

# MEDIA WEEK

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## Escaping the Red Zone

The Denver Broncos' Terrell Davis

Strong demand, early ad sales and affiliate contributions could help the networks turn losses into gains during the '99 NFL season

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Ford Puts Brakes  
On Print page 2

CBS Could Fade Jump  
Over NCAA page 2

CPB Flap May Upend  
Tauzin's Chair page 3

### MARKET INDICATORS

#### National TV: Slow

Despite buyer interest to make fourth-quarter scatter deals, the networks are holding back to get sellers' CPMs.

#### Net Cable: Building

Third quarter is selling out fast, while fourth-quarter scatter is pacing at 50-60 percent over upfront. Dot.com business is so heavy that some nets may end pod exclusivity.

#### Spot TV: Moving

Avails in July and August are tightening up. September inventory is open in most markets, except Chicago, which is on fire.

#### Radio: Mixed

Early-August sales in most markets are soft, but demand for the latter half is picking up. Buyers expect a strong September with demand for back-to-school campaigns.

#### Magazines: Tighter

Shopping dot.com business is in a frenzy to get into books before Christmas. Beauty ads are tight in women's titles. Publishers are seeing an increase in natural-products biz.



HECTOR SIERRA/WIRE



## KIIS Launching Web Station

**RADIO** / By Katy Bachman

Top-40 powerhouse KIIS-FM in Los Angeles will launch a new station showcasing cutting-edge music and programming solely on the Internet. Set to launch Labor Day, kiisfmi.com will be the first Internet-only station programmed by a traditional broadcaster.

"It's the 'Next 40' as opposed to the Top 40," said Roy Laughlin, general manager, KIIS, who likened the relationship between the two stations to that of AM and FM in the '70s. "AM radio thought the answer was to repeat programming on FM, but it was new programming that did well."

The station is expected to be the first of many from a joint venture between radio's third-largest group, Clear Channel Communications, and Longview, Wash.-based InXsys Broadcast Networks, a radio/Web content provider. "This ain't no spinner.com," said Laurence Norjean, president, InXsys, referring to Web music sites that let surfers select the music. "Teenagers want new music that isn't on the air right now."

The station will break new music via audio and video, adding merchandising, e-commerce and interactive features. The station will also take cues from its broadcast sibling. "It will be a fully functional radio station, from contests to on-air liners," noted Chris Peaslee, KIIS creative manager. "We're blending Alternative and Contemporary Hit Radio and giving it a Euro feel."

KIIS morning man Rick Dees will have a show, as will his sidekick, Ellen K. (Ellen Thoe), who will do a show on kiisfmi called "The Future 40," similar to "Future Tracks" on KIIS. The station will also seek out "i-jocks."

Laughlin said kiisfmi will carry 12 minutes of inventory an hour, but spots can either be audio or video, integrated into content or linked to promotions. Both Ford and Pepsi have shown an interest, he added. "The youth-market audience is difficult to deliver through traditional media channels," noted Mark Kaline, manager of media services, Ford Motor Co. "We are looking at media alternatives that provide us access to this elusive audience."

# Ford Slashes Print Budget

*Automaker may have overspent in upfront*

**MAGAZINES** / By Lisa Granatstein

**T**he Ford Motor Co. sent shock waves through the publishing industry last week with word that the automaker is expected to reallocate a significant chunk of its fiscal 2000 print budget to other sources, including cable, the Internet and outdoor. All told, about \$100 million, or roughly one-third of Ford's print spending, will be slashed. One media rep called it "a massacre."

Though some of Ford's network-TV budget may be affected, a number of major magazine publishers are bearing the brunt of these cuts: Hearst, Meredith, Gruner + Jahr, *Reader's Digest*, *TV Guide* and *Newsweek* are said by sales reps to be shut out.

And while some magazine companies can absorb the hit, others may find it tough. Last year alone, *Newsweek*, the third-largest Ford magazine advertiser, took in \$18 million from Ford, or about 4.5 percent of its revenues, according to Competitive Media Reporting. "We're disappointed by Ford's decision," said a *Newsweek* spokesman. "We believe that we've been able to deliver a lot of customers to Ford over the years, and we hope to do so again soon."

*Reader's Digest*, another big Ford outlet, earned \$10 million last year from the automaker's ads, about 4 percent of its take. Given the abrupt announcement, which left even some of Ford's top execs in the dark, negotiations between publishers and Ford are expected to go on for weeks.

"It's fair to say new opportunities are coming at the expense of, while not any one media ... traditional mass media in general," said Mark Kaline, Ford manager of media services. "But I wouldn't characterize this as dramatic. It's something that's been happening gradually. Now in print we have a core group of publish-

ing partners that are being emphasized."

For several Ford brands, including the Focus (youth-directed), traditional magazine advertising will remain unaffected since close demographic targeting is necessary. But for the company's plain-vanilla brands aimed at wide audiences, the goal seems to be synergy as opposed to focus. Ford is emphasizing media partnerships that allow the

company to buy into packages that have relationship marketing, events and page tie-ins. "That's why we don't just want to go in with a magazine and a page and negotiate a rate and react to their plan," said James Dunning, chairman/ceo of Emap Petersen, whose company will hang on to its Ford business. "We are a marketing-solutions

company. We go in and ask marketers what are their targets, and we come back as marketers on the same side of the table as our clients to fulfill the objectives that they've set out. Maybe it means a de-emphasis on a magazine buy and an



**GH** is said to be off the list; **SI**, part of a megadeal, is still on.

## NCAA Puts Out Feeler

**TV SPORTS** / By Terry Lefton, *Brandweek*

**W**hile CBS' seven-year, \$1.7 billion contract to televise the NCAA's men's and women's college basketball tournaments doesn't expire until 2002, maneuvering is already under way among networks that would like to wrest the crown jewel of televised college sports away from CBS. NCAA president Cedric Dempsey has held informal talks with Fox/Fox Sports Net and ABC/ESPN, looking to determine what the value of the new Final Four contract might be before receiving a proposal from CBS. Sports

increase of our TV product and our database.”

Publishers also in the clear include Hachette Filipacchi Magazines and Time Inc., which both enjoy multiyear agreements for Ford corporate and division ads, as well as Condé Nast Publications, Times Mirror Magazines and Primedia.

Some publishers believe Ford is pulling money from magazines to cover the unexpectedly high costs it incurred in the network upfront market. “[Ford] has got to make tough decisions in an upfront market that’s got CPM increases, and the magazine industry and each company and each magazine is going to figure out how to respond to it,” said *TV Guide* senior vp/publisher Dick Porter.

“It’s not that Ford has anything against print. It’s a philosophical change in the way they want to do business,” said Patrick Hagerty, *U.S. News & World Report* publisher, which was off Ford’s list last year. “They are looking for multimedia environments with their magazine partners, and we’re looking to do that now.”

Ford’s decision highlights the Magazine Publisher of America’s failure to make the case that magazines are still relevant, said one angry rep, who added, “Magazines are not doing their part to demonstrate their commitment to keep up.” Not so, said Christine Miller, the MPA’s executive vp/marketing. “Ford is still spending an enormous amount of money in print. [Effectiveness] is not the issue. The issue is becoming true marketing partners with them and others.”

Said Bob Mancini, executive director of J. Walter Thompson Ford Motor Media unit, “It’s very important for the media community in general, publishing, broadcast, out-of-home, that you have a lot of ammunition in your arsenal to bring to the marketer,” he said. “You have to allow them flexibility to pick the fruit from the tree, and the more fruit you can offer and the more branches on that tree, the better off you are.” —with Jeff Green and Tanya Irwin ■

# Congress’ List-o-Mania

*CPB’s sale of member lists shakes House leadership ranks*

**WASHINGTON / By Alicia Mundy**

**L**ifeguards are always warned to be careful with someone in distress, because a flailing swimmer can pull down his rescuer, as well. Perhaps this warning should have been posted on Rep. Billy Tauzin’s door before he stepped in to try and bail out the Corporation for Public Broadcasting.

Tauzin (R-La.), chairman of the House subcommittee on telecommunications, has been trying to create a permanent “trust” fund for CPB and the Public Broadcasting System. The fund would save public TV and radio from annual hearings on their budgets, which tend to become bitter, politically charged battles. During this off-election year, Tauzin had begun stepping up his rescue plan for CPB. But his efforts were rudely upended by CPB itself, over its selling of PBS’ membership lists to political organizations.

CPB’s gaffe has not only sunk any chance of long-term funding in the near future but has also threatened Tauzin’s political career. For more than a year, Tauzin has been in a behind-the-scenes fight for the chairman’s seat on the full House Commerce Committee. His opponent for that post, Rep. Mike Oxley (R-Ohio), frequently displays far less grasp of the technical aspects of telecommunications, broadcast and

cable TV, and telephone and Internet issues. But Oxley and his sidekick, Steve Largent (R-Okla.), are favorites of the core conservative cluster in the GOP leadership. The Commerce chairmanship will be open at the end of 2000, when Tom Bliley (R-Va.) must relinquish the reins.

Several weeks ago, Tauzin introduced a CPB funding request of close to \$500 million, using data from CPB. Tauzin told subcommittee members that the numbers were simply a starting point for negotiations, with the expectation that they would be cut.

At that time, Tauzin asked his colleagues (including Oxley and Largent) if they had objections. None surfaced; it was

not until the day before the proposal’s markup that Oxley announced there were problems, according to Congressional sources. Oxley had learned about the initial flap over the list sales at Boston’s WGBH-TV. It was a political opportunity to publicly thrash CPB, and Oxley made the most of it—with the subtext that as Commerce chairman he would be tougher on public television than Tauzin.

Meanwhile, Tauzin, who had been informed by CPB that WGBH’s error was an isolated case, pushed for the markup. When he learned that the list sales were, in fact, widespread, Tauzin was furious that he’d been embarrassed by CPB. Tauzin cancelled the markup and called for a hearing on the list sales.

The hearing, held July 20, gave Oxley and Largent a perfect forum to present their positions in front of their GOP colleagues. Tauzin had to hammer away at CPB, as well. Even Ed Markey (D-Mass.), a PBS stalwart, felt compelled to trash the public stations’ “poor judgment.” Tauzin said he would introduce a bill to expressly prohibit list sales to political entities.

For CPB, the hearing became a trip to the woodshed; for Tauzin, it wasn’t much better. Oxley is threatening further action. Said Ken Johnson, Tauzin’s spokesman: “If CPB comes completely clean here, we can get beyond this.” But don’t look for a CPB trust fund to be put forward unless the Democrats retake the House in 2000. Tauzin, his political future in the balance, won’t be able to touch this again. ■



**Fighting for Commerce: Oxley (l.), Tauzin**

RICHARD ELLIS/NEWSMAKERS (2)

## n Basketball Rights

marketing agency ISL is also preparing a bid.

Network and NCAA sources say they expect a new deal by next spring at the latest. The winning network is expected to pay at least 50 percent more than—perhaps as much as double—CBS’ current deal. The NCAA is seeking a contract for as long as 10 years.

There is no sign that CBS is in danger of losing one of its premiere sports properties. While some sources say the NCAA will push for a network with a cable sports partner (CBS’ only cable asset is the Nashville Net-

work, which airs a handful of NASCAR events), a CBS exec said “no one at the NCAA has indicated to us that they are unhappy with the amount of distribution they are getting.”

The NCAA’s Dempsey wants a legacy from the new deal. The men’s hoops tournament generates more than 90 percent of the organization’s annual revenue. “Ced has his fishing pole in the water right now,” said one party involved in the negotiations. “He’s got a number in mind, and if they [CBS] jump at that number, it will be game, set and match.”

“I don’t expect them to do a deal with us until they know what the market will bear,” said the CBS exec. “Our relationship is as good as ever, so by spring I think you’ll see a deal.”



# AT DEADLINE

## Live *Drew Carey* Coming to ABC This Fall

ABC is planning to broadcast a live, partially unscripted episode of *The Drew Carey Show* this fall. The show will include three live tapings—one for the Eastern/Central time zones, one for the Mountain zone and a third for Pacific time. A specific date was not announced. The show, entering its fifth season, airs at 9 p.m. Eastern time on Wednesday. The live episode will contain some improvisational elements, similar to those on another ABC show, *Whose Line Is It Anyway?*, hosted by Carey.

## Arbitron Planning U.S. Meter Launch in 2000

Arbitron is stepping up talks with its customers to bring its personal portable meter technology, currently being tested in Manchester, U.K., to the U.S. sometime in mid-2000. Last week, Arbitron execs told their Radio Advisory Council that the company is looking for a test market. That would require cooperation from all affected media outlets—radio, TV and cable—which would have to encode the signals. “Marketers are anxious for this to happen. A device that can help them understand multi-media usage is the be-all and end-all,” said Henry Laura, Arbitron vp/sales and marketing, who added that a more formal announcement that Arbitron will be “fully engaged in the U.S.” is coming soon.

## Paramount Inks *NYPD Blue*'s Milch

On the heels of signing Steven Bochco to an exclusive series development deal, Paramount Network Television last week inked his *NYPD Blue* co-creator and executive producer David Milch to a similar multiyear TV series production pact. Milch, a multi-Emmy Award winner along with Bochco for *NYPD Blue* (on ABC since 1993) and *Hill Street Blues* (NBC, 1981-87), has an overall deal to develop, create and produce series for the Viacom-owned Hollywood studio. A Paramount representative said the deal was separately negotiated from Bochco's, though it is anticipated that the two producers will work together.

## Studios USA Retains Dick Wolf

Dick Wolf, the Emmy Award-winning producer of NBC's *Law & Order*, has signed a four-year extension of his network production deal with Studios USA. Wolf and his Wolf Films production banner will remain at the Barry Diller-owned studio through May 2003. In addition to *Law & Order*, the deal includes the fall spinoff *Law & Order: Special Victims Unit* for NBC and *D.C.* for midseason on the WB network.

## Pay-for-Plug Costs Sales Manager His Job

After offering local Chattanooga, Tenn., businesses a positive plug on WDSI-TV's late newscast in exchange for \$15,000, general sales manager Patrick Haley resigned under pressure from the Pegasus Broadcasting-owned Fox affiliate last week. When the action occurred three weeks ago, Pegasus vp of news David Janecek said: “It's out of ignorance that this has happened.” At the time of Haley's departure, Janecek did not identify the sales manager by name. But Janecek said in a statement that he has “taken decisive action to ensure that this situation will not recur...the person responsible no longer works for the company.”

**Addenda:** As expected (*Mediaweek*, July 19), **Michael Shaw**, a veteran ad sales executive at Disney-owned Buena Vista Television Advertiser Sales, was named executive vp and national sales manager for ABC Television Network. Also at ABC, **Laura Nathanson**, senior vp/prime time sales, was promoted to executive vp/prime time sales...In the latest dot.com deal engineered by CEO **Mel Karmazin**, CBS last week acquired a 20 percent interest in Rx.com, which will receive \$37.5 million of advertising and promotion over four years across CBS media properties...**Fox** has acquired exclusive network rights to three movies: *Austin Powers: The Spy Who Shagged Me*, *The Matrix* and *Big Daddy*...**Terry A. Hummel**, former president of sales at Primedia, was promoted to publisher of *Rolling Stone* as part of Wenner Media's advertising restructuring...**Terrance Egger**, general manager of the *St. Louis Post-Dispatch*, was promoted to publisher of the Pulitzer-owned flagship...**Fox** has named **Robert Quicksilver**, Sinclair Broadcast Group's vp and general counsel, vp of network distribution...Canadian newspaper baron **Conrad Black's** Hollinger International Inc. issued a terse statement last week saying it had “terminated negotiations” to buy the weekly *New York Observer*...**Warren Littlefield's** Littlefield Co. signed its first major development deal, with **Steve Franks**, the writer of the recently released Adam Sandler movie, *Big Daddy*...**Joe Bargmann**, senior articles editor of *Glamour*, has been promoted

to deputy editor.

**Clarification:** The Market Profile on Honolulu in last week's issue incorrectly stated the owner of KHNL-TV. Raycom has signed a purchase agreement for the station, but the transaction has yet to receive FCC approval.

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JIM BOURGHEUSES



**MEDIA WIRE**

# Reader Profiles Begun

*At NAA meeting, ABC kicks off service that goes beyond circ*

**NEWSPAPERS /** By Tony Case

**R**esponding to advertiser demand for verified, standardized demographic data about newspaper readers, the Audit Bureau of Circulations launched its Newspaper Reader Profile Service during the Newspaper Association of America's marketing conference in Chicago last week.

With the service, ABC moves from its traditional role of counting the number of newspapers sold to determining who those readers are, verifying readership surveys conducted by outside firms. ABC takes into account data pertaining to subscribers, single-copy buyers and pass-along readers, and such demographic criteria as gender, age, education and household income.

Developed by publishers, advertisers and researchers, the service has been tested at 10 newspapers, including *The Daily Oklahoman* of Oklahoma City, the *News & Observer* of Raleigh, N.C., and *The Desert Sun* of Palm Springs, Calif. Over the next year, ABC plans to conduct at least 80 more surveys. The product is priced on a sliding scale—from \$6,000 for newspapers with circulations of up to 50,000 to \$12,500 for those that sell over 250,000 copies.

"We can finally, as an industry, start to talk about readership rather than circulation as a

basic measure for usage," said David Daugherty, director of research services for Gannett Co., the country's largest newspaper publisher. "Newspapers have not demonstrated what they can deliver for advertisers, and [the ABC service] allows us to be more aggressive. We've hid our light under a bushel for too long."

Advertisers also expressed enthusiasm for audited reader data. "The [circulation] audit gives us the numbers but doesn't tell us who these people are. By having [demographic] information more readily available, media planners and buyers will have greater comfort putting newspapers in their media mix," said Matt Spahn, director of media planning and analysis for Sears, Roebuck and Co.

Terry Prill, newspaper strategist for Dayton Hudson Corp., parent of Target department stores, is hopeful the service will provide credible data about readers who are not home-delivery customers. "Getting information about the value of single-copy and pass-along readership, we will be able to correct many of the misconceptions [about the newspaper audience] within our organization," said Prill.

In other news, ABC's board voted to reinstate a policy allowing newspaper sales tied to paid event admission to count as paid circulation. ABC suspended the policy last March after alleged abuse by some newspapers. ■

# NBC: Olympics Sales Solid

**TV SPORTS /** By John Consoli

**N**BC reports that its ad sales for the 2000 Summer Olympics in Sydney, Australia, are on track despite numerous obstacles. Sales have exceeded the \$475 million NBC reached the last time a Summer Olympics was held on foreign soil (1992, Barcelona), and by fall they are expected to equal the \$680 million total for the 1996 Games in Atlanta, an NBC spokesman said. The network has not disclosed its target, but insiders said it is more than \$800 million.

NBC owns the rights to five future Games. General Motors so far is the only advertiser to sign to advertise on all five; Anheuser-Busch, Visa and Home Depot are among others who have bought packages for more than one. Others signed for Sydney include McDonald's, Kodak, IBM, Nike, Texaco, UPS and Samsung.

Some advertisers have avoided buying into the Sydney Games because of several factors. NBC's prices are steep, with packages ranging from \$5-\$20 million, according to some buyers. The 16-hour time difference between Sydney and the U.S. also means that most events will be shown on tape, not live. Another consideration is the declining network TV audience, which could erode even further by next year. And the Games will be held Sept. 16-Oct. 2, in the heart of baseball's playoff run and the first weeks of the college and pro-football seasons.

"This Sydney Olympics won't reach the ratings of the Atlanta Olympics, and NBC has raised the price," one buyer complained.

NBC counters that viewing levels in September are higher than in July and August, when Olympics traditionally have been held. ■

## FCC's Brief in Portland Case Will Stress National Policy

Lawyers at the Federal Communications Commission are preparing a brief for the federal appeals court case in Portland, Ore., asking the court to keep that city from mandating that its local cable company open its high-speed access lines to all Internet providers.

The issue of open access for ISPs exploded on the scene at the FCC less than two months ago. At that time, FCC Chairman William Kennard said he did not want the agency establishing policy in such a new and rapidly developing area. Then, on June 4, a federal judge in Portland ruled that the city could order cable operator MediaOne to open its high-speed lines to ISPs. Kennard hopes to convince the appeals court that the FCC should have the final word on the subject and that a national policy needs to be established.

What provoked the suit in Portland, and similar actions in Broward County, Fla., and Los Angeles, were AT&T's moves to buy several cable companies, including Tele-Communications Inc. and MediaOne. AT&T and its cable cousins hope to profit from a new stream of revenue in Internet access in the broadband future. But several ISPs, including America Online, have argued that this will hurt them and consumers. —*Alicia Mundy*

## Emap's FHM Invading U.S., Joining Men's Mag Field

Emap Petersen will launch its U.S. edition of *For Him Magazine*, the leading U.K. men's magazine, in February. *FHM* will compete with *Maxim* for 18-34-year-old male readers.



**FHM: U.S.-bound**

*FHM* "is about being irreverent, impertinent, a little bit clever and cheeky," says editor in chief Ed Needham.

In the U.K., *FHM* sells more than twice as many copies as the British edition of *Maxim*. But *Maxim* execs insist they're not nervous about having a new rival in the U.S. *FHM* (continued on page 6)



## MEDIA WIRE

will launch with a rate base of 225,000, with plans for seven issues in 2000. Emap Petersen's Dana Fields has been appointed president and executive publisher. —Lori Lefevre

### Spin Defines the '90s, Ranks Greatest Albums

*Spin* will hit the newsstand Aug. 3 with its biggest issue ever, a tribute to the 90 greatest albums of the '90s.

"It seemed like the '90s was something we could be definitive about and have something to say of value," said *Spin* editor in chief Alan Light.

The entire 40-page feature well of the magazine is dedicated to an examination of the music of the decade, including interviews with P.J. Harvey, Rage Against the Machine and Beck. Also, Nirvana's Dave Grohl and Krist Novoselic talk for the first time about the death of Kurt Cobain. People may not be surprised to see Nirvana's *Nevermind* topping the best-album list, but they might be shocked to find Public Enemy's *Fear of a Black Planet* coming in at No. 2, considering that the mainstream rock magazine devotes relatively little space to hip-hop. —LL

### Another Exec Bites the Dust at Black's Lifetime

Lifetime president and CEO Carole Black last week continued to pare down her executive team to make room for staffers of her own choosing. Bill Padalino, senior vp of affiliate relations, will be the latest to exit the network when his contract expires at the end of this month. Padalino's departure comes close on the heels of exiting executive vp Jane Tollinger, senior vp of research Barry Kresch and senior vp of marketing Mary Pat Ryan.

A Lifetime representative declined to comment on why the executives were leaving, but network insiders confirmed that Black will fill the spots with her own people. Senior executives staying on to make up the core of Black's management team are ad-sales senior vp Lynn Picard, who will add marketing to her plate; programming chief Dawn Tarnofsky; communications senior vp Meredith Wagner; and CFO Jim Wesley, who will pick up affiliate sales and marketing responsibilities. —Jim Cooper

# NFL Ad Spots Move Early

Networks get solid increases and could post profits in 1999

TV SPORTS / By Michael Freeman

**S**trong advertiser demand for National Football League inventory across the networks carrying the 1999 season's games means that sellout could come earlier than it has in several years. It also means that, for this season, at least, the networks—ABC and its cable sibling ESPN, as well as CBS and Fox—will turn a profit on the most-watched professional sports in the U.S. The long-term prospects of achieving a return on the massive investments each has made in football (totaling more than \$2 billion annually) remain a great deal cloudier.

Faced with a bullish prime-time upfront market and tightness in the third- and fourth-quarter scatter markets, buyers were furiously snapping up football last week rather than waiting until early to mid-August, as in the past. That demand is letting the nets generate high single-digit or midteen CPM increases, and all are approaching 90 percent sellout. Several buyers said they hope to avoid inflated increases, considering how ravaged they were by the broadcast and cable upfront this year.

"The inventory has been moving very fast," said Jerry Solomon, president of national broadcast at SFM. "What we've been hoping to do is to catch them at the bottom of the bell curve [on pricing] before it hits the top of the curve."

ABC, according to various buying sources, appears to be hitting the top of that curve. Coming off last season's ratings decline (see chart) and heavy makegoods because of last season's earlier 8 p.m. start of *Monday Night Football*, ABC is now asking and getting 10 to 15 percent CPM

increases in men 18-49 and in 25-54 demos, thanks to a 9 p.m. start time this season and telecast rights to the Super Bowl in January. This year, *MNF* is said to be earning just over \$20 CPMs in prime time.

Since ABC is said to have pre-sold 50 to 60 percent of its *Monday Night Football* inventory in the upfront, the network was fast approaching 90 percent sellout as of last week. For regular-season games on this 30th anniversary of *MNF*, ABC is

said to be seeking up to \$410,000 per 30-second unit on its rate card but was booking deals in the \$280,000 to \$320,000 per-unit range. ABC is also said to have the Super Bowl 80 percent sold at prices reaching \$2 million per unit—a healthy 25 percent increase over Fox's top-dollar deals last year.

With the Super Bowl and accompanying pre- and postgame shows expected to contribute between \$120 million and

\$150 million in ad revenue, buyers estimate that ABC will score a record \$600-650 million in revenue for the 1999 gridiron season. Throw in another \$75-100 million in spot money from the ABC Television Station group, and the company could end up with \$125-150 million profit after paying its \$550 million rights fee to the NFL. (Like CBS and Fox, ABC convinced its affiliates to chip in \$50 million annually toward the cost of the NFL.)

Rumors persist that ABC and cable sibling ESPN are merging their sports sales operations. And certainly both Disney-owned companies have been quite aggressive in packaging the broadcast and cable network inventories. Evan Sternschein, vp of advertising sales at ESPN, suggests that dot.com, online financial



The Jets' Keyshawn Johnson had a great '98 season. The networks may do the same in '99.

JOE TRAVER/REUTERS

#### TV Ad Revenue Generated by the NFL

| Network | 1998 Revenue (millions) | 1999 Projected Revenue (millions) | 1999 Estimated CPM Increase |
|---------|-------------------------|-----------------------------------|-----------------------------|
| ESPN    | \$100                   | \$115-120                         | 10-13%                      |
| ABC     | \$450                   | \$600-650#                        | 10-15%                      |
| CBS     | \$360                   | \$400-420                         | 8-10%                       |
| Fox     | \$530#                  | \$400-440                         | 8-10%                       |

#Includes Super Bowl and Pro Bowl revenue  
Sources: Network estimates, media buyers, analysts



A close-up photograph of a golfer's torso and arm. The golfer is wearing a bright yellow V-neck sweater over a white collared shirt with a dark stripe at the neck. They are holding a golf club with a black grip. The background is a blurred green golf course with trees in the distance.

**KURT'S**  
PRIVATE FAIRWAY MAGAZINE

Financial Independence

**KIPLINGER'S**  
PERSONAL FINANCE MAGAZINE



## CABLE TV

**CNN** will add two half-hours of financial news to its weekday schedule in order to serve what CNN U.S. president Rick Kaplan says is a growing audience for business news. Kaplan said the programming overhaul, premiering in September, will add *Money Talks*, a business-oriented breaking-news program, from 11 a.m. to noon, replacing a talk show. *Street Sweep*, a half-hour summary of the day on Wall Street, will run at 4 p.m. The hour of financial news scheduled at 6 a.m. will double in length, starting at 5 a.m. All of the new shows will be simulcast on CNNfn. The new programming will go up against CNBC's high-rated daytime financial programming. Also in September, Kaplan said CNN will revamp its prime-time fare with a re-launch of *The World Today*. The hour news program, set to air at 8 p.m., will be anchored by CNN veterans Wolf Blitzer, Joie Chen and Jim Moret and will feature all of CNN's most senior editorial talent. *The World Today* will be followed by *Larry King Live!* from 9-10 p.m. and the retooled *NewsStand* from 10-11 p.m.

**Cartoon Network** will spin off a 24-hour animation network that will run toons from is huge Hanna-Barbera library, populated by the likes of *Yogi Bear*, *Top Cat* and *Huckleberry Hound*. The new network will be called **Boomerang**. As first reported in *Mediaweek* (Jan. 15, 1999), the new channel will give the original Cartoon Net more room for its original animated product, which has significantly improved Cartoon's ratings over the past year. Boomerang will launch next spring and be run by Cartoon Network Worldwide president Betty Cohen. Boomerang, which is the third service to be announced by Turner Broadcasting this year, will target 30-plus adults and young adults with library-based programming that will be 90 percent unduplicated.

**DirecTV** last week announced it will begin offering its first nationwide high-definition television channel when it launches HBO HDTV on Aug. 1. The 24-hour movie channel will feature Hollywood titles, including *Lethal Weapon 4* and *Men in Black*, as well as original HBO programming, including *The Sopranos*. —Jim Cooper

and other new-media accounts have been open to buying ABC's and ESPN's cross-media packaging of the NFL.

"We continue to try to sell multiplatform properties, and wherever possible we'd like to sell ABC, ESPN, ESPN2, ESPN News, ESPN Classic and tie in the magazine, the Internet and the radio network," said Sternschein, who claims he is selling more integrated packages this year than last. "We're coming out of a very strong upfront, with new categories such as the dot.coms, the financials and retail coming on strong."

While ESPN's inventory is always tighter than broadcast because it sets aside more time for local cable operators, third quarter is especially constricted this year due to the fact that there are three games in September instead of four.

ESPN has exclusive cable rights to the NFL, which cost it

\$600 million annually. Ad sales brought in an estimated \$100 million last season. The gap between the two is partly, if not completely, bridged by revenue ESPN receives from cable operators, which contribute nearly \$1 billion to the net's bottom line. The NFL is ESPN's biggest draw. While Sternschein declined to comment about ESPN's ad revenue last year or project what it might be for this season, he did say the volume of dollars in the marketplace looking for a sports home is on the rise.

"Sales on ESPN's NFL are outpacing last year," concurred one buyer. More momentum can be squeezed out of ESPN's first exclusive NFL season last year, when it recorded a 9 percent ratings increase to an 8.1 (delivering 6.1 million households), compared to a 7.4 (5.4 million households) for the split TNT/ESPN coverage in 1997.

CBS and Fox have a less positive ratings story to tell; both were flat last year compared to 1997 (see chart). One silver lining, though, is that NFL programming has been much more stable among key demographic groups than prime time. Buyers estimate CBS and Fox will get 8 to 10 percent CPM increases for their Sunday-afternoon games. CBS and Fox, at \$13 to \$16 CPM rates in the key male demos, are said to be getting \$150,000 to \$200,000 per unit for their national games and \$125,000 per spot for regional games.

Coming off its Super Bowl season last year, Fox is expected to see ad revenue drop off to \$400-450 million for this season. But

with a fixed \$550 million annual license fee, the 23 Fox-owned stations—a dozen of which count NFC home teams—are expected to pour in another \$100-125 million in spot ad revenue. Breakeven or profitability this season may be an attainable goal, especially with affiliates giving up more than \$50 million in annual profits on their participation in Fox Kids Worldwide to help defray NFL costs.

Scott McGraw, vp of sales at CBS Sports, estimated that the networks have been getting 10 to 12 percent increases in CPMs overall. "Some of the other estimates may be a little high, but what we've seen is the NFL catching on fire like it hasn't seen in a few years," said

McGraw, who noted that American Express, General Motors, Honda and Daimler-Chrysler have all inked multiyear deals with CBS, while Southwest Airlines and NASDAQ (half-time reports sponsor) are incumbent sponsors.

"We're pacing now at where we'd be in November, the preseason is sold out and post-season is sold very well," McGraw added.

CBS, which is carrying the American Football Conference slate of games for the second full season, is expected to earn more than \$400 million in network ad revenue (a 10 to 12 percent increase over last season). CBS O&Os are expected to generate about \$75 million or more on spot sales.

With CBS paying \$2.5 billion over five years (the NFL has the option to extend three more years), the network appears to be losing \$50 million annually or just barely breaking even. But, like last season, when CBS claimed it made \$50-60 million in profit, the Eye has a unique deal with the NFL to lower the rights fee through a "graduated agreement" that allowed it to pay just \$300 million in rights fees last year. This season, sources estimated, CBS' rights fee rises to \$350 million. At the end of five years, sources said CBS will make a "balloon" payment, possibly including interest.

"CBS is hitting its CPM and dollar targets on the NFL, but it is all based on internal accounting that discounts the costs upfront and addresses the balloon payment later," said a source close to CBS, who declined to speak for attribution. "It was creative deal-making and maybe it will give CBS some time to set aside portions of the early profits to cover the closing fee. Everything is a gamble with the kind of dollars the networks are paying on football." —with Jim Cooper

### The NFL's Regular-Season Ratings Picture

| Network | 1997 Average Rating | 1998 Average Rating | Percent Change |
|---------|---------------------|---------------------|----------------|
| ABC     | 15.0                | 13.9                | -7%            |
| Fox     | 10.7                | 10.8                | +1%            |
| CBS     | 10.4*               | 10.3                | -1%            |
| ESPN    | 7.4                 | 8.1                 | +9%            |

\*1997 rating average is from NBC's carriage of AFC games  
Sources: Nielsen Sports Marketing (based on Nielsen Television Index averages), network research







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# UPN Makes Good on Its Market Image

*Givebacks and scheduling have the network back on good terms with buyers, Mandelker says*

**NETWORK TV /** By John Consoli

**T**hanks to a comprehensive makegoods plan to make up ratings shortfalls this past season and a new, more demographically focused schedule for next season, UPN executives said they have engendered newfound confidence among media buyers. Surprisingly, considering last season's debacles, the buying community concurs.

The network's move to appeal to a younger male audience may have cost it some advertisers that target females, such as cosmetics companies, according to UPN's executive vp of network sales, Michael Mandelker. Also eliminated from this year's upfront ad buyers were those who, in the past, bought UPN at fire-sale rates. Mandelker added that 20 percent of UPN's business this past upfront came from new advertisers such as Nike, Discover Card and American Express. Another new ad category is videogames.

According to Mandelker, the network was able to get CPM increases of about 12 percent, despite the ratings hit that UPN took this past season. Overall, UPN took in between \$135 million to \$140 million, equaling its upfront total last year.

Mandelker, the former NBC sales exec who joined UPN following the 1998-99 upfront, said a decision was made not to sell ad time at last year's low base. "A year ago, UPN was calling advertisers, asking them to throw the network some dough" as a goodwill gesture, he said. "This upfront, not only were we turning down business from advertisers who wanted to lowball us, but advertisers were calling us to register budgets."

Ron Fredrick, J. Walter Thompson senior vp/national broadcast director, put it another way. "You may look at the ratings numbers and think the situation is not so great, but the bottom has not fallen out on the UPN sales side yet," he explained.

Mandelker said despite criticism the network has received from TV critics for bringing professional wrestling to prime time next season, UPN has been able to convince advertisers that wrestling will bring residual viewers to the network's other shows on other nights. "The average TV watcher cruises through about eight to 10 channels a night," he said. "The WWF will make UPN part of that cruising segment, even when wrestling is not on. We pitched this, and the advertisers

accepted it. Now it's up to us to make sure our other new programming works."

"UPN has made some substantial changes to its schedule, and the ad industry has not yet abandoned it," said Peter Chrisanthopoulos, president, U.S. broadcast/programming, at Ogilvy & Mather. "But we are looking

closely at how they will fare next season."

Adam Ware, UPN COO, acknowledged that advertiser expectations in March were low but said that by the upfront, UPN had convinced them it had a game plan. "All we asked from the advertisers is to treat us fairly," Ware said. "And they have." ■

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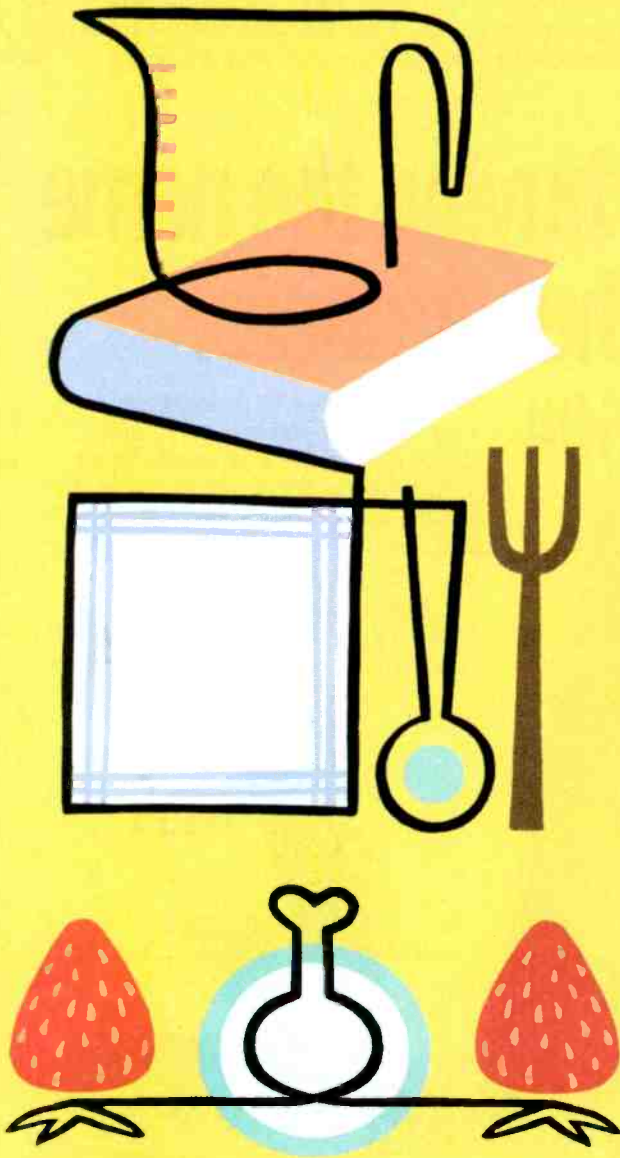


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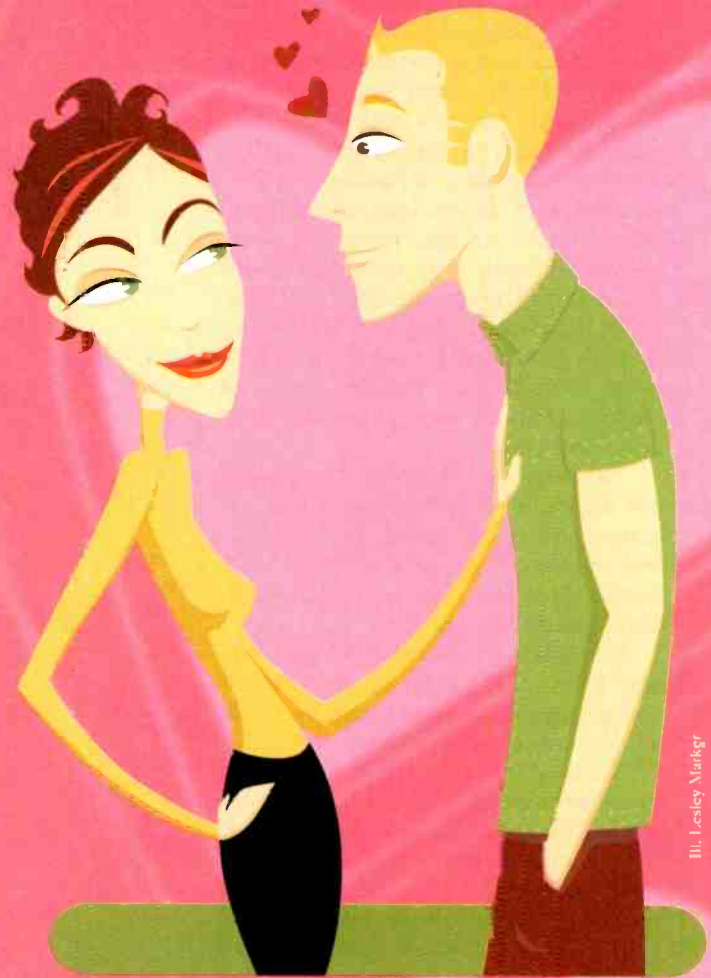
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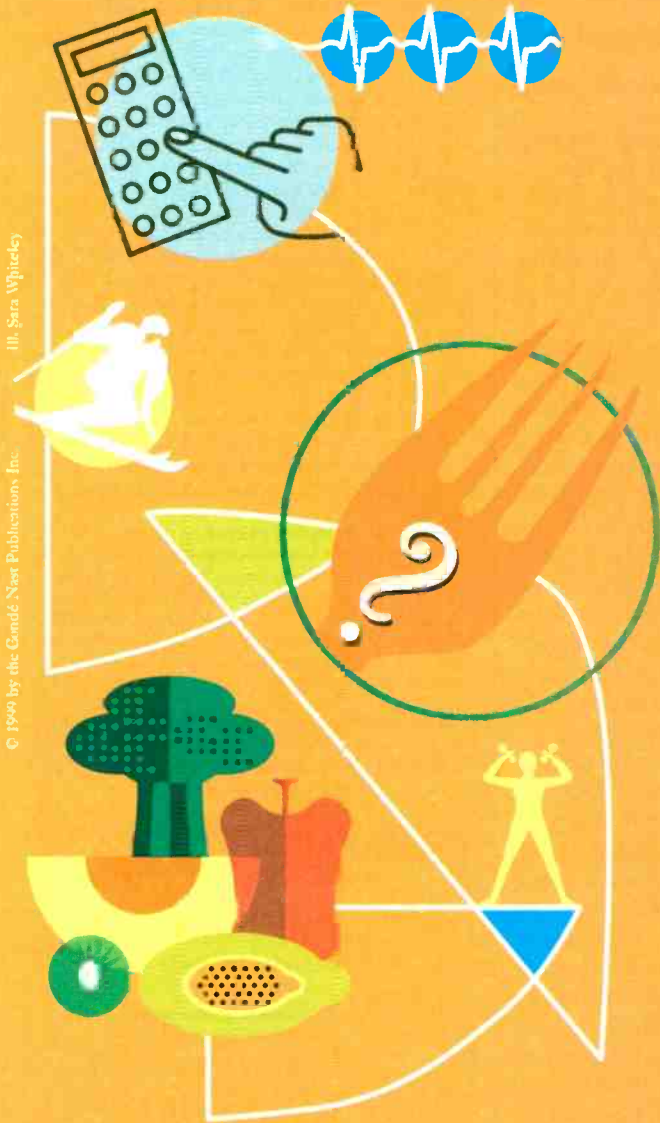
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## OPINION

By David Poltrack, Executive VP/Planning and Research, CBS

# Stats Don't Lie; People Do

As I perused my weekly issue of your fine publication, I came upon a report on the latest in what is a seemingly endless line of research on the relationship between usage of the Internet and television viewing. The article seems to come to a batch of questionable, if not boneheaded, conclusions, with nary a word of objection or coun-

tervailing opinion. "Where's the countervailing opinion?," I asked myself.

When I looked at the byline to find a reporter to whom to direct my inquiries, I was nonplussed to discover that the author of the article was not a *Mediaweek* reporter but the CEO of Fairfield Research, the company that conducted the study. I was further bemused to find that Fairfield's work was a joint effort of that company and *Mediaweek*. No wonder there was no skepticism in the article. That's too bad. Because the research, and the article that reported on it, was singularly bogus.

"The other big media mover in the 1999 Fairfield study was TV viewing," the article raved. "The most significant decline occurred since the 1998 level of 3.7 hours per day—a 41 percent decrease in one year."

This is wrong—more than wrong. It's lunkheaded. Anyone who knows the actual numbers of TV viewing scratched their heads at it. But not, evidently, *USA Today*, which immediately picked it up for their July 20th issue. I thought it might be valuable to defray any more circulation of its false conclusions by making several points about this Fairfield study—its accuracy, truthfulness and usefulness.

For comparative purposes, let's contrast these findings with the broadcast-year-to-date Nielsen data (through Week #43). For the 1998–1999 season, adult television viewing is up from 4.37 hours per day to 4.42 hours per day, a 2 percent gain. Up. Not down. The article goes on to state: "Online adults spend 36 percent less time watching TV than do adults who do not have Internet access at home."

The more comprehensive, tightly controlled, electronically measured differential in television viewing among AOL and non-AOL households reported in the just-released Nielsen/AOL study was just 13 percent—one-third of the Fairfield number.

Where did Fairfield Research go wrong? They ignored a basic research reality. You cannot get accurate behavioral information from

people about themselves when they think their answers have important social and cultural implications. In other words, people tell you what they think you want to hear. That's particularly true when they think you're asking them if they're cool online cruisers or lumpy couch potatoes.

In a comprehensive Internet poll conducted by CBS News for CBS.Marketwatch.com, respondents were asked to describe both Internet users and non-users. Most of the respondents described Internet users in positive terms: Intelligent/Educated, Farsighted/Cutting-Edge and so forth. When [people were] asked to describe the non-users, the results were highly negative: Uninformed, Behind the Times, Frightened/Cautious, etc. Given these perceptions, it is no surprise that when interviewed, people are inclined to place themselves in the Internet-user camp. Characterizing themselves as non-users would be, in effect, branding themselves as dorks.

The Internet is certain to be one of the most significant advances—technological, social and cultural—in our society. At this early stage in its development, it is impossible to gauge its ultimate impact. All we can do is jump on board, brace ourselves for a wild ride and keep our eyes on the road. We certainly cannot count on those who are caught in the middle of this dynamic environment to accurately report what is taking place. Only continuous, passive measurement of Internet and television usage patterns, such as that provided by Nielsen and Media Metrix, can capture the scope and direction of the change.

No new medium has ever killed off an established medium. The established media just keep reinventing themselves.

So let's not pump up the jam too loud on the new media. You might miss the music for the noise. ■

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## TEXAS/RADIO

# Can 'Thunder' Make Lightning Strike?

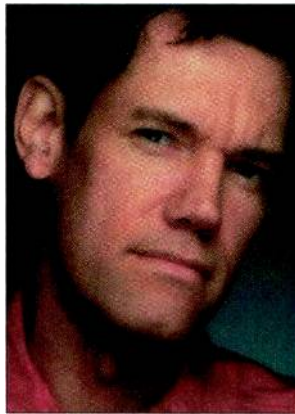
•WHO'S EVER HEARD OF A RADIO STATION that follows a Sugar Ray song with Randy Travis? How about a segue from the Doobie Brothers into Reba McEntire or Bruce Springsteen following Shania Twain? For some rock and country purists, such a playlist is symptomatic of a radio station with a serious identity problem. But for veteran Texas programmer Clay Gish, it's the basis of a new format called "Texas Thunder," an upbeat 50/50 mix of rock and country hits he thinks can make lightning strike for four small stations in suburban San Antonio.

The format launched in mid-June on KTXM-FM and KHLT-AM in Hallettsville, KYKM-FM in Yoakum and will soon be airing on KGUL-FM in Victoria. All four are operated by Fort Bend Broadcasting through local marketing agreements.

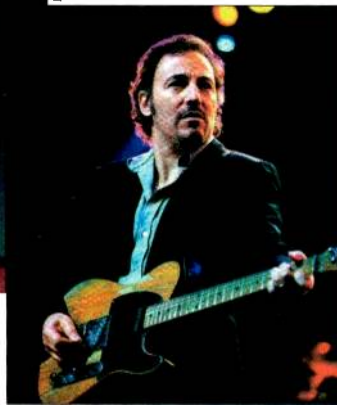
Located west of San Antonio in unrated Arbitron markets, the stations may be geographically undesirable for radio's biggest groups, but such markets are often where new radio formats are born. "This is the most fun format to program because there are no rules," Gish noted. "I think this format could reinvent mass listenership."

Gish, a former top-40 programmer, got the idea for Thunder in the early 1990s when he was working at WOKI-FM in Knoxville, Tenn., and the station flipped from Contemporary Hit Radio to Country. He started going to country bars to check out the music and noticed that country wasn't the only music that got people dancing. "Garth Brooks and George Strait came up as often

as ZZ Top and Lynyrd Skynyrd," he said. That's when Gish began interviewing people and compiling lists of songs. By the time he was through, Gish said, he had interviewed in excess of 3,000 people to find out what they liked about clas-



On "Texas Thunder," Bruce Springsteen (right) segues into Randy Travis.



sic rock, rock and country.

Thunder's play list is currently about 1,400 songs deep, a lot more extensive than the tighter lists of other formats, which include from 300 to 500 songs. Half the time, the Thunder stations are playing upbeat country songs from Garth Brooks and George Strait, while the balance of songs includes John Mellencamp, The Eagles and Bob Seger. There's also a healthy dose of country and rock oldies from Buddy Holly, Jerry Lee Lewis, Johnny Cash and others.

"The neat thing about the format is the variety," noted Gish. "If you listen to any format, within a couple of hours, you get tired of it. I could listen to [Texas Thunder] for eight hours and not be bored with it."

But the format could be limited by its small-town location. "People have tried it over time," said radio consultant Ed Shane, president of Shane Media Systems. "In smaller markets there may be greater accep-

tance of the format, but in a larger market, formats are more defined. Radio has become more niched because the listeners want it that way. The danger of the format is it could disappoint people twice."

But the Hallettsville stations are faring well, having signed on local mom-and-pop advertisers. Gish also lured country personality Carl Geisler, formerly of KIKK-FM in Houston, to do mornings. —Katy Bachman

## NEWSPAPERS

# Times Makes Matthews Head of Regional Group

•LYNN MATTHEWS, PUBLISHER OF THE *Sarasota Herald-Tribune* in Florida, has been appointed president/COO of the Atlanta-based New York Times Regional Newspaper Group, the Times Co. unit that oversees the Sarasota paper and 21 other midsized and smaller-market newspapers in the Southeast and California.

Matthews, who has been publisher in Sarasota since 1991 and has worked for the Regional Group since 1973, takes charge of the unit in January after the retirement of James C. Weeks. The Times Co. also named P. Steven Ainsley, publisher of its *Santa Barbara (Calif.) News-Press*, the group's senior vp.

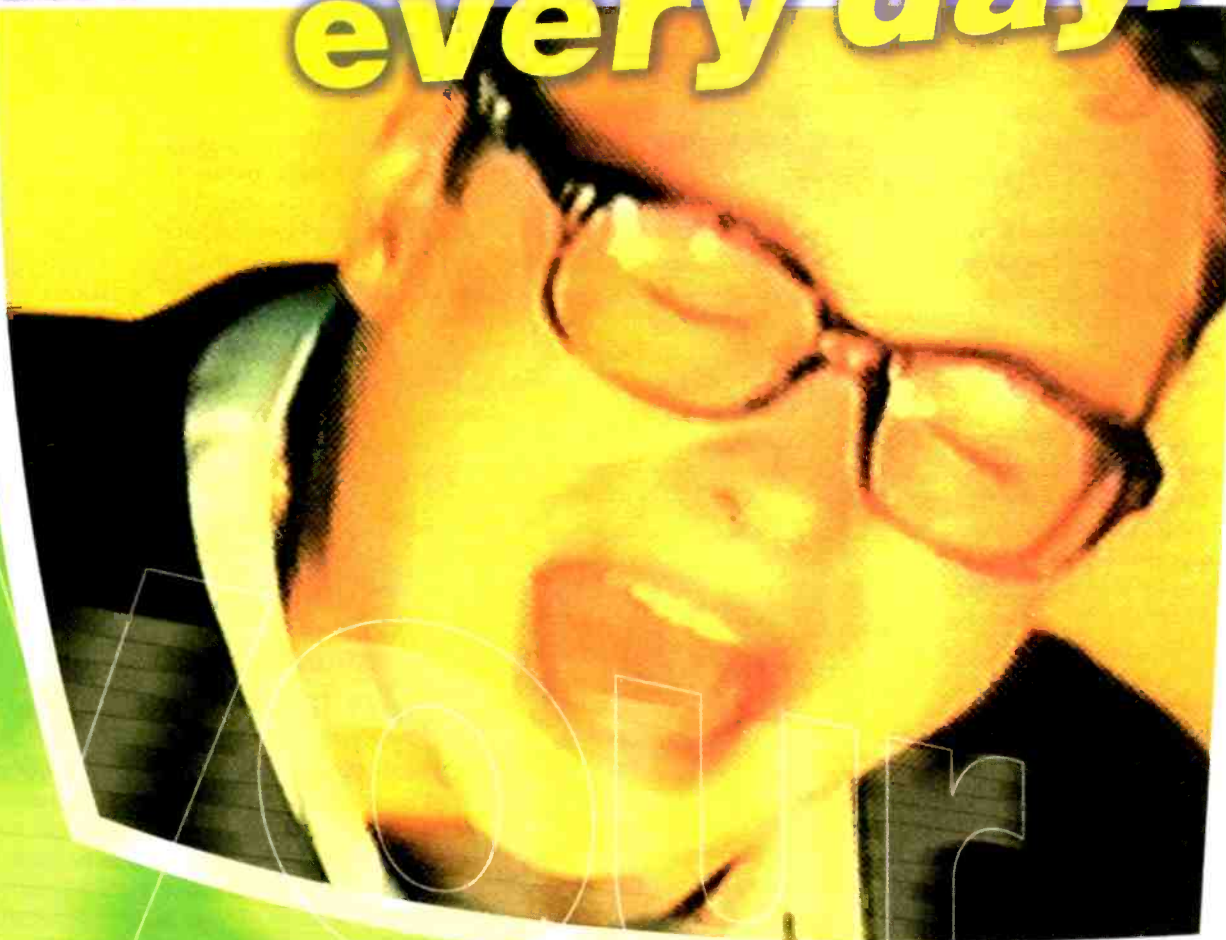
Times Co. president/CEO Russell T. Lewis said Matthews "brings a depth of newspaper experience" to the post. Before moving to the *Herald-Tribune*, the group's largest paper, Matthews was publisher at several other Times properties, including *The Press Democrat* in Santa Rosa, Calif., *The Ledger* of Lakeland, Fla., and the *Ocala (Fla.) Star-Banner*.

Matthews said smaller newspapers face the same challenges as major metros—principally, declining readership and the proliferation of media choices. "We have to ask ourselves how we can make our news products more relevant to our readers, and how to maintain and to grow readership if at all possible," he said. "The franchise of smaller newspapers is local news. We have to figure out how to market that."

Lately, the *Sarasota Herald-Tribune* has boosted its circulation, added to its news staff, and unveiled new editorial features and

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zoned editions. The *Herald-Tribune* has also become a multimedia presence in this Gulf coast town, spinning off a 24-hour cable newschannel, Sarasota News Now, and a Web site, Newscoast.com.

Last year, the paper initiated a major redesign that put greater emphasis on community news and introduced editorial features dealing with family, health, home, real estate, the workplace, technology and outdoor recreation.

The redesign, the cable channel and the Web site depressed the Regional Group's 1998 operating profits, according to the company's annual report. And circulation at the *Herald-Tribune* has dropped 2.2 percent weekdays to 118,112 for the six months ended March 31, according to the Audit Bureau of Circulations. Sunday sales are down 1.9 percent to 146,465.

Still, the group achieved record revenue of \$433 million last year, up 4.3 percent from 1997, due in large part to a surge in classified advertising sales. —*Tony Case*

## SAN FRANCISCO/TV STATIONS

### KPIX's Quirky Sports Falls Flat With Viewers

•THE PEOPLE OF NORTHERN CALIFORNIA like their sports news straight-up—no funny stuff. San Francisco's KPIX-TV learned that lesson the hard way after spending 18 months producing an irreverent, offbeat sportscast during its local news that fell flat with viewers. Last week, the CBS owned-and-operated outlet pulled the plug on sports anchor Drew Soicher and his comedy act.

"I personally enjoyed it a lot, but a lot of people didn't—the negatives outweighed the positives," said vp and general manager Jerry Eaton. "We are going to go back to a more traditional sportscast, make it more info-rich—more highlights, more scores." Veteran weekend news and sports anchors Rick Quan and Doug Murphy will tag-team the position vacated by Soicher. Soicher appeared every weeknight during the evening and late news for about three to four minutes per newscast.

Fans hungry for news on their local sports teams wanted stats and scores rather than goofy antics such as splicing snippets of *NYPD Blue* dialogue into an interview with often-injured Giants star Barry Bonds.

"It didn't serve the local sports community

as much as it would nationally in a longer format," said Robert Boyce, media supervisor for the Black Rocket ad agency. "I applaud [the concept], but it lacked substance."

Despite the poor reviews, media buyers continue to purchase time on KPIX, Boyce said. The station is considered a solid contender in the local news race, an element that may also have worked against KPIX's comedy-sports experiment. "It's one of the top newscasts. Anchor Dave McElhatton is very well-regarded in the community," Boyce said, adding that any sort of wacky touch woven into a program respected for hard news might alienate viewers.

At 6:30 p.m., the only newscast at that hour, KPIX earned a 3 rating/7 share in households during the May sweeps. At 11



Quan will stay on sports at KPIX.

p.m., KPIX came in third place with a 4/7, behind ABC O&O KGO-TV and Chronicle's NBC affiliate KRON-TV.

Eaton said the choice to change directions wasn't a result of a ratings decline so much as negative viewer response. "We knew we would probably polarize people" when KPIX hired Soicher away from Tampa Bay, Fla., ABC affiliate WFTS-TV, said Eaton. "But it was an experiment. You have to try things to differentiate yourself." —*Megan Larson*

## SCRANTON/WILKES-BARRE, PA./TV STATIONS

### Stations Scrap Sales Plan

•A LOCAL JOINT SELLING AGREEMENT HAS been scrapped due to Department of Justice scrutiny. Nexstar Broadcasting's NBC affiliate WBRE-TV and Bastet Broadcasting's CBS affiliate WYOU-TV in Scranton/Wilkes-Barre, Pa., will not merge their sales forces because the Department of Justice is concerned it could give them a corner on the local marketplace.

"If the transaction between Abry [Nexstar's primary investor] and Bastet had been consummated, the businesses that advertise on television in the Wilkes-Barre/Scranton market would likely have paid higher prices to advertise on the local broadcast-television

stations," said Joel Klein, assistant attorney general in charge of the DOJ's Antitrust division. "The abandonment of this transaction means that competition in the market will be maintained."

The DOJ began interviewing local ad agencies when presented with the request in May. Station executives had planned to invest more money in news, programming and public-service commitments as a result of the efficiencies gained from the JSA.

In other Nexstar news, on July 15—the same day the company assumed control of Champaign, Ill., CBS affiliate WCIA-TV and its satellite station WCFN-TV in Springfield (*Mediaweek*, July 19)—president/CEO Perry Sook fired the stations' general manager, Robb Gray Jr., and named Perry Chester vp/gm. Chester comes from Columbus, Ohio, CBS affiliate WBNS-TV, where he was vp/gm. Gray could not be reached for comment. His future plans are not known. —*ML*

## SEATTLE/CABLE TV

### Fry Takes Over at NWCN

•AFTER FIVE YEARS OF HELMING A.H. BELO'S Northwest Cable News, Craig Marrs, president and general manager, tendered his resignation from the regional cable news network last Friday. He did not return calls by press time. Replacing him is Paul Fry, the former vp and gm of KONG-TV, an independent station in Seattle currently operated by Belo under a local marketing agreement. Fry has been with Belo since 1990. Prior to KONG, Fry was vp of cable and program development for Belo's broadcast division. —*ML*

## NEWSPAPERS

### Ten Dailies Add *WSJ* Sunday

•THE WALL STREET JOURNAL'S SUNDAY package of original articles and columns focusing on personal finance and careers will debut Sept. 12 in 10 major metropolitan newspapers.

The *Denver Post*, Fort Lauderdale *Sun-Sentinel*, Milwaukee *Journal Sentinel*, Minneapolis *Star Tribune*, New Orleans *Times-Picayune*, Orange County *Register*, Raleigh (N.C.) *News & Observer*, St. Louis *Post-Dispatch*, St. Petersburg *Times* and Sacramento *Bee* have all signed on to carry the four-page package in their business sections.

The initial circulation of *Wall Street Journal Sunday*, which will carry roughly half editorial and half advertising, is 4.3 million. A full-page ad will sell for \$159,000. The *Journal* has yet to announce any advertisers. Newspapers will pay the *Journal* a fee to run the section and will share in ad revenue. —*TC*

**ST. LOUIS/NEWSPAPERS****Local Papers Publish Fridays**

• JOURNAL REGISTER CO. HAS BEEN BUSY IN the last few weeks. The Trenton, N.J.-based newspaper owner said it plans to increase the frequency of some of its suburban St. Louis papers from two to three days a week.

Effective Aug. 13, six of the company's 38 non-daily papers in the St. Louis area already publishing on Wednesday and Sunday will produce a Friday edition. The Friday paper will also sport two new sections, focusing on entertainment and the home. The papers—which are supported by local retail and classified advertising—include the *South County Journal*, *Southwest County Journal*, *Oakville-Mehlville Journal*, *News Democrat Journal*, *Meramec Journal* and *Jefferson County Journal*. They have a combined circulation of 134,000. Journal Register boasts a total circ of 1.6 million in the St. Louis area.

Thomas E. Rice, president/CEO of Journal Register's Suburban Newspapers of Greater St. Louis, said the Friday editions were created in response to readers' "increasingly busy suburban lifestyles." —TC

**PHILADELPHIA/CABLE TV****CN8 Adds Regional Carriage**

• COMCAST'S REGIONAL CABLE NETWORK CN8 picked up 80,000 new subscribers in North and South Philadelphia and Center City, thanks to a distribution deal signed two weeks ago with Philadelphia's Greater Media cable operator. The carriage deal expanded CN8's regional reach to 2.5 million households in New Jersey, Pennsylvania and Maryland.

The regional service is targeting Philly viewers with *Comcast Newsmakers* on Headline News, a program that consists of five-minute interviews with regional experts on national issues, running at 25 and 55 minutes past the hour. "We're going to go into the local community and do more interviews with Philadelphia's prominent business people, political leaders and community members," said Bob Bubeck, CN8's director of sales.

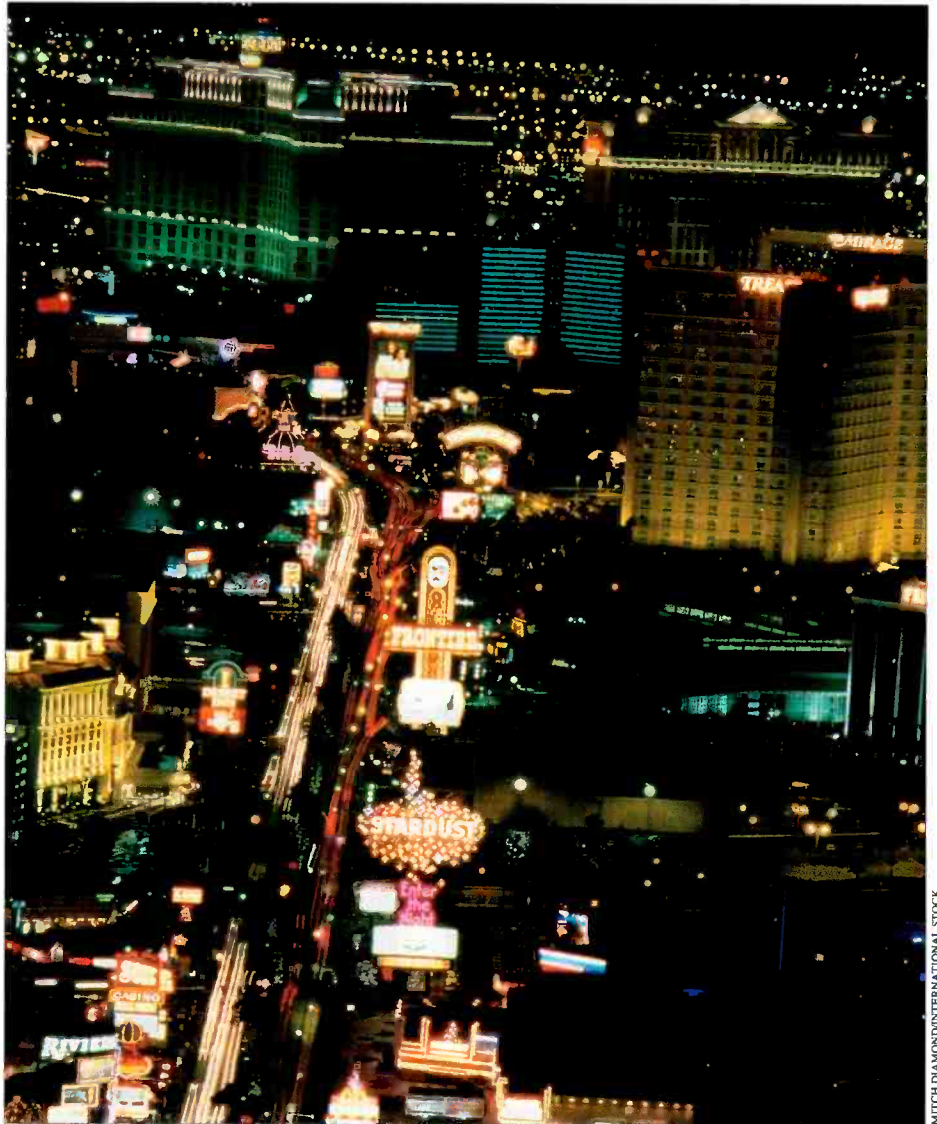
CN8's subs are concentrated in Central and Northern New Jersey (1.3 million subscribers), Philadelphia (700,000 subs) and Baltimore (400,000 subs). Plans are to penetrate Washington and New York next year.

A mix of regional sports coverage, cooking and call-in shows, CN8 hopes to draw more advertisers with the added subs, Bubeck said. "We plan to pick up a lot of advertising with the new geography covered," he said. "We'll be picking up significant dollars over the next few years." —Rebecca Schnall

**MARKET PROFILE**

# Las Vegas

BY MIRA SCHWIRTZ



MITCHELL DIAMOND/INTERNATIONAL STOCK

**F**orget the Strip, the roulette tables at the Bellagio and the nickel slots at the Golden Nugget. The real gamble in Las Vegas these days is producing a local television newscast that will hold the attention of the market's diverse and rapidly changing viewership. With a decade-long explosion in population that is projected to reach 1.3 million by 2000, the odds against any of Las Vegas' broadcast news outlets retaining a loyal audience are climbing.

Keeping up with the news itself is becoming a game of chance, as affiliates scramble daily to break and stay on top of the hottest

local stories. A disastrous flood. City Council nepotism. Mobsters charged with racketeering. Those were the lead stories on Sin City news stations from just a single day earlier this month.

"Local news is local TV's bread and butter," says Paul Heine, research director at Sunbelt Broadcasting's KVBC, the NBC affiliate in Las Vegas. "It's a highly competitive market."

Nielsen ratings data from the May sweeps show the Vegas affiliates of the Big Three networks competing fiercely for evening-news viewers, with only a single share point of difference in some early-



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evening time periods (see chart on page 24).

To keep pace with their competitors, some Las Vegas stations are adding more news programming to their schedules. Two weeks ago, Meredith Corp.-owned KVVU, the Fox affiliate, introduced a morning news block from 5:30 to 7 a.m. This fall, KVBC will add a half hour of local news at 5 a.m. to its early-morning slate.

"The battle is that our viewers are brand new, so we have to prove ourselves every day," says Emily Neilson, news director at Las Vegas CBS affiliate KLAS, owned by Norfolk, Va.-based Landmark Communications.

For the four stations in the market that program news, attracting those newcomers to a single outlet's newscasts is difficult. KLAS is just one example of the lengths Vegas stations have gone to to bring relevant information to viewers. The station has invested in more than 20 weather stations around the Las Vegas valley that can accurately relay the area's widely varying weather patterns. KLAS also has six remote cameras positioned around the market to provide live updates on traffic patterns and weather conditions.

KVBC benefits from having a helicopter pad atop its building. While other stations can often get bogged down in traffic getting to the site of a breaking news story, the KVBC copter is usually there first, Heine says.

Journal Broadcasting's ABC affiliate KTNV touts its "Zoom-Cam" helicopter technology, which enables its news crews to get up-close images of breaking-news events. KTNV also has several stationary cameras positioned around the valley and plans to add more, says station manager Perry Boxx.

With all the growth spurring the market's news race to a pace faster than a spinning roulette wheel, all the Las Vegas TV stations have dedicated reporting teams assigned to specific beats. KLAS, for example, has a team dedicated just to education and how area school districts are coping with the region's growth and population changes.

Nielsen's May sweeps report showed that Las Vegas' evening-news stations lost viewers to competing syndicated programming on Fox affiliate KVVU and Sinclair Broadcasting's WB affiliate KVWB. Media buyers say the introduction of Nielsen meters in the market last November has provided a more accurate picture of viewing habits.

"Meters has a lot to do with it," says Dawn Maiorano, media director at R&R Advertising in Las Vegas. Before the introduction of meters, "[news] ratings were too high," Maiorano adds. "It's more realistic now."

The Nielsen report showed that KVBC's

## Scarborough Profile

### Comparison of Las Vegas To the Top 50 Market Average

|   | Top 50 Market<br>(Average %) | Las Vegas<br>Composition % | Las Vegas<br>Composition<br>Index |
|---|------------------------------|----------------------------|-----------------------------------|
| <b>DEMOGRAPHICS</b>                         |                              |                            |                                   |
| Age 18-34                                   | 32.6                         | 32.5                       | 100                               |
| Age 35-54                                   | 39.8                         | 41.6                       | 104                               |
| Age 55+                                     | 27.6                         | 26.0                       | 94                                |
| HHI \$50,000+                               | 38.7                         | 36.1                       | 93                                |
| College Graduate                            | 12.4                         | 7.0                        | 57                                |
| Any Postgraduate Work                       | 10.4                         | 5.5                        | 52                                |
| Professional/Managerial                     | 22.1                         | 17.3                       | 78                                |
| African American                            | 12.3                         | 8.1                        | 66                                |
| Hispanic                                    | 11.7                         | 12.7                       | 109                               |
| <b>MEDIA USAGE</b>                          |                              |                            |                                   |
| Read Any Daily Newspaper - (Average Issue)  | 57.9                         | 49.9                       | 86                                |
| Read Any Sunday Newspaper - (Average Issue) | 67.8                         | 59.2                       | 87                                |
| Total Radio Average Morning Drive M-F       | 25.5                         | 24.1                       | 95                                |
| Total Radio Average Evening Drive M-F       | 18.6                         | 18.3                       | 98                                |
| Total TV Average Early News M-F             | 28.9                         | 34.1                       | 118                               |
| Total TV Average Prime Time M-S             | 39.6                         | 33.2                       | 84                                |
| Watched A&E past 7 days                     | 36.6                         | 39.4                       | 108                               |
| Watched BET past 7 days                     | 7.8                          | 9.5                        | 122                               |
| Watched CNBC past 7 days                    | 19.1                         | 24.0                       | 126                               |
| Watched CNN past 7 days                     | 38.6                         | 42.6                       | 111                               |
| Watched The Discovery Channel past 7 days   | 40.2                         | 49.2                       | 122                               |
| Watched The Disney Channel past 7 days      | 18.1                         | 33.9                       | 188                               |
| Watched E! past 7 days                      | 13.6                         | 25.5                       | 188                               |
| Watched ESPN past 7 days                    | 31.7                         | 36.3                       | 115                               |
| Watched The Family Channel past 7 days      | 23.4                         | 19.5                       | 84                                |
| Watched fX past 7 days                      | 9.2                          | 17.2                       | 187                               |
| Watched Headline News past 7 days           | 19.0                         | 26.3                       | 138                               |
| Watched The History Channel past 7 days     | 19.6                         | 33.5                       | 171                               |
| Watched The Learning Channel past 7 days    | 19.9                         | 23.4                       | 118                               |
| Watched Lifetime past 7 days                | 24.0                         | 22.9                       | 95                                |
| Watched MSNBC past 7 days                   | 9.2                          | 19.9                       | 217                               |
| Watched MTV past 7 days                     | 17.3                         | 23.1                       | 134                               |
| Watched Nick at Nite past 7 days            | 16.0                         | 19.0                       | 119                               |
| Watched Nickelodeon past 7 days             | 17.0                         | 18.9                       | 111                               |
| Watched Sci-Fi Channel past 7 days          | 12.2                         | 20.2                       | 166                               |
| Watched TBS past 7 days                     | 30.1                         | 29.7                       | 99                                |
| Watched TNN past 7 days                     | 18.8                         | 19.4                       | 103                               |
| Watched TNT past 7 days                     | 32.3                         | 33.8                       | 105                               |
| Watched TV Food Network past 7 days         | 8.6                          | 4.3                        | 50                                |
| Watched USA past 7 days                     | 31.3                         | 32.7                       | 104                               |
| Watched VH1 past 7 days                     | 15.2                         | 21.6                       | 142                               |
| Watched The Weather Channel past 7 days     | 37.4                         | 33.8                       | 90                                |
| <b>HOME TECHNOLOGY</b>                      |                              |                            |                                   |
| Owns a Personal Computer                    | 46.9                         | 53.4                       | 114                               |
| Accesses Internet/WWW                       | 39.8                         | 39.5                       | 99                                |
| Shops Using Online Services/Internet        | 8.5                          | 10.3                       | 121                               |
| Owns a Modem                                | 35.2                         | 36.6                       | 104                               |
| Connected to Cable                          | 69.0                         | 75.1                       | 109                               |
| Connected to Satellite/Microwave Dish       | 10.2                         | 10.8                       | 106                               |

Source: 1998 Scarborough Research Top 50 Market Report (Release 2 1998, 12-month database)

5 p.m. newscast dropped from a 16 share among viewers 18-49 in May 1998 to an 11 share this past May. Among 25-to-54-year-old viewers, KVBC's newscast plummeted from a 19 to a 12 share. Meanwhile, Fox's KVVU, which airs syndicated fare in the 5 p.m. slot, saw its share grow year-to-year from a 3 to a 5 among viewers 18-49.

The May Niensens also may indicate slackening demand among some Las Vegas viewers for news, says Maureen Harper, media supervisor at R&R. "Friends at 6 p.m. on [KVWB] is pulling audience away from news," Harper notes. "Jeopardy! is huge in this market. We might see a little more leveling off" of local news ratings.



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|               |                     |           |            |                 |                 |
|---------------|---------------------|-----------|------------|-----------------|-----------------|
| CNN WorldView | MONEYLINE News Hour | Crossfire | CNN & TIME | Larry King Live | The World Today |
| 6:00pm        | 6:30pm              | 7:30pm    | 8:00pm     | 9:00pm          | 10:00pm         |



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## Newspapers: The ABCs

|                                      | Daily Circulation | Sunday Circulation | Daily Market Penetration | Sunday Market Penetration |
|--------------------------------------|-------------------|--------------------|--------------------------|---------------------------|
| <b>Las Vegas: 475,100 Households</b> |                   |                    |                          |                           |
| <i>Las Vegas Review-Journal</i>      | 154,959           | 213,830            | 33.0%                    | 45.0%                     |
| <i>Las Vegas Sun</i> *               | 37,080            | N/A                | 8.0%                     | N/A                       |

\*Monday to Saturday only  
Source: Audit Bureau of Circulations

Sinclair's KVWB and Acme Broadcasting's independent KFBT (which is operated by Sinclair under a local marketing agreement) are also betting that their non-news lineups will grow in share. "The audience is going toward alternative programming," says Rob Weisbord, KVWB sales director.

KVWB will get a boost this fall from the darkening of superstation (and WB flagship) WGN outside its home market of Chicago. WGN is contracted to end its broadcasts outside of Chicago this fall. "We've lost as much as one rating point because [WGN's] prime [time] airs as much as two hours before ours," says KVWB's Weisbord.

Another major news competitor is LV1, a 24-hour cable channel produced by locally based Greenspun Corp. in partnership with Cox Cable and the *Las Vegas Sun* newspaper, which is owned by the Greenspun family. The year-old channel produces its own newscasts (which occasionally feature *Sun* reporters) and also carries repeat newscasts from CBS affiliate KLAS. LV1 also plans to produce more original programming like its *Point of View Vegas*, an interview show, says KLAS' Nielson.

With an approximate household penetration of 65 percent, cable is primed to grow bigger with the expanding Las Vegas market. The market's largest systems operator is Cox Communications.

One medium that is surprisingly static given the overall growth in the Vegas market is radio. Although Vegas radio operators say they have as much trouble as their television counterparts in building a loyal audience, their stations are narrowly niched, with each practically owning a format. Media buyers complain that this tight concentration in programming formats gives them little flexibility in making radio buys for clients.

"It's definitely frustrating, because you feel like you don't have a choice," says Anne Genseal, a senior planner at R&R.

One factor in the tight niching is CBS/Infinity's control of nearly 40 percent of the market's radio advertising dollars (see

*Radio Ownership Chart on this page*). CBS has a solid hold on the Adult Contemporary format with three FM stations: KMZQ is a down-tempo Contemporary Hits station; KMXB is a "Hot" Hits station; and KLUC is a female-skewing Pop Hits stick. All of the outlets program to slightly varying tastes among listeners 18-49 and 25-54.

CBS' dominance over the AC genre has been challenged over the past year by Centennial Broadcasting's Hits station KSTJ, known as Star 105.5. Centennial dropped Oldies from the station last fall and reformatted along the same lines as CBS' KMZQ, says Jerry Dean, KSTJ program director. The station quickly saw a jump to a 4.8 average quarter-hour share among listeners 18-49 in the Winter Arbitron book, beating KMZQ's 4.1 share. Among the 25-to-54-year-old set, KSTJ jumped a full share point from Winter '98 to a 4.7, while KMZQ dropped nearly a share point, to a 5.2.

"We're playing a lot of '80s and some '90s music—there was a real hole for stuff that hadn't been played in awhile," Dean says. "We've hit on a unique combination."

Another recent conversion on Las Vegas' FM dial is former R&B outlet KISS-FM's switch to Spanish-language music by new owner Hispanic Broadcasting Corp. With roughly 14 percent of Las Vegas' population Hispanic, according to Nielsen Hispanic Services, buyers expect the new KISS to build an audience quickly.

Las Vegas' print media, particularly magazines, is enjoying solid growth. There are four magazines devoted to the market: *Las Vegas Magazine*, *The Las Vegas*, *Las Vegas Life* and *Las Vegas Style*.

*Las Vegas Life*—owned by Greenspun and produced in tandem with the market's public television station, KLVX—comes closest to being a real city magazine because of its focus on local issues rather than tourist attractions.

"The magazines all depend a lot on casino dollars, so city water issues aren't going to mean much to someone from Chicago," says Dottie Korkosz, owner of Dottie Korkosz Media Services in Las Vegas.

*Las Vegas Life* has a circulation of 35,000, of which 10,000 is paid. Those numbers are dwarfed by *Life*'s casino-supported competitors. The style-focused *Las Vegas Magazine* has an international flavor. The privately held title has a circulation of

## Radio Ownership

| OWNER                        | STATIONS | Avg. Qtr.-Hour Share (%) | Revenue (in Millions) | Share of Total |
|------------------------------|----------|--------------------------|-----------------------|----------------|
| CBS/Infinity                 | 2 AM     | 24.4%                    | \$22.6                | 37.7%          |
|                              | 4 FM     |                          |                       |                |
| Jacor Communications         | 4 FM     | 23.8%                    | \$14.0                | 23.3%          |
| Centennial Broadcasting      | 3 FM     | 17.6%                    | \$9.1                 | 15.1%          |
| Lotus Communications         | 2 AM     | 9.3%                     | \$7.1                 | 11.8%          |
|                              | 2 FM     |                          |                       |                |
| George Tobin                 | 1 FM     | 3.1%                     | \$2.2                 | 3.7%           |
| Hispanic Broadcasting Corp.* | 1 AM     | 2.2%                     | \$1.5                 | 2.5%           |
| Compass Communications       | 1 FM     | 2.6%                     | \$0.8                 | 1.3%           |
| Radio Nevada                 | 1 AM     | 1.2%                     | \$0.8                 | 1.3%           |
| S&R Broadcasting             | 1 FM     | 1.5%                     | \$0.8                 | 1.2%           |
| CRC Broadcasting             | 1 AM     | 1.0%                     | \$0.7                 | 1.2%           |

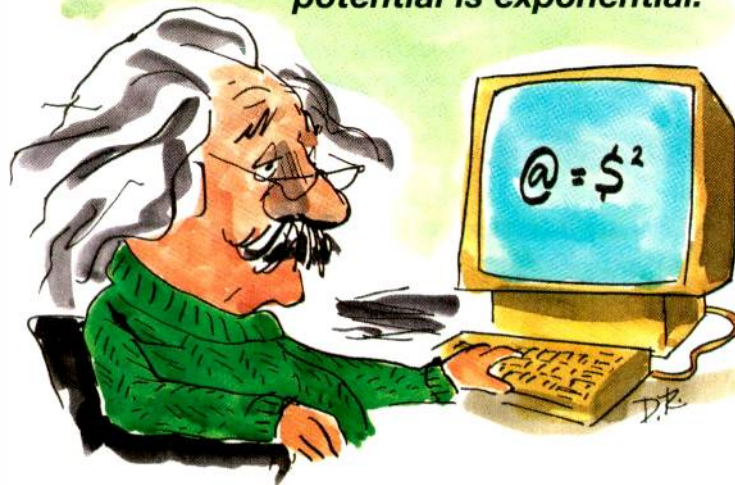
\*Does not include KISS-FM, recently acquired  
Includes only stations with significant registration in Arbitron diary returns and licensed in Honolulu or immediate area  
Ratings information provided by Arbitron, Winter 1999 book; revenue information provided by BIA Research, 1998

Sept 13-15, 1999 — Loews Coronado Bay Resort, San Diego, CA



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## Radio Listenership

| STATION | FORMAT                  | Avg. Qtr.-Hour Share |                    |
|---------|-------------------------|----------------------|--------------------|
|         |                         | Morning Drive, 12+   | Evening Drive, 12+ |
| KXTE-FM | Alternative             | 9.7                  | 5.7                |
| KJUL-FM | Nostalgia               | 9.4                  | 8.6                |
| KSNE-FM | Soft Adult Contemporary | 7.7                  | 6.5                |
| KWNR-FM | Country                 | 7.6                  | 7.6                |
| KLUC-FM | Contemporary Hits       | 6.3                  | 7.6                |
| KKLZ-FM | Classic Rock            | 5.2                  | 4.2                |
| KMXB-FM | Hot Adult Contemporary  | 5.1                  | 6.1                |
| KOMP-FM | Album-Oriented Rock     | 5.0                  | 4.7                |
| KFMS-FM | Country                 | 4.2                  | 4.9                |
| KMZQ-FM | Adult Contemporary      | 4.0                  | 4.1                |

Source: Arbitron, Winter 1999 Radio Market Report

approximately 78,000, of which 63,800 is paid via newsstand and subscription sales.

*Las Vegas Style* is a gaming and entertainment-themed book targeted at tourists. The privately published magazine, distributed at airports and hotels, has a circulation of about 110,000, about 20 percent of which is paid.

Finally, the privately held *Las Vegas* is focused on people and celebrities in Vegas. It is distributed as part of a package of tourist information by the city's Convention and Visitors' Bureau and has a circulation of 50,000, of which about 8,000 is paid.

A relative newcomer to the local publishing scene is *Vegas Golfer*, born two years ago in response to the rapid development of golf courses in the region. The number of courses in the Las Vegas area has tripled to 50 over the last decade, and 20 to 30 more layouts are slated to be built in the next 10 years, according to Brian Hurburt, co-owner and editor of *Vegas Golfer*.

The magazine's circulation of 60,000 (1,500 paid) caught the attention of the Greenspun Corp., which recently acquired an equity stake in *Vegas Golfer*. Greenspun plans to include some of *Golfer's* editorial content in its other local publications, particularly *Las Vegas Life*.

There is also a business magazine in the market, *The Las Vegas Business Press*, owned by Wick Communications. The weekly focuses on activity in the gaming industry as well as technology, healthcare and finance, says managing editor Hugh Jackson. The *Business Press's* circulation is between 7,500 and 10,000, of which roughly 5,000 is paid.

Meanwhile, the market's two daily news-

papers continue to survive, at different levels of success. The afternoon *Las Vegas Sun*, a Greenspun publication, is struggling to cope with dwindling circulation. The *Sun's* average daily circ slipped from 39,483 in March 1998 to 37,591 last March, according to the Audit Bureau of Circulations.

The *Sun* publishes under a joint operating agreement with the *Las Vegas Review-Journal*, owned by the Donrey Co. Management has attempted to boost the *Sun's* readership by putting additional distribution boxes on the streets and by pushing deadlines back to catch later-breaking news.

Neither ploy, however, appears to be working. And *Review-Journal* publisher and president Sherman Frederick says that the *Sun's* deadlines will have to be pushed ahead to their original times in order to get the paper on the street earlier in the day.

The more widely read *Review-Journal* is having some circulation problems of its own, dropping from a circ of 162,777 in March '98 to 158,541 this year. Frederick characterizes the dip as an "anomaly," attributing it to

poor management decisions and "profit-taking." A recent management restructuring should generate a 2 to 4 percent increase in the paper's overall revenue, Frederick says.

Buyer Korkosz says the papers' Wednesday, Friday and Sunday editions are good options for advertisers because they contain well-read special editorial sections such as an entertainment guide (Friday) and food (Wednesday).

Filling out the Greenspun Corp.'s print empire is *Las Vegas Weekly*, a free alternative paper with a 60,000 circulation. Less than a year old, the *Weekly* is considered a lighter, entertainment-focused version of its veteran competitor, *City Life*. Wick Communications-owned *City Life* has a weekly circulation of 55,000.

*Review-Journal* publisher Donrey is also the largest vendor of outdoor advertising in the market. The second-largest outdoor player is Chancellor Outdoor, recently acquired by Lamar Outdoor. The densest area for outdoor boards, known as the "tourist corridor," extends along all routes leading out of the airport and the streets surrounding the Strip and the Las Vegas Convention Center. Despite the numerous positions, availability for outdoor ad space is consistently tight, says Judi Crisileo, managing director at ad agency Outdoor Services. ■

## Nielsen Ratings/Las Vegas TV Evening and Late News Dayparts

### Early News

| Time        | Network     | Station | Rating | Share |
|-------------|-------------|---------|--------|-------|
| 4-4:30 p.m. | CBS         | KLAS    | 5      | 11    |
|             | NBC         | KVBC    | 6      | 12    |
| 5-5:30 p.m. | CBS         | KLAS    | 8      | 15    |
|             | ABC         | KTNV    | 7      | 13    |
|             | NBC         | KVBC    | 7      | 14    |
|             | Independent | KFBT    | 1      | 2     |
|             | WB          | KVWB    | 2      | 2     |
| 6-6:30 p.m. | CBS         | KLAS    | 6      | 11    |
|             | ABC         | KTNV    | 6      | 10    |
|             | NBC         | KVBC    | 9      | 16    |
|             | Independent | KFBT    | 3      | 5     |
|             | WB          | KVWB    | 2      | 3     |
| 6:30-7 p.m. | CBS         | KLAS    | 6      | 10    |
|             | ABC         | KTNV    | 4      | 7     |
|             | Independent | KFBT    | 3      | 5     |
|             | WB          | KVWB    | 3      | 4     |

### Late News

|               |             |      |   |    |
|---------------|-------------|------|---|----|
| 10-10:30 p.m. | Fox         | KVVU | 4 | 7  |
| 11-11:30 p.m. | CBS         | KLAS | 7 | 14 |
|               | ABC         | KTNV | 6 | 13 |
|               | NBC         | KVBC | 9 | 20 |
|               | Independent | KFBT | 2 | 5  |
|               | WB          | KVWB | 2 | 3  |

Source: Nielsen Media Research, May 1999

# Latin Lovers

Smart marketers are realizing that Hispanic Americans are the nation's fastest growing demographic segment, they have plenty of MONEY, and they like their CULTURES.



# c o n t e n t s

**3      ROUNDTABLE DISCUSSION**

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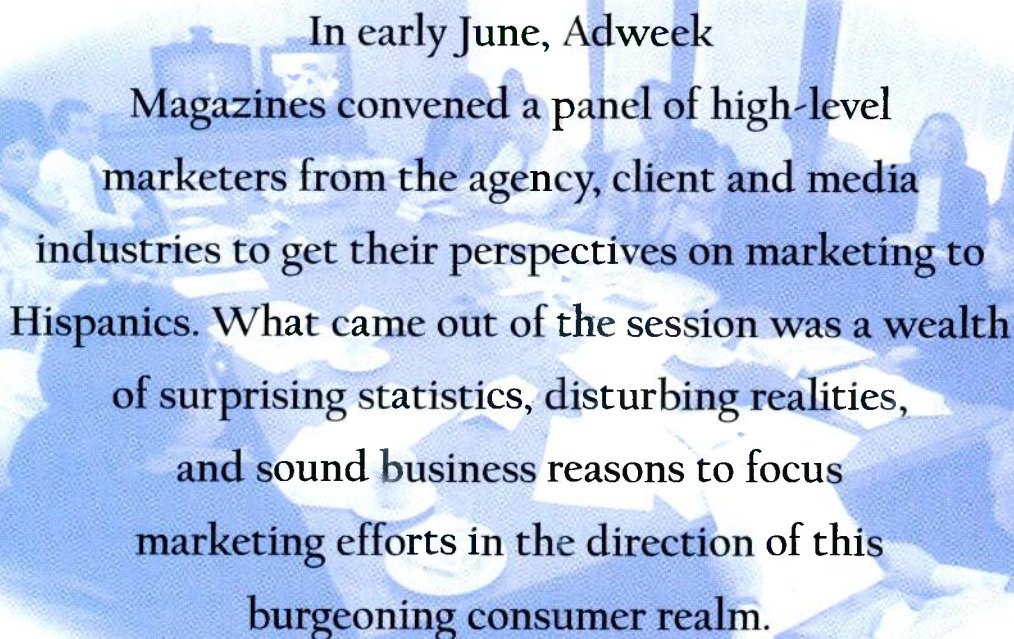
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BY HECTOR ORCI

# Roundtable

DISCUSSION



In early June, Adweek Magazines convened a panel of high-level marketers from the agency, client and media industries to get their perspectives on marketing to Hispanics. What came out of the session was a wealth of surprising statistics, disturbing realities, and sound business reasons to focus marketing efforts in the direction of this burgeoning consumer realm.

## MODERATOR

**ALFRED SCHREIBER**

Managing Partner, New America Strategies Group

## PANELISTS

**WALTER ARENZON**

Executive Creative Director, Siboney USA

**JOAQUIN BLAYA**

Chairman, Radio Unica

**MADLIN BOSAKEWICH**

Group Publisher,  
Glamour En Español, Vogue En Español,  
Ideas Publishing Group

**GILBERT DAVILA**

Director of Multicultural Marketing,  
Sears, Roebuck and Co.

**DAISY EXPOSITO-ULLA**

President, CEO,  
The Bravo Group

**ANNA MARIA FERNANDEZ-HAAR**

President,  
IAC Group

**MICHAEL E. KASSAM**

Vice Chairman,  
Western Initiative  
Media Worldwide,  
President,  
North American Operations

**TRACY LEEDS**

COO, Star Media

**WILLIAM PATE**

Vice President,  
Advertising and Public Relations,  
BellSouth Corp.

**LISA QUIROZ**

Publisher, People en Español

**PETER TORTORICI**

Former President, CEO,  
Telemundo Network Group



*We tend to over complicate the issues. In this day and age, I still do not think you can underestimate prejudice.* —JOAQUIN BLAYA

**AL SCHREIBER:** Buenos dias. I'd like to spend some time convincing people that marketing to Hispanics is important. Anna Maria [Fernandez-Haar] told me that if you average out [the budgets] of the top 50 marketers in America, they're spending about 1.5 percent of their budget on the Hispanic or Latino market. When you look at that versus market size and what the impact is, it's incredibly underspent.

How can we change that? And who, to use a term I read yesterday, is committing marketing suicide by ignoring that market?

Let's start with some of the "gee whiz" statistics: Almost 30 percent of the population is people of color, destined to be 53 percent by 2040. The Hispanic market alone, which is the fastest growing, is 33 million people, second only to African Americans—we're talking about some 11 percent of the population, and

that's projected to grow to 42 million by 2010. By 2050, Hispanics will be 25 percent, fully one quarter, of the entire population of America, surpassing African American growth. In terms of spending, for the Hispanic market alone we're talking about [some] \$400 billion, a number that has almost doubled since 1990.

Also, Hispanics have larger households: 3.4 people versus 2.5 for white [general-market] families. And what's most important is that you're talking about a group or a marketplace that outspends the white market in many key marketing areas, whether it's clothing (42 percent), groceries (21 percent), shoes (20 percent), or telephone services (11 percent).

When you look at the overall spend on marketing in America, you're looking at \$208 billion that's being spent on all marketing. And then you look at the multi-cultural populations and you're looking at

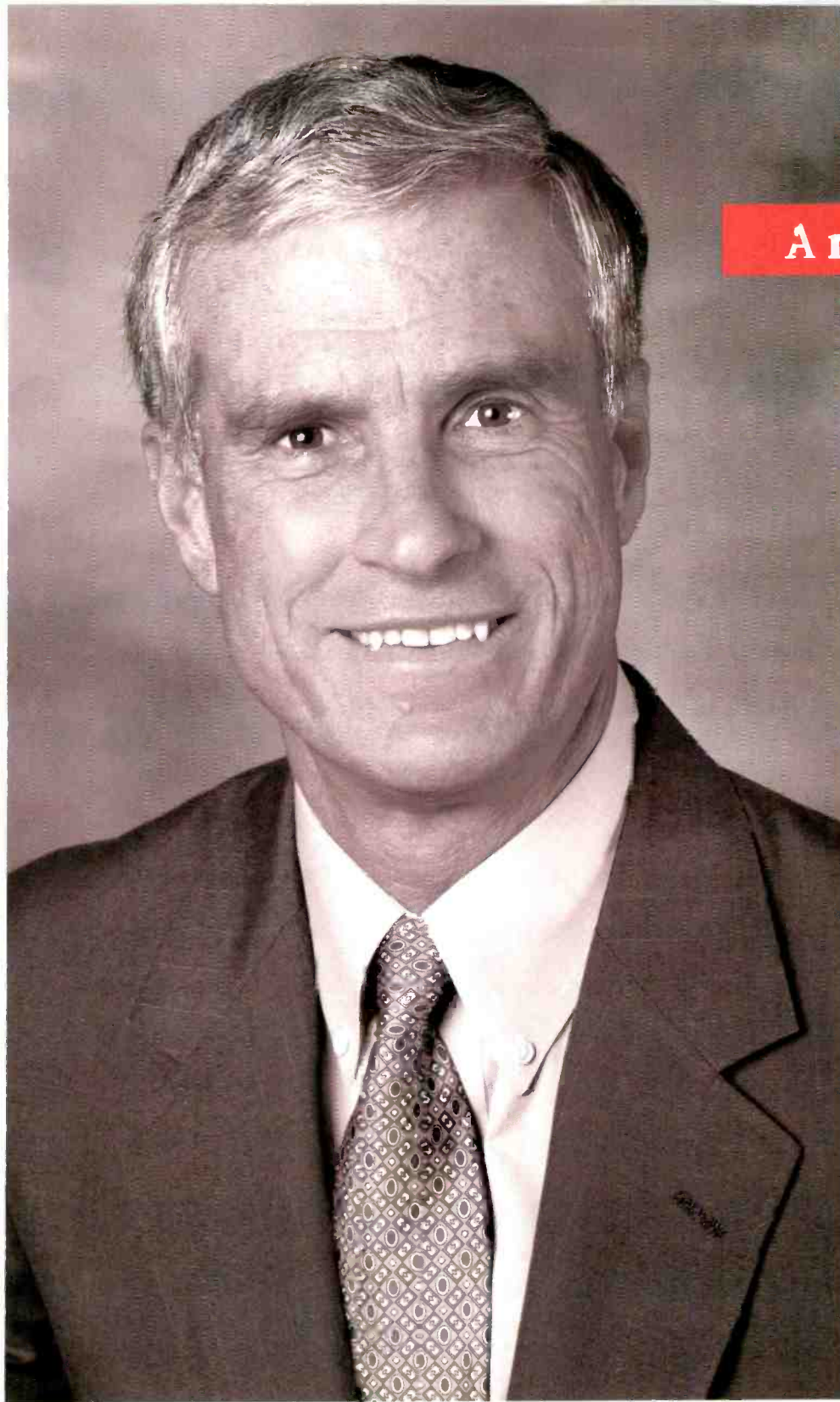
approximately less than 1 percent of that—less than \$2 billion.

What's wrong with this picture?

Let's go around and throw a few questions and issues out for discussion.

**MICHAEL KASSAN:** I'd like to open with a question. We recently combined our strategic planning and implementation operations in the multicultural area with those of our general-market area. We'd found that by separating [them], there was competition within our own agency, if you will. And from a client's standpoint, [they were] looking at two separate plans as opposed to one plan. ...We think you have to deliver a total communications plan to a client. I'd like to ask whether the folks around this table think these things should be separate or together.

**SCHREIBER:** What was the catalyst for what you did?



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We have been very successful at Bravo because in many instances we approach tasks from a total planning perspective; we function separately and autonomously. However, if we share a client with the general market, we sit at the table and we plan together. —DAISY EXPOSITO-ULLA

**KASSAN:** The catalyst was trying to approach the strategic planning in one effort so that we didn't find competition for a budget. A total communications plan should include general market as well as multicultural.

**SCHREIBER:** Were you challenged when you did this?

**KASSAN:** I was challenged. I was told that if you take the specialists in the multicultural area and blend them into the general market, they're going to lose their identity. I didn't agree.

**LISA QUIROZ:** If indeed this is a time in which "mass" is dead, and if indeed the era of customer focus was the '90s, then why isn't this an obvious thing to do? We have a female focus, a young family focus, an 18-to-35 focus; if you look at the demographics now and the growing demographics, you cannot ignore this

group. And it's not only important to have marketing efforts geared toward it, but to truly understand this consumer.

**SCHREIBER:** How have you demonstrated that to your advertisers?

**QUIROZ:** We have spent a great deal of time in the past two years focusing on understanding this consumer, understanding our reader. It's not just language. It's much more complicated than that. It is understanding this community in a

way that you, through your advertising message, make an emotional connection with it.

**JOAQUIN BLAYA:** At a time when we're falling in love with niche marketing, it is hard to comprehend why [there's resistance to targeting Hispanics]. For example, 15 years ago having the Los Angeles Dodgers live and delivering a 3 to 4 rating wasn't a business, it was a secondary thing because in a world of three television networks and one PBS station, a 3 to 4 rating wasn't [much]. In a world of 500

### Hispanic Population for Top 10 Hispanic DMA's

| DMA                    | RANK | HISPANIC POPULATION | PERCENT OF TOTAL U.S. HISPANIC POPULATION |
|------------------------|------|---------------------|---|
| Los Angeles            | 1    | 6,325.9             | 20.8                                      |
| New York               | 2    | 3,645.1             | 12.0                                      |
| Miami                  | 3    | 1,422.6             | 4.7                                       |
| <b>SUB-TOTAL</b>       |      | <b>11,393.6</b>     | <b>37.4</b>                               |
| San Francisco-San Jose | 4    | 1,243.0             | 4.1                                       |
| Chicago                | 5    | 1,198.3             | 3.9                                       |
| Houston                | 6    | 1,141.0             | 3.7                                       |
| San Antonio            | 7    | 1,064.7             | 3.5                                       |
| McAllen-Brownsville    | 8    | 823.7               | 2.7                                       |
| Dallas-Ft. Worth       | 9    | 786.9               | 2.6                                       |
| San Diego              | 10   | 706.4               | 2.3                                       |
| <b>TOP 10 DMA'S</b>    |      | <b>18,357.6</b>     | <b>60.2</b>                               |

Source: Strategy Research Corporation, 1998 US Hispanic Market

Luis Miguel  
Ricky Martin  
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Sources: 1998-99 ABC Audit. 1998 People en Español Readership Studies

**People**  
EN ESPAÑOL



We talk about the clients, but I think when you really look at who the gatekeepers are, in many cases it's the agencies who have been advising them. —ALFRED SCHREIBER

channels, it's phenomenal. That's what Spanish media does in its delivery of this niche market.

**SCHREIBER:** Despite that fact, why are so many other companies still on the sidelines?

**BLAYA:** We tend to overcomplicate the issue. In this day and age, I still do not think you can underestimate prejudice. Prejudice is a key component of the kind of hoops the Hispanic media markets have to go through. I'm a positive person, I'm enthusiastic about the prospects of the future, but it is a reality.

A tremendous amount of research has now legitimized what many of us knew for years. I mean, you've got articles today in The New York Times about the buying of media in America... but there's something missing: the most successful television network in America today, and

that's Univision. There's also no mention of Telemundo. It is inconceivable. They're invisible. Just like Hispanic consumers.

**DAISY EXPOSITO-ULLA:** I think we need [in part] to change the attitudes of marketers, as well as general-market agencies. We must educate the senior management in these companies, because when they approach planning for their clients, they must include that ethnic component as it relates to us. We have been successful at Bravo because in many instances we do approach tasks from a total planning perspective.

Does that mean that there's no role for an independent Hispanic agency? Absolutely not. I think you're always going to need those experts..

**SCHREIBER:** That's interesting, because we talk about the clients, but when you look at who the gatekeepers are,

in many cases it's the agencies who have been advising them. The reality is that for most of the general-market agencies and most of the major holding companies, there's nothing in it for them when they recommend this kind of approach.

**WALTER ARENZON:** That's not exactly true. The objective is growth. There are certain product categories that would benefit by allocating a larger proportion to the multicultural.

**MADLIN BOSAKEWICH:** Especially in markets like Miami, where you have, what, 56 percent Hispanic, or Los Angeles, where it's 35 percent.

**TRACY LEEDS:** I would posit that the gatekeeper is also the media. I'll give you a very radical example of that: We actually wanted to put Spanish-speaking ads on English-language programming. We wanted to really



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Understanding the consumer is understanding this community in a way that you, through your advertising message, make an emotional connection with it. —LISA QUIROZ

broaden our message as wide as we could, knowing that a large portion of our market was watching things like *Ally McBeal*, etc., and we couldn't put a Spanish ad on the English television network.

It just happened for the first time at the Alma Awards with English subtitles. I think it also goes back to corporate America or upper management thinking one-dimensionally.

**SCHREIBER:** We did a couple of studies last year and found that when you advertise in Hispanic media, in Spanish, that you're twice as effective; 200 percent more effective. So when someone says we're reaching [the Hispanic market] already, that's false.

**ANNA MARIA FERNANDEZ-HAAR:** But while we have the numbers now, or just Nielsen's, and they're looking very favorable to Hispanics, the research itself is being questioned.

The bar keeps getting higher. First we were told, "Get Nielsen," so we get Nielsen, [but then] we're told that Nielsen isn't good. What next?

**PETER TORTORICI:** I'd like to get back to the gatekeeper idea. To me the gatekeeper is where Gilbert [Davila] sits, the client side. His success stories are the most compelling arguments any of us can bring to the table because it's all about return on investment, all about results. When we have our discussions at the media level, or the agency level, those are loser discussions. There are too many vested interests. We're fighting over plus or minus 1 percent or 5 percent of an "ethnic media market buy," and that's not where the game is, that's not where the reality of our economic clout is.

**GILBERT DAVILA:** We've been building a case study for the better part of the last 10 years that has clearly demon-

strated that the more we invest in this marketplace, the better the stores perform. I can tell you that 10 years ago our Hispanic-designated stores clearly underperformed relative to non-Hispanic or general-market stores because the investment wasn't there. Ten years later I can tell you that we have a very consistent track record that says with the last five years when we got really serious about it, our Hispanic-designated stores significantly over-index our non-Hispanic stores. So from our performance, if you say "why should we do it?", the reason is because it makes good economic sense to do it.

How do you grow market share? You can try by stealing it from somebody else, or by trying to reach out to a new customer. For us, reaching out has worked.

**FERNANDEZ-HAAR:** I'd like to point out how daunting the challenge is. Sears



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**SCHREIBER:** Gilbert, what inspired your chairman to do this?

**DAVILA:** Several things. It was up to chairman/CEO Arthur Martinez and, obviously at that time, John Costello, who was our head of marketing. And there were people who, in their previous lives-John, for example, being a Procter & Gamble and a Pepsi alumnus-understood the importance of marketing to a multi-cultural group. It takes a commitment and direct access to those folks on a consistent basis. I have seen a

once-a-year "come to Jesus" meeting in some companies, and after that everyone goes away, nothing gets done. But whenever you have consistent meetings throughout the year with senior management and are able to show results of any kind, it really helps.

Like Peter said, it's return on investment. Making that cash register ring. Michael [Kassan], I think what you did is wise, and it's hap-



International Magazines: Vanidades; Cosmopolitan en español; Cristina La Revista; TV y Novelas; Furia Musical; National Geographic en español; Men's Health en español; Deporte Internacional; Mecánica Popular; Geomundo; Buenhogar; Ideas para tu hogar; Marie Claire; Harper's Bazaar en español; Elle; Eres; Tú.

pening more and more. For the agency to come to us with a "one voice" plan, if you will, is something we welcome, because that way we can find out what the total delivery for the marketplace is.

**BLAYA:** One of the interesting dynamics is that time and time again it has been proven that when the market is addressed, when you advertise to Hispanics, you make money. We are

not here talking about the minority "talk." We've never played that game. It's all about selling product and making money.

**ARENZON:** I believe in business sense and common sense. But why don't we look at this from a different perspective? Why don't we tell the client, 'You have a global product, you go to Argentina, you go to Columbia, to Brazil, but you're not

going to the fourth-biggest Spanish-speaking country in the world, which is the Hispanic market in the United States. Let's not tell him that by 2020 half of the young population is going to be Hispanic. Let's not scare him.

**FERNANDEZ-HAAR:** It's also interesting how [Hispanic marketing often] gets relegated within the brand system to a very junior person with no

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Six networks are sharing a bounty of over \$7 billion and couldn't put one Latino face in a series in this entire new pilot season, with over \$3 billion or more being spent in programming. That's damning evidence. —PETER TORTORICI

power, no doubt the person who's constantly afraid of losing their job. Sometimes it's not only a junior person but a person who's never lived in an Hispanic environment and hasn't traveled anywhere outside of the United States. Sometimes that issue is addressed by hiring one Hispanic, a "professional" Hispanic, maybe with a Hispanic surname, who may or may not be a marketing person, may or may not speak the language.

**ARENZON:** But he's Rodriguez.

**FERNANDEZ-HAAR:** He's Rodriguez. So, when the cuts come or when a serious issue needs to be addressed for a budget increase, or even an explanation of the fourth-largest country, if they don't know the difference between Brazil and Puerto Rico, it's hard to put it all in perspective.

The economic impact of the market is so much greater because we

are affecting brands down country, and vice versa. In some areas it's by ethnic tourism (U.S. Hispanic travel to countries of origin) and also the dual economic impact from business and personal travel from Central and South America and Mexico to the U.S. More than 64 percent of all exports from the state of Florida go to Latin America and 49 percent from Texas.

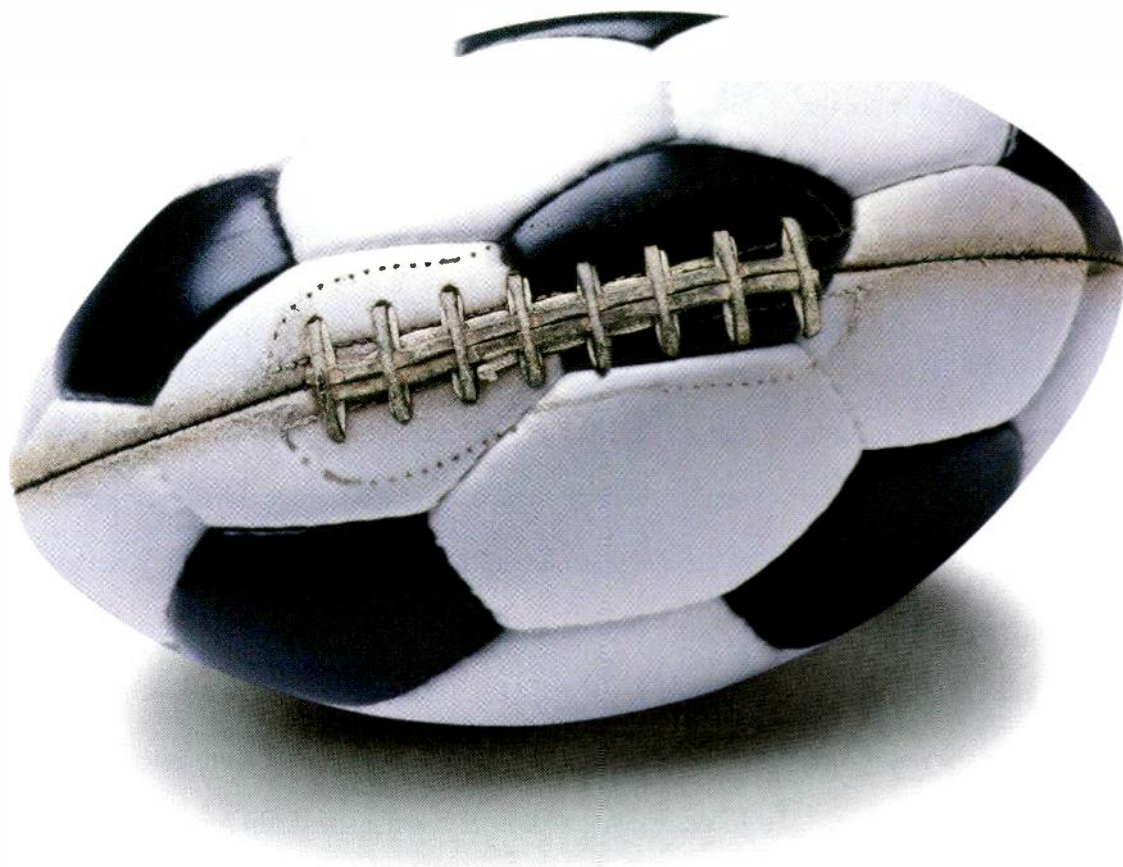
**BOSAKEWICH:** Three billion dollars worth of goods and services are basically from Latin Americans that come to visit Miami. The top eight countries from which visitors come to Miami [include] Brazil, Argentina, Columbia and Venezuela, and the emerging markets are Peru and Chili. And talk about brand awareness. Cubans don't say bleach, we say Clorox, "cloro." We don't say chewing gum, we don't say masticar goma, we say Chiclet, "Dame un chicle."

**FERNANDEZ-HAAR:** But don't talk just about South Florida. Latin America provided 27 percent of all the visitors to the U.S. If you take it by market area, they outspend Europeans and the Japanese.

**TORTORICI:** What is the market? It's so frequently stereotyped by either side as monolithic. In fact, when we talk about these huge numbers, we kind of lead ourselves into that trap because we talk about massive numbers with massive growth which seems to beg for one identity and one face, when that's not what it is.

The general market is not just the general market, it's stratified; niche upon niche upon niche. It's a huge business. The Hispanic market needs to be understood as equally complicated, and equally ripe for opportunity.

Prejudice is part of the reality of this marketplace. When a face is put on this market, it is lower-income



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We've been building a case study for the better part of the last ten years that has clearly demonstrated that the more we have invested in this marketplace, the better the stores have performed. —GILBERT DAVILA

and uneducated. But that is not the reality today, and certainly will not be the reality of the market 10, 20 years from now. Our collective challenge is to make sure that we articulate that reality ... and present it in media, put that face forward. Lisa [Quiroz] is doing it right now. Latina magazine is doing it right now. It's not just the face on the cover, it's the face of the woman carrying it on the subway.

**FERNANDEZ-HAAR:** William [Pate], you've segmented the market both for BellSouth Advertising and Publishing Co. (BAPCO) and the Yellow Pages.

**WILLIAM PATE:** Out of necessity. We're focused here in the Southeast, where there's a large concentration of Hispanics, and we have a business in 10 countries in Latin America.

One thing we're trying is extend-

ing our brand presence. We've found that AT&T [for instance] has done a good job of extending its brand presence through the Hispanic marketplace in terms of trust and reliability, and we needed to communicate some of those messages too and sort of provide that marketplace with a robust vision of BellSouth as opposed to just "Call BellSouth and get cellular service for \$12.99."

We're doing a lot more branding across the Hispanic market in South Florida on the domestic side, messages specific to that marketplace that are consistent with our overall brand messages. In other words, they work together so that if you're bilin-

gual you get a consistent brand message from BellSouth. We have bilingual and Hispanics that work in our business, we have Hispanic agencies who don't just take U.S.-created ads and translate them; we create them in Spanish to begin with.

In Latin America, we've just launched a regional brand campaign. There's so much travel now between the southeastern United States and Latin America that in a lot of ways it's just an extension of our marketplace. We're creating a consistent approach not just with advertising, by the way, but with fully integrated plans [including] public relations activities and sponsorships.

| ADVERTISING EFFECTIVENESS STUDY<br>ENGLISH - vs - SPANISH  |  |
|--|--|
| <p><b>METHODOLOGY:</b><br/>                     Sample: 648 Hispanics 18-49<br/>                     Pre-test Telephone Interviews<br/>                     Exposure to programming imbedded with commercials<br/>                     1/2 Exposed to Spanish<br/>                     1/2 Exposed to English<br/>                     Post-test Interview</p> | <p><b>PRE-POST RESULTS:</b><br/>                     AD RECALL - Rises 40% more for those viewing Spanish<br/>                     PERSUASION - Increases 5 times more for those viewing Spanish<br/>                     MAIN MESSAGE - 56% more understand message when it is in Spanish</p> |



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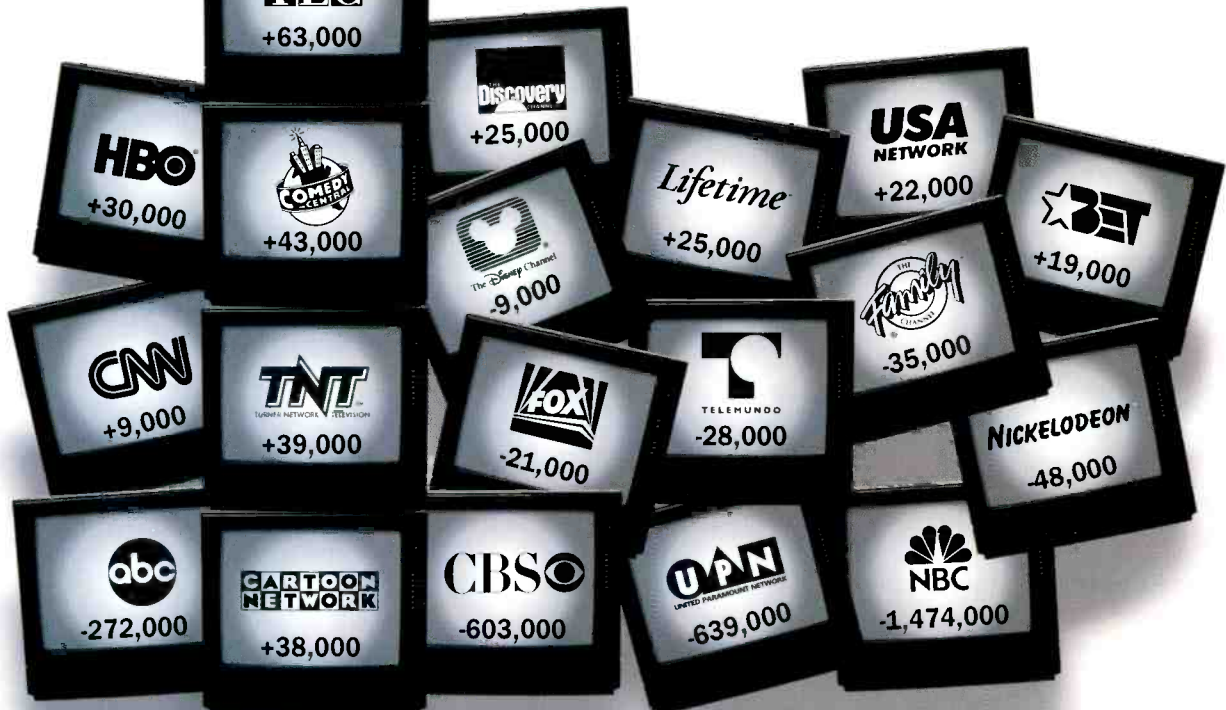
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NETWORK AUDIENCE GROWTH/LOSS 1997-98 VS. 1998-99 SEASON TO DATE  
(September through February) ADULTS 18-49 SOURCE: Nielsen NTI, NHTI





## Good research is still the key, whether it's general market or Hispanic

—MICHAEL KASSAN

**SCHREIBER:** What have the results been?

**PATE:** We've seen double-digit growth against AT&T in the South Florida markets ... Our revenue growth is very strong, not only across the region but particular to the Hispanic market. We just saw some research that shows in cities where we've done branding efforts and also have product and service advertising, the propensity to buy is about 12 percent higher than in areas where we just have product and service advertising ... We just kicked off the campaign in Latin America; we did a baseline study and we'll go back in September ... and see how we're doing.

**LEEDS:** As mentioned, prejudice and education are big barriers. Marketers think that to talk to a different segment of the population,

you need to have an entirely different message. What BellSouth is doing is making it part of, or a large piece of, its global branding strategy. It's scary for marketers, particularly marketers who are new to this arena, to think, "I'm building a global brand, but how do I talk to an entirely different segment? Oh, that's too tough to think about. I'm going to stick with what I know."

I think if you can educate marketers that the message needs to be tailored but is still part of the global message, the exercise becomes a lot easier.

It's what we do at Star Media. We approach the U.S. Hispanic market as a country. We start from the global message and then tweak it for each country.

**KASSAN:** Good research is still the key, whether it's general-market or Hispanic. Take the Walt Disney

Company's weekend box-office numbers. Research indicated that the Hispanic family had a significantly higher percentage of the opening-weekend box office. Obviously, that was very important in terms of the Walt Disney Company's budgeting for those weekends.

**ARENZON:** And research shows that sometimes when you think you're

### BRANDS AND THE HISPANIC MARKET

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The results cross every discipline and offer a tool for managing brands and generating effective communication strategies globally and within the US Hispanic market. The result is a comprehensive look at how brands are perceived by US Hispanics and can be cross referenced with perceptions from the general market and other global markets such as Mexico.

#### KEY INSIGHTS

- Hispanics see differentiation in categories where the general market sees little, such as telecommunications and gasoline.
- The reverse is true for highly segmented /fractionalized categories where you would almost have to have grown up in the US to understand the myriad brands/trademarks such as automobiles and beer.
- Hispanics born in the US tend to view brands midway between where the general market usually pegs a brand and where a non-US born Hispanic would.



# extreme

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Talk about brand awareness! Cubans don't say bleach, we say Clorox, "cloro." We don't say chewing gum, we don't say masticar goma, we say Chiclet, "Dame un chicle."

—MADELIN BOSAKEWICH

reaching people, you're not. Teens and "tweens," for example. What some of us call the MELS (Mostly English-Speaking Latinos) watch English TV. But you know what? They're the biggest buyers of Latin music in this country.

**QUIROZ:** Research has been our single largest expenditure aside from staffing and finding good people. This is a very complicated market. You can't make monolithic judgments. If you look at *People en Español*, the evolution of the magazine reflects the fact that for every single issue I could tell you what Puerto Ricans, Cubans, Mexicans think about it, what people under the age of 25 think about it. ... If a client is not going to make the initial expenditure, it's my responsibility to go to them with good, smart research.

Before any of us were hired, the

folks at *People* thought that by and large this should be *People* magazine in Spanish—a translation. But guess what? We found out that we need a magazine that reflects our interests, our passions, the people we look up to, the people we admire. It means that the 25 hunks do not include Will Smith and Mel Gibson anymore. It's the 25 Latin beauties of 1999. That's what sells.

The "aha" moment for us was actually seeing not our differences, but what ties us together—ties to Latin America. This is a group that has ties to Latin America, that speaks Spanish with their parents and wants their children to speak Spanish as well. That is such a very, very important point, and that's the key to really understanding this market.

**ARENZON:** I sat in on a focus group in San Antonio and there was this kid with a "homey cap" turned to the

back, baggy trousers, and I asked him, "Do you speak English all the time?" He said, "Yeah, I speak English all the time—in school, with my friends. But I pray in Spanish."

**EXPOSITO-ULLA:** That's the point. We come [to the U.S.] with emotional and cultural ties, and we have all this technology and education here, and somehow these two worlds come through a sieve of values and beliefs. That's how you get the U.S. Hispanic consumer. The back-and-forth with Latin America continues.

**BOSAKEWICH:** [While we're talking about all this,] let's not underestimate the power of a brand. Calvin Klein, Estee Lauder...they are top brands in Latin America and their ads are global. ... Women want to know about beauty whether it's coming from Milan or Mexico City or Buenos Aires.

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Like many companies, when budget cuts come we try to take them across the board, but branding is always the first thing that goes and branding in the Hispanic market is one of the first things that's looked at.

—WILLIAM PATE

**FERNANDEZ-HAAR:** We have categories, just like in the general market, where it's "Think globally, act locally." We know that.

But we've gotten into the "how" again and I'd like to get back to the "why" Hispanics aren't being marketed to. We've allowed our definition to be some 32 million in the U.S. without acknowledging several things, such as Spanish-speaking visitors add to retail sales. Imagine that if we stop thinking our U.S. population is 32 million [and count] the 13 million Spanish-speaking visitors a year. Not refugee, not immigrant, not car by the border from Texas or California. Air arrivals. So narrow-casting to 32 million is ridiculous. It's 32 million concentrated in the five top states only, which are New York, Florida, Texas, California and Illinois. Gilbert Davila has told us about profit, William Pate has told us how it was market niche and

delivery and current and future profit. That's part one. Part two is that the higher indexing of Hispanics in many categories makes it a far more efficient market to reach but that higher indexing also relates to the fact-not only birth rate, not only cultural family and the like-that they are tied to the majority population of the hemisphere and growing. We keep thinking of the U.S Hispanic population as 32 million. However, there are an additional 13 million Spanish-speaking visitors a year into this country. These are air arrivals documented by the tourism department. Also, in the Internet, Spanish is the

second language of the Internet. Just like Hispanics spend more time with Latin radio and Spanish television, once they're online, they spend more time there.

**LEEDS:** Forty percent of Hispanic households are online. Imagine the room of investment bankers when we told them that statistic. I thought they were going to fall on the floor. I think one of the biggest enemies of the issue is the word "niche." There's this notion of "small."

**SCHREIBER:** Let's talk some more about branding.

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| Caribbean                  | 1,137        | 1,113         | 1,189         | +5%                   |
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| Mexico Total               | 7,041        | 8,530         | 8,445         | +20%                  |
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I think one of the biggest enemies of the issue is the word “niche.” There’s this notion of “small.”

—TRACY LEEDS

**DAVILA:** One of the things that has helped us on the client side is having the different media entities come into the building because we’re advocates, obviously, and an outside perspective is needed. Internally, what I have found is it becomes a financial business opportunity.

Establishing the return on investment has helped us tremendously because it’s a model sanctioned by the financial group. ... It works for us because Sears owns the brick and mortar and that makes it easier than for brands that don’t.

But in corporate America many brand managers are still not educated, so I am sometimes a broken record and start meetings with some of the same basic statistics. Sometimes it’s still a difficult argument because people tend to gravitate towards areas where they feel comfortable, and multicultural is not in that realm of experience and expertise.

**SCHREIBER:** They’re not sure if they can make sound judgements.

**DAVILA:** That’s it. Absolutely.

**KASSAN:** If you take a marketing sciences approach, whether it’s the econometric modeling that’s in vogue today or not, I think those same arguments apply to any aspect of the media marketplace.

Again, to Anna Maria’s point, the “why” is very clear. It still goes back to the data that you can put in front of the decision maker, data that needs to be backed up with facts. When you add that in with the results from the econometric modeling standpoint, you’re going to end up with the result from a spending standpoint that’s appropriate based on the marketplace.

**SCHREIBER:** We did a study this past year called the Market Basket Index

which looked at growth in categories because we wanted to reach out to marketers in key categories. We looked at multicultural vs. white, from 1995-1998. In entertainment the growth was 41 percent for multicultural, 11 percent for white. For clothing it was 38 percent vs. 29 percent, for vehicle purchases 40 percent growth vs. 13 percent, for spending on education, 32 percent for multicultural vs. a negative amount spent for whites, for personal care products it was 20 percent vs. 11 percent. In almost every major spending category you have a single, double, triple rate of growth among multiculturals in terms of issues that ought to be of interest to brand managers. I thought when we published this study the world would beat a path to our door. If you’re in the clothing business, the grocery business, what are you there for? Growth. The result was less than

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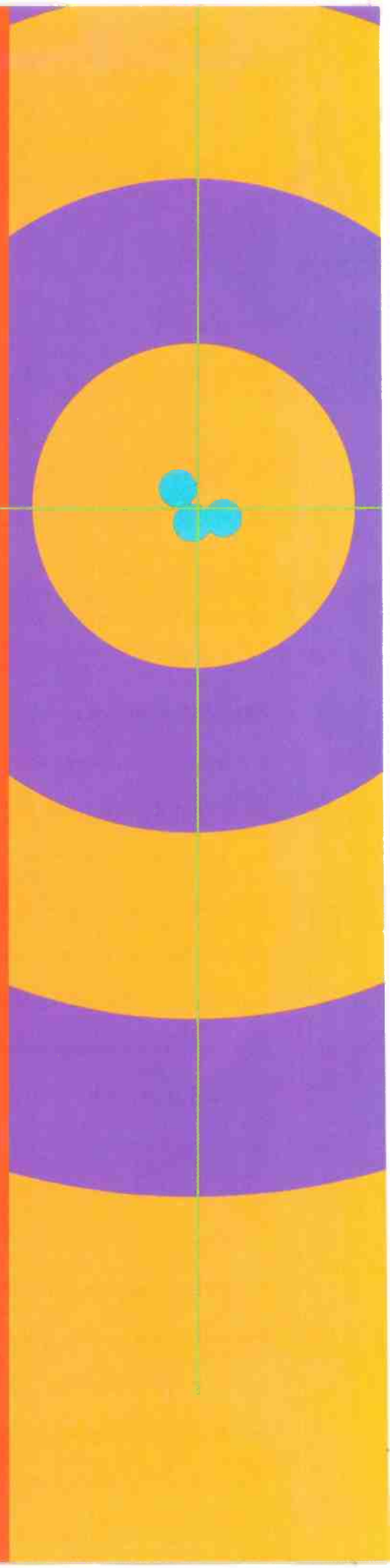
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—WALTER ARENZON

extraordinary in terms of people signing up. It's not easy to change the habits of a lifetime.

Moving on, how do you determine budgets for this sector? We've talked about the fact that in many instances companies will under-budget.

**PATE:** I don't know that any ad person in America is going to say their budget is what it ought to be, but the way we typically budget for programs like this is we look at how much media activity we need, on the brand side, to move our attributes, how long we need to be in a marketplace and at what GRP level. That's done through a statistical model that we've created.

On the product and service side, it's strictly a revenue number situation where you look at Caller ID, how much penetration do we have, how many Caller ID sets do we need to sell this year, what percentage of

those are going to occur in the South Florida Hispanic market, down in Tampa, in those areas.

Like many companies, when budget cuts come, we try to take them across the board, but branding is always the first thing that goes, and branding in the Hispanic market is one of the first things that's looked at. I do think the difference is that we have Hispanics on our staff who grew up in these countries and speak the language and very passionately argue for their budgets, so it does make for a very robust conversation. That's what you want—people who are passionate about defending their programs.

**QUIROZ:** Another factor in the last five years is a proliferation of media. There are so many more options and you can really have an integrated marketing approach for your client in a way that wasn't possible before. I

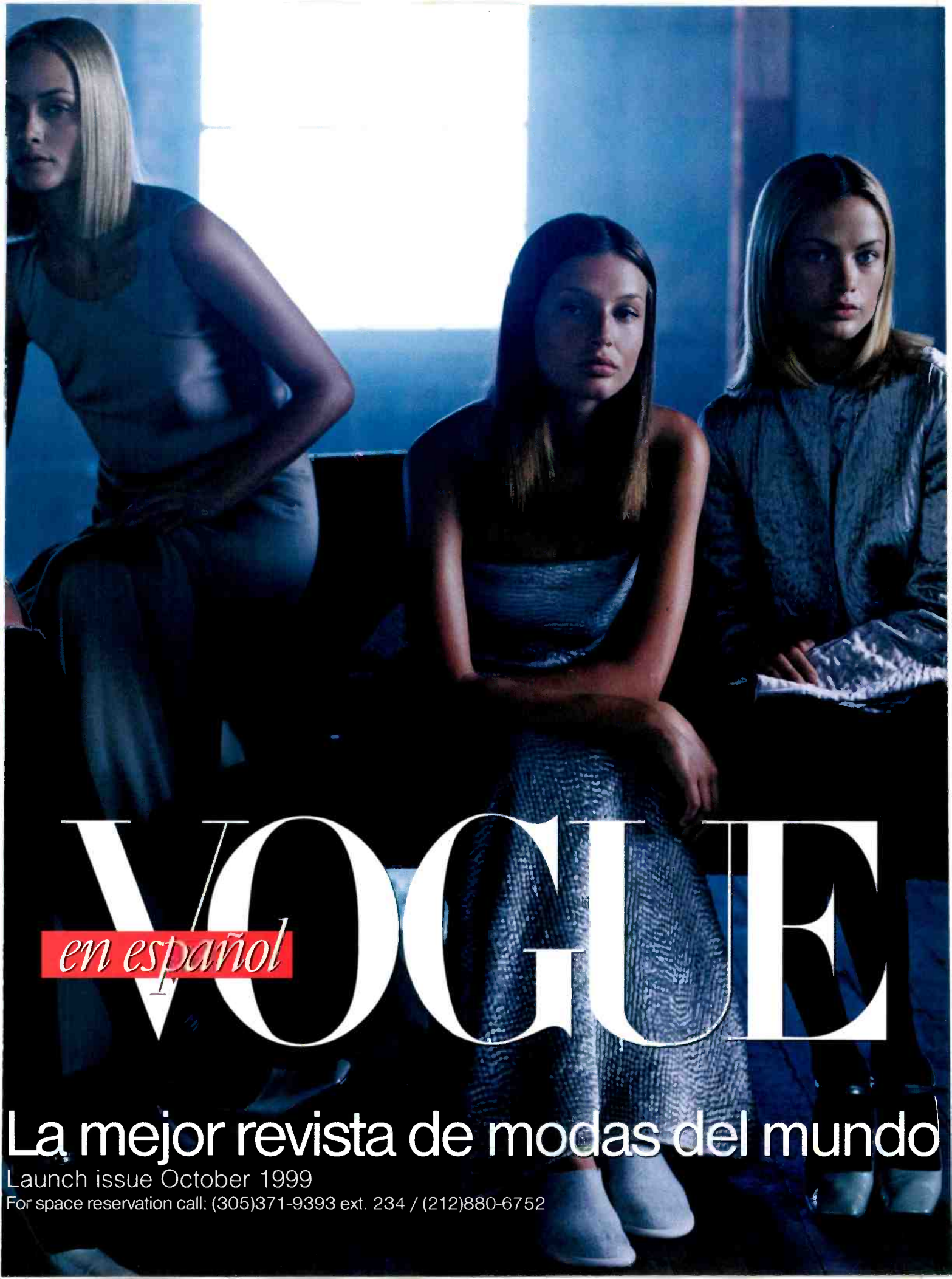
tell my staff, particularly my salespeople, that I want other magazines to succeed. We need them... And I'm not trying to take away money from television; the budgets should be bigger.

**DAVILA:** There's no such thing as increased budgets. It's really a reallocation.

**FERNANDEZ-HAAR:** So the name of the game is reallocation, and that is where prejudice and control and unfamiliarity come into play. ... But we still have 80 percent of budgets being allocated to 20 percent of the market in many markets.

**SCHREIBER:** But let's get real; when you talk about reallocation, you talk about relationships.

**BLAYA:** In the late '80s, before Nielsen began to measure Hispanic television, at Univision the most successful



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Now that the numbers are looking favorable to Hispanics, the research itself is being questioned. The bar keeps getting higher.

—ANNA MARIA FERNANDEZ-HAAR

sales area was a project we developed called The Raiders. We hired six kids from American universities, all Hispanics, to work with the regional sales forces of the distributors of product. A bottom-up approach. It was up to that point the most successful effort [we had done].

**ARENZON:** We need more seminars, more meetings with Fortune 500 companies. I think that's something that the Association of Hispanic Advertising Agencies is doing right now.

**TORTORICI:** I don't know if it's to the point, but I remember a period of time [when this dialogue] was about the African American consumer. And that's changed. I still see our market as totally invisible in terms of that recognition. Those same six networks that are sharing a bounty of over \$7 billion couldn't put one

Latino face in a series in this entire new pilot season with over \$3 billion or more being spent in programming. That's damning evidence, but also equally compelling evidence of where the opportunities are. But not just for us at the table, for a marketer to say, hey, wait a minute, doesn't it make sense that people want to see themselves and connect their own experience to what this economic opportunity is about and how do I become part of that?

**FERNANDEZ-HAAR:** The media needs to get that story out.

**ARENZON:** There's a key aspect here we have not touched on. ... You have the situation, for example, with the American pastime, baseball. Hundreds of Latino baseball players. You know the biggest problem for Latino baseball players in the major leagues? They have no access to

endorsements. The stars of baseball, the American game, have no access to endorsements, with the exception of Sammy Sosa.

**SCHREIBER:** Yes, and [we tend to] talk about this as being business and not political.

The flip side of marketing is diversity. We say that companies need to look like the people they're marketing to. But for years you've had your marketers over here and your diversity vice presidents over there, and God forbid they should talk to each other because one was involved with EEO and the other was involved in selling product. Now they need to talk to each other and understand that the employees are the market, are the people who are going to sell to the market.

**GILBERT:** I agree. The multicultural composition of the United States is

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Latin Lovers

not the composition of the marketing departments. The more qualified multicultural managers that grow up in the companies, the easier the conversation becomes as to what's right in terms of budget allocation and marketing.

**FERNANDEZ-HAAR:** We've set up at AHAA a leadership development committee that is strictly working on identifying young promising

Hispanic students. In the multicultural mix we've gotten lost, and we've gotten lost through more aggressive African American initiatives.

**TORTORICI:** And now there are all kinds of places in the media where a young Latino can say, "I can be there."

**DAVILA:** But we're also getting resumés from general-market mar-

keting managers who actually feel they can make a career, make money, from the multicultural market.

**KASSAN:** That was very much at the heart of our decision to combine everything and bring the multicultural groups together with the general market. I think it needs to be across all demographics, no different than when we look at the population in general.

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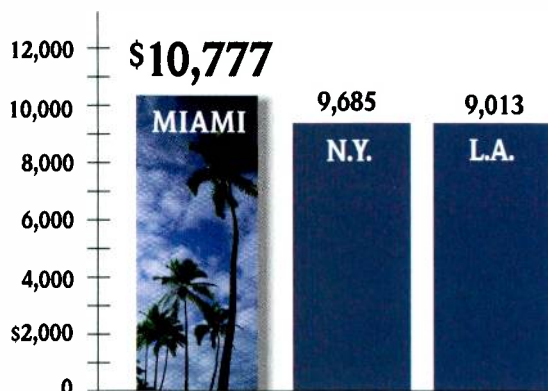
**SCHREIBER:** Let's talk about some of the companies doing this right, and not just the obvious ones, not just the "hall of famers."

**QUIROZ:** One is Ford. Their innovation at the general-market level, I think, has now been brought into the Hispanic market. They advertise in every medium, they have had a strong presence in some of their public-service outreach programs,

they have a close relationship with their advertising agency. They've placed an emphasis on looking at the total picture. ... And I think they have a lot of minority dealerships, which is equally important. Another very interesting company is Target [Dayton Hudson]. They've had a strong presence in our magazine, but, more importantly, I think, they are looking across media and going back to the store level.

**BLAYA:** In the retail category the new-comer is Walmart. It's coming very aggressively at this market. But I want to talk about the people targeting the Hispanic market as their main market. For example, Moneygram, whose competitor is Western Union. They're investing a considerable amount of money. Another company is Americatel [based in Chile], which is in the long-distance business. Both target

### Hispanic Buying Power, per capita



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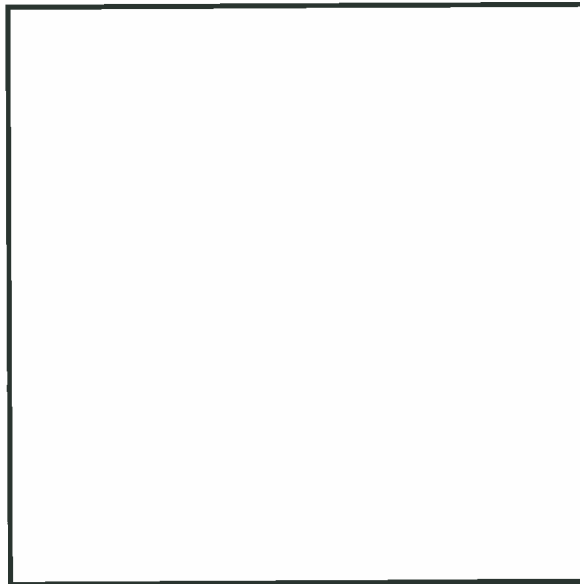
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Sources: Strategy Research, 1998 U.S. Hispanic Market  
 Scarborough multi-media study, 1998



**Thinking.**



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the Latino population of the United States exclusively. They're investing heavily in the market and are growing exponentially.

**EXPOSITO-ULLA:** It's rewarding to see those pioneering efforts. We've had the business now for 10 years and I think years ago Joaquin and I shared some of the terrific work that AT&T did, which was a telecommunications pioneer [in the market]. It was

an integrated effort in community events, print, radio, television. Very, very aggressive.

**FERNANDEZ-HAAR:** Of the Baby Bells, we started in 1987 with the Yellow Pages, creating the first totally bilingual Yellow Pages in the United States with Spanish or English ads ... a bilingual index, community interest pages with a spinoff business-to-business product... The point being

that even a regional player has to do this to stay competitive, not just a mega company.

**SCHREIBER:** Lisa, who are some of the advertisers in your magazine?

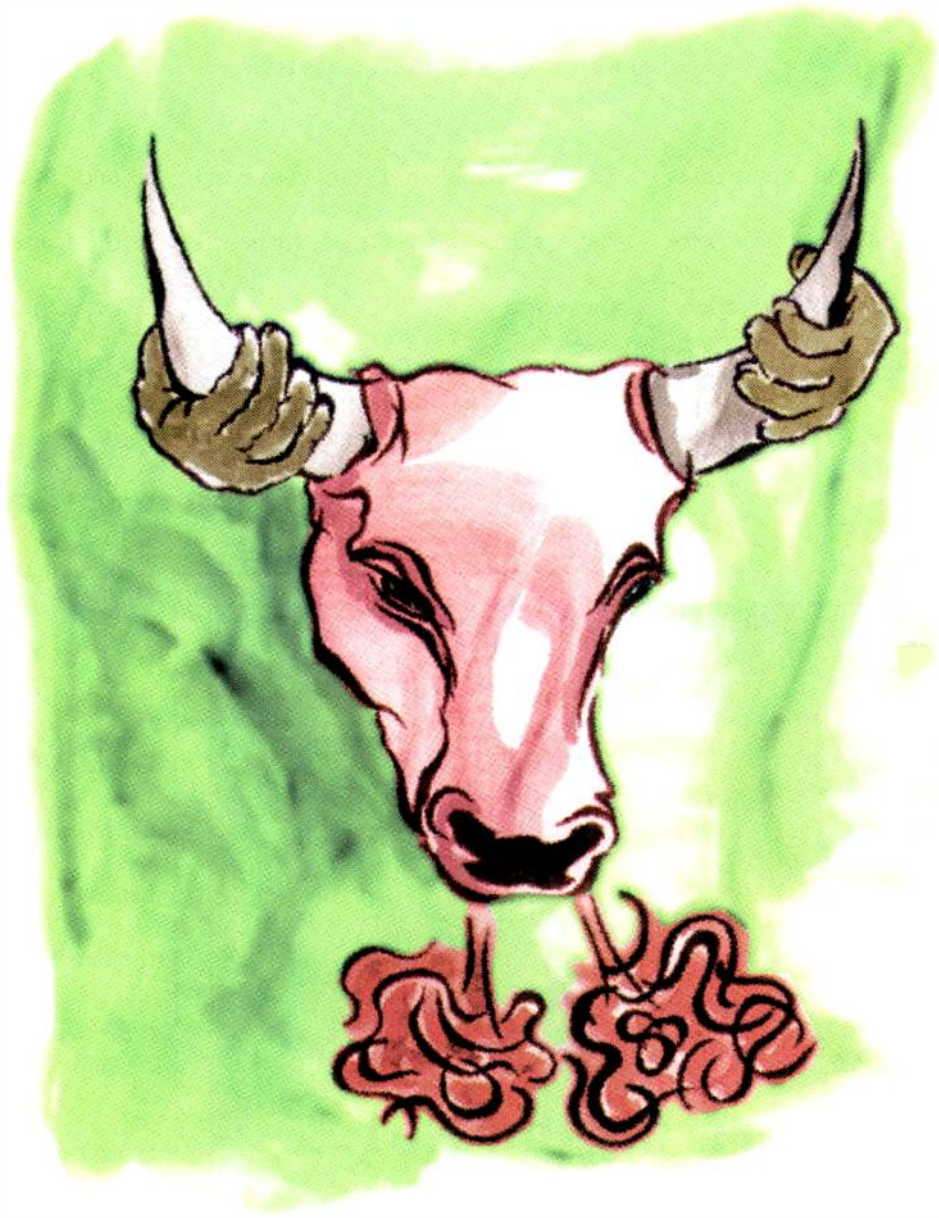
**QUIROZ:** Revlon, Estee Lauder, Cosmair with Lancome and L'Oréal, Bacardi, Ford. We actually carry all the major car companies: GM, Chrysler, Toyota, Honda. We

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carry pharmaceutical companies Bristol-Myers and Pfizer. We carry basically all the major retailers: Sears, J.C. Penney, Dayton Hudson, Walmart, Macy's (regionally, not nationally).

**SCHREIBER:** Fabulous. I wanted to hear those names. I want them to be in the record.

**ARENZON:** An interesting case now is a company called Countrywide, the

second-largest provider of mortgages in the United States. They're in the Hispanic market in a very aggressive way with some very good results.

**LEEDS:** P&G's a good example, too. Another mainstay.

**BOSAKEWICH:** On the global end, there's Givenchy, Estee Lauder, Revlon, Sears, Colgate, Lady Speed Stick, Pantene, Lancome, and Ford marking one of the first times that a major car dealer is going pan-regional.

**LEEDS:** Daisy, what do you think makes a smart marketer to the Hispanic market?

**EXPOSITO-ULLA:** First, the opportunity has to exist and they have to recognize that it exists. Then I think it takes the right agency partner to open doors for them, educate them, lead them. It requires a consistent commitment.

I have Mazola Corn Oil. They've been in the market now for over 20 years. They're not the biggest advertiser,

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Latin Lovers

they're not the biggest spender, but you know what? The Hispanic market is their bread and butter, and that's a consistent client. I want those clients that are committed. I don't want a client that I have to sell to every six months.

**FERNANDEZ-HAAR:** I think that one of the challenges is the perception of [Hispanics] as low-end, low-income, and yet here we are talking Givenchy and cellular communications and upscale automobiles.

**TORTORICI:** It's equally important to discuss who's not in there. What's most compelling is those that are missing.

**SCHREIBER:** Simple answer. Most of the marketers in America are not on that list.

**QUIROZ:** I could just compare my list to People and that'll give you a quick answer.

**TORTORICI:** At the same time, it's been good to go around the table and get some of the success stories. Those stories are encouraging. I think we can fall victim to the temptation of lamenting what's missing, but in the meantime we have some real success stories to platform off of.

**SCHREIBER:** Well, I think that we have discussed many rationales for marketers who are not yet in the game to understand why they need to be. And once they understand that, what they need to do in order to make it effective for them. Many thanks to you all for your participation.

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*picture of who those consumers really were.*

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**W**hen Fernando Espuelas, StarMedia.com's CEO, announced his Spanish-language Web site's entree into the e-commerce market four weeks ago, he repeatedly quoted Simón Bolívar's dream of a unified Iberian-language continental community. When Daniel Sawicki, former president of Spanish-language HTV music television network, talks about his forthcoming Web site launch, he calls it "un grito de independencia" (a cry of independence). Social and political consequences notwithstanding, the Internet as a medium has penetrated the U.S. Hispanic and Latin American markets at an accelerated pace in the past four years. And user growth among U.S. Hispanics in that period has been more dramatic than in the U.S. non-Hispanic market, in part because Web user level was much lower.

A recent report on Hispanic participation in the Internet, prepared by Hispanic Market Weekly associate editor Abbott Wool, listed findings recently released by two major market research firms showing that Hispanic online presence has reached the critical mass to make the Internet a viable advertising medium. Forrester Research, Inc., a leading Internet specialist firm, in a study combining home, work and school use, reports 36 percent of Hispanics online currently, and projects 43

## BIENVENIDOS AL INTERNET

BY ARTURO VILLAR

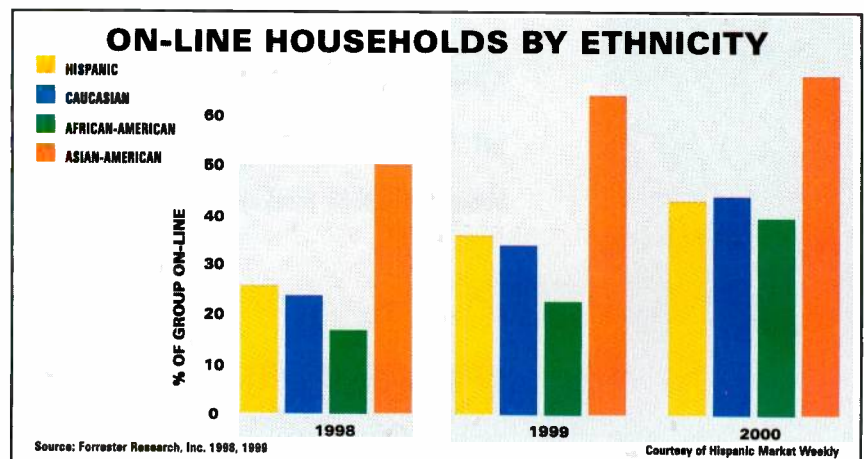
percent in the year 2000. This puts the current rate of Hispanic participation at a level slightly above that of non-Hispanics, other than Asian-Americans (Non-Hispanic whites: 34 percent, African-Americans: 23 percent and Asian-Americans: 64 percent).

TNS Intersearch, an international research firm with a specialization in the U.S. Hispanic market, has released a report reflecting home use only, showing that, as of February 1999, 32 percent of U.S. Hispanic homes have personal computers and 19 percent are online at home. This is rapid online at-home growth among Latinos, jumping from 11 percent in June 1998. These and other studies point to a dramatic increase in computer sales to U.S. Hispanics as an explanation for the growth in Internet use.

But perhaps the most important reason for the quick rise in Web visits among U.S. Spanish-speakers is the rapid proliferation of Hispanic-oriented portals and service-providers during the first half of 1999 and their accumulated efforts to reach their targets. Some - like StarMedia.com,

Oyeme.com and español.yahoo.com - were launched with a Latin American perspective, but started a U.S. Hispanic marketing effort this year. Others - like QuePasa.com and Eholo.com - directed their initial attention to the U.S. Latino market and plan to move on to Latin America later this year. Still others, like Prodigy.com, were launched as general market portals but shifted their focus to the Latino user.

What drives these sites to the U.S. Hispanic market is the potential for advertising revenue compared to what they can expect today in Latin America. Selling pan-regional advertising in any medium, including television, is still a high-risk proposition. Since most consumer-oriented product and service advertising budgets are controlled by local agencies in the different Latin American countries, few mega-advertisers have established decision-making centers or budgets for pan-regional campaigns. According to Prensario Internacional, a Buenos Aires-based industry publication, cable television advertising expenditures for Latin America this year will total \$400 mil-



lion, of which less than \$100 million will come from pan-regional budgets.

However, Internet advertising in the Latino market is still very much in the embryonic stage. To reach their potential, the new Web sites must attract users through their own marketing campaigns, all of which tend to be costly. This is forcing some startups to enter into barter deals with other media to market their sites. For instance, before going public last month, Quepasa.com issued 600,000 shares to the Telemundo Network at \$10 a share to be paid by the Spanish-language television group in promotional advertising time at the rate of \$1 million a year for five years. The other million will go for programming content that Telemundo will make available to QuePasa.

QuePasa's initial public offering was not as successful as StarMedia's in May. It sold at \$12 in the primary market, and has hovered in the upper teens since then, compared to StarMedia's initial \$15 price that shot up to \$60 two days later. But both experiences have opened the way for other startups that want to get their financing through Wall Street.

Not surprisingly, other Hispanic media are using the Internet as a tool to generate more revenue or to position themselves in the IPO race. Spanish Broadcasting System, owner of top-rated radio stations in New York, Los Angeles, Miami, Chicago, San Antonio and Puerto Rico, recently purchased an 80 percent stake in LaMusica.com and placed all its stations in the Internet. Radio Unica, the national radio network, announced early this month its intention to go public, and made it a point to include in the SEC filing that it was seeking to exchange its "radio programming, promotional capabilities and celebrity and sports based content for equity ownership in a Spanish-language Internet portal."

This U.S. Spanish-language hyper-activ-

ity in the Internet obviously calls for the rapid development of two basic support systems: advertising agencies to handle the growing opportunities to reach Latinos online, and ad sales reps to pitch the fledgling Web sites to them.

Though many Hispanic-oriented agencies are streamlining their creative and media departments to meet the new media challenge, one, Dallas-based Dieste & Partners,

last month launched Samba Interactive, a division to develop Hispanic online strategies. And one online advertising sales network, Adsmart, has taken the lead with the establishment of NetFuerza, a Hispanic interactive advertising division that already boasts 50 branded sites in its rep stable.

*Arturo Villar is publisher of Hispanic Market Weekly, a trade newsletter.*



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# MAKING HONDA No.1

BY ERIC CONN



**ERIC CONN**  
ASSISTANT VICE PRESIDENT OF NATIONAL ADVERTISING,  
AMERICAN HONDA MOTOR CO. INC.

In 1989 American Honda made a commitment to develop a program aimed at the US Hispanic market. The first step was to conduct a nationwide search for a Hispanic agency. Later that year we selected La Agencia de Orci in Los Angeles.

Honda's first challenge to La Agencia was to "earn the right to sell to Hispanics." Consequently, we spent the

first several months in research and developing programs that would introduce us to the Hispanic market in a meaningful and long-term way.

Our first three programs were: sponsorship of Mexico's Ballet Folklórico in 1989, television support for MALDEF's 1990 Census effort, and the 1990 Univision sponsorship of World Cup Soccer. These three efforts helped Honda earn a place in the hearts and minds of our Hispanic target.

The Ballet Folklórico sponsorship was unique because the Ballet had not toured the U.S. for 10 years, and it is immensely popular among most Hispanics, not just Mexicans. Honda has sponsored the US tour every year since 1989, and in 1994 expanded the program to support an educational component for underprivileged kids of all ethnicities.

The second program was support for the 1990 Census. At the beginning of our Hispanic involvement, the Census was about to begin. It was feared the Hispanic community would not fully participate in the Census, resulting in a significant population undercount. Participation was essential to get a fair share of federal support in the form of schools, hospitals, recreational facilities and representation. With this in mind MALDEF (Mexican American Legal Defense and Educational Fund) came to us for support.

Honda's Census effort consisted primarily of a television campaign that clearly addressed the benefits of participation for the Hispanic community. That was a story that was not being communicated by any of the public or private organizations. Happily, Hispanic participation in the 1990

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Census reached record levels. And as we approach the 2000 Census, we expect to do our part to help raise the level of participation once again.

The results of the first two programs were outstanding for the community and for Honda. Without having said one word about our products, we were already earning a reputation in the Hispanic community for being a concerned corporate citizen.

In the summer of 1990 we saw an opportunity to use the World Cup to help launch the new Accord, the Civic Hatchback and the Civic Sedan. We identified unique positioning statements for the Accord, Civic Hatchback and Civic Sedan. By the end of our first year, Honda had leapfrogged over our competitors to the number one spot in passenger car sales. Interestingly, we have kept the number one spot for the last 10 years even we have been outspent by all major competitors.

Honda owes its success in the Hispanic market to three things. First is Honda's commitment to the Hispanic program year after year. The program has

grown every year since its inception.

Second, well defined strategic consistency in our advertising. For example, take any Honda model and look at its historical advertising reel. You will see a consistency in product positioning with an evolution that mirrors the consumers' evolution over time. The same holds true for advertising tone and brand character. And all of this is done in a way that is relevant and respectful of the Hispanic consumer.

The third plank in our program's success has been to pick winning programs and build on them. For example, our commitment to soccer went beyond World Cup Soccer sponsorships. Honda has a stake in other soccer programs that our target consumer is passionate about. This year is Honda's 10th year sponsoring the Honda Player of the Year. This award, which includes a new Honda and a trophy in the Soccer Hall of Fame, is given to the best US soccer player for the year. The judges are more than 200 of the top soccer journalists in the country. It is the most coveted soccer award in the country today.

Another valuable soccer property is Honda's sponsorship of the Major League Soccer. In its fourth year, the MLS has successfully launched a soccer league in the US, which is helping to develop professional soccer in the US. Someday we will have home grown stars of the stature of Pele and Diego Maradona.

The results of our Hispanic program are enviable. Not only is Honda the number one selling passenger car brand, the Civic and the Accord are the top two selling cars in the Hispanic market according to R.L. Polk. Further, our research tells us that in addition to being a sales success, we have built and nurtured a solid brand with a loyal consumer franchise.

One last word about our track record. How we work with our agencies is also a factor in our success. Our general market agency, our African American agency and our Hispanic agency all work independently. We decided early on that we wanted the best minds in each area developing strategies and communications programs specifically tailored to their market. The results tell us we did the right thing.

Latin  
Lovers

# You haven't done L.A. until you've done La Opinión

It's no coincidence that the nation's leading Spanish-language daily newspaper is based in the #1 Hispanic market in the U.S. With over 519,000\* active daily readers, and over 72 years of tradition, La Opinión is an essential media vehicle in L.A.

## La Opinión

L.A.'s landmark since 1926

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\* Source: 1998 Gallup Poll



# MEDIA CASE STUDY

BY MÓNICA LOZANO

## SPANISH LANGUAGE PRINT GROWS BEYOND ITS TRADITIONAL ROLE



If you saw the words experienced, helpful, trusted, problem solver, what would you think of? Certainly most people wouldn't speak so affectionately of their daily newspaper, but that's exactly how La Opinión was described by readers in a series of brand essence focus group conducted by this newspaper.

In an unusual demonstration of acceptance (the Spanish word *cariño* would apply here) of a media outlet, readers profess to feeling more confident and secure in their daily lives because their newspaper is there for them. The difficult process of adaptation and change is

made easier with the newspaper's help.

As proud as I am of this newspaper, La Opinión is not unique in its connection to the community it serves. Spanish language media generally and Hispanic print specifically has done a phenomenal job of empowering its audience and providing tools for its continued growth. As business owners, we need to ensure that our company's flourish by making smart decisions, we are also acutely aware that our success is tied to the success of our community.

An unprecedented amount of media attention has focused recently on the growth of the Latino population. But from a marketing and media perspective, it is precisely because the population is so large, that we need to remember just how complex and diverse it really is. And we need to respond appropriately.

By now the numbers are very familiar to us. Over 30 million Latinos in the U.S. are concentrated in just a handful of states. We are one of the fastest growing segments of

the population and by the year 2005 will be the largest minority in the country. Compared to non-Hispanics, we tend to be younger, with larger households and although we have lower average annual incomes, Hispanics have hundreds of billions of dollars in disposable income. We are born here and we have emigrated here. Most hail from Mexico, Puerto Rico or Cuba. If "Hispanic America" were a country, it would be the fifth largest Spanish speaking country in the world.

The numbers are overwhelming. But they aren't enough. We have to be prepared to go deeper in our understanding of this population if we want to truly respond appropriately.

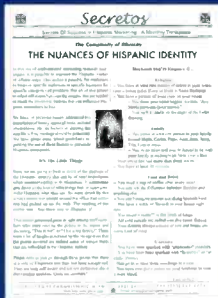
For example, after the end of the cold war, the nation's economy was transformed from an industrial-based to a knowledge-based economy. Unfortunately, Latinos have about half the Internet access as whites, and there is a concern that the digital divide will leave Latinos unprepared to compete effectively in

Latin Lovers

## What Does It Take To Influence Spanish-Speaking Consumers?



After all the market research is done, after the media analyses have been made, the major part of the job remains. The Hispanic customer must be persuaded to buy! Can you do it by simply translating English language ads into Spanish



### Get Into The Hispanic Frame Of Mind — Secretos Will Help You

Every month we publish this thinkpiece that explores the uniqueness of the Hispanic experience. We look at specific fields such as packaged goods, travel, financial, apparel, housing — and many others. We show you what makes Hispanics act. We'll send twelve back issues free to company executives — just fax us your business card.



### Want Perspective On What It Means To Be An Hispanic In The USA?

What is it like to be an Hispanic in the U.S. Culture. How do we interface? What are the obstacles we face? This book by Premier Maldonado, the founder of PM&A has an introduction by Sally Jesse Rafael.

If you want to get inside the Hispanic psyche, here is your entree. Send us a check for \$6.95 to cover handling and shipping. The book is free!

**ABSOLUTELY NOT!**  
You must have an understanding of what motivates Hispanic consumers and appeal to their deep-seated preferences, expectations, desires. These are cultural issues linked to Hispanic roots.  
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the new economy. Here is a case where society's challenge can become a great opportunity for a company to both build business and be a resource to the community.

Many Spanish language news organizations now have regular features on the use of technology at home, school or work with the latest information on new and affordable equipment.

In the area of business, Latinos have the largest number of minority owned businesses, accounting for 1.4 million or 43% of all minority firms. Over the last ten years, these numbers grew faster than any other minority group.

Anticipating the growth of Hispanic owned business, in 1995 La Opinion launched a business section focused specifically on the needs of the entrepreneur. In addition to providing information through the paper, we sponsor small business conferences, investment opportunities conferences and are now partnering with the U.S. Small Business Association to offer classes in Spanish to business owners.

Similarly, in the area of homeownership, Latinos were at the forefront of the turnaround in the real estate market. In California, Hispanic surnames dominate the list of first

time homebuyers and Latino immigrants are the most likely of any minority group to purchase a home. How did we respond? For thirteen years, we have published a real estate section and augmented it with La Opinion-sponsored home buying and home improvement fairs. Our partners in these endeavors include brokers, government agencies, retailers, financial institutions, service providers and non-profit organizations.

Another important phenomenon in the Latino community has been the huge surge in Hispanic media. Spanish language radio and television networks are posting enormous gains in audience and market share.

Strategic alliances are an effective means of extending La Opinion's reach, further enhancing the brand name and building off the competencies of the company.

However powerful broadcast is though, we see it as a complement to our core business. Spanish language print media has a unique opportunity and occupies a unique niche. We know that the key to success is local, local, local. People want to interact with their media. They don't want to be talked to, but talked with.

Print media has the advantage in this

area. Newspapers and magazines can actually be held in the hand, are invited into the home, carried around in the back pocket, clipped and saved for reference at a later date. The variety of information offered through a daily newspaper can satisfy the desire to be informed as well as educated and entertained.

These days, to be effective in the Hispanic market one needs to be both sophisticated and compassionate. We need to go beyond the traditional roles of a media organization or brand management. We can't just see ourselves in the business of selling a product.

You will be more successful if you also find ways to be a partner in the things the community cares about, whether it be education, health care, political empowerment, economic development, parenting, the arts, culture or sports.

Hispanic customers are especially loyal if they know you are loyal to them. It's part of our nature.

*La Opinion is the nation's largest Spanish language daily newspaper published in Los Angeles, California. Mónica Lozano is Associate Publisher.*

Latin  
Lovers

# HISPANIC ADVERTISING SUCKS!

(chapter 1)

**Shame on you!** You thought we meant "sucks" in a derogatory way? Perhaps it's because you have been stung by poor planning, shallow strategic thinking, or maybe a bad execution. However, great Hispanic advertising (the kind we do) will suck your potential Hispanic customers into a win-win relationship – guaranteed. ● **Our unique Hispanic advertising really sucks** because it is truly relevant... We synchronize deep cultural emotions with the cognitive process (fancy term for thinking procedures) that trigger "the buy". ● **So, if your Hispanic advertising campaign isn't sucking**, call The Cartel before your media budget is sucked dry... Oh. Our Hispanic media? That sucks, too. (Read about it in chapter 2)





# HISPANICS & AMERICA

BY HECTOR ORCI

One of the Newsweek covers of this summer, featured young Latinos and a headline suggesting that Hispanics are now an important part of American society.

Several years ago, Time magazine did a similar article predicting that several years hence, Hispanics would make significant contributions to American society. In fact, the Time article closed with the words "Hispanics are coming and they come bearing gifts."

And those gifts have to do with what Hispanics are, where they come from and the cultural wealth that they are contributing to American society.

Management guru, Peter F. Drucker of the Claremont Graduate School suggests to decision makers that we not bother with predicting the future, but that we "...deal with changes that have already irreversibly happened."

Time magazine predicted it several years ago and Newsweek confirmed it this year.

Now, we need to understand what is happening, what is driving it and how we must deal with it.

One of the most obvious things about Hispanics is that most of them speak another language. Most of them speak Spanish.

The 30 million or more Spanish speakers in the U.S. are only the most visible of the nearly 400 million Spanish speakers that live in the Western Hemisphere. Those Spanish speakers are important as customers as well as cultural influences.

America has always been a country that has welcomed immigrants and their contributions. The linguistic contribution that Hispanics have made to the development of the English language is already impressive.

The phrase "Yo quiero Taco Bell" was developed to talk to English speaking consumers, not Hispanics, and was readily understood by everyone.

When Seinfeld asked Kramer, "What are you doing mañana?" and Kramer answered, "Mañana I'm doing nada," he is being understood. He is talking in English. He is using Spanish contributions to English to communicate.

In music, even beyond Ricky Martin and

"La Vida Loca," Hispanics are making important inroads. As artists, Grammy award winners and very importantly as consumers of Spanish music.

As a matter of fact, Latin Music in the U.S. is a \$12.2 billion industry. As part of Hispanic's cultural contribution to Hollywood, they spend over \$1 billion in movie admissions every year, and Hispanics are the fastest growing admissions group in the motion picture industry.

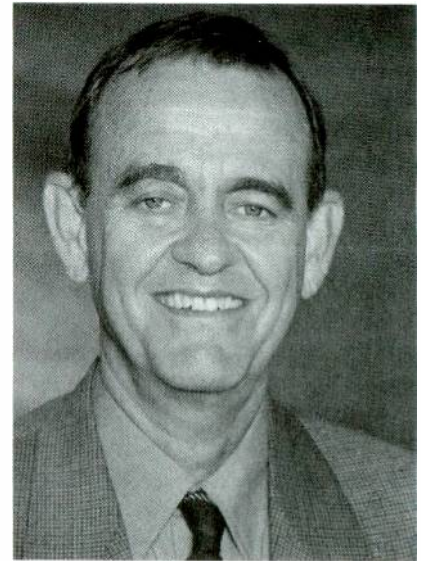
Hispanic contributions in the area of business are impressive. The small business engine that has fueled the growth in jobs and has fueled American prosperity in the last 7 years, owes a great deal to the Hispanics business segment, which right now, includes over 1.5 million Hispanic owned business. This number is expected to grow to nearly 3 million by the year 2010.

Politics is another area where Hispanics are going to be written about and talked about extensively this year and next. We already know that Hispanics were instrumental in the election of Governor George W. Bush in Texas. And in California the first elected statewide Latino official since 1871 resulted in Cruz Bustamante winning the Lieutenant Governor's position. There are many other gains in the California Legislature as well as in the cities. Colorado has elected an Attorney General who is Hispanic. New Mexico has elected four statewide Latinos. And Massachusetts has elected three Latinos to the State House.

And when Vice President Gore opened his campaign in Tennessee, he addressed the voters in Spanish, from a podium somewhere in Tennessee. This is a dramatic example of increasing Latino influences.

In housing, Hispanics are leading the way. The myth that Hispanics don't buy high-ticket items has been disproven many times over. Nearly 55% of Hispanics own their own homes. And the increases in owner-occupied households is higher among Hispanics than any other group. As a matter of fact, in Southern California, the number one home buying name is Garcia, followed by Gonzales, Rodriguez, Hernandez, Lopez and more.

In media directed to Hispanics, both in



**HECTOR ORCI**  
CO-FOUNDER/CO-CHAIR, LA AGENCIA DE ORCI & ASOCIADOS

English and in Spanish, the growth in availability has been notable. There are now 2 television networks, 8 cable networks and more coming, over 75 TV stations, more than 400 radio stations, more than 155 newspapers, over 50 magazines and lots of internet action. We are told by our friends in media, that everyone seems to be making money. It's fortunate that they are profitable because the continued impact of Hispanic media in certain markets is important.

In Los Angeles for example, the top 3 radio stations are broadcast in Spanish, the top newscast is in Spanish, and the top station in prime time is in Spanish. In Miami, a Spanish TV station is number one from sign-on to sign-off. In New York, the number one radio station is Hispanic, and there is much more.

The reasons are clear. It has to do with the presence of Hispanics and their demands as consumers for high quality products, including information and entertainment products from the Spanish language media that serve them.

Many of the top American companies are already courting the market intelligently and aggressively. Proctor & Gamble, Sears & Roebuck, Western Union, Colgate-Palmolive, McDonalds, Allstate and many more are already profiting from the Hispanic market. It's because Hispanics are smart consumers who are loyal to the brands that serve them best and to manufacturers who ask for the order.

For Corporate America, let me paraphrase Time Magazine's assertion from several years ago: Hispanics are here and they come bearing profits.

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**CHIC** *ahaa* GO '99  
Association of Hispanic Advertising Agencies.

# MOVERS

## NETWORK TV

**Brad Turrell** has signed a new multi-year contract at the WB network that elevates him to executive vp of network communications. Turrell has been with the network since late 1995 as senior vp of communications, overseeing the PR department. Before joining the WB, he was senior vp of programming at Fox, in charge of creating prime-time specials...**Jill Underhill**, a director of comedy promotion at NBC since 1996, has been promoted to vp of comedy, movies and miniseries for NBC On-Air Promotion...At Fox Broadcasting Co., **Joe Earley**, director of publicity since 1994, has been promoted to vp of entertainment publicity.

## TV SYNDICATION

Veteran producer **Larry Fleece** has been named executive producer of Paramount Domestic Television's *Real TV* video magazine. Fleece most recently served as line producer for Paramount's long-running *Entertainment Tonight* magazine. He began at *ET* as a field producer in 1983 and served as producer/director/writer for KGMB-TV in Honolulu from 1976-83.

## AGENCIES

**Bret Itskowitch** has moved to Media-Com as vp, associate media director, heading up the Reebok and Cendant accounts. Itskowitch had been vp, account planning director at SFM Media LLC.

## NEWSPAPERS

Several executives have been promoted at The New York Times Co.: **Scott Heekin-Canedy** was promoted to senior vp of circulation from vp of strategic planning, a post he has held since January 1997. **Lynn O. Matthews**, publisher of the *Sarasota (Fla.) Herald-Tribune*, was promoted to president/COO for the Times Co.'s regional newspaper group, which includes 18 dailies. She succeeds James Weeks, who will retire at the end of this year. **Steven Ainsley**, publisher of the Times' *Santa Barbara News-Press* in California, was named senior vp of the regional group. And **Denise Warren** was promoted to vp, strategic planning, from vp/advertising sales for the Times Co.

# The Media Elite

Edited by Anne Torpey-Kemph

## In the Ring With WWF's McMahon

To the writers at last week's Television Critics Association press tour who bristled at the violent and sexist aspects of UPN's fall World Wrestling Federation show, WWF president Vince McMahon had a valid comeback: "There's no murder, no attempted murder, no shotgun blasts...no robbery, no rapes. When you compare us to some network dramas, we're Sunday school."

McMahon held court inside a makeshift wrestling ring—cum—bar at the TCA in Pasadena, there to promote the broadcast debut of the WWF with UPN's upcoming launch of *WWF Smackdown*.



RICH FREDAU/USA NETWORKS

**Broadcast-bound**

The brawny, 50-ish McMahon, who has jumped into the ring on some of the WWF's telecasts on cable's USA Network, revived interest in his "entertainment product" by introducing soap opera-like story lines that extend outside the ring. Look for more of that on the two-hour Thursday-night UPN show, he says.

"We've changed with the times," McMahon contends,

and rising cable ratings support that. He says he hopes to boost female viewership with the peripheral story lines, but for anyone looking for story lines involving McMahon himself, he has some bad news: "My character will take a hiatus soon." —*John Consoli*

## SPOTLIGHT ON...

### Joe Sobel

Senior VP, AccuWeather

From birth, Joe Sobel says, he was a "weather weenie." The senior vp/head of forensics for the State

College, Pa.-based center that provides weather reporting services for more than 200 radio stations, 50 TV stations and 300 newspapers, is the kind of guy who seeks out "extreme weather situations." Like the time he went chasing reported thunderstorms in northern Oklahoma, only to return his rental car with a few extra dints from an unexpected hail storm. Sobel even asks his wife to serve dinner next to the window so he can see what's coming weather-wise.

As more and more people have acquired an atmospheric obsession—witness the success of the Weather Channel—Sobel's celebrity has grown. He's now heard on big-market stations such as Infinity-owned WINS-AM in New York, KNBC-TV in Los Angeles, cable channels

MSNBC and CNBC, as well as small-fry stations such as WKVA in Lewistown, Pa.

Sobel oversees a staff of 93 meteorologists and about a dozen weather personalities who use the latest Doppler radar, satellite photography and comput-



er modeling to provide localized, customized weather reports, some live, others recorded in on-air studios. "In Iowa, we concentrate on early-morning reports for agriculture. We'll do longer segments...with two-week outlooks for cutting hay. But in Montrose, Colo., we'll talk about how much snow is on top of the mountain," says Sobel.

**Sobel's head is in the clouds.**

While weather is a draw for listeners and viewers, AccuWeather has been less accessible to advertisers looking for a captive, attentive audience. Through an agreement with United Stations Radio Networks, AccuWeather will soon be packaged in an advertiser-friendly way, complete with sponsorships and adjacent spots. Now that's a forecast buyers can look forward to. —*Katy Bachman*

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## MOVERS

### TV STATIONS

A.H. Belo has appointed **Albert "Bud" Brown** vp and general manager of its Tulsa, Okla., CBS affiliate KOTV-TV. Brown,



**Brown bounces back to Belo**

who worked in creative services for KOTV in the late '80s-early '90s, most recently helmed the creative services department at Belo's Houston CBS affiliate, KHOU-TV. Elsewhere at Belo, **Victor**

**Savelli**, local sales manager at Dallas ABC affiliate WFAA-TV, was promoted to director of local sales...**Mike James**, a 30-year broadcasting veteran, will depart Seattle CBS affiliate KIRO-TV after anchoring the station's news for almost five years. The retiring James says he will travel and may pursue work in politics. Subsequently, KIRO has tapped **Brad Goode** as reporter and co-anchor of the morning and noon newscast. Goode was a reporter with TV newsmagazine *Extra*, and prior to that he was a reporter and weekend anchor at KCBS-TV, the CBS O&O in Los Angeles.

### CABLE

Cablevision Systems Corp. has upped **Mac Budill** from senior vp, programming to senior vp, video products. He will be responsible for product strategy, marketing and brand management for Cablevision's New York metro-area video products, including its cable TV offerings.



**Cablevision ups Budill**

### MAGAZINES

**Randy Penn** will assume the new position of director of entertainment marketing and promotions at *People*. Prior to *People*, she was a partner in the entertainment marketing/promotions division of J.Walter Thompson, New York...**Amy Churgin** has been promoted to group publisher of Primedia's *Chicago*, *New York* and *Automobile* magazine from *New York* publisher; *New York's* **Alan Katz** has been promoted to publisher from associate publisher.



**Churgin looks beyond NY**

### RADIO

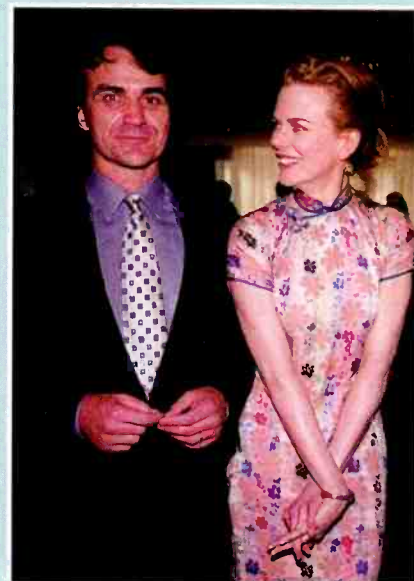
Greater Media, owner of 14 radio stations and publisher of suburban newspapers in New Jersey, has announced several management changes following the sale of the company's cable system. **Peter Bordes**, company founder, continues as chairman. **Frank Kabel**, president, was named CEO and Bordes' successor. **Barbara Burns** was promoted to senior vp/law and administration and chief administrative officer, from vp/general counsel. **Edward Nolan** was named vp/business operations, from vp/finance. **Peter Smyth**, group vp/COO of radio, **Kevin Wittman**, group vp/COO of newspapers, and **John Zielinski**, chief financial officer, continue in those positions...Seattle-based Broadcast Programming, soon to be acquired by Jones Radio Network, announced two management promotions: **Ken Moultrie** to director of BP Consulting Group, from programmer/consultant; and **L.J. Smith** to director of programming, from manager.

## RS Milks Fans For Summer Gigs

**G**ot interns? *Rolling Stone* got the cream of the crop for summer duty in its marketing department through a coordinated effort with the "Got Milk?" campaign. Last fall *RS* ran ads challenging college students to use marketing smarts to win an internship at the Wenner Media biweekly by developing a plan to boost milk consumption on campus. Of 1,000-plus entries, judged by staffers at *RS* and "Got Milk?" agency Bozell, the chosen four were Graham Duke of Abilene Christian University, Matt Johnson of Chaffey College, Amy Metzger of Tufts and Katherine Stein of Arizona State. Their winning ways included press kits, charity benefits and campus assemblies, some of which will factor into Bozell's fall Milk Mustache campaign. The interns even got some face space in the mag, appearing in a "Got Milk?" ad in the July 8-22 issue. The effort worked so well that it might become a regular thing for *Rolling Stone*, said acting associate publisher Jack Rotherham. —Lori Lefevre

### Kidman Eyes Esquire Scribe

*Eyes Wide Shut* star Nicole Kidman shot an admiring glance at *Esquire* writer Tom Junod at the mag's recent party celebrating the "Women We Love" issue at L.A.'s Asia de Cuba. Kidman's husband, Tom Cruise, also in attendance, didn't seem to mind Junod's recent male-fantasy piece on his wife.



JEFF KRAVITZ/FILM MAGIC

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(contact Ken McMahon, VP Special Markets at [kcmahon@lpbinc.com](mailto:kcmahon@lpbinc.com) or 612-803-3800. Offer is subject to availability and test duration. Music a'Board reserves the right to deny air time to any entity for any reason.)

we're making waves



## NOMINATE THE 1999 MEDIA ALL-STARS

The Editors of MEDIAWEEK are looking for a few good media professionals in our business. If you know someone who has what it takes to compete for our 1999 Media All-Stars Awards, then we invite you to complete the ballot on this page and send it in by Friday, September 10th.

In order to nominate, YOU MUST be a working media professional, media sales rep or research supplier doing business with agencies and buying services. Nominations are limited to two per person.

If your nominee is ready to join the elite listed below as last year's winners, simply submit a complete ballot indicating the reasons why you think your nominee should be selected as a winner. Winners are selected for overall excellence in their field, based on exceptional performance on a specific project or account. Enclose an extra sheet of paper if necessary.

### Last year's winners

Paulette Stout  
Saatchi & Saatchi  
**Out-of-Home**

Bill Harmon  
Starcom Media  
Services/Leo  
Burnett  
**Magazines**

Laura Kroll  
SFM Media Corp.  
**Radio**

Virginia Rowe  
Ogilvy & Mather  
**Planning**

**Magazines**

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**MEDIAWEEK**

Rino Scanzoni  
Televest  
**National  
Television/Cable**

Dave Coffey  
Pentacom  
**New Media**

Luncheon sponsor



Carol Lawrence  
Campbell-Ewald  
**Newspapers**

Jack Klues  
Starcom Media  
Services/Leo  
Burnett  
**Media Director**

Reception sponsor



Maggie Ross  
The Media Edge  
**Spot Television**

Doug Alligood  
BBDO  
**Research**

### Categories:

- |  |                           |
|--|---------------------------|
| 1. <b>Media Director</b>                   | 6. <b>Spot Television</b> |
| 2. <b>Planning</b>                         | 7. <b>Radio</b>           |
| 3. <b>Research</b>                         | 8. <b>Newspaper</b>       |
| 4. <b>National Television<br/>or Cable</b> | 9. <b>Out-of-Home</b>     |
| 5. <b>Magazines</b>                        | 10. <b>New Media</b>      |

Category \_\_\_\_\_

Nominate \_\_\_\_\_

Title \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Specific project or account (include as much information as possible)

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Additional comments \_\_\_\_\_

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Your Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Please complete this ballot and mail it to Jennifer Minihan, Special Events Coordinator, MEDIAWEEK, 1515 Broadway, 12th Floor, New York, New York 10036 or fax it to Jennifer's attention at (212) 536-5353.

**If you prefer, you can register your ballot online by logging on at [www.mediaweek.com](http://www.mediaweek.com)**

**Awards Luncheon will be held on December 8 at the New York Marriott Marquis.**

For further information, please call (212) 536-6588.



## CALENDAR

The Strategic Research Institute will present a workshop entitled "Reinventing Your Brand" July 26-27 at the Marriott Marquis in New York. Contact: 212-979-8900.

**American Women in Radio and Television** will hold its **annual convention** Aug. 18-21 at The Drake Hotel in Chicago. The event will include sessions on media convergence and leadership. Contact: 803-777-2005.

The National Association of Broadcasters 1999 **Radio Show** will be presented Aug. 31- Sept. 3 at the Orange County Convention Center in Orlando, Fla. The event will focus on station management, programming and marketing. Featured speakers include FCC Chairman William E. Kennard. Contact: 800-342-2460.

Women in Cable & Telecommunications will host an **executive development seminar** Sept. 8-10 at the Sylvan Dale Ranch in Loveland, CO. Contact Laurie Empen at 312-634-2353.

The Television Bureau of Advertising will present its **1999 annual forecasting conference** Sept. 9 at the Time Life Building in New York. Contact: 212-486-1111.

The Radio-Television News Directors Association will hold an **International Conference and Exhibition** Sept 20-Oct. 2 at the Charlotte Convention Center in Charlotte, N.C. Contact: 202-775-3527.

Price WaterhouseCoopers will hold its **1999 Global Convergence Summit** Sept. 30 at The Marriott Marquis Hotel in New York. Contact Deborah Scruby at 212-259-4250.

American Express Publishing will present a **Luxury Marketing Summit** Oct. 17-19 at the Arizona Biltmore Hotel. The event will feature leading marketers, producers and retailers of luxury items and brands. Panelists will include Marian Salzman, director of the brand futures group, Young & Rubicam. Contact: 212-706-1630.

# Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

## WB Announces Series Deals

Bruce Helford, writer and producer for *Family Ties*, *The Drew Carey Show* and *Norm*, has signed a deal to create and produce a comedy series for the WB for the fall 2000-2001 season. The as-yet-untitled series will star Nikki Cox, who for the past five years starred in the WB series *Unhappily Ever After*. The WB also has made a deal with Will Smith, whose Overbrook Entertainment is developing a comedy with Warner Bros. for stand-up comic Nick Cannon. The series, to be called *Loose Cannon*, will star Cannon as a bright kid with a hip-hop edge from a single-family home who is sent to military school. And writer/producer Yvette Lee Bowser will create and produce a one-hour series for the WB titled *The Mis-education of Piper Fein*. Drawing partially from her own life experiences, Bowser will center the series around a young African-American woman whose parents have gotten remarried to form multi-ethnic couples. Along with new WB entertainment president Susanne Daniels, Bowser created *Living Single* for the network in 1993, and has also created and produced the WB's *For Your Love*. The WB has also ordered eight episodes of *Brutally Normal*, its first half-hour, single-camera comedy series, as a midseason replacement. The series will explore the anxieties of high school-age adolescents as experienced by three best friends. The show was originally conceived for ABC, which wanted to convert it to a one-hour drama. ABC eventually passed on the show, and creators Tommy Swerdlow and Michael Goldberg brought it to the WB. Finally, Nick Turturro will leave his role as detective James Martinez on the ABC series *NYPD Blue* to develop and star in a comedy for the WB for the 2000-2001 season.

## Tyson, Hill to Present at Source Awards

Former heavyweight boxing champ Mike Tyson will join hip-hop recording artist Lauryn Hill and singer/film star Will Smith, as a presenter at *The Source Hip-Hop Music Awards*, to air on UPN on Aug. 20 at 8 p.m. The show will be taped on Aug. 18 at the Pantages Theatre in Los Angeles. N'Sync, Britany Spears and Christina Aguilera will be among those featured in a UPN-televised concert this summer, *L'Oréal's Summer Music Mania '99*, that will air Aug. 21 at 8

p.m. *MTV Jams* host Bill Bellamy will also host this show. In other UPN news, Ray Norwood will join his sister Brandy on *Mo'Nisha* this fall. The 18-year-old recording artist known as Ray J will play Mo'Nisha's rebellious teenage cousin Dorian. In other UPN prime-time programming news, Jeri Ryan of *Star Trek Voyager*, comedian Gilbert Godfried, actor Christopher Guest, producer/writer Buck Henry, actors Wayne Knight, Andy Dick and Chazz Palminteri have signed on as celebrity guest voices for the second season of the network's animated series *Dilbert*. The new season premieres Oct. 5 at 8 p.m. Finally, UPN has named its new two-hour, animated block *Disney's One Too*. Distributed by Buena Vista Television, the block will air daily Sunday through Friday starting Sept. 6.

## Hearst-Argyle Shopping Docs

Hearst-Argyle Television Productions, the syndication arm of TV station group owner Hearst-Argyle Television, is pitching a pair of hour-long documentary specials that commemorate the accomplishments of African Americans. Kicking off the *Remarkable Journey* specials, set for a January 3-March 5, 2000, broadcast window, will be *Return to Glory*, a look at the first black Union regiment (the 54th Massachusetts) to fight Confederate forces during the Civil War. The second, *The Remarkable Journey With Kweisi Mfume*, will feature the president of the National Association for the Advancement of Colored People interviewing supermodel Tyra Banks, neurosurgeon Ben Carson, jazz legend Max Roach and author/playwright Ntozake Shange.

## Telescene Banking on New AAN Series

Telescene Film Group, a Montreal-based TV production company, has secured a \$72 million credit line from the London branch of Banque Internationale a Luxembourg to go toward pilot and series production. Telescene currently has a programming output deal with U.S. satellite broadcaster DirecTV for its Action Adventure Network. The first series to debut this fall under the AAN banner will be *Sir Arthur Conan Doyle's The Lost World*, which will be distributed by New Line Television and have a broadcast syndication window in fall 1999. In addition, Telescene

has signed executive production agreements for several other series: Francis Ford Coppola for *Dr. Jekyll and Mr. Hyde*; Roger Donaldson for *Fearless*; Richard Donner for *Matthew Blackheart*; Steven E. de Souza for *Gulliver: The New Voyages*; and Clive Barker for *Witness to Fear*.

### Cable Nets OK V-Chip Ratings System

Many of the top 40 major cable networks have committed to designing a ratings system that can be read by V-chips currently being installed in TV sets, according to a report released by the Federal Communications Commission last week. Broadcast nets ABC, NBC, CBS, UPN and Fox are already implementing such a system that helps parents choose programs. Univision, Paxnet, Telemundo and the WB will develop a similar program. Among the larger cable nets not adhering to the V-chip guidelines are QVC, The Home Shopping Network and BET, which refuses to comply based on First Amendment issues. Comedy Central, home to the foul-mouthed *Cartman*, will be ratings-ready sometime next year.

### Film Roman Blocks Out Syndie Series

Film Roman, the production company behind Fox hits *The Simpsons* and *King of the Hill*, plans to enter first-run syndication with a young-adult-oriented "Max Degree TV" block for fall 2000. The block includes a pair of half-hour live-action strips (for Monday-Friday): *Mission Extreme*, created by film producer Steve Tisch (*Forrest Gump* and *Risky Business*), is about a group of extreme sports athletes who fight evil as undercover detectives; *Sirens of the Deep* centers on three mermaids who moonlight as singers and battle hideous lifeforms from the sea. Rounding out the block is a half-hour weekend series titled *Victor*, about a boy who believes he can talk to aliens. The block targets the 12-34 demos and will be pitched to TV station groups for early-fringe, prime-access and late-fringe time periods. David Leiber, president of TV programming for Film Roman, said the company is committing \$50 million to produce and distribute the block.

### 24/7 Music Club Launches on Web

MTV, Yahoo! Music, RealNetworks and Intel Corp. were cosponsors last week of the fifth annual Digital Club Festival in New York City. The four-day event featured more than 300 bands in performances broadcast live over the festival's Web site. Organizers Andrew Rasiej and Michael Dorf used the event to launch the Digital

Club Network, a permanent Web site that will feature round-the-clock live Webcasts from music venues around the world. Rasiej and Dorf hope to archive live concerts on the site and market the shows via high-speed broadband connections to wired music lovers' digital TV sets and PCs.

### Palm Springs Station to House Studios

Triangle Broadcasting Co. and Palm Springs Television Studios have agreed to purchase independent KPSP-TV in Palm Springs, Calif., from JB Broadcasting. The station will be home to the Palm Springs Television Production Center, which will offer studios to outside advertisers and producers that want to film in the Palm Springs area. In addition, the station will provide Bloomberg Television financial news to the market and serve as the origination point for AuctionsTelevision and BingoTelevision. KPSP is carried on Time Warner and MediaOne cable systems.

### Alpine to Make Satellite-Ready Radios

Satellite radio company CD Radio, which plans to launch a direct-to-consumer subscription satellite radio service at the end of 2000, has cut a deal with Tokyo-based mobile electronics manufacturer Alpine Electronics. Alpine has agreed to design and develop three-band (AM/FM/CD Radio) audio receivers for automotive manufacturers and satellite radio receivers for the automotive aftermarket. CD Radio announced a similar deal with Ford Motor Co. to install CD Radio receivers in vehicles as early as first quarter 2001.

### NPR and AOL in News Alliance

Through a deal with America Online, National Public Radio will provide national

and international news coverage and in-depth analysis for AOL's News Channel. Programs such as *Morning Edition* and *All Things Considered* will be available in same-day audio slide shows.

### WKTU Morning Host Pleads Guilty

It's almost like something out of *The Sopranos*. New York morning radio host Goombah Johnnie, aka John Sialiano, is looking at up to 16 months in prison time, taking him off the air at AMFM-owned WKTU sometime this fall. Sialiano, charged in a racketeering case against alleged crime boss John Gotti, pleaded guilty to tax evasion to the tune of \$230,000.

### Eisenbeis to Helm Request

Hans Eisenbeis, contributing editor at *Request*, will succeed Susan Hamre as editor in chief. Eisenbeis, who served as the founding editor of *www.requestline.com*, the magazine's online publication, will assume the duties for the August issue. He joined the title three years ago, and has written for such publications as *Details*, *Mother Jones*, *Salon* and *Wired*.

### USApubs to Push Mag Subscriptions

James D. Dunning Jr. and William "Bill" Hood III, along with Willis Stein & Partners, have formed USApubs.com, a magazine subscriptions marketer that utilizes Internet, telemarketing, direct mail and partnerships to sell subscriptions. USApubs.com merged with Special Data Processing Corp. (SDP), a leading magazine subscription sales and order processing company. The new company will offer the services currently provided by SDP, allowing publishers to target subscribers and create new marketing partnerships.

## AMFM Goes to the Big Board

Jimmy deCastro, CEO of AMFM radio group, rang the closing bell at the New York Stock Exchange recently to celebrate the company's first day of trading under its new name (it was formerly Chancellor Media) and the company's nearly \$5 billion merger with Capstar. The merger makes AMFM the largest radio group with 465 radio stations in 105 markets and \$1.9 billion in revenue. AMFM has grown through 22 mergers in just three years, and there's more acquiring to be done, says deCastro: "There are several companies we feel will be good prospects."



Trading up: AMFM honcho deCastro (center) at the NYSE



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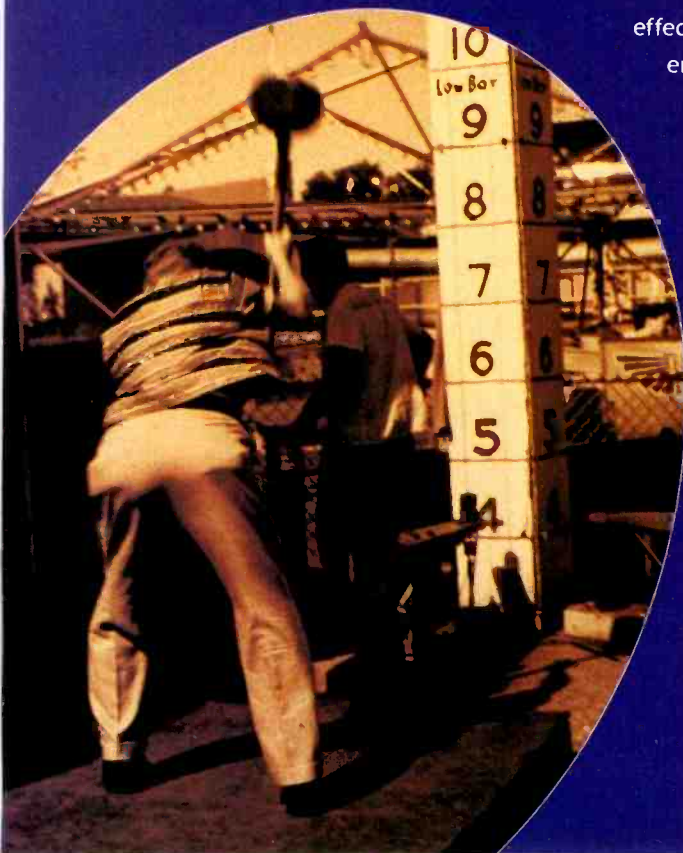
You can stress out over your online media plan, or get fast, effective relief at Uproar.com. Our games and game shows encourage 2,460,000 unique visitors/month\* to point and click, then point and click some more. This makes them unusually receptive to pointing and clicking on your online advertising. No wonder we're such a hit.

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**If this long, sad week** has taught me anything, it's that the proliferation of media since the day that John F. Kennedy, Jr.'s father died hasn't made us any better at mourning. It's clear now, as it wasn't years ago, that there is no correlation between the ability to create media and the ability to fill it with consistently meaningful content. Even a story as outsized as John-John's death has its limits—unless the objective is to expose everyone to the same heart-wrenching footage and keyboard sentiments so often, they eventually become numb.—*Catharine P. Taylor*

# interactive news

## @deadline

### Grey Goes Beyond

**Grey Advertising**, New York, is finalizing a deal to acquire Internet media buying firm **Beyond Interactive**, Ann Arbor, Mich., sources said. Both Grey and Beyond declined comment.

### MyBasics Bought Out

Online health and beauty e-commerce site **MyBasics.com**, New York, was bought and will merge with fledgling site **Indulge.com**, New York. The new site will begin selling upscale beauty products as well as accessories in October. Heading the new venture will be CEO **Cathy Taylor**, a former president and CEO of **Cole-Haan** and vice president of retail at **Nike**, and COO and president, **Ken Landis**, a co-founder of **Bobbi Brown** cosmetics and former president of **Benetton Cosmetics**.

### Avenue A Lands TMCS

Interactive media and data marketing company **Avenue A**, Seattle, was named online agency of record for **Ticketmaster Online-CitySearch**, Pasadena, Calif., which last week bought the entertainment guides portion of Microsoft's **Sidewalk.com** (see page 42). TMCS will spend more than \$3 million in the next year for Avenue A's media and data marketing services, which CitySearch has drawn on in the past.

### iVillage Execs Form Site

**Katherine Legatos** and **Amy Ryberg**, two ex-**iVillage.com** staffers who served as development director and operations head respectively, received \$4.5 million in funding to launch **Ingredients.com**, an e-commerce business to create and package consumer products to be sold exclusively over the Web. The company will launch a line of personal care products and home accessories this fall.

## FTC To Examine Kids' Privacy Protection

By Wendy Melillo

The Federal Trade Commission will consider a plan to impose more stringent parental notification rules on commercial Web sites that collect personal information from kids and then sell that data to a third party. The issue was raised at an FTC workshop last week to discuss what methods should be used to contact parents under the Children's Online Privacy Protection Act, which became law last year. The FTC will issue final rules in October.

"It is an interesting idea and I am sure we will evaluate it very carefully," said Jodie Bernstein, director of the FTC's Bureau of Consumer Protection. Bernstein said the FTC must determine if the proposal, called a "sliding scale" plan, is too complex to administer and whether it meets statutory guidelines.

FTC officials heard from industry leaders, who favor flexible, simple methods of notifying parents, such as e-mail, and from consumer groups who want tougher rules to protect children. Industry reps said the sliding scale proposal would satisfy the intent of Congress, which requires Web sites to make "any reasonable effort" to obtain verifiable consent from parents.

The idea is that giving parents notice through e-mail and allowing them to opt out is

a sufficient method that would not impose heavy burdens on electronic commerce.

"Parents want and appreciate notice as long as it is as simple as possible," said John Kamp, a senior vice president with the American Association of Advertising Agencies.

Consumer groups such as the Center for Media Education are concerned that Web sites can gather data by sending an e-mail to parents without ever actually obtaining permission. They

propose that sites be required to get verifiable parental consent by mail or fax first.

A survey of 80 popular children's Web sites, conducted by CME—and disputed by industry leaders—found that 88 percent of the sites collect personal information from kids, but more than a quarter post no privacy policies. The survey

also found that less than 26 percent of the sites attempt to get permission from parents first and less than 3 percent use methods to collect the data that are consistent with the law.

"These findings underscore the urgent need for clear and effective rules to protect children's privacy online," said Kathryn Montgomery, president of CME.

Industry leaders questioned the less than 3 percent figure released by CME, arguing that the survey did not include sites that contacted parents through e-mail. ■



The Center for Media Education surveyed 80 children's Web sites, including Pokémon World.



# Do You Foofoo? New Site Aims High

**BY SLOANE LUCAS**—A consumer site launching this week will attempt to separate newly established yuppies from their fledgling stock portfolios. Called Foofoo.com, it merges content from tony magazines such as *Travel & Leisure* with an e-commerce arena that offers access to upscale e-tailers such as J. Crew and The Sharper Image.

The site was founded in part by president Connie Ling, a former vp at Arlington, Va.-based NDC Group's Internet Technology Services division. The Foofoo.com site aims to attract people "who want the finer, as well as the fun things, in life," Ling said.

The term "foofoo" is a code word among Ling's friends for something that is chic and upscale. The site speaks to 24- to 34-year-old brand-oriented users who aspire to look better, feel better, have more money, and travel, among other lofty goals.

Founded in January of this year, Foofoo.com is a privately held, venture capital-backed company, headquartered in Arlington, Va. The site staged a soft launch in June. Content partners include *Food & Wine*, *Elle*, *Premier*, *Men's Health*, *Travel Holiday*, *Travel & Leisure*, *Golf & Travel*, *Healing*

*Retreats and Spas*, and *Tastings.com*, among others. Some content, about 25 percent, will be original Foofoo.com-branded content and be housed in a special section of the site.

E-commerce partners to date include J. Crew, The Sharper Image, CDnow, Healthshop.com, I Go Golf, Liquor By Wire, Planet RX, Selfcare and The Smoke Shop.



Foofoo.com's low-key site is a gateway to upscale content and e-tailers.

Deals currently in the works include 911 Gifts, Everything Wireless, Sendwine.com and Virtual Vineyards. The site is negotiating with American Express for the company to become its preferred credit card vendor.

Anyone can access the site, although those who opt to submit their e-mail addresses will receive e-mail newsletters. That direct marketing data—for now anyway—will not be loaned or sold. "We really want to treat our customers with kid gloves," said Phil Sampson, a Foofoo.com founder and its marketing director.

The site's revenue will come from banner advertising as well as an e-commerce affiliate program. Retailers for which Foofoo.com will provide back-end e-commerce support will funnel back a portion of sales to Foofoo.com. ■

# Strategis Surveys Sites For Branding, and More

**BY ADRIENNE MAND**—The Web is not being used significantly by advertisers to build brand equity, and online advertising is still dominated by computer-related businesses, according to a soon-to-be-released study by The Strategis Group, a telecommunications consulting and market research firm.

Between April and June, Washington, D.C.-based Strategis observed 6,972 online ads, including 2,192 banners and 4,780 buttons, by 700 advertisers on most of Media Metrix's top 50 sites. The most visible online advertisers, the study said, were Amazon.com, followed closely by barnesandnoble.com, Microsoft, NextCard Visa and CDnow. The top categories of advertising were computers (11 percent), books (10 percent), credit cards (8 percent) and general merchandise (7 percent).

Of the Fortune 25 companies, 13 had no ads among the nearly 7,000 in the survey. Other big brands, including Taco Bell and Mobil, also were missing. Jeff Moore, a Strategis Group consultant, said their images are built offline. "They are unrelated to e-commerce," he said. "You do not buy tacos over the Web."

The survey found very few non-banner and button ad models. "We found only five [sites] that actually use one form of interstitial, a little pop-up window," Moore said. They were America Online, Netscape, Time.com, Broadcast.com and Lycos. Those ads all were self-promotional, except for a Budget Rent a Car ad that ran on Lycos. The study also found that online casinos have a greater Net presence than branded consumer products, and community sites are more visible than telecommunications companies. ■

## bits

• **JWT Digital**, New York, the interactive arm of agency **J. Walter Thompson**, today launches a micro-site and banner campaign for **Qwest Communications International**,



Denver. The work, aimed at both consumers and business prospects, promotes Qwest's bandwidth capabilities and **Cyber.Solutions**, its joint venture with **KPMG** that provides Internet-based application hosting and management services. The campaign is the first online work Qwest has outsourced. Parent JWT launched a TV campaign for Qwest in March.

• **BravoGifts.com**, San Francisco, this week launches a corporate gift site. Brands include **Bulova**, **Swiss Army**, **Cross**, **Dean & DeLuca** and **The North Face**. Gifts include accessories, apparel, food, gadgets, books, activities and flowers.

• New York-based financial news Web site **SmartMoney.com** today launches its SmartMoney University, a virtual university offering free interactive courses on finances and investing. It will include all the features and tools available on the main SmartMoney.com site, which is undergoing a site redesign.

• Tinton Falls, N.J.-based **Batnet1**, an Internet affinity marketer, inked new agreements with more than 25 online retailers to provide merchandise offers to Batnet1-built market-



places on various affinity group Web sites. Merchants include

**Beyond.com**, **Big Star.com**, **800.com**, **Digital Chef** and **OfficeMax**. Batnet1 works with groups like the **American Automobile Association**, the **American Dental Association** and the **American Federation of Teachers** to build private-label e-commerce areas.

• Santa Clara, Calif.-based portal **Yahoo!** completed the acquisition of **broadcast.com**, the Dallas audio and video content aggregator. Yahoo! said it will integrate broadcast.com's streaming capabilities with its user offerings, including the news, finance, sports and auc-



tion channels. It will also offer advertisers the opportunity to include audio and video elements in its ads. Yahoo! will continue broadcast.com's business Webcasting operations as a separate unit called Yahoo! Broadcast Services. Separately, **Big Entertainment** of Boca Raton, Fla., announced that its **bigE.com** e-commerce site has joined **Yahoo! Auctions'** dedicated seller program. BigE will offer entertainment memorabilia and other collectible merchandise through Yahoo! Auctions.

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# Home Depot Spruces Up Direct Marketing Efforts

**BY KIPP CHENG**—As one indication that Home Depot is growing increasingly interested in building its online presence, the Atlanta-based home improvement retailer today will begin a sponsorship relationship with LifeMinders.com, a company which provides content and targeted e-mail on a number of topics to its registered users.

As part of the deal, the companies plan to unveil a joint e-mail product called HomeMinder that will deliver seasonal advice, home improvement tips and how-to's to consumers who have opted-in to receive the service. A coordinated opt-in process will be available at both the registration Web site of Herndon, Va.-based LifeMinders.com and at Home Depot's consumer site, www.homedepot.com, which launched June 30 and currently features do-it-yourself content. An e-commerce component will roll out on the Web site this fall.

According to Stephen R. Chapin, president and CEO at LifeMinders.com, the ability to highly target users' needs and interests is an attractive proposition to mar-

eters. "The product has really resonated with consumers," said Chapin, "which leads to really high CPMs."

The LifeMinders.com service currently features eight areas of interest to consumers: entertainment, home, family, car, pets, personal events, finances and health. Chapin said the company would soon launch travel and teen areas. In addition to Home Depot, other marketing partners include Purina, PetSmart, Huggies and PC Flowers.

Since LifeMinders.com's launch in January, the company has registered over 2 million unique users. Customers fill out profiles listing their interests and receive an average of two to three e-mails per month, per profile. Chapin said that they've seen a 90 percent retention rate at 90 days, 50 percent open and read rate and click-through rates of 6-8 percent.

"The click-through rate is really 10 percent per e-mail," said Chapin. "This is really powerful stuff. With click-through rates like this, we're able to charge superior CPMs of between \$150 and \$250." ■



Home Depot Builds Online Presence

# AOL Gears Up For E-commerce Revamp

**BY KIPP CHENG**—E-commerce is getting easier for shoppers across America Online's portfolio of Web properties. Starting today, AOL will unveil the first phase of its Shop@AOL Initiative, which includes a significant update and redesign of the AOL shopping destination.

The Shop@ identifier will be branded across AOL's network of Web sites, including Shop@AOL.com, Shop@CompuServe, Shop@Netscape and Shop@Digital City.

The roll out of the new shopping services began last week and will culminate in the creation of a new shopping destination across the AOL brands in October.

In addition to improved navigation through the various shopping categories, there will be more robust content offerings, with new departments in the apparel center, such as teens and babies.

"We did an enormous amount of research on what the obstacles were for people shopping online," said Katherine Borsecknik, senior vice president, strategic business at AOL, namely difficulty of finding products and a sense of insecurity during online transactions. Shop@AOL will "pair people and their shopping styles with solutions that work best for them," said Borsecknik.

Dulles, Va.-based AOL will also enhance their buyers' guides and gift guides in conjunction with a co-branded partnership with Chic Simple, a Web site that promotes simple elegance. When the launch of the revamped shopping destination happens in the fall, it will feature an enhanced Quick Checkout technology that retains shoppers' shipping and credit card information, making purchases quicker and more convenient for users. ■

## bits

• The **Sun-Netscape Alliance**, a joint venture between Palo Alto, Calif.-based **Sun Microsystems** and Mountain View, Calif.-based **Netscape**, last week launched its new brand, **iPlanet**, with a print campaign in business publications, including a three-page spread in *The Wall Street Journal*. The

ads by **Low & Partners/SMS**, San Francisco, use the tagline, "Run with It." On the

same day, a campaign for Denver-based software provider **J.D. Edwards** launched with the same tagline. Chip Shafer, CEO of J.D. Edwards shop **Shafer Advertising**, Irvine, Calif., said he wasn't surprised. "There's almost nothing available that's uniquely protected anymore," he said. Lowe had no comment. **Left Field**, San Francisco, will handle iPlanet's online advertising. iPlanet's overall budget is in the \$17 to \$20 million range.

• Online toystore **KBKids.com**, Denver, tapped **Goldberg Moser O'Neill**, San Francisco, to handle its \$35 million account.



GMO will create a TV, radio, print, outdoor, online and direct marketing campaign to promote the newly launched site, a joint venture between Consolidated Stores Corp., owner of K\*B Toys retail stores, and the now defunct kids' online retailer Brainplay.com.

• **Ford Motor Company**, Detroit, launched a new "Better Ideas" section on its Web site focusing on design and technology, safety and security, and the environment—not cars. Created by **Ogilvy & Mather/Detroit** and **EYE4U**, Munich, Germany, the site uses Macromedia's Flash technology, streaming audio and video and an original electronic score.

• **Fox Kids Network** and **Brilliant Digital Entertainment**, both Los



Angeles, last week inked a deal to bring certain BDE multipath movie titles to the Fox Kids Web site. The "webisodes" are slated to launch this fall.

• **Microsoft**, Redmond, Wash., last week unveiled its much-anticipated—and much delayed—MSN Messenger Service enabling consumers to communicate with others on Hotmail and AOL Instant Messenger.

• **KPE**, New York, is not a unit of **Grey Interactive** as reported in the July 19 issue of *IQ News*. The company is partially owned by **Grey Advertising**, New York.

It's July, 100 degrees out and you're stuck to your car seat. Just the time to think about Christmas.



True, it might be a bit early to start trimming the tree. But **Christmas99.com** is already shaping up to be the premier holiday site on the Internet. Last year's installment drew record traffic for over thirty major advertisers, including MCI, Microsoft Sidewalk and Hidden Valley Ranch. The site offers timely ideas for gifts, food, entertainment, decorating, family fun, holiday music and seasonal travel. Want to know more? Give Bobbie Halfin a call at 1(888)300-9029 or e-mail her at [bhalfin@winstar.com](mailto:bhalfin@winstar.com). But you better call now, because ad space is disappearing faster than a slushy spilled on a hot car seat.

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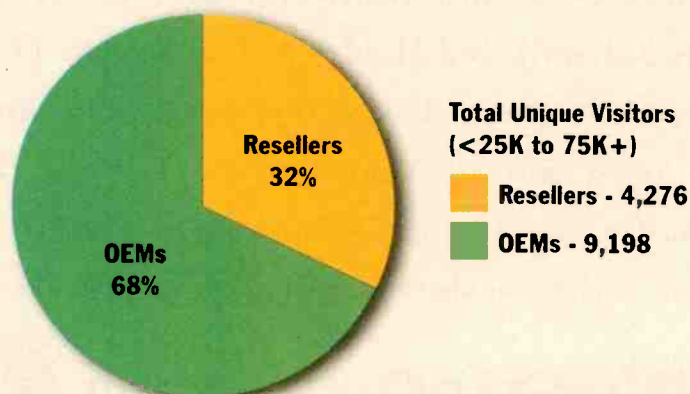
# Just A Friendly Game Of CTRL-ALT-DEL

Q's back-to-school data bonanza continues this week with that staple of the information age. No, not *TV Guide*, computers. While many lay people would think about walking into a retail store (a reseller) to buy a new desktop, the advent of the Internet has turned the manufacturers (OEMs) of the computers themselves into serious retail outlets. They've been quicker on the marketing and positioning triggers—and handsomely rewarded by all income groups for it—because they're roundly trouncing their retail partners online.—*Samson Okalow*

## Top OEM & Competitor Reseller Sites, June 1999

| SITE               | TOTAL UNIQUE VISITORS<br>HOME/WORK (000s) | TOTAL UNIQUE VISITORS BY INCOME |       |       |       |      |
|--------------------|---|---------------------------------|-------|-------|-------|------|
|                    |   | <25K                            | 25-40 | 40-60 | 60-75 | 75+  |
| <b>OEMs</b>        |   |                                 |       |       |       |      |
| HP.com             | 2,605                                     | 134                             | 398   | 708   | 327   | 1038 |
| IBM.com            | 1,753                                     | 95                              | 238   | 424   | 204   | 752  |
| Dell.com           | 1,702                                     | 110                             | 269   | 405   | 195   | 723  |
| Gateway.com        | 1,693                                     | 118                             | 308   | 506   | 203   | 558  |
| Compaq.com         | 1,445                                     | 102                             | 250   | 412   | 175   | 506  |
| <b>RESELLERS</b>   |   |                                 |       |       |       |      |
| Egghead.com sites  | 1,811                                     | 215                             | 301   | 512   | 267   | 516  |
| CompUSA.com        | 674                                       | 43                              | 67    | 202   | 80    | 282  |
| Warehouse.com      | 607                                       | 31                              | 86    | 210   | 63    | 217  |
| Computers4sure.com | 406                                       | 51                              | 84    | 130   | 31    | 110  |
| CircuitCity.com    | 389                                       | 29                              | 100   | 147   | 19    | 94   |
| Outpost.com        | 389                                       | 30                              | 79    | 102   | 27    | 151  |

## Share of Total Visitors (OEMs vs. Resellers)



Media Metrix defines unique visitors as the actual number of users who visited each Web site, without duplication, once in a given month. More than 40,000 individuals throughout the U.S. participate in the Media Metrix sample.



## Pay-for-Performance Offered By emaildirect

Opt-in marketer emaildirect says it will put its money where its mouse is with a new performance-based pricing scheme for its Value-mail service. The company's e-mail newsletter bundles coupons from advertisers with geographically-targeted regional and local offers. The new deal, introduced today, lets advertisers pay for click-throughs and customer acquisitions, rather than by number of names mailed to.

Payment will be negotiable, although Gary Brooks, president and director of new business development for the Aliso Viejo, Calif.-based company, estimates it will run from \$1 per click-through to \$3 per sign-up, with a typical agreement lasting a year. The standard pay-per-e-mail model will still be available.

Online video and DVD retailer BigStar.com, New York, will utilize the new pricing structure in an upcoming campaign, while Web Marketing, Coos Bay, Ore., is negotiating the new option on behalf of Fairfax, Va.-based client Mobil Oil. Healthshop.com, the San Francisco purveyor of supplements, is also considering the new pricing structure. "I'm always looking for creative ways to reach customers one-to-one," said Sarah Bacon, Healthshop.com's marketing manager. "If a company is willing to take that ride with me, they'll get a better response from me."

Competitors, however, challenge customer response. "Early on, we gave clients a choice between standard and incentive pricing," said Ray Kaupp, vice president of marketing at emaildirect competitor Digital Impact, San Mateo, Calif. "It's complicated, hard to account for and nobody seems to want it."

—Susan Kuchinskas

## movers

CK Interactive, a division of Cramer-Kasselt, Chicago, has named **Sean Cummings** as director of digital strategy. Cummings was previously responsible for helping start the Quantum Leap unit of Leap Partnership, Chicago ... **David Gitow**, founder and president of Time Inc. Home Entertainment, New York, has joined magazine retailer Enews.com, Washington, D.C., as chief marketing officer ... **Lisa Protter** took the new post of vice president, business development at CyberSight, Portland, Ore. She had the same title at Think New Ideas, New York ... **Delphine Hibon** was promoted to vp of Rye, New York-based Lillian Vernon Online. Hibon was previously manager of new business development ... Redmond, Wash.-based imandi.com appointed **Blake Park** to the position of vp of marketing. Park previously served as director of interactive marketing at PhotoDisc, Seattle.



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# CitySearch Livin' La Vida Local

## Buyout of Sidewalk raises new questions about content

By Kipp Cheng

Perhaps it surprised few members of the digerati when software giant Microsoft announced last week that it was selling off the arts and entertainment guides portion of its beleaguered Sidewalk.com franchise of local Web sites in major markets. The company to which it sold the assets, archrival Ticketmaster Online-CitySearch, had been kicking virtual butt up and down the Sidewalk with its ticketing and e-commerce capabilities and, by most accounts, the nearly 3-year-old Sidewalk was hemorrhaging cash, big time.

What TMCS didn't have was Sidewalk's killer distribution through Microsoft Network, which it will now get in exchange for losing a meager 9 percent stake of the company to Microsoft. TMCS also lacked satellite offices in key cities, and in a space where Sidewalk failed to successfully spin money out of its content offerings—its business model had originally centered on plain vanilla advertising—TMCS had succeeded. So the marriage of convenience between former foes seemed sensible for both parties involved and they lived happily ever after.

At least that's what the spin doctors want everyone to believe.

In truth, while the deal is a good one for Pasadena, Calif.-based TMCS, which beefs up its reach from 33 cities to 77 cities worldwide, Microsoft's divestment of the local entertainment listings portion of Sidewalk signals another retreat for Microsoft from the aggressive online content strategy it formulated only a few years ago.

The company's retention of the buyers' guides and yellow pages sections—the potentially lucrative (or theoretically revenue-generating) parts of Sidewalk—gave off that now familiar swoosh of Microsoft swinging through the exit door of the content biz, in favor of the current "It" Web business

model, e-commerce. "We looked at this limitless opportunity and decided that we really wanted to focus more and more on commerce," said Matt Kursh, business unit manager at MSN, during last Monday's teleconference announcing the sale of Sidewalk to TMCS. "That meant making some difficult decisions."

If Microsoft's track record on Web content is any indicator, however, the decision to give up on the Sidewalk brand may not have been so difficult after all. While there is little doubt that most Web properties have struggled to find the magic beans that would transform their online content offerings into cash cows, Microsoft has seemed especially inadequate at creating Web content compelling enough for consumers or advertisers, recently opting instead to stomp down the safe, well-lit and well-beaten e-commerce path. Most of its online properties focusing on such popular topics as travel and finance have effectively shifted away from original content toward commerce-driven models. (The exception is the joint news venture with NBC, MSNBC, which draws on a proven online content model.)

"Everybody, Microsoft included, has struggled to figure out the business model that works on the Web," says Lisa Allen, senior analyst at Cambridge, Mass.-based Forrester Research. "Increasingly, we've

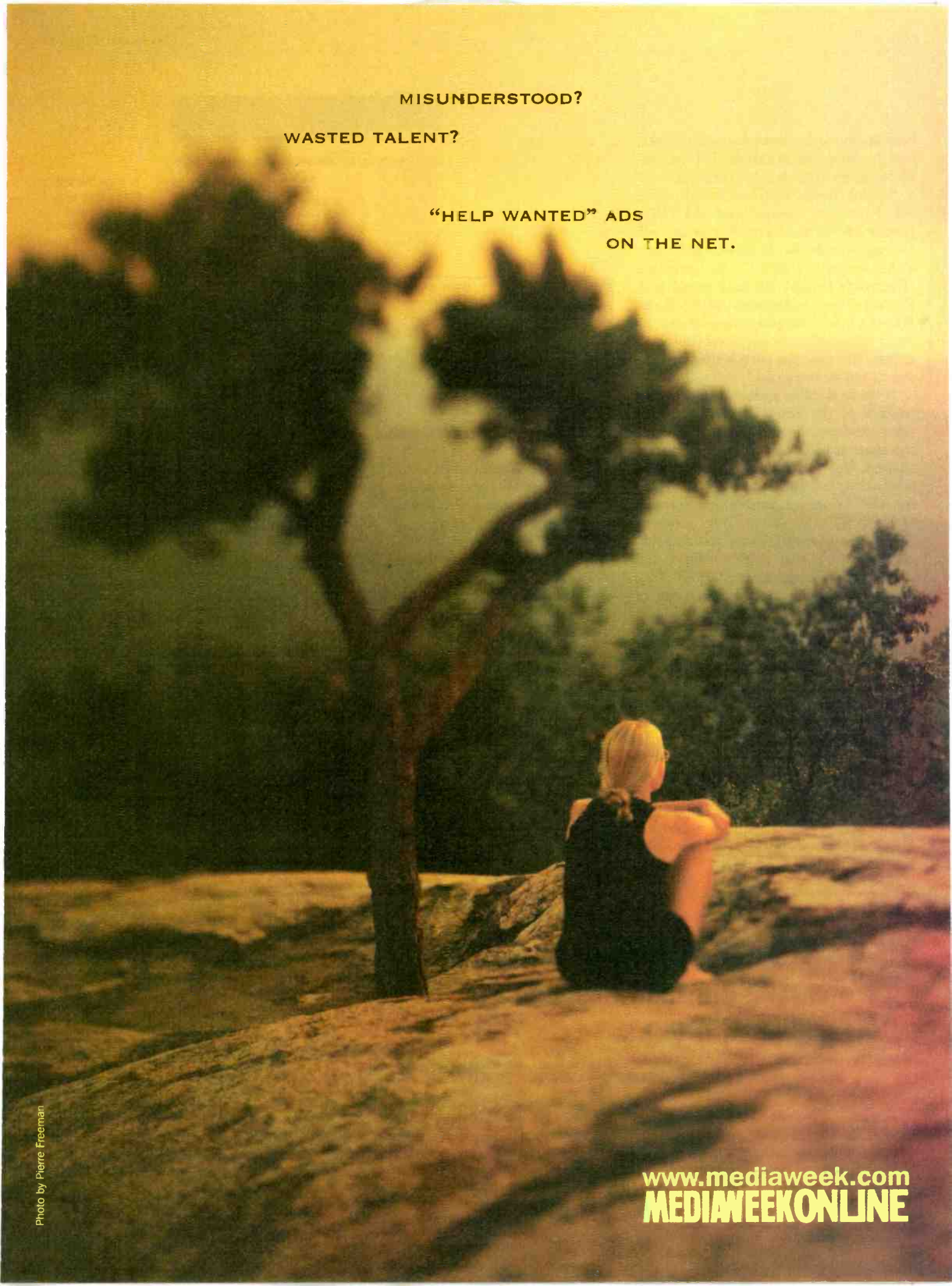


Slate publisher Scott Moore (left) says the sale of the entertainment guides of sister property Sidewalk to Ticketmaster-CitySearch is not a predictor of the future of the highbrow e-'zine. Citing massive traffic increases since Slate converted to free, wholly ad-supported status earlier this year, he says such talk is simply wrong-headed speculation.

seen that it's not ad-supported content, which is, in part, why Sidewalk shifted its product focus a number of months ago and why Microsoft got out of the local city guide business altogether."

When Sidewalk made its debut in 1997, it was widely expected that the property would trounce local newspapers, stealing much of their lucrative classified advertising revenue and millions of eyeballs. But that roar turned out to be a mere whimper. Why? Does this prove that consumers really just prefer picking up their local version of the *Village Voice* to check out what's happening and that advertisers therefore stayed with them in print?

Maybe it's a bit of both. On the Web, at least, "Content is most definitely not king," says Allen. "The only content that people have been able to charge for and make money on the Web has been high-end business and financial information or porn." Allen does think, however, that newspapers

A woman with blonde hair, wearing a dark tank top, is sitting on a large, light-colored rock. She is looking away from the camera towards a large, dark tree on the left. The scene is set at sunset or sunrise, with a warm, golden light in the sky. The background shows a hazy landscape with more trees.

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have become complacent because the local content market hasn't thrived. But the complacency, she says, shouldn't continue.

"I think the deal with Microsoft dropping out of the local content space and TMCS moving into former Sidewalk markets will once again strike fear in the hearts of many a newspaper publisher," she predicts. "Everybody thought Microsoft would spell the end of local newspapers' online efforts. When that didn't happen, a sense of complacency and relief surfaced in local publishing circles. But now the party's over and it's time to get serious again."

If the local online market is more settled because of the Sidewalk/TMCS merger, other questions remain. Given that advertising alone may not be able to adequately support free content, mousepad pundits were asking last week, what does that mean for the future of MSN's high-profile, Michael Kingsley-edited Web property Slate? The current affairs and culture publication doesn't lend itself easily to an e-commerce revenue stream, as do other properties that Microsoft has been able to re-fashion into transactional sites.

"The bottom-line problem for a Sidewalk or a Slate is that content, unfortunately, is not a valued commodity," opines Allen. "Content, per se, is really a commodity used to bring people into and along the buying cycle, to get them to actually buy something online."

Nonetheless, Scott Moore, publisher of Slate, says that reports of Slate's impending death are greatly exaggerated. "It seems to me that [there has been] some speculation ... that the deal with Sidewalk and Ticketmaster might foretell future moves by Microsoft but that's just unfounded speculation," he insists.

# "The bottom-line problem for a Sidewalk or a Slate is that content, unfortunately, is not a valued commodity."

—Forrester Research senior analyst Lisa Allen

Moore contends that equating Microsoft's divestment of Sidewalk with a divestment in content on the whole is simply bad math. "We're going great guns over here," he says.



To hear the critics tell it, high-end business and financial information and porn are the fastest way to make a buck online. Will Ticketmaster Online-CitySearch's (left) buy of Sidewalk.com (below) prove the naysayers wrong and put Sidewalk in the black?

To be sure, Slate has seen something of a revival since the e-zine announced in January that it was scrapping its subscription model in favor of being entirely ad-supported. Since the changeover, Moore claims that traffic to Slate has more than quadrupled, from 220,000 monthly visits in January to nearly a million hits thus far this month.

Additionally, Slate has added 11 new advertisers since February, including Brooks Brothers and First USA, with total billings of more than \$2 million.

But Allen believes that despite Moore's claim that Slate is gaining momentum, Microsoft will inevitably make the decision of "jettisoning anything weighing down future stock options." She predicts that one day the cry, "magazine overboard," will ring through the halls of the Slate offices. (True, Microsoft's future success will not rely on

the perils of flying at night, written in response to the Kennedy tragedy, and garnered an impressive 200,000 visitors in a single day. "So in one day, a single piece on our site drove almost as much traffic as we got in the entire month of January," says Moore. "That kind of puts it in perspective. We're really on a roll now."

The question is whether a company that has steered away from most of its media aspirations will want to support a few scattershot content properties over the long haul.

From where Moore sits, however, the future for Slate in Redmond still looks bright. When asked whether Slate had received any assurances from Microsoft or whether he needed any that it would be business as usual at Slate, he replied, "I mean, that's kind of a funny thing. It's not like we sent an e-mail around saying, 'Are we still OK?' But every indication is that we're going forward just as we've been going forward." Moore adds, "Given the successes that we've had, I have no reason to think otherwise. I think analysts are paid to give opinions and that's fine. But speculation is speculation." ■

the profits of a teensy-weensy e-zine.)

Moore thinks that skeptics need only look at the property's growing traffic to witness Slate's success. A link from the main MSN.com site last week led to a Slate fea-



# CULTURE TRENDS

## MTV Around the World

Week of 7/12/99

### MTV Mandarin

| Artist                | Title                |
|-----------------------|----------------------|
| 1. <b>Sammy Cheng</b> | Never Enough         |
| 2. <b>Yuki Hsu</b>    | Adventure<br>Balloon |
| 3. <b>A Mei</b>       | Don't Put Salt...    |
| 4. <b>Alex To</b>     | Hide You             |
| 5. <b>Coco Lee</b>    | You Make Me<br>Feel  |

### MTV Latin America (North Feed)

| Artist                    | Title                  |
|---------------------------|------------------------|
| 1. <b>Backstreet Boys</b> | I Want It That<br>Way  |
| 2. <b>Jamiroquai</b>      | Canned Heart           |
| 3. <b>Ricky Martin</b>    | Livin' La Vida<br>Loca |
| 4. <b>Mana</b>            | Se Me Olvido...        |
| 5. <b>Shakira</b>         | Inevitable             |

### MTV Brazil

| Artist                    | Title                 |
|---------------------------|-----------------------|
| 1. <b>Metallica</b>       | Whiskey In A Jar      |
| 2. <b>Jota Quest</b>      | Sempre Assim          |
| 3. <b>Geri Halliwell</b>  | Look At Me            |
| 4. <b>Caetano Veloso</b>  | SoZinho               |
| 5. <b>Backstreet Boys</b> | I Want It That<br>Way |

### MTV Russia

| Artist                   | Title          |
|--------------------------|----------------|
| 1. <b>Geri Halliwell</b> | Look At Me     |
| 2. <b>Will Smith</b>     | Wild Wild West |
| 3. <b>A4</b>             | Zhuliki        |
| 4. <b>Sport</b>          | Kankuly        |
| 5. <b>Ruki Werth</b>     | Bez Lubvi      |

## 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.

| This Week | Last Week | Peak Pos. | Wks on Chart | Title                        | Artist                   |
|-----------|-----------|-----------|--------------|------------------------------|--------------------------|
| 1         | 8         | 1         | 10           | Wild Wild West               | W. Smith/D. Hill/ KMD    |
| 2         | 1         | 1         | 6            | Bills, Bills, Bills          | Destiny's Child          |
| 3         | 4         | 3         | 4            | Genie In A Bottle            | Christina Aguilera       |
| 4         | 3         | 2         | 9            | Last Kiss                    | Pearl Jam                |
| 5         | 2         | 1         | 11           | If You Had My Love           | Jennifer Lopez           |
| 6         | 6         | 6         | 14           | I Want It That Way           | Backstreet Boys          |
| 7         | 7         | 4         | 12           | It's Not Right But It's Okay | Whitney Houston          |
| 8         | 5         | 1         | 15           | Livin' La Vida Loca          | Ricky Martin             |
| 9         | 10        | 9         | 10           | All Star                     | Smash Mouth              |
| 10        | 9         | 4         | 13           | Where My Girls At?           | 702                      |
| 11        | 11        | 4         | 16           | Fortunate                    | Maxwell                  |
| 12        | 12        | 5         | 18           | The Hardest Thing            | 98 Degrees               |
| 13        | 13        | 1         | 23           | No Scrubs                    | TLC                      |
| 14        | 15        | 2         | 25           | Kiss Me                      | Sixpence None The Richer |
| 15        | 17        | 7         | 25           | That Don't Impress Me Much   | Shania Twain             |

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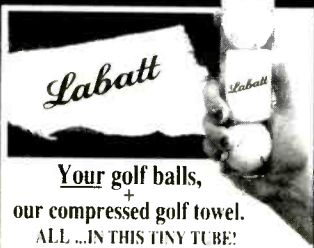
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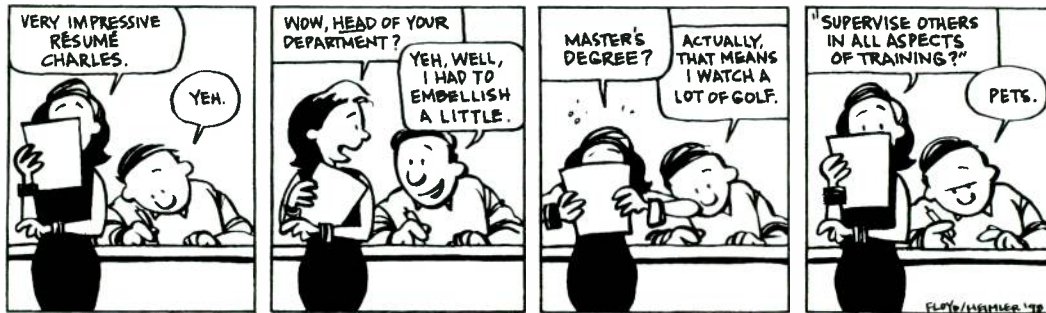
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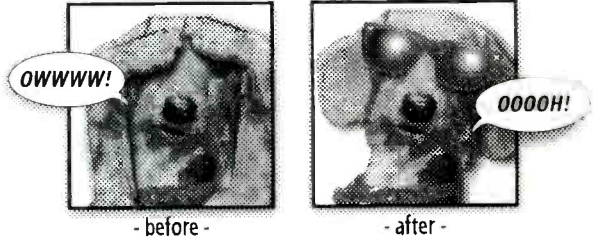
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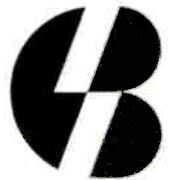
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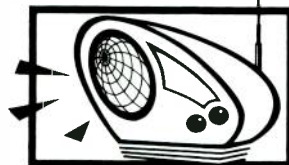
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This premier financial monthly magazine has an outstanding opportunity for an advertising salesperson to join its money management sales team. The ideal candidate must be articulate, highly motivated and self-confident in order to call on senior level executives at money management firms and ad agencies. 2-5 yrs experience in money mgmt/401K or financial advertising sales. Excellent communication/follow up skills essential and must be willing to travel. College degree required. Pls send res. & cv. Ltr to: **A. Sansone, Institutional Investor, 488 Mad. Ave, NY, NY 10022 or fax to 224-3368.**

**Executive Assistant**

Creative Agency in NY looking for Executive Assistant to President and Executive Director of Global Development. Administrative responsibilities include screening phone calls, daily scheduling, making travel arrangements, coordinating meetings. Production responsibilities include maintaining marketing materials. Photoshop a plus.

Fax resume to:  
**212/966-0052**

**ADVERTISING SALES REPRESENTATIVE**

Institutional Investor, the premier financial monthly magazine has an outstanding opportunity for an advertising salesperson to join its advertising sales team. The ideal candidate must be articulate, highly motivated and self confident in order to call on senior level executives, financial institutions and ad agencies. 2-5 yrs experience in advertising sales or similar experience in financial sales. Excellent communication/follow up skills essential and must be willing to travel. College degree required. Pls send res & cv. Ltr to

**V. King - Human Resources, 488 Mad. Ave, NY, NY 10022 or fax to (212) 224-3368.**

**Co-Marketing Consultant**

Proven skills in strategy, brand-building, promotion planning and co-op.

Retail experience preferred.

Excellent opportunity for growth. Salary commensurate with ability.

New York-based position

Fax resume to 512-343-1262



**TradeOne Marketing**

**Three Names.  
One GREAT Concept.**

**Stage Stores, Inc.**, a progressive, growing retailer with 650 stores throughout the U.S., is looking for dynamic overachievers in our Marketing division.

**MARKETING/OPERATIONS MANAGER**

- Direct departmental work flow & network needs
- Direct production of all newspaper advertising
- Provide direction and development of newspaper advertising plans
- Manage traffic functions
- Maintain departmental budgets

This individual should have 7-10 years in the retail marketing/advertising arena, with good organization skills and strong interpersonal skills.

**DATABASE MARKETING ANALYST**

- Develop, select and maintain customer profiles for direct mail events
- Analyze and report results of marketing events
- Harte Hanks experience a plus
- Retail store background a plus

Qualified professionals please respond to: **E-mail: career@stagesstoresinc.com; Fax (713) 663-9780 or 10201 Main, Houston, Texas 77025, Attn: Recruiter.** Visit our website at: [www.stagesstoresinc.com](http://www.stagesstoresinc.com). EOE.

**STAGE STORES INC.**

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**FOOSBALL TROPHY ONE SHOW PENCIL**

If you're a **Copywriter, Art Director or Media Director** who can help us win either one, we need you on our team. Send your resume to the address below for a tryout. No matter what position you play. You'll be expected to contribute to our strong regional/national award presence and help us go for the gold. But you'll also be rewarded — 401K, health, sports club membership, bonuses, etc. Not to mention living in a city ranked as one of the nation's most livable.

**The Johnson Group**

430 Chestnut Street, Fourth Floor  
Chattanooga, TN 37402  
FAX to Angie: 423-267-0475  
Email: [aburton@johnngroup.com](mailto:aburton@johnngroup.com)

**ASSISTANT ACCOUNT EXECUTIVE**

Dynamic mid-town ad agency looking for an energetic, take charge, account person. Excellent opportunity to be part of fast growing \$25MM plus national account group: terrific clients/strong marketing partnership. AAE should have 1+ years of agency experience (media/account planning background OK).

Please fax resume to:  
**(212) 354-1002**

**HELP WANTED**



**Manager of Programming Research (1 Position):**

Manage analysis of Nielsen ratings data and other consumer databases to assist in developing programming and scheduling strategies as well as predict future audience levels for The Travel Channel. Design special Nielsen studies as needed to explore opportunity areas for audience growth and understanding. Track and assess impact of marketing and promotional efforts/advise on media plans. Requires at least four years experience in data analysis and strong knowledge of statistics. Familiarity with Nielsen data strongly preferred and prior cable experience desirable. Excellent report writing abilities, mathematical abilities and communication and presentation skills a must. Computer proficiency also required including in-depth knowledge of spreadsheet and graphics packages. Ability to work in a fast-paced environment without sacrificing accuracy and attention to detail. Experience with personnel management also required. Looking for a candidate with flexibility and creativity to enhance the Research team in a quickly changing workplace in an increasingly competitive industry.

**Research Associate (2 Positions):**

Analyze television ratings data and market research statistics to assist in predicting the future audience levels of a major cable network, maintain program estimates through a customized database system, and provide support to manager by helping to formulate programming research strategies. Responsible for monthly and quarterly research reporting on estimates, ratings trends, and competitive trends. Provide research support for various Discovery departments. Requires at least two to three years experience in data analysis and strong knowledge of statistics. Familiarity with Nielsen audience data strongly preferred and prior cable industry experience desirable. Excellent report writing abilities, mathematical abilities and communication skills. Advanced computer skills including knowledge of database, spreadsheet and graphics packages and the ability to learn new software quickly. Need a team player with the flexibility and creativity to work in a fast-paced, high-pressure environment without sacrificing accuracy and attention to detail.

Please send resume and cover letter to:

**Discovery Communications, Inc.**  
 11th Floor - Discovery Networks U.S. Research  
 7700 Wisconsin Avenue  
 Bethesda, MD 20814-3579  
 ATTN: Ingrid Gorman (Manager position)  
 Michelle Moy (Research Associate positions)

**SEEKING INTERNET PROFESSIONALS!**

Lippincott Williams & Wilkins, a leading global publisher of health information resources, is seeking two Internet professionals for its award-winning Internet portal, NursingCenter.com!

**MARKETING MANAGER**

At least 3 years Internet experience with strong strategic marketing, advertising, writing and research skills. Candidate should have experience creating collateral marketing materials and a familiarity with database management and list generation. Experience working with budgets; will work with sales to establish revenue stream for Internet site. Job Code: MM

**SALES ACCOUNT MANAGER**

Experience selling Internet advertising sponsorships and creating online channel/partner alliances. Manager should be familiar with budgets and revenue-generating mechanism. Strong presentation and strategic Internet advertising skills necessary. Job Code: SAM

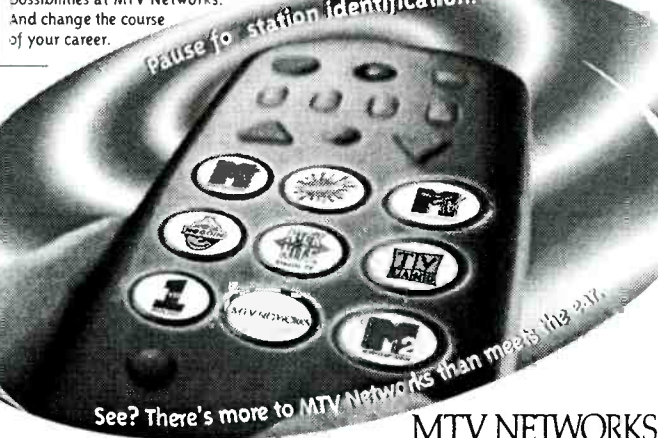
Both positions require a college degree or equivalent, excellent interpersonal and communication skills, strong computer literacy and current knowledge of the Internet marketplace. Please send resume with cover letter, which must include salary requirements to:

**Lippincott Williams & Wilkins**  
 Job Code of Interest  
 345 Hudson Street  
 New York, NY 10014  
 Fax: (212) 886-1204  
 EOE

Amazingly, it changes minds too.

**Check Out The Career Channels At MTV Networks.**

Sure, it changes the channel but it changes a lot more than that in the process. Like people's perceptions of music and entertainment, of humor, of creativity. Simply tune into any MTV Networks channel to see for yourself. The very variety of programming is a perfect reflection of the kind of "don't-wait-for-the-next-big-thing-invent-it" careers waiting for you here. MTV Networks is nothing if not diverse — in our programs, our music, our thinking and the opportunities all of these things together generate. But make no mistake, we're passionate about our work, each of us talented professionals who bring our own unique perspective to this most exciting of venues. Tune in to the possibilities at MTV Networks.



**Career opportunities** are currently available:

**PRODUCTION/FINANCE ANALYST**

MTV Networks has an excellent opportunity in our Production Finance Department. We seek an entry-level Analyst responsible for tracking and reporting information pertaining to individual productions as well as overseeing the financial budget for the production area assigned.

Qualifications include at least 3 years' production accounting experience within the entertainment industry; BS/BA in Accounting/Finance preferred; good understanding of A/P and payroll policies and procedures; PC literacy (Excel, JDE, TMI).

MTV Networks is ready to offer you the growth and career advancement opportunities only a progressive company can offer including a full range of benefits and excellent compensation. Please forward your resume and salary requirement to **MTV Networks, Staffing Resources Department-APF, 1515 Broadway, 16th floor, New York, NY 10036**. We rely on diversity for the creative and professional energy that inspires our careers and our lives. We regret we can only respond to those that meet the above requirements. We are an equal opportunity employer.



**BRAINS WANTED**

Fast-forward thinking integrated marketing communications agency seeks strategic, creative, savvy, idea-passionate professionals for the following positions for its PR/Promotions group.

- **PR/Promotions Supervisor - Interactive/web-based brands**  
 Senior level professional to supervise all pr and promotions activities (off-line and online) for all web-based businesses and grow the discipline within the agency  
 Position requires strong background in media relations, promotions, events along with experience on interactive brands
- **PR/Promotions Senior Manager**  
 Strategic professional with 3-6 years experience  
 In media relations, corporate communications, events and promotions.  
 Strong writing skills. Travel required for this position.
- **PR/Promotions Manager**  
 Strategic professional with 2-4 years experience  
 In consumer products and business brands.  
 Position requires strong media relations and promotions experience.

Please indicate the position you are applying for and send resume with cover letter, salary history is a must.

**Human Resources-PR/Promotions**  
**Kirshenbaum Bond & Partners**  
 145 6th Avenue  
 New York, NY 10013

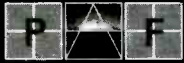


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Creative Assets

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Large Group of Luxury Brands needs a Media Dir. W/min. 5 yrs exp. with a luxury brand. Heavy natl. print exp. Emphasis on excellent research knowledge. Need a high energy professional rising star who writes and presents superb media plans and strategies. Thorough knowledge of Syndicated Qualitative research Obviously we cannot mention the client or agency but if you know names like Prada and Versace, etc., We want to talk to you:

Contact:

**Lee Rudnick President DBI Media**

Fax: 212-338-0632 Ph: 212-338-0808 Ext. 5

E-Mail: dbimedia@mindspring.com

## Hot Jobs

Paladin Staffing Services "Worksite" has **new postings every week** for freelance advertising and marketing jobs at top companies and agencies in NYC and suburban NJ and CT. Short or long-term, on site or off. Some temp-to-perm jobs. All skills and titles, including creative. EOE/M/F/D/V

**www.paladinstaff.com**

## To: Jr. Buyers & Media Assts. Switch To The Other Side!!! To 35K

If you have min 2yrs exp, are computer savvy, would like to join a company in INC's Hottest 300 Hot Tech. Co. needs Customer Service Rep to Deal with latest Ad Agency Computer Program. Must be People oriented, like to travel and preferably live in or near Essex County N.J. Contact: Lee Rudnick President, DBI Media Fax: 212 338-0632 Ph: 212 338-0808 Ext. 5, E-Mail: dbimedia@mindspring.com

## Sales Director - Eastern Region

Preeminent Music Company is looking for a team-spirited, self-motivated person to develop strategic advertising partnerships with major companies and ad agencies throughout the US, specifically in the metropolitan NY area.

Join a team of highly talented individuals shaping the future of advertising sales by selling two cutting-edge properties;

- Web-site: Features music news, interviews, music videos, exclusive artist biographies, album reviews, song samples, concert information, member pages and chat.
- Content distributed via monthly CD-ROM, cable and satellite modem: features exclusive live performances and interviews with top musicians and movie stars.

2+ years experience in any combination of the following: advertising, media or brand management. Required talent must consist of consultative selling, relationship building, media math, creative and strategic thinking, and listening. Sense of humor a must!

Email resume to [adjobs@launch.com](mailto:adjobs@launch.com)

## ASSOCIATE MANAGER CREATIVE SERVICES

Creative services group seeking high energy, sharp supervisor with the following skills:

- The talent to oversee and maintain the production flow of creative projects from beginning, through scheduling, to trafficking and delivery.
- The ability to liaison with product managers, copywriters, designers, services bureaus and printers.
- The experience to organize and manage multiple projects at the same time.

Direct response and magazine experience a major plus and must have knowledge of Quark, illustrator and Photoshop. Interest in writing or design also a plus.

MAIL RESUMES TO: EMPLOYMENT MANAGER, USNEWS HR - 11TH FLOOR, 450 WEST 33RD STREET, NEW YORK, NEW YORK 10001.

FAX RESUMES TO: 212 643-7842

EOE

## Loving Las Vegas!

America's fastest growing city is ready for a world class agency. New full service shop with prestigious anchor account is looking for exceptional talent. Competitive salaries, full benefits and a chance to get in on the ground floor.

**Creative Director** - 7+ years quality experience with nationally recognized agency to lead creative team.

**Senior Controller** - 7+ years agency financial experience in all bookkeeping, estimating, billing and accounting functions.

**Chief Technology Officer** - Thorough intranet and internet knowledge with agency or related company.

Also recruiting Account Executives, Copywriters and Art Directors. Please send resume and salary history to:

Mesmerize / 701 Santa Monica Blvd., Suite 300  
Santa Monica, CA 90401

## SENIOR SALES EXECUTIVE OPPORTUNITY

Leading trade magazine company has a top NY based sales position open for a dynamic, energetic self-starter. 4 years + selling experience; an understanding of consumer media desired (i.e. magazines, tv, radio, new media). Creative thinker, great presenter, hard worker and proven go-getter all required. Some travel required. Good compensation & benefits package for right person.

Fax resume &amp; sal. history to:

Sonja at (212) 536-5353

HELP WANTED

**DIRECTOR  
STRATEGIC PARTNERSHIPS**

Are you a proactive & creative individual with strong sales, communication & negotiation skills? Do you have at least 3-5 years exp. in marketing, sales and/or purchasing? **Choice Hotels International**, the world's 2nd largest lodging franchisor with nearly 5000 hotels worldwide, seeks a highly-organized professional to join us at our corporate HQ in the **D.C. Metro** area.

Responsibilities include maximizing revenue from a portfolio of hospitality vendor accounts related to guest services (e.g., credit cards, newspapers, business centers), negotiating new national account agreements & developing marketing plans to increase vendor sales. Bachelor's degree required; hospitality experience a plus.

Your valuable contribution will be rewarded with a competitive salary, generous benefits & bonus potential. Please forward resume **WITH SALARY HISTORY** to: **Choice Hotels International, Attn: HR Dept. DSP, 10750 Columbia Pike, Silver Spring, MD 20901. Fax: (301) 592-6161.**

**CHOICE HOTELS  
INTERNATIONAL**

*We value diversity in the workplace.  
All qualified candidates are encouraged to apply.*

For more information, visit us at [www.choicehotels.com](http://www.choicehotels.com)

**Marketing Communications  
Manager**

At American Woodmark Corporation, our team of 3,000 highly skilled professionals has made us one of the top five cabinet manufacturers in the U.S. Tucked away in the beautiful Blue Ridge Mountains, our \$325 million company, serves the nation's remodeling and new construction markets and has experienced explosive growth.

We've developed a vast network of independent distributors, home centers, and major builders. Your skill with creating and implementing creative communication programs will strengthen the position we already enjoy within the home center channel. We are looking for a professional with excellent presentation skills and a background that includes a BS in Marketing, Advertising, Communications or a related field; at least 3 years of experience in an advertising/communications agency performing strategic planning for product introduction and promotional programs; and proficiency with the MS Office Suite. Project management experience a plus. Must be willing to travel and work extended hours on weekdays/weekends.

Experienced marketing professionals can take advantage of competitive salaries and generous bonus potential. Please forward your resume, indicating salary requirements, to: **American Woodmark Corporation, PO Box 1980, Attn: HR/E. Locke, Winchester, VA 22604. E-mail: [ELocke@woodmark.com](mailto:ELocke@woodmark.com)** (Resumes unaccompanied by salary requirements will not be considered.) EOE, M/F/D/V.

[www.americanwoodmark.com](http://www.americanwoodmark.com)



**Marketing  
Research Director**

Children's Television Workshop, the award winning producer of Sesame Street, is recognized around the world as a leader in the education and entertainment of children and families. We are seeking a seasoned professional to handle a full range of marketing research duties.

*In this pivotal role, responsibilities will include:*

- helping in the management of the Sesame Street Brand and other brand equities within CTW,
- evaluating new licensed product categories,
- tracking awareness and perceptions of CTW brands equities,
- building the organization's knowledge base as it relates to children and their educational needs, the role of media in the family, as well as issues surrounding parenting in today's media environment, and
- gathering input for the development of advertising and promotional messages.

To meet our challenge, you will need a Bachelor's degree in Marketing, Business, Communications or Social psychology (MBA a +) supported by 7 or more years of progressively responsible experience in Marketing Research or Advertising Planning. Background must include designing, implementing and analyzing consumer research and working within a creative environment.

For immediate consideration, please send your resume, and salary requirements, to: **HR Dept. SR, Children's Television Workshop, One Lincoln Plaza, NY, NY 10023, Fax(212)875-6088, e-mail [Human.Resources@CTW.org](mailto:Human.Resources@CTW.org). EOE.**



**SENIOR MEDIA RESEARCH ANALYST**

Mid-sized New York advertising agency seeks a Senior Media Research Analyst. Main responsibilities include working with Planner Teams on a daily basis including systems support, developing prototypes of un-measured magazines, writing weekly prime report, analyzing magazine trends, expanding into other traditional and non-traditional communications forms and representing the company at some industry meetings.

Seeking candidate with 3-5 years experience with working knowledge of IMS, Nielsen's Galaxy Explorer, CMR's StrADegy as well as Excel, Word and PowerPoint. Good verbal, written and analytical skills a must.

The right candidate will thrive in this position; which offers excellent opportunity for growth, exposure to Blue Chip Clients and a supportive environment promoting success. Full Benefits package, including summer hours.

Send resume with cover letter stating salary requirements to:

**Christine Martin**  
Dir of HR  
110 Fifth Ave  
NYC 10011  
Fax #: 212-463-1628

**REACH YOUR AD COMMUNITY  
ADWEEK MAGAZINES**



**HELP WANTED**

**Account Executive**

United Advertising Publications, a national publishing & advertising company, seeks an Account Executive for our national division of Regional Parent Publishing Network w/ 3+ yrs. national consumer magazine exp. Position based in NYC w/ limited travel. We offer a competitive salary plus commission plus bonus and a great benefits pkg. which includes dental, vision, & 401(k) w/ company match. E-mail resumes & salary requirements to: **Mlowenstein@unitedad.com;** Fax: 203-743-0853. EOE

**SENIOR RESEARCH ANALYST**

U.S. News and World Report has an opening for a Senior Research Analyst to join our marketing department. Responsibilities include developing effective and targeted client presentations and producing syndicated data analyses.

Candidates should have a minimum of 3 years experience working with syndicated media research, and must possess strong analytical and written communication skills. Knowledge of Intelliquest and the computer/tech category a must. To apply, please mail or fax your resume with salary requirements to:

**MAIL RESUMES TO: U.S. NEWS EMPLOYMENT MANAGER, 450 WEST 33RD STREET, 11TH FLOOR, NEW YORK, NEW YORK 10001.**  
**FAX RESUMES TO: 212 643-7842. EOE**

**ONLINE AD SALES**

Pegasus Internet in NYC is seeking accomplished media sales people interested in pursuing a career in Internet Ad Sales industry. Must have exp. w/ computers, Internet, Media buying, project & account management, Presentations & sales. Opening immediately.

**DIRECTOR OF SALES & MARKETING ACCOUNT MANAGER / SALES REP**

Competitive base + commission, fulltime, paid vac/health, 401k.

Resumes  
**ads@pegasusinternet.com or fax 212 695-9744**

**ADMINISTRATIVE SALES ASSISTANT**

Outgoing, bright, detail oriented indiv needed for nat'l TV advertising sales firm. Windows/Word/Excel exp a must. Min. 1-2 years admin. exp in agency or TV ad sales preferred. NYC location. Excel salary and benefits. Fax resume and salary req to: HR Dept: (212) 697-7703

**Ad Sales Rep**

The Independent Film & Video Monthly seeks part-time ad sales rep; well-organized self-starter w/ energy, contacts, good phone skills. Grasp of film production & new media essential. Mac literate. Work at AIVF &/or from NY home office w/ fax. Commission only. Resume & letter to:

**THE INDEPENDENT**  
304 Hudson St., 6 fl.  
NY, NY 10013  
ref: ad rep  
Fax: (212) 463-8519  
attn: publisher

**ACCOUNT EXECUTIVES**

NYC agency looking for energetic acct exec with 2 yrs agency experience. Proactive strategic thinker, with good writing and client interface skills. Work on a variety of accounts and interface with creative and agency management. Fax resume to: (212) 745-1176

**ACCOUNT EXECUTIVE**

Young, International award-winning creative shop in Austin seeking bright/motivated AE with minimum 2 years at reputable agency. Fax resume. 512-480-5967.

**Office Coordinator/ Agent Trainee**

Leading storyboard/comp art agency seeks organized, self-starter. Mac proficient/internet savvy. Adv./Film exp. preferred. Room for advancement. Send resume to:

**Famous Frames, Inc.**  
247 East 57th St., 2nd Flr.  
New York, NY 10022  
Or fax: (212) 980-6556

**CAREER SURFING?**

**www.rga-joblink.com**

**Roz Goldfarb Associates**  
(212) 475-0099

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**ADWEEK CLASSIFIED**

**Call M.Morris**  
**1-800-7-ADWEEK**

**RUN THE STUDIO!**  
**MAC PROD./DESIGN/ART DIRECT**  
Small hi-energy agency w/some great accts seeks multi-talented, take-charge individual who's passionate about getting things right. Be great w/file prep., Quark, Photoshop, Illustrator. Salary per exp. Fax resume & cover ltr to 212-473-3440.

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BRANDWEEK  
MEDIWEEK**

**CLASSIFIED MANAGER: M. MORRIS**

**MAIL TO : ADWEEK CLASSIFIED 12TH FL.**

**1515 BROADWAY, NEW YORK, NY 10036**

**PHONE: 1(800) 7-ADWEEK OR FAX (212) 536-5315**

REGION: East \_\_\_ New England \_\_\_ Southeast \_\_\_

Midwest \_\_\_ Southwest \_\_\_ West \_\_\_ All \_\_\_

CATEGORY \_\_\_\_\_

\*FREQUENCY: 1x \_\_\_ 2x \_\_\_ 4x \_\_\_

MORE: (Specify) \_\_\_\_\_

\*Not applicable to Advertising Services Categories

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# TO THESE AND THE MANY OTHER COMPANIES THAT HAVE SENT STUDENTS TO THE MEDIA SCHOOL. THANK YOU!



20th Century Fox  
Ace Hardware Corp.  
American Online  
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Apple Computer, Inc.  
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Grey Advertising  
Guinness Import Company  
Gulf Oil Limited Partnership  
Hearst Magazines, Corp.  
Hershey Chocolate  
Hewlett-Packard  
Home and Garden Television  
Horizon Media, Inc  
Houston Chronicle  
Indianapolis Motor Speedway  
ITT Sheraton Corp.  
J. Brown/LMC Group  
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Kellogg's  
KFC Corp.  
Land Rover North America  
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Lexus  
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Los Angeles Times  
Lowe's Companies, Inc.  
M&M Mars

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Major League Baseball  
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Media Resources Int'l  
Mercedes-Benz  
Miami Herald  
Miller Brewing Co.  
Money Magazine  
MTV Networks  
Nabisco  
National Geographic Society  
NBC  
Nestle, USA  
New York Times  
NFL Properties, Inc.  
Nickelodeon  
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Ocean Spray  
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Ogilvy & Mather  
Olan Mills  
PBS Sponsorship Group  
People Magazine /Time Inc.  
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Price McNabb  
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The Olive Garden  
Time Warner Cable  
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UNISYS Corp.  
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Command  
United Television Sales  
Univ. Southern California  
Univ. of Florida  
U.S. Postal Service  
USA Today  
Virgin Interactive  
Visa International  
Warner Bros.  
WFLD-TV  
WJAR NBC 10  
WLBT TV-3  
WNUA-FM  
WPXI-TV  
WSAW-TV  
Young & Rubicam  
Ziccardi & Partners

For more information call 610-649-0704.

## WHO SHOULD ATTEND?

**AGENCY** – Media Planners, Buyers, Media Directors, Account Executives, Account Managers...

**CORPORATE** – Advertising Directors, Media Managers, Marketing Directors, Brand Managers...

**ADVERTISING SALES EXECUTIVES** – Broadcast, Cable, Print, Out-of-Home, Point-of-Purchase, New Media...

**ANYONE WHO NEEDS MORE KNOWLEDGE IN** – terms, planning, buying, negotiation, media evaluation...

## OUR TEACHERS

Our teachers paid their dues at agencies like J. Walter Thompson and DDB Needham. They translate media jargon into English and share their professionalism with you.

## EXTRA-PRESENTATION SKILLS WORKSHOP

Add an optional third day and practice organizing and presenting a real media plan. We'll help make you a star.

**COST 2-DAY – \$795 30-DAY ADVANCE REGISTRATION.**

For more information: Call 610-649-0704; Fax 610-642-3615  
Mail: Box 110, Ardmore, PA19003; email: info@themediaschool.net

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A Division of MEDIAWEEK MAGAZINE

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| <input type="checkbox"/> ROCHESTER, AUGUST 19, 20             | <input type="checkbox"/> SAN FRANCISCO,<br>NOVEMBER 17, 18, 19* |
| <input type="checkbox"/> SAN DIEGO, AUGUST 26, 27             | <input type="checkbox"/> TAMPA, NOVEMBER 18, 19                 |
| <input type="checkbox"/> WASHINGTON D.C.,<br>SEPTEMBER 13, 14 | <input type="checkbox"/> NEW YORK, NOVEMBER 30,<br>DECEMBER 1   |
| <input type="checkbox"/> NASHVILLE, SEPTEMBER 16, 17          | <input type="checkbox"/> LOS ANGELES, DECEMBER 7, 8, 9*         |
| <input type="checkbox"/> DENVER, SEPTEMBER 23, 24             | <input type="checkbox"/> CHICAGO, DECEMBER 14, 15, 16*          |
| <input type="checkbox"/> CHICAGO, SEPTEMBER 29, 30            |   |
| <input type="checkbox"/> ATLANTA, OCTOBER 7, 8                |   |

\*PRESENTATION SKILLS WORKSHOP OFFERED IN THIS CITY

# THE MEDIA SCHOOL

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# Magazines

BY LISA GRANATSTEIN

## Dear John

### Titles scramble to produce JFK Jr. tributes

**J**ohn F. Kennedy Jr.'s death has sent some magazines into overdrive, as they churn out cover stories and special issues about their fellow publisher's life and the tragic accident that claimed it. The presses began rolling early last week, with all three newsweeklies—*Time*, *Newsweek* and *U.S. News & World Report*—devoting exhaustive coverage to the plane crash that killed Kennedy, his wife and her sister. *U.S. News & World Report*, which normally closes on Friday nights, spent hundreds of thousands of dollars to recall trucks (which had already been dispatched to deliver printed copies of last week's issue) and produce a new cover package that was rush-delivered to newsstands on July 19. The extended production on the JFK Jr. issue was "one of the furthest out we've ever gone," says Patrick Hagerty, *U.S. News* publisher.

*U.S. News* increased its normal draw on stands by 20 percent, while *Time* quadrupled its newsstand press run last Monday. All three newsweeklies were planning to run JFK Jr. cover packages again (including details of the victims' memorial services last Friday and Saturday) in issues hitting stands today, barring any other major news developments.

The first special-issue magazine tribute to JFK Jr. also hits the street this week. *Life*,

which has published 54 Kennedy covers (including eight featuring the former president's son), is rolling out a 100-page remembrance. The issue's 1 million-copy press run includes a slightly larger single-copy draw than usual, says *Life* publisher Donald Fries. The special carries only about 10 ad pages, including one tribute page from cable's A&E network. "We weren't looking to load it down" with ads, Fries says.

The special is "John's life in pictures ... his christening, the Camelot years, his wedding," says Isolde Motley, *Life* managing editor.

In a strange coincidence, *Life*'s August issue, which went to press weeks before the July 16 accident, features a retrospective on Jackie Onassis, who appears with daughter Caroline on the cover. (*Allure*'s August issue includes a fashion spread of Carolyn Bessette Kennedy, JFK Jr.'s wife.)

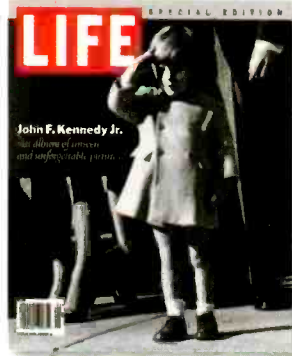
*People*, which famously dubbed JFK Jr. "The Sexiest Man Alive" in 1988, put together a 41-page section on the Kennedy and Bessette families in its regular issue last week, distributing an extra 1 million copies. And for the seventh time in its 25-year history, *People* has published a special tribute issue, a 100-page look at JFK Jr.'s life, from his White House years to *George*.

*Newsweek* also weighs in today with a special, newsstand-only tribute.

*Vanity Fair* stopped its presses last week and bumped September's Kim Basinger cover (which will run next spring) in favor of Carolyn Bessette. "This is one of the most beautiful covers we've run," says Graydon Carter, *VF* editor in chief, "and one of the most heartbreakingly tragic as well."

The revamped issue features a 14-page package, including a black-and-white Bessette portfolio shot last year by Bruce Weber. David Michaelis weighs in with an essay on JFK Jr.

*VF* will come out with an extra draw of about 100,000 copies on Aug. 3—one day after the launch of Tina Brown's *Talk* magazine. *Talk* is said to have been shut out of the Kennedy tribute picture in its premiere because the issue had already gone to press; Hillary Clinton is



A 55th Kennedy cover

## Will JFK's *George* Survive?

The August issue of *George* reached newsstands last week, and Hachette Filipacchi Magazines is going back to press for at least 100,000 additional copies after the issue quickly sold out on many newsstands following the death of *George* president/editor in chief John F. Kennedy Jr.

Staffers say actor Rob Lowe will probably keep his spot on *George*'s September cover. That issue, due out Aug. 24, is expected to be left intact, just as Kennedy had edited it. Tribute editorial and advertising will appear later, perhaps in the October edition.

Kennedy's death has intensified speculation about what will become of *George*. In recent months, JFK Jr. was said to have talked to potential new sources of capital, including Goldman Sachs and an investor in Toronto. The struggling four-year-old magazine's part-

nership deal with Hachette is up for renewal in December.

Last week, Hachette president/CEO Jack Kliger attempted to dispel rumors regarding *George*'s future. "John's reputation as a visionary editor, a talented businessman and a fine role model is known throughout the industry," said Kliger. "HFM continues to be committed to fulfilling John's vision."

But some media buyers don't hold out much hope for the 403,000-circulation magazine continuing on. "I have little confidence in the book's ability to succeed over a period of time without John," said DeWitt Media's Priya Narang. "It's like losing the painter in the middle of the painting and expecting somebody else to finish it. It's just not the same."

A Hachette executive said that several advertisers, including Sony and Chanel, have pledged they will still support *George*: "A lot of longtime clients have said, 'We believe in the magazine, and we're still there for you this year, 2000 and beyond.'"



A keepsake for fans



**Mourning a native**

still expected to be on the cover.

*The New Yorker* and *New York* are also sporting Kennedy covers this week. *TNY* has devoted its entire "Talk of the Town" section to JFK Jr., with essays by John Updike and Rick Moody, who went to

Brown with Kennedy. "We want to come across through some of our best writers why this terrible accident strikes a chord so deeply," says David Remnick, *TNY* editor. While typically not a big seller on newsstands, the title is boosting its draw to 175,000 from 100,000 this week.

*New York* has a cover package on JFK Jr.'s life in Gotham and his relationship with New Yorkers that includes essays and an oral history. "He was one of us," says editor Caroline Miller.

# Time to *Talk* Business

## Advertisers: who's in, out

The buzz for next week's launch of *Talk* is building, as reports circulate about which advertisers are in the premiere issue. The 500,000-circulation general-interest monthly, an effort that melds the media giants Miramax Films and Hearst Magazines with the expertise of Talk Media chairman/editor in chief Tina Brown and president/publisher Ron Galotti, is set to bow on Aug. 2 with about 100 ad pages.

Charter advertisers were required to commit to all four issues in 1999 (September through

December), a move described as aggressive by many buyers. The book will publish 10 issues in 2000, with winter and summer doubles.

Galotti declined to comment on which advertisers agreed to pony up about \$42,200 for a four-color page. But agency and ad-sales execs familiar with *Talk* said that Calvin Klein and Tommy Hilfiger are on board, as are Estée Lauder and Saks Fifth Avenue. No surprises there, given Galotti's years spent as publisher of Condé Nast's *Vogue* and *Vanity Fair* and Brown's close ties to the fashion world.

Heavy advance press coverage and *Talk*'s "European design and style" impressed Publicis media director Matina Karadiakos, who says she placed ads for clients Lancôme and European Design Fragrances.

"*Talk* is going to be the most significant launch of a publication in many, many years," says buyer Pam McNeely of Dailey & Associates, who bought three spreads and a single page for client Robert Mondavi Family of Wines in the first four issues. "The timing is right in terms of what people are looking for in a magazine. It's smart, it's current and well read—like the most interesting person at a cocktail party."

But not everyone among upscale advertisers is jumping on board with *Talk* just yet. Ferragamo, for one, passed. "Two of the four positions met the client's placement strategy, but the other two didn't meet our criteria," explains Zenith Media's Melissa Pordy. "So, unfortunately, since [*Talk*] didn't break from the four-issue rule, we could not participate."

Other advertisers are not in because they say they were not approached early enough. With Miramax having made its deal with Hearst to print and distribute *Talk* in January, the book's sales staff didn't get started in earnest until the spring. "In the middle of the year, they're faced with a very real roadblock," says Priya Narang, senior vp/media director at DeWitt Media. None of DeWitt's clients, which include BMW, Dreyfus and Sprint, are in the initial four issues. "Most advertisers'



**Talk show: A direct-mail piece sent to prospective subs**

# Mediaweek Magazine Monitor

## Weeklies

July 26, 1999

*Business Week* took the top spot this week thanks to its special report, "e.biz," which added 48 ad pages to the book. The McGraw-Hill magazine is having a strong year, leading the weeklies in ad pages. The e-commerce boom and a strong economy have fueled this growth, says Howard Manus, *BW* director of technology sales. —Lori Lefevre



|                              | Issue Date            | Current Pages | Issue Date Last Year | Pages Last Year | Percent Change | YTD Pages        | YTD Last Year    | Percent Change |
|------------------------------|-----------------------|---------------|----------------------|-----------------|----------------|------------------|------------------|----------------|
| <b>NEWS/BUSINESS</b>         |                       |               |                      |                 |                |                  |                  |                |
| Business Week <sup>R</sup>   | 26-Jul                | 122.54        | 27-Jul               | 37.15           | 229.85%        | 2,484.95         | 2,187.02         | 13.62%         |
| Economist, The               | 17-Jul                | 52.75         | 18-Jul               | 35.00           | 50.71%         | 1,770.32         | 1,598.05         | 10.78%         |
| Newsweek                     | 26-Jul                | 37.38         | 27-Jul               | 21.88           | 70.85%         | 1,352.76         | 1,277.10         | 5.92%          |
| People <sup>X</sup>          | 2-Aug                 | 52.21         | 3-Aug                | 54.83           | -4.78%         | 2,249.02         | 2,138.28         | 5.18%          |
| Sports Illustrated           | 19-Jul                | 41.83         | 27-Jul               | 43.98           | -4.89%         | 1,561.29         | 1,495.89         | 4.37%          |
| Time <sup>E</sup>            | 26-Jul                | 30.66         | 27-Jul               | 27.46           | 11.65%         | 1,719.74         | 1,428.87         | 20.36%         |
| US News & World Report       | 26-Jul                | 17.61         | 27-Jul               | 40.81           | -56.85%        | 1,066.31         | 1,007.24         | 5.86%          |
| <b>Category Total</b>        |                       | <b>354.98</b> |                      | <b>261.11</b>   | <b>35.95%</b>  | <b>12,204.39</b> | <b>11,132.45</b> | <b>9.63%</b>   |
| <b>ENTERTAINMENT/LEISURE</b> |                       |               |                      |                 |                |                  |                  |                |
| AutoWeek                     | 26-Jul                | 23.83         | 27-Jul               | 22.43           | 6.24%          | 884.26           | 903.68           | -2.15%         |
| Entertainment Weekly         | 23-Jul                | 28.95         | 24-Jul               | 27.76           | 4.29%          | 1,045.92         | 932.13           | 12.21%         |
| Golf World                   | 23-Jul                | 31.41         | 24-Jul               | 32.00           | -1.84%         | 853.74           | 928.20           | -8.02%         |
| New York                     | <b>DID NOT REPORT</b> |               |                      |                 |                |                  |                  |                |
| New Yorker <sup>O</sup>      | 26-Jul                | 24.90         | 20-Jul               | 20.66           | 20.52%         | 951.82           | 986.34           | -3.50%         |
| Sporting News                | 26-Jul                | 15.24         | 27-Jul               | 18.74           | -18.68%        | 497.87           | 453.66           | 9.75%          |
| Time Out New York            | 21-Jul                | 85.90         | 22-Jul               | 73.10           | 17.51%         | 1,943.95         | 1,699.15         | 14.41%         |
| TV Guide                     | 24-Jul                | 42.37         | 25-Jul               | 39.06           | 8.47%          | 1,836.87         | 1,641.57         | 11.90%         |
| <b>Category Total</b>        |                       | <b>252.80</b> |                      | <b>233.75</b>   | <b>8.06%</b>   | <b>8,014.43</b>  | <b>7,544.73</b>  | <b>6.23%</b>   |
| <b>SUNDAY MAGAZINES</b>      |                       |               |                      |                 |                |                  |                  |                |
| Parade                       | 25-Jul                | 6.74          | 26-Jul               | 6.81            | -1.03%         | 353.12           | 363.01           | -2.72%         |
| USA Weekend                  | 25-Jul                | 6.52          | 26-Jul               | 11.05           | -41.00%        | 367.57           | 355.29           | 3.46%          |
| <b>Category Total</b>        |                       | <b>13.26</b>  |                      | <b>17.86</b>    | <b>-25.76%</b> | <b>720.69</b>    | <b>718.30</b>    | <b>0.33%</b>   |
| <b>TOTALS</b>                |                       | <b>620.84</b> |                      | <b>512.72</b>   | <b>21.08%</b>  | <b>20,939.51</b> | <b>18,395.48</b> | <b>7.86%</b>   |

E=ESTIMATED PAGE COUNTS; O=INCLUDED A 2.52 PAGE CORPORATE QNSERT; R=REVISED; X=ONE MORE ISSUE IN 1998.



# Magazines

budgets are spent come end of summer," Narang explains. "We committed our [1999] plan in the fourth quarter of last year."

## 60 SECONDS WITH...

### Cynthia Leive

Editor in chief, Condé Nast's *Self*



KEITH LATHROP

**Q.** What about 'Self' intrigued you about becoming its new editor? **A.** *Self* is tremendously well-rounded. There's no other magazine that focuses on total well-being through health, fit-

ness, beauty and psychology. If you compare *Self* to magazines in the health-and-fitness category, it's much more diverse. It's not just obsessing about those body parts that are visible. Women care about the insides of their bodies as much as their abs. It just seemed like an irresistible challenge.

**Q.** Speaking of a challenge, there's been talk that 'Self' needs a bit more focus. **A.** I don't intend to change the focus of the magazine, but there's a lot that can be done. **Q.** What's your game plan? **A.** We'll come up with new column ideas, new features that extend the brand. My goal is to make it the most urgent, most newsy, grabbiest read, and that may mean tonal changes. **Q.** Will those changes include a redesign? **A.** They may, yes. We want to take a look at whether the images in the magazine are as grabby, as reader-friendly and arresting as they could be. We'll want to look at each column individually and figure out what readers are responding to. My first issue will not be before January. **Q.** You spent 11 years at 'Glamour' working for Ruth Whitney. What lessons did she impart to you about running a magazine? **A.** You need to have news in the magazine. There's so many news outlets now that if you're just rehashing things, nobody's going to buy you. You can't edit lazily. It always pays to put more energy, more keyboard power, into a story. Never underestimate readers. Readers do care. **Q.** Do you live the life of a 'Self' reader? **A.** Running has really changed the way I feel about myself, but I don't consider myself a jock or a fitness fanatic. I care about nutrition, but I'm not a vegan. In fact, I had a burger for lunch today. I think that's a pretty typical American attitude toward health.

# Mediaweek Magazine Monitor

## Bimonthlies

July/August 1999



Three-year-old *Coastal Living* is one of the bimonthly leaders this month, up 33.32 percent. As the title increases its rate base (to 400,000 in January), the shelter magazine's unique subject matter has helped it attract a wide range of ads, says publisher Burton Craig. The July/August issue welcomed new advertisers Infiniti, Michael's, American Standard and Buyitnow.com. *Crayola Kids*, *Healthy Living* and *Petersen's Rifle Shooter* also were big winners this month. —LL

|  | RATE BASE    | CIRC.                | CURRENT PAGES   | PAGES LAST YR   | % CHANGE     | YEAR TO DATE     | YTD LAST YEAR    | % CHANGE     |
|--|--------------|----------------------|-----------------|-----------------|--------------|------------------|------------------|--------------|
| American                                 |              |                      |                 |                 |              |                  |                  |              |
| Heritage <sup>8</sup> (April Issue)      | 310,000      | 316,818              | 32.89           | 29.08           | 13.10%       | 248.12           | 190.52           | 30.23%       |
| American Photo                           | 250,000      | 251,834              | NO ISSUE        |                 |              | 98.34            | 94.73            | 3.81%        |
| Audubon                                  | 450,000      | 465,574              | 54.229          | 52.471          | 3.35%        | 234.121          | 22.92            | 0.52%        |
| Bride's (Aug./Sept. Issue)               | None         | 408,877              | 790.00          | 779.17          | 1.39%        | 2,947.28         | 2,744.40         | 7.39%        |
| Civilization (Aug./Sept Issue)           | 275,000      | 281,721              | 43.00           | 40.98           | 4.93%        | 177.86           | 155.94           | 14.06%       |
| Coastal Living                           | 350,000      | 350,000 <sup>c</sup> | 75.87           | 56.91           | 33.32%       | 350.94           | 259.37           | 35.30%       |
| Colonial                                 |              |                      |                 |                 |              |                  |                  |              |
| Homes (Aug./Sept. Issue)                 | 500,000      | 524,028              | 41.7            | 40.27           | 3.72%        | 167.14           | 149.6            | 11.72%       |
| Country Home <sup>8/@@</sup>             | 1,000,000    | 1,056,780            | 72.03           | 92.59           | -22.21%      | 430.41           | 392.44           | 9.68%        |
| Country Journal                          | None Claimed | 145,182              | 17.00           | 16.00           | 6.25%        | 83.00            | 80.00            | 3.75%        |
| Country Living Gardener                  | 425,000      | 485,230              | 26.04           | 30.81           | -15.48%      | 119.79           | 111.1            | 7.79%        |
| Crayola Kids                             | 500,000      | 514,378              | 59.33           | 37.65           | 57.58%       | 176.67           | 113.22           | 56.04%       |
| Custom                                   |              |                      |                 |                 |              |                  |                  |              |
| Classic Trucks (July Issue)              | None         | 112,516 <sup>c</sup> | 46.35           | 54.23           | -14.53%      | 184.33           | 192.68           | -4.33%       |
| Departures                               | 315,000      | 388,836 <sup>b</sup> | 70.79           | 69.23           | 2.25%        | 435.24           | 424.2            | 2.53%        |
| Elle Decor <sup>7</sup>                  | 420,000      | 436,872              | 136.86          | 128.63          | 6.39%        | 540.16           | 560.91           | -3.70%       |
| Garden                                   |              |                      |                 |                 |              |                  |                  |              |
| Design <sup>8</sup> (Aug./Sept. Issue)   | 375,000      | 376,227              | 57.92           | 56.86           | 1.86%        | 297.61           | 300.94           | -1.11%       |
| Golf for Women                           | 338,000      | 341,579              | 69.44           | 83.55           | -16.89%      | 282.46           | 318.35           | -13.98%      |
| Healthy Living <sup>@</sup>              | None         | 235,000 <sup>e</sup> | 46.14           | 34.06           | 35.47%       | 180.62           | 128.28           | 47.71%       |
| Kit Car (July Issue)                     | None         | 52,043 <sup>c</sup>  | 21.83           | 23.95           | -8.85%       | 89.86            | 93.95            | -4.35%       |
| Mature Outlook                           | 725,000      | 759,271              | 37.75           | 46.58           | -18.96%      | 204.97           | 189.38           | 8.23%        |
| Metropolitan Home                        | 600,000      | 601,958              | NO ISSUE        |                 |              | 196.52           | 179.25           | 9.63%        |
| Midwest Living                           | 815,000      | 816,860              | 82.14           | 74.5            | 10.26%       | 454.43           | 414.44           | 9.65%        |
| Modern                                   |              |                      |                 |                 |              |                  |                  |              |
| Bride (Aug./Sept. Issue)                 | None         | 382,844              | 730.32          | 666.1           | .64%         | 2,303.23         | 214.04           | 4.03%        |
| Modern Maturity                          | 20,000,000   | 20,534,357           | 38.55           | 37.90           | 1%           | 165.16           | 162.42           | 1.69%        |
| Mother Jones                             | None         | 130,276              | 28.17           | 21.83           | 29.04%       | 117.67           | 106.3            | 10.70%       |
| Motorcycle                               |              |                      |                 |                 |              |                  |                  |              |
| Cruiser (August issue)                   | None         | 61,150 <sup>c</sup>  | 38.2            | 36.50           | 6.08%        | 182.18           | 15.11            | 17.45%       |
| Muscle Car Review (July Issue)           | None         | 61,298 <sup>c</sup>  | 28.09           | 28.19           | N.A.         | 92.54            | 28.19            | N.A.         |
| National Geographic                      |              |                      |                 |                 |              |                  |                  |              |
| Traveler <sup>8/@@</sup>                 | 715,000      | 715,437              | 41.45           | 41.01           | 15.58%       | 321.78           | 281.46           | 14.33%       |
| Organic Gardening <sup>##</sup>          | 600,000      | 603,136              | 21.14           | 27.7            | -23.68%      | 95.09            | 177.76           | -46.51%      |
| Petersen's Rifle Shooter (August Issue)  | None         | 56,085 <sup>c</sup>  | 30.55           | 13.35           | 128.84%      | 90.70            | 46.28            | 95.98%       |
| Powder <sup>7</sup>                      | None         | 103,000 <sup>c</sup> | NO ISSUE        |                 |              | 89.87            | N.A.             | N.A.         |
| Saveur <sup>8</sup>                      | 330,000      | 331,273              | 46.33           | 52.37           | -11.5%       | 280.6            | 262.62           | 6.85%        |
| Showboats International                  | 50,000       | 52,440 <sup>b</sup>  | NO ISSUE        |                 |              | 274.50           | 83.10            | -3.04%       |
| Ski <sup>8</sup>                         | 400,000      | 418,332              | NO ISSUE        |                 |              | 214.96           | 228.0            | -5.73%       |
| Skiing <sup>7</sup>                      | 400,000      | 401,303              | NO ISSUE        |                 |              | 197.50           | 193.20           | 2.23%        |
| Snowboarder <sup>8</sup>                 | None         | 110,000 <sup>c</sup> | 76.06           | NA              | N.A.         | 328.51           | N.A.             | N.A.         |
| Southern Accents                         | 325,000      | 377,276              | 85.33           | 79.65           | 7.13%        | 232.95           | 217.72           | 7.00%        |
| Sport Rider (August issue)               | 100,000      | 102,626              | 52.78           | 65.45           | -19.36%      | 209.94           | 223.49           | -6.06%       |
| Traditional                              |              |                      |                 |                 |              |                  |                  |              |
| Home (Aug./Sept. Issue)                  | 775,000      | 805,880              | 115.17          | 100.17          | 14.97%       | 445.19           | 397.94           | 11.87%       |
| Travel & Leisure Golf <sup>@@</sup>      | 300,000      | 300,000 <sup>c</sup> | 45.48           | N.A.            |              | 243.31           | 15.47            | 130.69%      |
| Walking                                  | 650,000      | 658,034              | 54.55           | 49.5            | 10.0%        | 233.23           | 31.1             | 0.92%        |
| Women's Sports & Fitness <sup>##/P</sup> | 350,000      | N.A.                 | 58.07           | 50.49           | 15.01%       | 238.24           | 374.66           | -36.41%      |
| <b>CATEGORY TOTAL</b>                    |              |                      | <b>3,278.08</b> | <b>3,017.73</b> | <b>8.63%</b> | <b>14,257.02</b> | <b>13,019.05</b> | <b>9.50%</b> |

FOOTNOTES: RATE BASES ARE FOR JULY-DECEMBER 1998; ALL CIRCULATION FIGURES REPORTED BY AUDIT BUREAU OF CIRCULATIONS, EXCEPT <sup>b</sup> = CIRCULATION REPORTED BY BPA INTERNATIONAL; <sup>c</sup> = CIRCULATION REPORTED BY PUBLISHER; <sup>p</sup> = EXCLUDED CORPORATE ONSET PERSONA WHICH ADDS 5.17 PAGES TO THE ISSUE; <sup>7</sup> = PUBLISHED SEVEN TIMES PER YEAR; <sup>8</sup> = PUBLISHED EIGHT TIMES PER YEAR; <sup>@</sup> = ONE MORE ISSUE IN 1999; <sup>@@</sup> = TWO MORE ISSUES IN 1999; <sup>##</sup> = TWO MORE ISSUES IN 1998.



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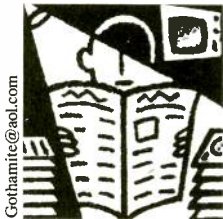


Art by Hokanson/Cichetti



# Media Person

BY LEWIS GROSSBERGER



## A Bleeping Shame

OF ALL THE DISTURBING TRENDS MEDIA PERSON HAS reported on in his long and uneventful career, the most appalling yet is the advent of Male Adolescent Gross-Out Television (MAGOT). One need not be a self-flagellating, puritanical ayatollah to deplore this deplorable infection that will invade the frayed sanctity of the American home in a mere two months as desperate network executives flood our screens with utterly depraved words and pictures that will corrupt our youth, undermine our most cherished values and obliterate all that is decent in our culture. On the upside,

the shows will be fun to watch. After all, don't we all have at least a little gross-out-humor capacity lurking somewhere within our bodies—which are themselves surging cauldrons of gross-out humor, eager to embarrass us at any moment? OK, maybe not Al Gore, but certainly the rest of us. Even George W. Bush is rumored to have enjoyed a wild youth, and Rudolph Giuliani has been known to put on a dress for a giggle. And these people are *Republicans*.

Admit it: Didn't you get some Kennedy jokes in your e-mail last week? And after pronouncing them sick and disgusting, didn't you immediately send them on to your friends? Of course you did, because you're human and such impulses are understandable, though not forgivable because you should have had the decency to suppress such imbecilic, sophomoric urges, you vile, heartless scum. Media Person is fed up with you. Get out of here right now.

Now, where was MP? Oh, yes, smirky teenage humor, which is all the rage in many bastions of our culture, such as movies and the Oval Office, is now coming to mainstream television, according to top-level inside sources, who disclosed this exclusive information to Media Person by being quoted in a newspaper he was reading recently. In the fall will come a new show on Fox called *Action*, and it's going

to be rich with filthy talk that, Fox executives firmly believe, you will find extremely hilarious should you be a young, English-speaking, masculine, adolescent male (YESMAM). Such words have never before been spoken on actual mainstream network TV, though Fox chairman Rupert Murdoch has occasionally employed them in the course of remonstrating blundering subordinates.

(Although the filthy language on the Fox

**Admit it: Didn't you get some Kennedy jokes in your e-mail last week? And... immediately send them on to your friends?**

show *Action* will be bleeped out to satisfy some vestigial sense of propriety and fear of Bible Belt vigilantes, viewers can reconstruct the spoken but unheard words by reading context and lips, allowing Fox to have its apple pie and eat it too.)

These are the people, these so-called YESMAMs, with their urgent need for MAGOT, who attend multiplexes in anticipation of seeing Adam Sandler micturate upon the vertical exterior of a public edifice. Soon afterward, they are back to watch *American Pie*, in which shocking liberties are allegedly taken with baked goods. Think of it: an apple pie, the very symbol of American wholesome innocence, violated and defiled. (Media Person is planning to go monitor the

execrable film, but only so as to confirm his belief that it should be condemned by all decent people everywhere.)

It is these pastry-obsessed young whipper-snappers that the Fox executives seek to win over with *Action*, which, by the way, includes not only objectionable lip movements but also baldly carnal plotting and situations. In one scene, Media Person is reliably informed by reliable informants, a father discusses the size of his key-lime pie with his daughter, and in another, a prostitute places her hand on the strawberry shortcake of a movie star. (Media Person has changed certain phrases in the preceding sentence to avoid offending any readers who are not randy young males.)

Anticipating the success of this Fox venture, managers of other networks (MOONs) are already planning counterstrikes, according to secretive industry sources (SIS), who would comment only through obscene gestures.

At the *CBS Evening News*, for instance, hidden microphones at the anchor desk will pick up any sounds of bodily functions inadvertently emanating from Dan Rather.

*The Tonight Show* will begin each night with a riotously funny clip of Jay Leno stuffing himself with junk food and then regurgitating on a Slobodan Milosevic look-alike.

Oprah Winfrey will soon have Adam Sandler on her show and ask him to teach her to do the wall thing.

*Nightline* host Ted Koppel will be doing live comedy street segments. In one, he approaches women at random, drops his trousers and asks if they will have sex with "a famous network news guy."

Charlie Rose will appear to be doing something suspicious under the table whenever an attractive woman is a guest.

Jerry Springer will change nothing.

All of this has aroused concern in Washington, where Congress is calling for installation of the P Chip, a device that automatically turns off the television set whenever the word "penis" is mentioned. Media Person believes that this is a good start. But we must also have an F Chip, an S Chip and perhaps even an M chip. This is a national crisis. Let the chips fall where they may. ■

...ultimate  
...recognition came  
when the two-year editor of  
*Details*, Michael Caruso,  
was fired, and Mark Golin,  
late of *Maxim*, was installed  
in his chair. "James Truman  
talks about *Maxim* incessantly,"  
says one ranking  
Condé Nast editor. "He  
tells all his editors to read  
it. He likes the fact that it  
is as a sense of humor but  
it's not mean-spirited. He  
likes it's the wave of the  
future."

Officially, of course,  
that's not... over in

Times Square where Condé  
Nast has just relocated its  
offices. When asked if  
*Maxim's* average reader  
was really 30 years old as  
*Maxim* executives main-  
tain, Condé Nast president  
Steve Florio erupts with a  
five-second cackle worthy  
of a *Cosby Show* laugh  
track. Florio then says he—  
and everyone else at Condé  
Nast—is declining to com-  
ment on competitors like  
*Maxim*.

*Maxim* has become  
the 800-pound three-toed  
sloth hanging from the ceil-

ing in the Grill Room at the  
Four Seasons. "I have  
struck a chord beyond my  
wildest dreams," says  
Dennis. "I don't see why  
*Maxim* can't sell 3 million  
copies—don't think there  
is any conceivable top on  
this."

With that sort of out-  
look, it's no surprise that  
this spring, Dennis Publish-  
ing launched a second  
publication called *Stuff*, a  
bi-monthly, *Maxim*-style  
magalogue displaying all  
the blast-furnace barbaric

*New York Magazine*  
July 26, 1999

# "Cackle, cackle. No comment." Here's why:

- *Maxim* magazine now outsells *GQ* and *Esquire* combined on the newsstand.
- *Maxim* now has more paid subscribers than *GQ* has total paid circulation.
- *Maxim's* cumulative ad pages are up 57% this year, while *GQ's* are down 19%.
- *Maxim's* readers are in the same socio-economic bracket as *GQ's*, with a median household income of over \$60,000 per year.\*

# MAXIM

THE BEST THING TO HAPPEN TO MEN SINCE WOMEN





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