updated daily by eight editors and two designers.

More Readers for react

Parade's magazine for teens, *react*, is targeting more advertising dollars in the lucrative teen market with a change in publishing frequency and distribution. Starting Sept. 7, the publication, which has a total distribution of 3 million, will increase its distribution through the Newspaper in Education program from 490,000 to 634,000 copies and reduce its frequency to the 39 weeks of the school year.

Near Tobacco Ads Yanked

Evansville, Ind., NBC affiliate WFIE-TV pulled spots this week for a local convenience store chain after an anti-smok-

ing organization, Smokefree Indiana, claimed they violated the 1971 ban on tobacco commercials. The spot for the store, Tobacco Road, says, "Tobacco Road...Gas and cheap prices on, well, you know." The spots began June 1, but after the complaint, WFIE's attorneys recommended they be pulled.

Central Valley Goes West

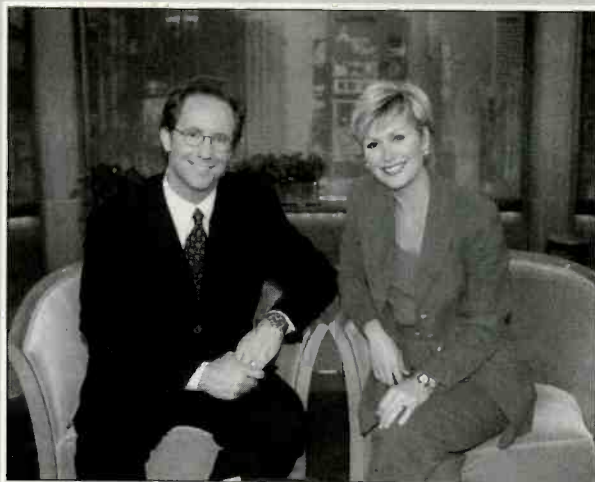
Central Valley Publishing of Freston, Mo., last week acquired 12 weekly papers from Carlsbad, Ca.-based West Coast Community Newspapers. The acquisition tripled CVP's presence in the market from a current circulation of 110,000 to more than 400,000. CVP is owned by Independent Newspapers, Ltd. of New Zealand. A purchase price was not disclosed.

Centennial Swells in Vegas

After several months of negotiations, Las Vegas-based radio company Centennial Broadcasting finalized a deal last week to buy Vegas classic rock station KKLZ-FM from Apogee Companies for \$22 million. The buy gives Centennial, owner of top-rated pop station KJUL-FM and oldies outlet KQOL-FM, a trio of rock stations in the country's 43rd largest market. The company also owns stations in Florida and New Orleans.

United Opens L.A. Office

Radio program distributor United Stations Radio Networks opened a Los Angeles sales office last week, the New York-based distributor's first West Coast outpost. Anne S. Martinez, formerly an account executive for competitor Westwood One, will manage United Station's western sales from the



Anchors away: GMA's Newman and McCree

GMA to Times Square

ABC's new two-story broadcast studio in Times Square will not be completed until next year. But *Good Morning America* executive producer Shelley Lewis envisions the first floor as "a place where we can invite our audience, our viewers and passersby to come inside, to watch the broadcast, to actually have a cup of coffee, to stand inside a protected environment." Rival NBC morning show *Today*'s ratings took off a few years ago when it began sending its anchors outside to talk to fans at various times during the show. With *GMA*'s ratings floundering, ABC execs hope that more common-folk participation may tweak its viewership. "If we're doing a medical report and they have questions, we expect to be able to incorporate them into the broadcast," Lewis said. "It will be sort of like mini town meetings every day on one subject or another. [*GMA* co-anchors] Kevin [Newman] and Lisa [McCree] are terrific when they just plunge into a group of people and find out what's on their minds. That's what we hope to do." —John Consoli

new office. The company has regional sales offices in New York, Chicago, Dallas, Nashville and Raleigh, N.C.

St. Pete Times Real Estate

A new Saturday real estate section has been launched by the *St. Petersburg Times*. The section builds on the success of Saturday's home & garden section, which exceeded ad revenue expectations.

Live Magazine Dies

Live magazine is dead. The September issue of Ticketmaster's monthly entertainment magazine will be its last. Barry Diller, chairman of USA Networks, who recently acquired *Live* parent Ticketmaster, pulled the

plug after determining that he did not want to be in the publishing business. Time Inc. will be acquiring the magazine's 500,000 subscriber list and will reportedly add them to either *Sports Illustrated* or *Entertainment Weekly*.

Circulation Increases

Maxim, the men's lifestyle magazine, is increasing its rate base from 450,000 to 650,000 for the first half of 1999. Launched in April 1997, the Dennis Publishing title is on stands 10 times a year... *Baby Magazine*, a bimonthly from the Baby Publishing Group, will increase its circulation from 850,000 to 1 million effective with the first issue of 1999.

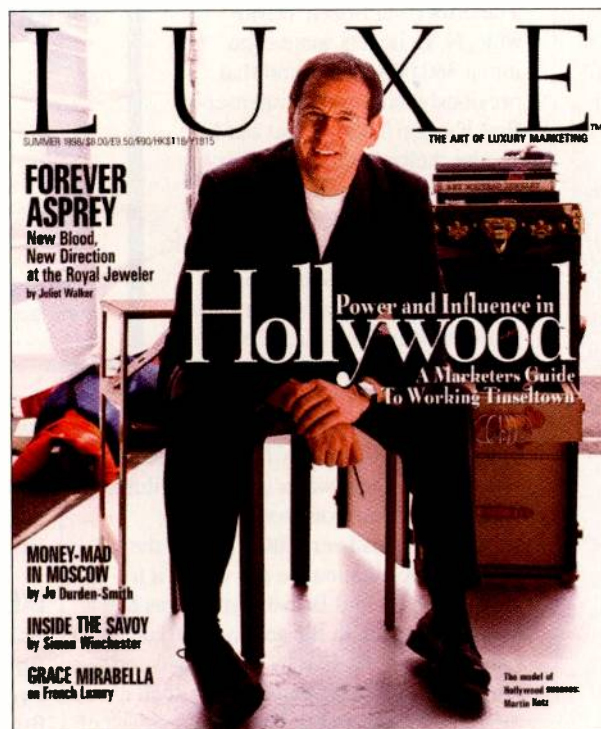
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BIG DEAL

Wheatables

Advertiser: Keebler
Agency: Leo Burnett, Chicago
Begins: November
Budget: \$9 million
Media: TV, pop

Continuing to reinvigorate top brands, Keebler is restaging its Wheatables line as a wholesome snack for the health-conscious, with a \$9 million television and promotion budget.

The new Wheatables line, shipping in early September, will come in Original Wheat, Reduced Fat Original Wheat, Honey Wheat and Seven Grain varieties, initially will get a national FSI in late September, in-store presence

with an Act Media Carts program, coupons with the Inter-Act system and trial-size shippers and reach its by targeted sampling at health clubs. Ads break in November.

The spots, via Leo Burnett, Chicago, will air

on national network and cable, touting the "Naturally flavorful wheat taste with a touch of golden honey and oatmeal baked in."

The reformulation better positions Wheatables in the growing \$440 million wheat cracker segment. The previous, more potato-and-onion-based product competed mainly in the chip alternative segment against such products as Nabisco's Air Crisps, but Keebler recently repositioned its Munch 'Ems brand to fill that role in its product portfolio, prompting it to recast Wheatables truer to their name, said brand manager Keith Wakeman.

Nabisco's Wheat Thins leads the wheat segment with \$143.5 million in sales, up 1.3% through May, versus Wheatables' \$35.7 million, up 11.75%, per Information Resources. —T.L. Stanley



Keebler prepares a big push for Wheatables.

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

CARLSBERG GETS URBAN

Advertiser: Labatt's
Agency: Bozell, N.Y.
Begins: August 20
Budget: \$2 million
Media: Print, outdoor

Looking to generate a buzz for an inert brand, Labatt USA next week breaks its first ad campaign behind Carlsberg beer with wry, often New York-centric print, outdoor and guerrilla ads that position the Danish import as one to have to celebrate life's various non-events.

"Found sock," "No razor marks on date's wrist" and "Express train didn't turn into local" all merit a Carlsberg, in dozens of ads that picture the bottle and urge: "Celebrate Special Occasions."

The effort, via Bozell Worldwide, N.Y., injects some edge into a 360,000-case brand that previously harnessed Anheuser-Busch's distribution clout but little else, before joining the Norwalk, Conn., importer's diverse stable last November. Labatt execs have suggested the brand might get \$2-3 million in support, but first the campaign must prove itself in New York, before adding Boston, Chicago, L.A. and other import meccas in '99, said marketing vp Tom Cardella.

"We've got to stay really focused," he said. "In the past, there was a relatively diluted image stemming from not enough resources, spread very thin." While the brand's U.K. dominance has won it a following in Irish and British bars, it has had a diffuse presence in the general market. Labatt aims to fix that by targeting trend-setting lower-Manhattan districts such as the East Village and Soho with a message of "casual sophistication," Cardella said. "It's very localized humor. The copy plays right against the New York state of mind."

The media mix includes alternative weeklies, phone kiosks ("Had enough change for phone sex?"), subways, mobile trucks, on-premise postcards, wild posting and other below-the-radar venues. Radio is out, as too conventional. The campaign officially kicks

off Aug. 20 at New York's Telephone Bar, when chainsaw-wielding artists carve a giant Carlsberg bottle out of an ice block on a flatbed truck. —Gerry Khermouch

CUTTING UP

Advertiser: Cuisinart
Agency: In-House
Begins: September
Budget: \$5 million
Media: Print, TV

Gearing up for the holiday gift-giving season, Cuisinart is prepping an estimated \$5 million print and TV ad campaign to support a new line of anodized, non-stick cook-

ware, a food processor and a high-end automatic grind-and-brew coffee maker.

Ads devised in-house for the 22-SKU line break in September issues of epicurean, shelter and bridal magazines such as *Gourmet*, *Food & Wine*, *Bon Appetite* and *Saveur*, plus *Brides* and *Martha Stewart Weddings*.

Cuisinart also is mulling an 11-market spot or national TV effort, via Walnut Productions, N.Y., on the Grind 'n Brew, a representative said. —Tobi Elkin



A new edge for Carlsberg beer

off Aug. 20 at New York's Telephone Bar, when chainsaw-wielding artists carve a giant Carlsberg bottle out of an ice block on a flatbed truck. —Gerry Khermouch

DIESEL PLAYS GAMES

Advertiser: Diesel, various
Agency: Various
Begins: October
Budget: \$5-10 million
Media: New media

Looking for communications that don't scream "marketing," Italian jeanswear brand Diesel will team with interactive producers for product placement in a quartet of video games, to be parlayed into cross-promotional efforts via Deisel's retail network and some \$5-10 million in media spending by the game-makers.

CMR TOP 50

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

Week of July 20-26, 1998

First to launch will be Twisted Edge Snowboarding in October, produced by Kemco/Midway America and featuring logos for Diesel's 55 DSL skate/snowboarder gear, players ride 55 DSL boards and wear the apparel. That will be followed in November with integration into Acclaim U.K.'s Extreme G, then in spring by Edios Interactive's 55 DSL Xtreme Sports and Psygnosis' G-Police titles. Instead of paying for its in-game placement, Diesel is creating co-branded clothing, such as an 18-piece line of apparel designed around G-Police and Sony PlayStation setups in its retail stores allowing consumers to play the game. The gaming alliance was tested last year when Diesel slapped its logo on the original G Police, a big step up after the company's initial attempts to create its own CD-ROM games. Those, said Bob Shevlin, Diesel's director of new media, "were really retro, really basic and dumb." Its new game-making partners offered to create games where the brand came off as hero or guaranteed no damage to the logo, but the company nixed the idea, and even let its brand be depicted as one of the evil corporations that run the universe. —*Becky Ebenkamp*

PURPLE MOON RISING

Advertiser: Purple Moon

Agency: Hoffman/Lewis, San Francisco

Begins: Fall

Budget: \$4 million

Media: TV

Purple Moon, Mountain View, Calif., in October launches an estimated \$4 million fourth-quarter TV campaign in 22 markets via Hoffman/Lewis, S.F. It also will partner with Keds next year on promos and to open new distribution channels.

Purple Moon has also inked a three-year licensing deal estimated at \$5-8 million with Scholastic Inc., which in fall 1999 will publish, distribute and market a new line of books based on the software publisher's Rockett series of CD-ROM games for pre-teen girls.

Purple Moon entered the game market last year with two software titles, which outsold six of nine Barbie titles during the holiday sales period last year, according to PC Data, Arlington, Va. —*Tobi Elkin*

Rank	Brand	Class	Spots
1	BURGER KING	G320	69
2	MCDONALD'S	G320	61
3	1-800-CALLATT	B221	29
	K MART	V510	29
5	GENERAL MOTORS CORPORATE	T114	22
	QUALITY CARE PARTS & SERVICE	T144	22
	ULTRA SLIM FAST DRINK	D543	22
8	HALLMARK	H190	21
9	BOSTON MARKET	G320	19
	TACO BELL	G320	19
11	MIRAMAX-HALLOWEEN H2O MOVIE	B660	18
	SPRINT LONG DISTANCE	B221	18
	VOLKSWAGEN PASSAT	T113	18
14	1-800-COLLECT	B221	17
	BUENA VISTA-PARENT TRAP MOVIE	B660	17
	NISSAN AUTOS & TRUCKS	T115	17
17	7 UP	F441	16
	BLOCKBUSTER VIDEO	V372	16
19	COLGATE TOTAL TOOTHPASTE	D211	15
	RED LOBSTER	G320	15
	SEARS SALES ANNOUNCEMENT	V490	15
	SNACKWELLS COOKIES	F343	15
23	CLARITIN ALLERGY RX	D560	14
	M&M CANDIES	F510	14
	MAZDA TRUCKS B-SERIES	T118	14
	TYLENOL EXTRA STRENGTH GELTAB	D511	14
27	ALL ULTRA LIQUID LAUNDRY DETERGENT	H422	13
	ETHAN ALLEN FURNITURE STORE	V375	13
	EVEREADY ENERGIZER BATTERIES	H310	13
	K-SWISS SNEAKERS	A321	13
	KFC	G320	13
	OLIVE GARDEN	G320	13
	SONY PLAYSTATION JERSEY DEVIL GAME	B531	13
	TGI FRIDAYS	G320	13
	ZYRTEC ALLERGY RX	D560	13
36	GATORADE BEVERAGE	F450	12
	GENERAL MILLS HONEY NUT CHEERIOS	F220	12
	ICE BREAKERS GUM	F520	12
	PUR PLUS WATER FILTER PITCHER	H621	12
40	10-10-321 LONG DISTANCE	B221	11
	GILLETTE MACH 3 RAZOR MEN	D430	11
	LAWRY'S MARINADES	F150	11
	LOREAL PREFERENCE HAIR COLOR	D310	11
	PONDS CLEAR PORE STRIPS	D160	11
	SEARS AUTOMOTIVE	V480	11
	SPIRIT OF MICKEY VIDEO	H532	11
	UNIVERSAL-BASEKETBALL MOVIE	B660	11
48	20TH CENTURY FOX-EVER AFTER MOVIE	B660	10
	BUENA VISTA-MAFIA MOVIE	B660	10
	COCA-COLA CLASSIC	F441	10

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

Media Person

BY LEWIS GROSSBERGER



Go Home!

DESPITE MEDIA PERSON'S CONSTANT ADMONITIONS, a lot of you neurotically persist in wasting your precious vacation time on travel. This is why MP selflessly graces you with his Annual Travel Column, in the hope that eventually you'll wise up and abandon this tedious, harrowing, expensive and unhealthy practice. Just put up a hammock in the back yard, and you have the best possible vacation. If you don't have either of those, hang a sheet between two bookcases. As you surely know, the job of the travel

media (a branch of the travel industry) is to try to make you forget how hellish your last pilgrimage to nowhere really was and entice you to go through it all over again. They usually do this by portraying the world outside your home as a sunny, magical paradise full of romance, adventure, delectable non-toxic food and, by implication, abundant coital opportunities with exotic hunks and/or babes.

But read those travel articles carefully and you'll soon discern the harsh actuality behind the relentlessly picturesque prose. Nah, don't bother. Media Person has already done it for you.

Here is an article from *The New York Times*' Sunday travel section. It is about Sardinia. It immediately informs us that to "know Sardinia intimately," to go "in quest of the Sardinian spirit," you must not cling cravenly to the coast like some tourist (the worst possible insult in the travel press), you must visit the island's interior. For you, you bold, independent devil, are an adventurer, a regular Marco Polo, not just another Ralph Lauren Polo. A few paragraphs down, we find out what's in the interior:

"The most striking thing about the interior is its emptiness: well-paved, vacant roads; small provincial museums with only a handful of visitors to disturb the dust; tiny towns whose slumber is heavy and unbroken until

market day or on Sundays, when bells summon everyone to church."

In short, there is nothing in the interior. Yet here is an article that sprawls across two full pages (along with photos and an "If You Go" box) trying to sell us on a destination where, as Ms. Stein once memorably put it, there is no there there. Apparently, the essence of the Sardinian spirit we're supposed to be questing for is a heroic absenteeism.

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In a similar vein, Media Person presents Exhibit B, the June issue of *Islands*. Lovely magazine. Full of pretty pictures. Beaches and more beaches. On page 63, we come across a piece about lush St. Lucia. "A verdant and vibrant Caribbean isle," sings the big type. The photos are heavenly. Gorgeous waterfalls, rainbows, tropical flowers. The author takes us with him as he sets out on a high-spirited jaunt to a corner of the island called "Behind God's Back," a place "so remote and raw," he's been told by the locals, "that only a handful manage to live there."

Excuse me? Why is it exactly we've chosen this rather unpromising destination? "I assumed they were taking poetic license, but I

wanted to see for myself," we are told. Oh, fine, as long as there's a good reason. Sure enough, the fearless writer, leaving all comfort behind, soon finds himself and his Jeep in "a mountainous jungle labyrinth" and then a wild uninhabited shore infested by "deadly fer-de-lance snakes." Soon his vehicle breaks down on a narrow road composed entirely of sharp rocks, a tropical downpour soaks him, forcing him to march for help up a mountain "through ankle-deep mud" and....

Please. Media Person did not wish to read any further. He could only surmise that the editors of *Islands* assume their readers are so hypnotized by the pictures, they never get around to reading the words. Or maybe everyone is following MP's advice. Maybe they just stay home and enjoy reading about all the misery they've successfully avoided.

If so, they should pluck *Escape* off the newsstand rack. This publication is apparently aimed at the 18-to-34-year-old fatalistic masochist, a demographic that must be larger than MP had suspected. These are vacationers whose death wish goes far beyond the mere subconscious stage that is the best most of us can manage. One piece in the July issue begins, rather candidly, "I

was a few steps shy of sunstroke, ready to pass out on a griddle of a road steaming up a cloud of heat waves.

But as luck would have it, I'd soon be gazing down on an old corpse in the comfort of shade."

Yikes. And it gets worse. A few pages later, we're whisked to western Nepal, where the big attraction is man-eating leopards who turn any villagers unfortunate enough to emerge from their wretched huts between dusk and daybreak into instant cat food. Hey, don't forget to bring your Polaroid. Your last color snapshot will be a prize winner.

Is this a trend portent? Are we moving from adventure travel to horror travel? Why would anyone go to these dreadful places? The writers go for good copy, of course. But the civilians? Summer television must be even worse than Media Person thought. ■

HOW TO LOSE YOUR POSITION AS A #1 COMPANY

- 1. Keep telling yourself how good you are.**
- 2. Build a plush new corporate headquarters downtown.**
- 3. Raise your prices every year...**
after all, you're the leader...they'll pay it.
- 4. Keep making your product the same way...**
same sizes...same styles...and keep selling it in the same old distribution channels.
- 5. Continue to explain to your CEO why 1 - 4 above are so critical.**
- 6. Ignore history...its lessons don't apply to you:**
 - Zenith's stock sold for over \$300 a share.
 - Sears' sales used to be larger than its next two competitors' combined.
 - Schlitz was the best selling premium beer.
 - Korvette was the leading discount store.
 - Dow Jones' *Journal* used to have 2.1 million circulation and was a monopoly.
 - Chevrolet was the #1 car in America.
- 7. Follow the herd.**
Blow your budget on an expensive image campaign in the same old publications showing declining readership. Go only for mass reach even when it costs you 200% to 300% more, in terms of effectiveness, and when more efficient new choices are available. Since few companies accurately measure image campaigns or test them in competing media, you'll never know exactly how much money you blew...or why your sales and earnings are slipping.
- 8. Explain all of the above to the new CEO...and the new ad agency.**

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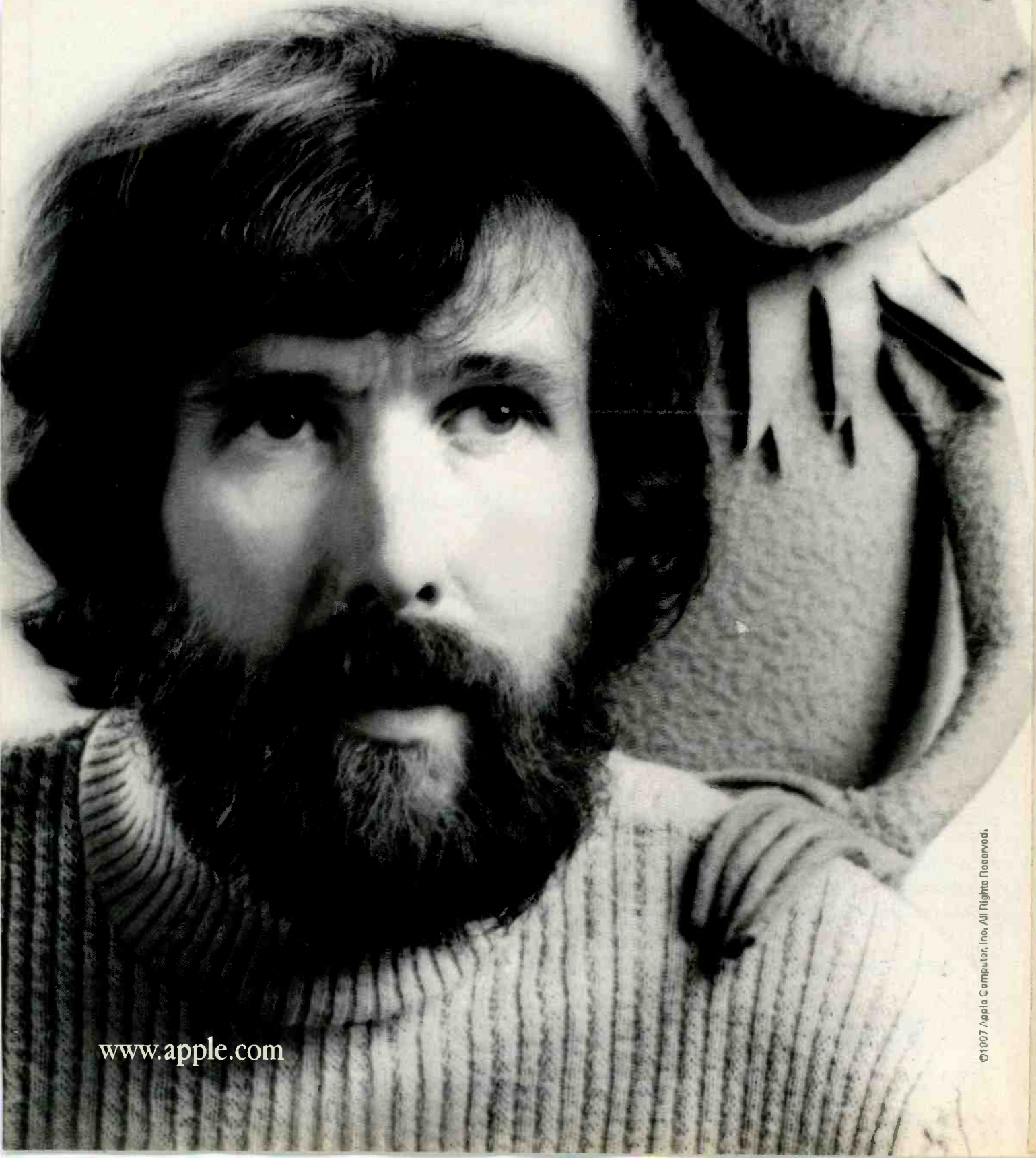
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