

MEDIA WEEK

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Summer TV Ad Slump

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Out Wants To Be In Again

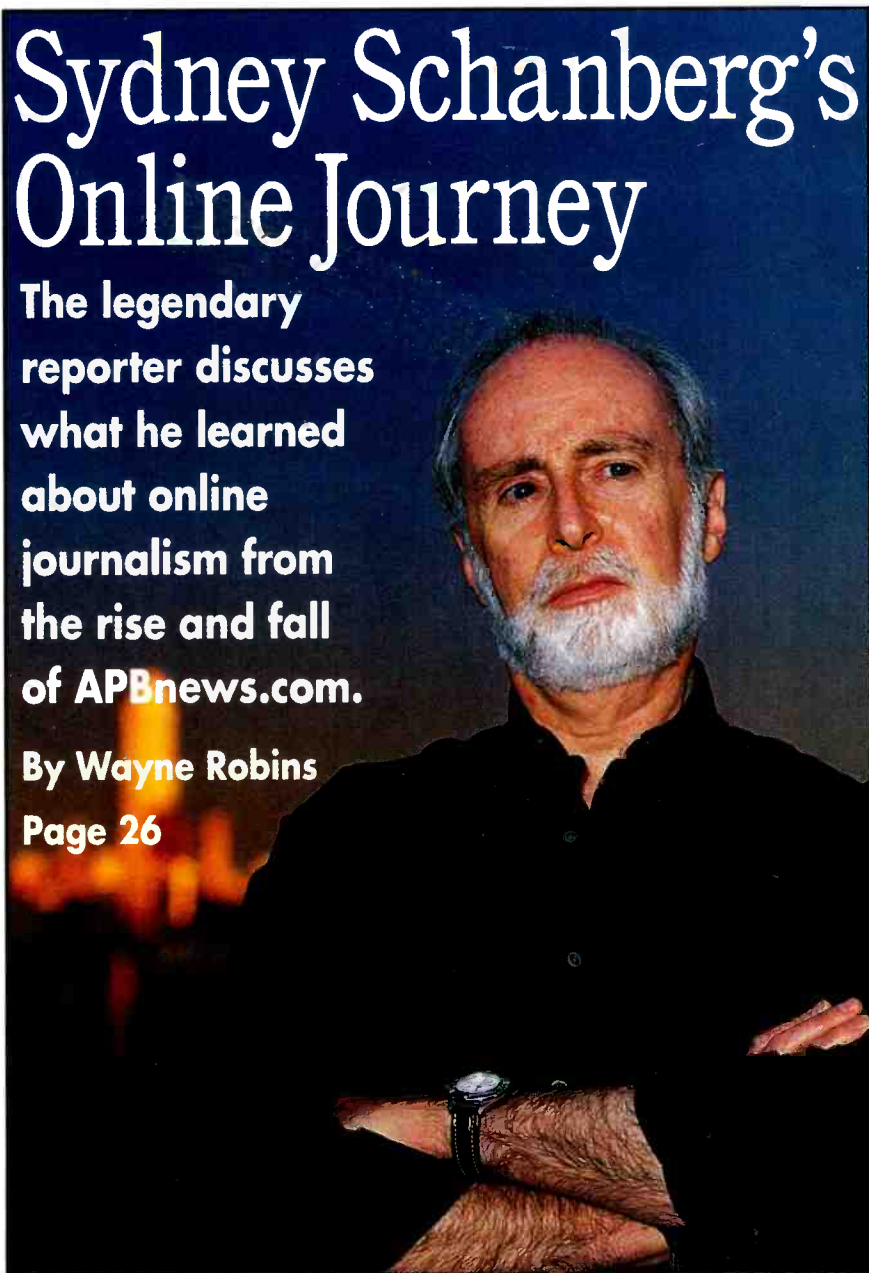
New owners hope to energize title's editorial

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Sydney Schanberg's Online Journey

The legendary reporter discusses what he learned about online journalism from the rise and fall of APBnews.com.

By Wayne Robins
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MARKET INDICATORS

National TV: Slow

CBS is busy selling *Big Brother*, but most of the nets in repeats are quiet. Traditional summer categories — movies, soft drinks, beer and autos — are strong, but avails are wide open.

Net Cable: Snoring

A Fourth of July hang-over was afflicting advertisers last week, forcing some networks to scramble for business. Do-coms have essentially vanished.

Spot TV: Active

Political has squeezed out other buyers in some markets, including Seattle and Denver. With Olympics approaching, buyers say it's almost too late to place ads for third quarter.

Radio: Calm

Some younger-skewing stations remain tight, but others in New York, Philadelphia and other top markets still have some inventory for July.

Magazines: Warm

Entertainment and media ads are growing in third quarter, with publishers noting increases in network and cable TV ads.



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AT DEADLINE

Big Brother Shrinks After Debut

CBS reality show *Big Brother* dropped sharply from its July 5 premiere night. The reality series' hour-long debut earned a 13.8/23 in households, a 10.2/30 in adults 18-34 and a 10.0/27 in adults 18-49, according to Nielsen Media Research. But on night two (July 6), a half-hour episode, *Big Brother* dropped to 8.0/16 in households, 4.3/26 in adults 18-34 and 4.3/15 in 18-49. Despite the lower results, the show delivered CBS' best numbers on the night since the mid-1990s. Media buyers said 30-second spots sold for \$150,000 on the premiere and are going for \$100,000 for subsequent episodes through September. CBS has sold the first 20 episodes of the show's 90-episode run, with many advertisers buying multi-show packages.

Editorial Rules Under Attack

The Radio-Television News Directors Association and the National Association of Broadcasters filed a petition in the U.S. Court of Appeals in Washington last week, asking that radio and TV's 20-year-old personal-attack and political editorial rules be thrown out. The FCC had been directed by the court to reconsider the rules last August, but it did not act. The rules require broadcasters to give rebuttal time to persons who have been attacked and opponents of politicians who have been endorsed by a broadcaster.

iBlast Adds 7 More Broadcasters

iBlast Networks has signed seven more TV groups, representing 85 TV stations, to its network, which plans to test datacasting using digital broadcast spectrum this summer. Bahakel Communications, Bonneville International, Cosmos Broadcasting, Emmis Communications, Evening Post Publishing Co., Gray Communications Systems and Raycom Media bring iBlast's total reach to 225 stations.

Men's Journal Gets Publisher

Rob Gregory, publisher of *T&L Golf*, has been named publisher of Wenner Media's *Men's Journal*. The position has been vacant since Kevin O'Malley quit in April. Gregory was with the American Express bimonthly for two years, during which its rate base grew from 200,000 to 400,000, frequency was upped from quarterly to bimonthly and the title was shortened from *Travel & Leisure Golf*.

Cox Buys Pittsburgh-Area NBC Affiliates

Cox Broadcasting has agreed to purchase two NBC affiliated stations, WJAC-TV in Johnstown, Pa., and WTOV-TV in

Steubenville, Ohio, from Sunrise Television for an undisclosed sum. The stations are located near Pittsburgh, where Cox owns WPXI-TV, also an NBC affiliate, and the Pittsburgh Cable News Channel.

TNT Rejiggers Nightly Schedule

TNT will revamp its weekly lineup next month, choosing Tuesday nights to air its new original series *Bull*, premiering in August, and *Breaking News*, arriving January 2001. Mondays will still be reserved for a two-hour block of WCW wrestling, while Wednesdays and Thursdays will be devoted to NBA coverage. On weekends, TNT will premiere its broadcast-window theatrical acquisitions and films from its own library.

News About Us: A Digital Deal

Beginning with its Oct. 2 issues, Adweek Magazines will be the exclusive advertising trade publications to offer :Cue™ coding on advertisements and selected editorial, according to Mark Dacey, president of Adweek Magazines. The technology, developed by Digital Convergence.com, lets readers connect instantly with relevant content on the Internet with a swipe of a :Cue:CAT™ device. In its application for advertisers, companies that wish to participate will be issued a :Cue, similar in look to a traditional bar code when printed on their ad. At the end of selected editorial features, readers will be able to scan a :Cue to be connected with related information. At the end of September, Adweek Magazines will distribute a free :Cue:CAT device, which is similar to a computer mouse, to all subscribers of *Mediaweek*, *Adweek*, *Brandweek* and *MC*.

Addenda: Sean Cunningham was named executive vp/media director for the New York office of Universal McCann, the media arm of McCann-Erickson Worldwide... Wayne Cornils, known throughout the radio industry as "Radio Wayne," died last week following a 12-year battle with cancer... Pax TV said last week that four NBC-owned stations—WNBC-TV in New York; KNBC-TV in Los Angeles; WMAQ-TV in Chicago; and WCAU-TV in Philadelphia—have launched joint sales agreements with its local

TV stations... Marian McEvoy has left Hachette Filipacchi Magazines' *Elle Decor* as editor in chief to take the same post at Hearst's *House Beautiful*... Jim Henson Television Group Worldwide quickly replaced resigning president Rod Perth with creative affairs senior vp Juliet Blake and international production/distribution senior vp Angus Fletcher.

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Duopoly-Rich Quorum Exploring Sale of Stations

Quorum Broadcasting, a two-year-old, privately held TV group with 16 stations in small and mid-sized markets, last week retained investment bankers Salomon Smith Barney to explore a possible sale or merger. Boston-based Quorum, run by veteran TV stations executive Daniel Sullivan, owns two outlets in each of five markets: Springfield, Mo.; Amarillo and Lubbock, Texas; Utica, N.Y.; and Billings, Mont. The duopolies make the group highly attractive for a buyer or a merger partner.

Possible suitors for Quorum include Emmis Communications, Cosmos Broadcasting, LIN Television and Scripps Howard Broadcasting, analysts said. —*Katy Bachman*

Actors Unions, Advertisers Still Far Apart; Talks Set

While federal mediators have tentatively scheduled talks between striking SAG/AFTRA members and the advertising community beginning July 20, both sides seem unwilling to budge on positions that have kept them from the bargaining table since the actors' walkout began May 1.

Chief negotiators John McGuire (for SAG) and Mathis Dunn (AFTRA) last week issued a statement stating their organizations' "willingness to resume full negotiations." But SAG president William Daniels vowed not to accept any "pay cuts" from advertisers. And Dan Jaffe, a vp with the Association of National Advertisers, said "major movement" is needed on SAG/AFTRA's part before anything meaningful can come from talks.

Neither side is easing up in its maneuvering, with the actors' unions planning a series of nationwide protests this week against AT&T for refusing to sign an interim agreement that would allow actors to perform in commercials for a higher rate of pay than in the expired contracts. SAG/AFTRA also made public a list of other advertisers that the unions said have agreed to produce commercials under interim agreements. Among them are Pepsi, McDonald's, Chevrolet, America Online, Sprint, Toyota and Levi Strauss. —*John Consoli (continued on page 6)*

Slowdown Hits 3Q TV Spending

Broadcast, cable networks scramble to sell summer scatter

THE MARKETPLACE / By John Consoli and Megan Larson

Just six weeks after advertisers aggressively committed a record \$12.7 billion in upfront buys to broadcast and cable TV networks for the 2000-2001 season, the market for third-quarter scatter inventory has gone surprisingly soft, with most networks left with more unsold inventory than usual this summer. Network executives note that it is always harder to get advertisers to commit significant dollars to summer programming, when audience levels are lower. But media buyers are pointing to the availability and attractive pricing for third-quarter scatter as evidence of advertisers' desire to curtail their rampant spending a bit due to uncertainties about the economy.

One sure sign that broadcast and cable networks are concerned about a summer spending slowdown is that sales executives have been aggressively contacting advertisers in attempts to sell an abundance of remaining third-quarter ad time. In the type of sellers' market that has existed for more than a year until now, networks usually do not contact advertisers, even for scatter inventory, until ad budgets are registered.

"Everyone is dialing for dollars," said David Lerner, partner and associate director of national television for MindShare, describing broadcast and cable network sales teams. "People are calling and saying, 'We have a lot of business to write, and we aren't getting the phone calls.'"

Kris Magel, vp of national broadcast for Optimedia, said sales execs from some cable networks are even asking buyers to take dollars committed in the upfront for fourth quarter and shift them ahead into third quarter so that the nets can hit their quotas.

"We could be returning to a buyers' market, after two upfronts where the sellers controlled the prices," said another buyer.

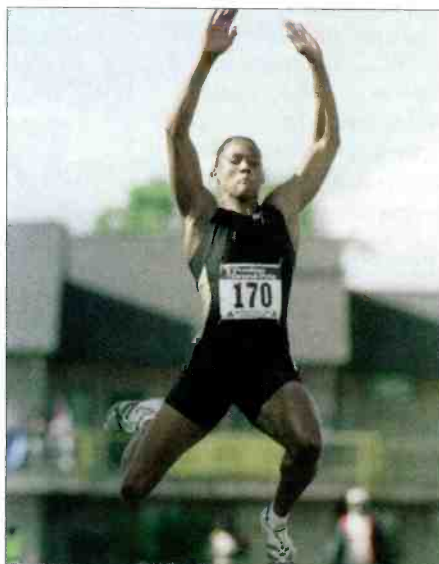
The days of doing scatter business in cable at 45 to 50 percent year-to-year increases are likely coming to an end, a cable sales executive admitted. "It can't last forever," he said.

In noticeably short supply among third-quarter scatter advertisers are the dot-coms, whose frenzied spending lifted the broadcast and cable networks

to revenue records last season. For example, while the hour-long July 5 premiere of CBS' reality series *Big Brother* scored strong double-digit ratings in both 18-34 and 18-49 viewers, the prime demo for Internet advertisers, only three dot-coms were among the show's 25 different advertisers.

"The dot-coms are not spending as freely," said Tim Spengler, executive vp and director of national broadcast at Initiative Media North America. "The venture capitalists are releasing less money, and that was what the dot-coms were using to advertise."

About 25 percent of last season's fourth-quarter broadcast scatter dollars came from dot-coms. "I don't know how much of that will be there this year," Spengler said.



ANDY LYONS/SALLSPORT

NBC's Olympics has shaken up September budgets.

Complicating the networks' position is their strategy during the upfront of holding back at least 5 percent more ad inventory for scatter for the upcoming season than they did last year—giving them more time to fill.

"The networks are beginning to wonder where all the money is going to come from," said one media buyer who controls a significant TV budget. "I think there's some concern about how strong fourth-quarter scatter will be."

"We're not panicking," said one network sales exec. "It's the July doldrums. We're getting the traditional summer advertisers, but some categories, like packaged goods, are slower than usual. Some advertisers may be holding scatter money back in third quarter because of the Olympics, to make a bigger splash in fourth."

CBS, bolstered by its hit reality series, *Survivor*, and the launch of *Big Brother*, has had some success in moving third-quarter scatter inventory. CBS sales president Joseph Abruzzese noted that seven of the nine sponsors of *Survivor* are new advertisers to the network. And about one-third of the advertisers on *Big Brother*, including several movie studios, soft drink and beer companies, are "non-traditional" advertisers for CBS, Abruzzese added.

But buyers say that both CBS and Fox have been struggling to finalize deals for their Sunday-afternoon NFL telecasts this fall, and Fox has encountered similar slowness on sales of its World Series telecasts.

While a Fox exec noted that World Series spots traditionally begin selling in earnest after Labor Day, when the Series matchup may be clearer, a buyer whose client has advertised on the Fall Classic for the past few years said advertisers are balking at paying the double-digit increases Fox is seeking this year. "At this point last year, World Series time was more sold," the buyer said. "Demand was stronger earlier, and the price went up as time went on. This year the

Cable Networks Pray for a Heat Wave

Buyers will be watching to see if basic channels can revive ratings

CABLE TV / By Megan Larson

Though the number of households using television always dips in the summer, basic cable networks have rolled out some of their heavy-hitter programs during this season because broadcasters are often in rerun comas. Not so this year. Fresh programming juggernauts—*Survivor* and *Big Brother* on CBS and *Who Wants to Be a Millionaire* on ABC—have helped stifle the unremitting ratings growth of cable.

Cable networks, however, will launch an array of original movies, specials and series between July and September, when NBC will offer the Summer Olympics. Buyers will be watching closely to see if cable can regain momentum against broadcast during that period. "The cable networks didn't offer up a huge challenge [in counter-programming] to broadcast last quarter," said Mike Goodman, Yankee Group senior analyst. Goodman believes that cable is better positioned this quarter but said that if cable's ratings are again flat, "we could argue that we have a trend forming."

Cable's arsenal in July and August is diverse. TNT has *Nuremberg* (with Alec Baldwin), *Running Mates* (Tom Selleck) and the launch of the series *Bull*. Lifetime is premiering its new series *Strong Medicine*. VH1 will air an original movie, *Meat Loaf: To Hell and Back*. USA has the finale of its cult favorite *La Femme Nikita*. Discovery is bringing back *Raising the Mammoth* and *Walking With Dinosaurs*, which generated unprecedented ratings.

"It should put us back on our feet, but with broadcast having some unusual success with original programs, it paints a different picture," said Food Network senior vp/general manager Judy Girard, who announced a new special, *Celebrity Restaurants*, and six new series, including *B. Smith With Style*, for third-quarter premieres.

Some media buyers questioned the relevance of categorizing programming by their media. "It's a program thing, not a network thing or a cable thing. That battle should be put to bed," said David Lemer, partner/associate director of national TV for MindShare.



Bull run: TNT hopes to woo summer viewers with its first original series.

demand is less, and [Fox] is starting out with higher price demands."

The same situation exists for the NFL, buyers claim. "Both CBS and Fox are looking for mid-teen CPM increases, while all the advertisers are thinking it should be more in the single digits," said one major sports buyer. "Not much has been sold because we can't agree on a price."

Third-quarter scatter sales are particular-

ly slow in the last two weeks of September, when NBC will broadcast the Olympics. Advertisers have already committed close to \$1 billion in spending with NBC for the Games. Yet one media buyer noted: "There are a number of advertisers who still need to be on the air in the month of September, even if they're not in the Olympics coverage. If they're not advertising at all, there is something wrong." ■

Major League Mediocrity

Flat household ratings may make it tough for baseball to win big fee hike

TV SPORTS / By John Consoli

Major League Baseball may have a tough time tripling its current network TV rights fees, if ratings mean anything. With MLB executives in negotiations with both Fox and NBC to renew their deals

beyond this season, household ratings on Fox's Saturday-afternoon telecasts are up just 0.7 percent this season, to a 2.8, according to Nielsen Media Research data compiled by TN Media. Ratings for men 18-34 are up 4.1 percent, to a 1.5,

and men 18-49 are up 7.2 percent, to 1.6. NBC's first MLB broadcast is tomorrow night's All-Star Game; the network will also carry postseason play.

A Fox executive said the network's baseball ratings this season would dictate a "reasonable increase" in a new contract, but "not 300 percent."

"I don't think the networks want to continue to lose money on these deals," said one media buyer. "The networks have already overpaid to renew deals with the NFL, NCAA basketball and the NBA.

MEDIA WIRE

Local Stations Air TiVo Spot Rejected by CBS Network

While CBS last week refused to air the first commercial in TiVo's new \$50 million ad campaign, TV stations in six major markets, including New York and Los Angeles, ran the spot, which lampoons network TV executives. "Four of our stations cleared the ad and found it to be tongue-in-cheek and in good humor," said a representative for ABC.

CBS was the only network TiVo approached about running the commercial nationally. TiVo, maker of a personal TV-programming device, had sought to break its campaign with national spots on the July 5 episode of CBS' *Survivor*. "We don't care to run advertising that disparages our business," said a CBS rep. Other TiVo ads have been accepted and will air on CBS, which owns a stake in TiVo.

"I don't think it should be taken too seriously," Brodie Keast, TiVo vp of marketing, said of the pulled spot. Keast said the company was talking with other nets for carriage of future commercials in the campaign, some of which will premiere this week. —Megan Larson

Publishers to Fight Suit on Mag Subscription Pricing

Magazine publishers have vowed to "vigorously defend" themselves against a lawsuit brought last week by three consumers alleging a price-fixing scheme on subscriptions. A dozen publishers, including Time Inc., Condé Nast Publications and Hearst Corp., along with the Magazine Publishers of America trade group, were accused of conspiring to inflate prices by insisting that subscriptions be sold at no less than a 50 percent discount from the basic price. The complaint, filed in U.S. District Court in Manhattan, offers up Audit Bureau of Circulations' rules defining "paid circulation" and the MPA's guidelines as evidence of such a scheme.

The MPA said the suit has "no merit whatsoever." The trade group said the complaint failed to recognize that paid circulation standards have their roots in postal regulations, and that the magazine industry does not control the Audit Bureau of Circulations, which was not named in the suit. —Tony Case

What it's come down to is, how many loss leaders does a network want to carry to reach a small male audience?"

Brad Adgate, senior vp of corporate research at Horizon Media, said: "The biggest value of the baseball agreement is the postseason coverage. Last year, the New York Yankees played the Atlanta Braves...and the ratings were the second-lowest in the history of the World Series."

The lowest Series rating ever was the year before, when the Yankees defeated the San Diego Padres in four games. That Series did a 14.1 rating on Fox. Network officials said the fact that the Series did not go longer kept Fox from making a profit for the 1998 season.

Late last year, to extend its deal through 2005, ESPN agreed to pay \$851 million for a five-year extension, more than three times its previous \$255 million deal.

ESPN has suffered much softer ratings. Season-to-date household ratings for ESPN's 45 MLB telecasts are averaging just



Like slugger Frank Thomas, MLB's TV negotiators are swinging for the fences.

ANDREW HALL/AGE/REUTERS

a 0.77, down 29 percent, while men 18-34 are 0.55, down 26 percent, and men 18-49 are 0.52, down 34 percent.

But ESPN is in a somewhat different situation than the broadcast networks. ESPN airs baseball three nights per week throughout the summer, and the network would have a tremendous programming hole to fill if it had not renewed baseball. In addition, ESPN is able to package its baseball

coverage to advertisers with its sports highlight shows, *Baseball Tonight* and *Sportscenter*, which air multiple times each night. ESPN also packages baseball with its other sports programming.

Horizon's Adgate said baseball, except for the postseason coverage, skews older than most other sports and gets lower ratings. Noting that every Major League team except for the Montreal Expos has its own local TV deal, Adgate said: "Most people each night are watching their local team, not the national game." ■

Dr. Laura in Stealth Mode

Paramount cancels TCA appearance but says show is still a go

SYNDICATION / By Daniel Frankel

Is Paramount Domestic Television trying to hide *Dr. Laura*? The major syndicator pulled a scheduled appearance last Friday at the Television Critics Association's summer press tour for Dr. Laura Schlessinger, whose new TV talk show debuts Sept. 11, citing a conflict with a prior charity commitment. But industry observers believe the move is as much to avoid what would probably have been a hostile reception at the press tour, considering that the controversial talk-show host's anti-gay comments on her radio program have infuriated a variety of activist groups.

Schlessinger's schedule conflicts aside, Dr. Laura's TCA absence in no way seems to indicate the show—cleared in more than 90 percent of the country—isn't moving forward. Paramount officials have publicly stated they intend to launch the talk strip as

scheduled, and insiders said a set is currently being built at an off-lot location in the San Fernando Valley.

"We're not going to cancel it, we're not going to give it a half-hearted [promotional] effort, and we're going to produce the best show possible," said Paramount co-president Joel Berman at an Industry luncheon several months ago, one of the few times he's publicly broached the subject. (Berman has deferred all press inquiries on the *Dr. Laura* matter—including one for this story—to a company representative.)

Does the show's absence from such a major publicity event contradict Berman's assertion? No, said Ruth Leaycraft, vp/director of programming for station rep firm Continental Television Sales. "I think they simply don't see an upside to going," she explained. "[Stations] are just starting to

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sell fourth quarter [inventory to local advertisers], and going to a convention where there might be demonstrators outside would probably do more to frighten away advertisers than help the show.”

Added a press handler at a rival studio: “If they brought Laura there, it would just be explosive. It would be a field day for protesters, and it would just be dangerous to the success of the show.”

In the wake of protests at its studio lot and the decision of Procter & Gamble not to advertise on the show, Paramount has

seemingly tried to keep a low profile for Schlessinger. For example, Paramount winned and dined reporters last month at the Promax conference in New Orleans, as the studio presented its promotional campaign for the off-network launch of *Spin City*. The scribes weren’t even invited in to the same room several hours later when the promo strategy for *Dr. Laura* was presented.

“The way I interpret it, Paramount has dug in,” added Leaycraft. “I think their vantage point is, wait until the viewers can actually judge the show.” ■

Fox's Summer School

With 'American High', net tries a new approach to reality

TV PROGRAMMING / By Alan James Frutkin

Can reality programming get too, er, real? Fox may find out when it launches its high school documentary series, *American High*, Aug. 2. The program follows a group of suburban Chicago high school seniors filmed throughout the past year. However, the success (so far) of CBS' *Survivor* and *Big Brother* has cast doubts on whether *American High's* straightforward approach to non-fiction programming can prove a match for hidden cameras and cash prizes.



Fox's *American High*: 90210 with a verité twist

Focusing on its characters' growing pains, *American High* has more in common with MTV's *The Real World* than *Survivor*. But where *Real World* plots are contrived to create tension among the show's participants, *American High's* drama unfolds more organically. “Our goal was to have these people be who they really are as much as possible,” said *American High* creator R. J. Cutler, whose filmmaking credits include the 1993 Clinton

presidential campaign documentary *The War Room*. “That’s where the power, the emotion and the drama come from.”

Still, contrivances have their upsides. Both of CBS' summer reality shows launched to impressive numbers. In contrast, Cutler's more traditional verité approach to his subjects may require greater patience on Fox's behalf in attracting an audience. *American High* “lacks the great conceptual hook that *Survivor* has,” admitted David Nevins, Fox's executive vp of prime-time programming. “It will take time to hook viewers. Hopefully, people will hang in long enough to see what happens.”

The show will have to find its audience quickly. To avoid being trumped by NBC's Olympics coverage, Fox will air all 13 half-hour episodes in weekly hour blocks, leading up to NBC's Sept. 15 opening-ceremonies broadcast.

The series has already generated buzz among buyers. If it hits, Fox will have created a new hybrid—Cutler calls it non-fiction drama—of the network's most successful genres. “Reality programming has worked well for Fox,” said Laura Caraccioli, vp/media director for Starcom. “With *Melrose Place* and *Beverly Hills 90210* fading, this type of format also seems like a way to rejuvenate those franchises.”

Executive producer Erwin More believes Cutler has gone even farther by raising the bar for reality programming, and warns against underestimating viewers. “I think it's absolutely possible to believe that audiences don't need a gimmick or a million-dollar bonus at the end of every episode to tune into something that's good,” More said. ■

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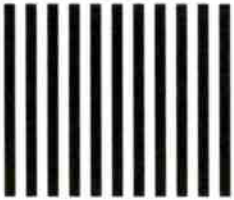
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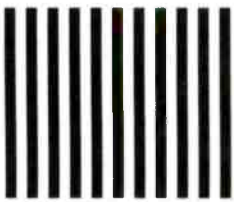
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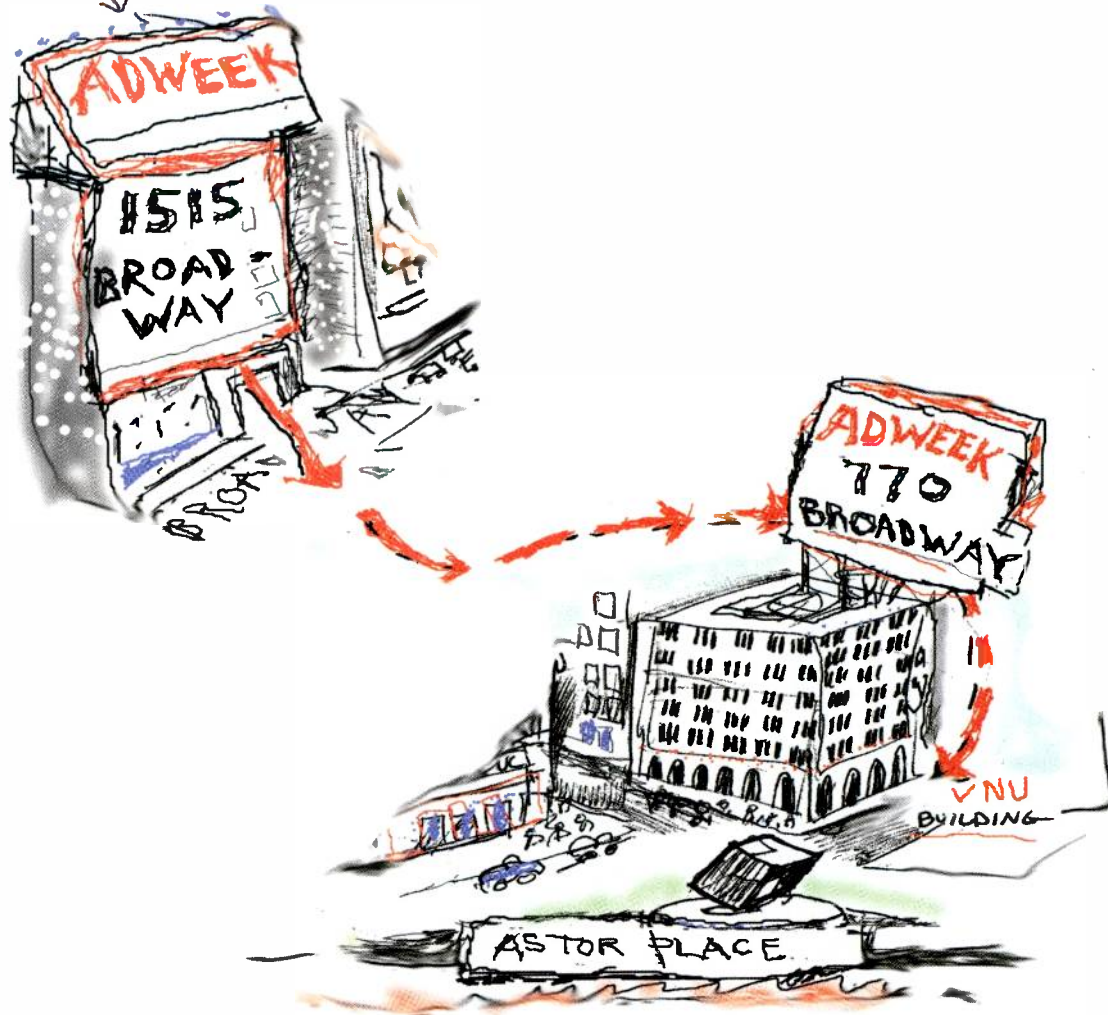
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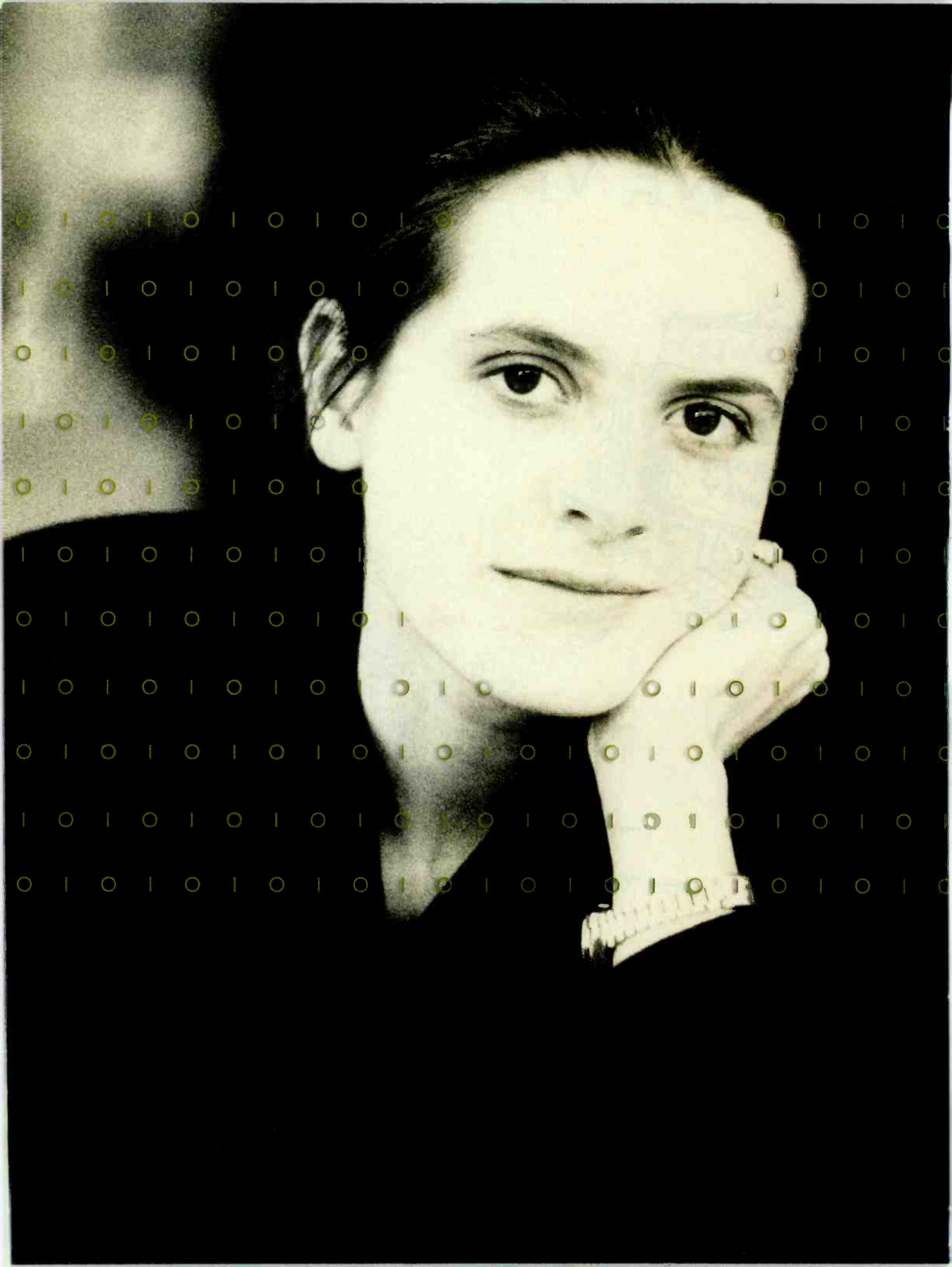
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THE MIDWEST AND BALTIMORE/WASHINGTON CABLE TV

CBS Regionals Nearly Sold

C News is expected by mid-July of an ownership change for three Viacom-owned regional cable sports channels in the upper Midwest and Maryland. The leading candidates to buy Minneapolis-based Midwest Sports Channel, its Wisconsin-area satellite service, MSCW, and Home Team Sports, which serves the Baltimore and Washington areas, are Fox Sports Network and Comcast Corp.

One scenario has Comcast buying both sports channels and then selling MSC to Fox, which has a strong presence in the Midwest, and keeping HTS for Comcast's stronghold in the East.

MSC general manager Steve Woelfel confirmed that both Fox and Comcast have expressed the greatest interest so far. However, Woelfel noted that Viacom executives have also talked with at least a half-dozen other potential suitors. "The sale process is moving along," Woelfel said. "We definitely expect something by mid-July."

Word leaked out in May that after merging with CBS, Viacom planned to put CBS properties MSC and HTS on the sale block. MSC founder and former general manager Kevin Cattoor had left the sports channel in March for a management position with Internet Broadcasting Systems in Minneapolis. John Mansell, a Paul Kagan Associates analyst, estimates that the services together could fetch \$360-400 million, or about 20 times annual cash flow.

MSC and MSCW reach 2.7 million households in Minnesota, Wisconsin and the Dakotas. The service owns cable rights to the Minnesota Twins and Timberwolves, University of Minnesota sports, the Milwaukee Brewers and Bucks and some U. of Wisconsin and Marquette University teams. MSC is also a Fox sports affiliate.

Home Team Sports has cable rights to the Washington Wizards, the Washington Capitals, the Baltimore Orioles and college

teams. Fox already owns one-third of HTS, which carries Fox Sports Net programming.

Fox Sports Net representative Lou D'Ermilio confirmed that FSN is "interested in both outlets." He declined to comment on the status of negotiations. Comcast rep Victoria Glazer said she couldn't confirm "rumor" about her company. However, she said Comcast is seeking additional content providers for its cable systems and has cash available for acquisitions. "It certainly is something within our structure," she said.

If Fox Sports Net took over MSC, it would boost the channel's programming quality, said Pam Pollastrini, general manager of advertising sales at Time Warner Cable in Milwaukee. When MSC isn't running the Fox programming or coverage of Twin Cities and Milwaukee teams, its programming veers into a mixed bag of local sports talk shows and shows on high school and small-college sports. "They've been struggling with programming," Pollastrini said. "It would bring in a whole new level of content." —*Rich Kirchen*

CHICAGO RADIO

Sweet Home For ABC's Doug Banks



Doug Banks is back home on the Chicago airwaves after a three-year absence, and he can't wait to take on the city's Urban powerhouse and his former radio home, AMFM-owned WGCI-FM.

"Chicago is home to me, and it's won-

derful to be there again," said Banks, who starts today on his 35th affiliate, Urban Contemporary WVJM-FM. "My wife is from Chicago, and one of my kids was born there. It'll be a great battle to go up against WGCI."

Banks' laid-back, conversational style has netted him and co-host DeDe McGuire the No. 1 spot in Columbia, S.C., and Savannah, Ga., and a high ranking in Milwaukee and Sacramento, Calif.

In Chicago, Banks will be going up against "Crazy" Howard McGee, Chicago's second-highest-rated morning host after WGN-AM's Spike O'Dell. Ironically, he'll also be competing with ABC's other syndicated Urban host, Tom Joyner, on AMFM-owned WVAZ-FM. ABC execs say there's plenty of room for all of them in the same market. "There is a lot of advertising

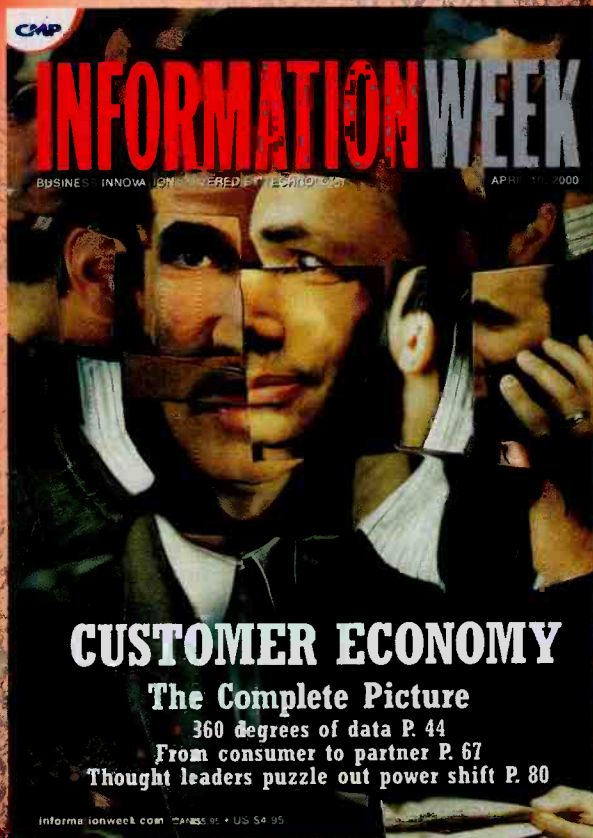


Banks is happy to land back in Chicago, but he will have competition.

demand for the Urban marketplace," said Kevin Miller, senior vp/chief marketing officer for ABC Radio Networks. "Joyner's target is Adults 25-54; Banks' is 18-34. He's younger, hipper, more contemporary."

"Markets where both Joyner and Banks coexist have increased Urban audience shares," added Brenda Freeman, senior director and urban brand champion for ABC Radio Nets. Since ABC Radio Networks moved Banks from afternoons to mornings in spring 1998, the network has been working to increase his distribution, especially in Chicago, where Banks was No. 1 in afternoons on WGCI-FM. So when Banks' Web site (www.dougbanks-show.com) was relaunched in January, complete with video streaming of the syndicat-

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ed show, ABC set out to promote it, choosing Chicago, where Banks' popularity could be easily exploited.

So far he is the only on-air personality on WVJM. Even with Banks' ability to score ratings, WVJM has a ways to go before it can effectively challenge the top station in the market. For starters, WVJM's signal doesn't cover the entire Chicago metro. It does, however, reach the audience Banks needs to attract on the south side of the Chicago suburbs, including northwest Indiana. "Most African Americans are concentrated in the southern areas, so with the right format, [the station] could penetrate the market enough to get the ratings," noted Karen Reid, senior broadcast buyer for E. Morris Communications. "We believe Banks has a younger following, but we're holding back until we see if he can create a niche for himself." —Katy Bachman

NEW JERSEY/PENNSYLVANIA NEWSPAPERS

Advance Moves On Singleton Titles



The recent rash of newspaper consolidations kept pace last week, as *Denver Post* owner MediaNews Group agreed to offload four dailies and 40 weeklies in New Jersey and Pennsylvania to Advance Publications. With the purchase, Advance strengthens its presence in the Garden State, where it publishes the Newark *Star-Ledger*. The closely held pub-

lishers did not report the deal price.

The dailies—the *Express-Times* in Easton, Pa., and in New Jersey, the *Gloucester County Times* of Woodbury, *Today's Sunbeam* of Salem and the *Bridgeton Evening News*—have a combined circ of about 97,000. The weeklies reach about 548,000 homes.

Newspaper analyst John Morton said, "I'm sure part of it is, New Jersey is very, very competitive. You've got Gannett and Newhouse, which are both powerhouses in that state, and I suspect [MediaNews CEO William Dean Singleton's] conclusion was it was better to take the money and put it somewhere else." —Tony Case

CHICAGO RADIO STATIONS

NextMedia Owns 11



Year-old radio group NextMedia announced two deals last week that give it 11 radio stations in the suburbs surrounding Chicago. For just under \$57 million, NextMedia is acquiring Pride Communications, owner of six FM and three AM stations serving Joliet and Crystal Lake, Ill., as well as Kenosha and Racine, Wis. Pride's founder and CEO, Jim Hooker, will join NextMedia as senior vp of organizational learning and development.

NextMedia also has an agreement to purchase Marathon Media's Belvidere Broadcasting, owner of WXLG-FM and WKRS-AM, for \$9.4 million. As part of the transaction, NextMedia will begin operating the two stations Aug. 1 under a local

NEWSPAPERS

Hearst Lures Helen Out of Retirement

Veteran White House reporter Helen Thomas, who recently retired after decades with the newly acquired United Press International wire service, last week agreed to once again pick up her pen and notepad, joining Hearst Newspapers as a Washington columnist.

Beginning later this month, Thomas every week will author two columns on national issues for the Hearst News Service, which serves more than 650 news outlets, including such Hearst dailies as the San Francisco *Examiner*, the *Seattle Post-Intelligencer* and the *Houston Chronicle*.

The seventy-nine-year-old scribe—who covered eight American presidents, from Kennedy to Clinton—left UPI in May, the day after the news service was bought by *Washington Times* parent News World Communications, which was founded by Unification Church leader the Rev. Sun Myung Moon. —TC



RICHARD ELLIS/NEWSMAKERS

Thomas is back on the D.C. beat for Hearst.

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*J.D. Power Truck Study 2000. Based on principal drivers of trucks, vans or SUV's bought new between May 1998 and April 1999.

marketing agreement. Including pending transactions, Denver-based NextMedia owns 55 radio stations.

Because of their location, only four of the 11 stations make the Arbitron book: Adult Contemporary WZSR-FM (0.5), Nostalgia WAIT-AM (1.7), Adult Rock WIIL-FM (0.4) and Hot Adult Contemporary WXLG-FM (0.3). Discounting the small ratings, NextMedia president/COO Skip Weller noted the stations are located "in the highest growth areas surrounding Chicago." —*KB*

FORT LAUDERDALE, FLA. MAGAZINES

Ready to *Where*



Where, a visitors magazine franchise, will expand to the Fort Lauderdale area in September.

Where Greater Fort Lauderdale, published by Miami-based Abarta Media, will offer visitors tips and guides on area shopping, dining and entertainment. The monthly will have a controlled distribution of 30,000. The copies will be placed in hotels and resorts in the area. Advertisers in *Where GFL* also will receive free advertising on *Travelfacts.com*, as well as a full range of promotional and support services. Abarta, which also publishes *Where Miami* and *Where Orlando*, is pursuing advertising packages with its other titles. —*Lori Lefevre*

RADIO STATIONS

ABC Buys Hibernia



ABC, which currently owns 17 of its 46 Radio Disney affiliates, has agreed to purchase Hibernia Communications, which owns six Radio Disney affiliates, from Palladium Equity Partners for an estimated \$10 million. As Radio Disney's largest affiliate group, Hibernia operates WMKI-AM in Boston; WHRC-AM in Providence, R.I.; WDZK-AM in Hartford, Conn.; WDZY-AM in Richmond, Va.; WGFY-AM in Charlotte, N.C.; and WMNE-AM in West Palm Beach, Fla. Founded by radio vets Mike Craven and Jim Thompson in partnership with Palladium, Hibernia was created in 1997 specifically to take Radio Disney's 24/7 children's programming.

In a related announcement, Radio Disney signed its 46th affiliate, KDEF-AM in Albuquerque, N.M. Owned by RAMH Corp., the station dropped its Sports programming and switched to the kiddie format on July 1. —*KB*

Market Profile

BY EILEEN DAVIS HUDSON

Birmingham, Ala.

Birmingham, Ala., has made significant strides in recent years to bridge the chasm that split the city along racial lines for decades, even as media around the country have continued to replay graphic images of racial discord from the past. "Birmingham has suffered from that imagery, but I think the people

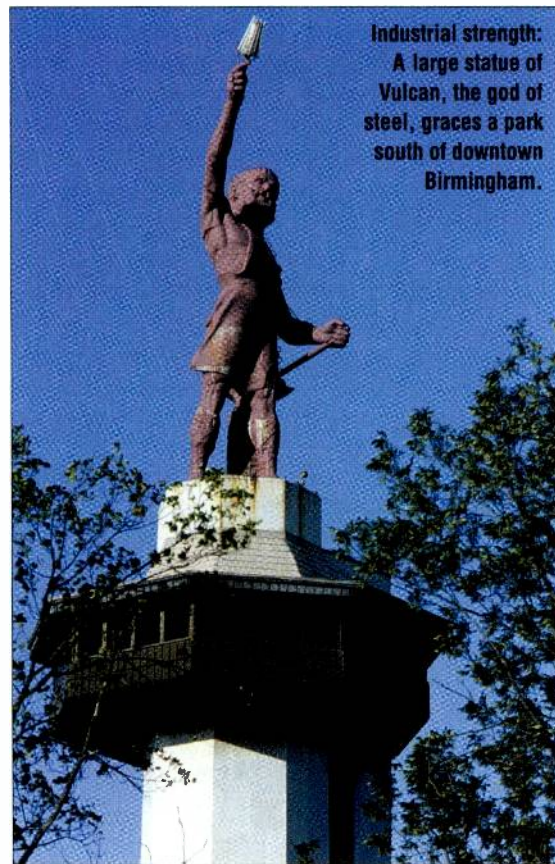
Here have worked hard to overcome that," says Gary Stokes, president and general manager of NBC's owned-and-operated WVTM-TV in Birmingham. "[Visitors] realize that this market is a lot more progressive than it's given credit for," adds Stokes, who is African American.

In addition to Birmingham, the DMA also includes the cities of Tuscaloosa and Anniston. The local economy, formerly heavily reliant on the steel industry, has been expanding and welcoming other forms of manufacturing. On the western side of the market, near Tuscaloosa, Mercedes-Benz is planning to double the size of its auto plant. Toward the east, Honda has committed to building a large facility to produce its Odyssey cars. "Big box" retailers including Target and Costco have opened outlets in the area.

Like the market itself, the local TV business in Birmingham has seen some significant changes in recent years. In November 1998, Nielsen Media Research introduced people meters to measure viewership in the market, replacing diary returns. As is usually the case when Nielsen meters are brought in, the stronger stations in the market took a bit of a ratings hit, while the stations with weak numbers in the diary returns enjoyed a ratings boost. Nielsen subsequently expanded its Birmingham measurement area to include Tuscaloosa and Anniston, moving the DMA from No. 51 in the U.S. all the way up to No. 39. The addition of Tuscaloosa brought 61,000 TV households, and Anniston

added another 44,000. The total number of TV households in the DMA is 667,650.

A complex network-affiliation swap and a flurry of ownership changes also have brought changes to the Birmingham TV scene. When Fox Television Stations purchased ABC affiliate WBRC in July 1995, ABC was temporarily left without an outpost in the market. Allbritton Communications stepped in and purchased one station in Tuscaloosa and another in Anniston and combined the two properties with its low-powered outlet in Birmingham to create a new ABC affiliate, WBMA-TV (available



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on Channels 33 and 40). WBMA executives did not return phone calls for this article.

WBRC-TV officially became a Fox O&O in September 1996, having served the market as an independent for one year after it shed its ABC affiliation. WBRC is one of the strongest Fox O&Os in the country, with the highest ratings of any Fox-owned station in morning, evening and late news as well as in prime time. WBRC produces more local news than any other station in Birmingham, at 42½ hours per week.

Dennis Leonard, vp/gm of WBRC, came to the station in 1998 from Fox O&O WGHP-TV in Greensboro-High Point-Winston-Salem, N.C. Last fall, Leonard overhauled WBRC's news product, adding a new set and reformatted graphics. The station is unique because it has both a 9 p.m. newscast (following Fox's two hours of prime-time network programming) and a 10 p.m. newscast. Since WBRC's 10 p.m. news was a popular program in the market before Fox acquired the station, Fox did not want to give it up. At the same time, Leonard says, WBRC did not have the resources to produce a newscast from 9 to 10:30 p.m. The solution was to create two separate half-hour newscasts, which are bridged by a syndicated rerun of *Seinfeld*.

WBRC's unusual post-prime-time schedule creates some problems for the outlet. "A lot of stations have an hour [of news] coming out of prime time. We have two half hours. So it presents a marketing challenge," Leonard says.

The addition of Nielsen meters and the expansion of the DMA outside of Birmingham have negatively impacted WBRC's ratings in the past few years, Leonard admits.

In a move to lift WBRC's second-ranked early-evening newscasts, Leonard is taking a calculated gamble this fall by not renewing the syndicated *Oprah Winfrey Show* as a lead-in. ABC affiliate WBMA, which leads WBRC in the local news race at 5 and 5:30 p.m. (See *Nielsen chart on page 22*), has signed on to pick up *Oprah*. "The ratings [for *Oprah*] were declining, and the price was going up," Leonard says. "I think *Oprah's*

Scarborough Profile

Comparison of Birmingham To the Top 50 Market Average

	Top 50 Market Average %	Birmingham Composition %	Birmingham Index
DEMOGRAPHICS			
Age 18-34	32.3	29.5	91
Age 35-54	40.0	39.8	100
Age 55+	27.7	30.6	110
HHI \$75,000+	22.2	15.7	71
College Graduate	12.3	10.7	87
Any Postgraduate Work	10.5	7.2	69
Professional/Managerial	21.9	18.4	84
African American	12.4	22.4	182
Hispanic	11.9	#	#
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56.9	47.4	83
Read Any Sunday Newspaper	66.9	55.9	84
Total Radio Morning Drive M-F	24.5	23.3	95
Total Radio Evening Drive M-F	18.6	18.1	97
Total TV Early Evening M-F	29.3	32.4	111
Total TV Prime Time M-Sun	37.2	39.4	106
Total Cable Prime Time M-Sun	10.5	15.0	143
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	75.4	65.9	87
Read Any Sunday Newspaper	80.3	71.8	90
Total Radio Morning Drive M-F	79.7	75.7	95
Total Radio Evening Drive M-F	73.9	69.0	93
Total TV Early Evening M-F	67.6	74.6	110
Total TV Prime Time M-Sun	91.7	91.0	99
Total Cable Prime Time M-Sun	52.8	58.0	110
MEDIA USAGE - OTHER			
Accesses Internet/WWW	44.2	32.2	73
HOME TECHNOLOGY			
Owens a Personal Computer	56.8	45.5	80
Shops Using Online Services/Internet	10.5	7.8	74
Connected to Cable	69.3	66.3	96
Connected to Satellite/Microwave Dish	11.3	21.2	189

#Respondent count too small for reporting purposes. *Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. **Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable. Source: 1999 Scarborough Research Top 50 Market Report (February 1998-March 1999)

time has come and gone." About 36 percent of *Oprah* viewers did not stay tuned in to WBRC through its 5 p.m. news, Leonard adds. WBRC is replacing the Queen of Talk this fall with *Judge Judy* and *Divorce Court* leading into its 5 p.m. newscast.

NBC acquired WVTM-TV in 1996. GM Stokes says he has worked to maintain stability with the on-air news talent, something the outlet had problems with in the past. Last fall, WVTM revamped its 5 p.m. newscast; its anchors now move around the set instead of staying behind a desk, and the program has more feature segments.

Stokes concedes that a weak lead-in, the syndicated *Judge Mills Lane*, is not helping WVTM's 5 p.m. news, which ranks third in household ratings. But he notes that overall, WVTM's newscasts have finished first or second in demographic ratings in several recent Nielsen books.

Following the wide-ranging agreement earlier this year between NBC and Paxon

Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Cox Radio	1 AM, 5 FM	38.7	\$17.9	37.9%
Citadel Communications	2 AM, 3 FM	19.0	\$14.3	30.3%
AMFM Inc.	1 AM, 5 FM	19.9	\$11.8	25.0%
Crawford Broadcasting	1 AM, 1 FM	4.1	\$0.7	1.5%

Includes only stations with significant registration in Arbitron diary returns and licensed in Birmingham or immediate area. Ratings from Arbitron, Winter 2000 book; revenue and owner information provided by BIA Financial Network.

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	Jan.-Dec. 1999	Jan.-Dec. 1998
Spot TV	\$98,353.4	\$97,964.6
Outdoor	\$13,255.9	\$7,471.7
National Spot Radio	\$10,116.0	\$10,488.8
Total	\$121,725.4	\$115,925.1

Source: Competitive Media Reporting

Communications, WVTM on June 5 moved the sales team of local Pax TV outlet WPXH into its facility. The same day, WPXH began rebroadcasting WVTM's 6 p.m. news at 6:30 p.m. and its 10 p.m. news at 10:30. So far, there is no agreement for WPXH to carry any NBC network programming. (There is also an independently owned Pax outlet in the market, WJRD-TV, whose signal is out of Tuscaloosa and cannot be picked up in the Birmingham metro area.)

In another ownership change in the market, CBS affiliate WBMG-TV was one of 13 Park Broadcasting outlets acquired in 1997 by Richmond, Va.-based Media General Corp. "At the time, [WBMG] was one of the worst-performing CBS affiliates in the nation," says Eric Land, president and gm, who arrived at the station in March 1997. Land took a drastic step to turn the tide: He cancelled all of the station's newscasts for five weeks in early 1998 while he overhauled the news product, hired all new anchors and relaunched the station with the new call letters WIAT ("It's About Time").

The station, which first launched in 1965, operated as a low-power outlet until four years ago. Park did not invest sufficient resources in the station, further dimming its ratings prospects, Land says. WIAT now produces an hour of local news daily—half hours at 5 and 10 p.m. "The station went from having no ratings to being competitive in the ratings," Land says. In the May sweeps, WIAT ranked fourth in the market at 5 p.m. and fifth at 10 p.m.

On WIAT's newscasts, anchors do not sit together—cutting down on on-air banter and increasing the pace of the program. While competitors average 10 to 12 stories per newscast, WIAT airs about twice as many, Land says. In their first year on the air, the newscasts won two Emmy awards, for best anchor and best live news reporting.

WIAT's news team boasts the ubiquitous Paul Finebaum as its sports anchor. Finebaum is well-known in the market as a sports columnist for the *Birmingham Post Herald*, the afternoon daily, and he is also the host of a four-hour daily sports talk show that airs after *Rush Limbaugh* on

WERC-AM, the market-leading News/Talk/Sports stick owned by AMFM Inc.

The Sinclair Broadcast Group owns Birmingham WB affiliate WTTO-TV and also manages UPN affiliate WABM-TV under a local marketing agreement. Sinclair is in the process of purchasing WABM outright under the federal government's newly relaxed duopoly regulations.

WTTO, one of the fastest-growing WB affiliates in the country in terms of ratings, hopes to keep its momentum going this fall with the syndication premiere of *Spin City*. WABM will be picking up *Jamie Foxx* and

Moesha in syndication.

While neither station carries local news, both have found a niche with local sports programming. "College football is king in Alabama," notes Stephen Mann, WTTO general manager. "Without any pro teams here, it's huge." And high school football is just as important to many Alabamans.

WTTO this fall will carry a total of 13 Southeastern Conference football games, including a total of four games involving the University of Alabama and Auburn University, another big sports school in the state. The station also will carry a weekly show featuring the Alabama team's coach.

Beginning this fall, WABM will air six Alabama Athletic Association state high school football championship games live—a first for the state. To promote the new deal, WABM is promoting itself as

Nielsen Ratings/Birmingham Evening and Late-News Dayparts, Weekdays

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WBMA	8.9	18
	Fox	WBRC	8.3	17
	NBC	WVTM	5.8	12
	CBS	WIAT	3.2	7
	WB	WTTO*	3.2	7
	UPN	WABM*	2.4	5
	Pax	WPXH*	1.1	2
5:30-6 p.m.	ABC	WBMA**	8.8	17
	Fox	WBRC	7.8	15
	NBC	WVTM**	6.9	13
	CBS	WIAT**	4.1	8
	WB	WTTO*	4.1	8
	UPN	WABM*	2.5	5
	Pax	WPXH*	1.2	2
6-6:30 p.m.	Fox	WBRC	9.1	17
	ABC	WBMA	7.8	14
	NBC	WVTM	5.7	11
	WB	WTTO*	5.3	10
	CBS	WIAT	4.6	8
	UPN	WABM*	2.5	5
	Pax	WPXH*	1.2	2

Late News

9-9:30 p.m.	Fox	WBRC	11.0	16
	WB	WTTO*	4.4	6
	UPN	WABM*	1.9	3
10-10:30 p.m.	ABC	WBMA	9.7	15
	Fox	WBRC	9.6	15
	NBC	WVTM	8.6	14
	WB	WTTO*	6.0	9
	CBS	WIAT	3.9	6
	UPN	WABM*	2.3	4
	Pax	WPXH*	1.0	2

*Non-news programming **Network news programming
Source: Nielsen Media Research, May 2000

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Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WYSF-FM	Adult Contemporary	10.3	4.0
WZZK-FM	Country	9.3	8.5
WBHK-FM	Urban Contemporary	9.0	7.5
WRAX-FM	Alternative	6.2	6.5
WBHJ-FM	Rhythmic Contemporary Hit Radio	5.8	9.8
WERC-AM	News/Talk/Sports	5.2	4.2
WAGG-AM	Gospel	5.2	3.1
WODL-FM	Oldies	4.9	5.7
WMJJ-FM	Adult Contemporary	4.9	5.1
WQEN-FM	Contemporary Hit Radio	3.7	7.8

Source: Arbitron Winter 2000 Radio Market Report

"Home of the Super 6."

Mann expects the football championship package to be a boon for the UPN affiliate. WABM was in bankruptcy proceedings when Sinclair agreed to manage the station in July 1995. "That Super 6 will be critical," Mann says.

During Auburn's football season, WABM carries a weekly show starring the team's coach. During basketball season, WABM carries both Auburn and University of Alabama games in prime time. The station also broadcasts some Atlanta Hawks' NBA games.

Also giving a lift to WTTO have been syndicated reruns of *Friends*, which the station added in 1998. Mann says *Friends'* double-run from 6 to 7 p.m. weekdays has been No. 1 among adults 18-49 in every ratings book for the past two years.

Cable television in the Birmingham DMA is divided between three big operators in the metro area and several smaller operators serving communities outside the metro. Time Warner-owned Greater Birmingham Interconnect serves as the cable interconnect for five operators in the area—Time Warner Cable, AT&T Cable and Charter Communications in the metro area, along with Comcast (which serves Tuscaloosa) and Cable One (Anniston). However, some local media buyers note that Greater Birmingham is not a true cable interconnect because each of the participating systems handles its own local advertising sales, while the interconnect handles regional and national buys.

Cable penetration in the Birmingham metro area is about 74 percent, says Rod Clark, interim gm for the Greater Birmingham Interconnect. Cable penetration in Tuscaloosa and Anniston, because of their more mountainous terrain and poorer broadcast TV reception, is about 85 percent. "Birmingham is one of the top five [DMAs in the country] in terms of share of

viewing to basic cable," Clark says. Scarborough Research puts the entire DMA's cable penetration at 66.3 percent, slightly below the 69.3 average in the country's top 50 markets (see *Scarborough chart, page 20*).

Nielsen's metering of the Birmingham market has contributed to cable's audience. Where only three or four networks used to show up in Nielsen's diary returns for basic cable, today 10 networks do, Clark notes.

Growth in local cable advertising in Birmingham has been led largely by the telecom industry, although automotive also has been strong and retail, particularly from grocery stores, is gaining, Clark says.

Birmingham is one of the few markets left in the country with two daily newspapers. Advance Publications' morning *The Birmingham News* (circulation 159,213 daily, 198,827 Sunday) and Scripps Howard's afternoon *Birmingham Post Herald* (circulation 17,712 daily) are run under a joint operating agreement, so only their news departments are competitive. The *Post Herald's* circ has been in steady decline for years and fell 11 percent in the last reporting period.

Last fall, the papers' presses were refitted for a narrower, 50-inch web, to save on newsprint costs. At the same time, the *Post Herald* changed the typeface of its logo. The *News* moved its popular TV-listings

section from Friday to Sunday and expanded its Friday entertainment section.

On the local radio scene, AMFM Inc.'s Country station, WOWC-FM, last year changed its call letters to WDXB-FM. The station remained in second place in total listeners 12-plus among the market's Country stations in the winter 2000 Arbitron Radio Market Report, behind Cox Radio's Country powerhouse WZZK-FM, the top-ranked radio station in Birmingham. WDXB did see a modest uptick among adult listeners 25-54 in the winter book.

AMFM's WERC-AM is the dominant News/Talk station in the market. But the outlet's popular morning team, husband-and-wife duo Russ and Dee Fine, recently left after they could not reach a deal on a new contract. "The team made it public, saying that the contract was not acceptable," notes Suzanne Wright, senior broadcast buyer with Luckie & Co., a Birmingham ad agency. The Fines took their act over to Crawford Broadcasting's WYDE-AM.

Lamar Advertising is the market's dominant player in out-of-home, although Outdoor Systems operates some positions. Lamar has about 450 facings in the metro area. Lamar also offers about 1,100 12-by-24 poster panels, predominantly on secondary roads (including some in downtown Birmingham) and about 500 eight-sheet displays.

Lamar entered Birmingham in October 1998, when it acquired Outdoor Communications. Since then, Lamar has purchased several more local outdoor companies, consolidating its grip on the market. ■

Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
St. Clair County: 22,700 Households				
<i>Birmingham Post Herald and News*</i>	4,482	5,188	19.7%	22.9%
<i>Gadsden Times</i>	586	610	2.6%	2.7%
Shelby County: 53,500 Households				
<i>Birmingham Post Herald and News*</i>	22,783	29,677	42.6%	55.5%
Tuscaloosa County: 61,100 Households				
<i>Birmingham Post Herald and News*</i>	2,943	3,148	4.8%	5.2%
<i>The Tuscaloosa News</i>	26,958	29,476	44.1%	46.5%
Walker County: 27,500 Households				
<i>Birmingham Post Herald and News*</i>	4,567	5,336	16.6%	19.5%
<i>Jasper Daily Mountain Eagle</i>	11,698	11,952	42.5%	43.5%
Jefferson County: 262,000 Households				
<i>Birmingham Post Herald and News*</i>	113,799	118,472	43.4%	45.2%

* Combined circulations of the *Birmingham Post Herald* and *The Birmingham News*
Source: Audit Bureau of Circulations

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Schanberg believes
there's a future for
journalism
online

By
Wayne Robins



The message on dozens of computer screens in the mammoth newsroom of APBnews.com during the last week of June instructed: "Press Ctrl + Alt + Delete to log on." But it went largely unheeded, even unread. The video terminals looked like headstones in a computer graveyard. Only a

tiny fraction of journalists and technicians remained of the more than a hundred who once filled the crime-and-justice Web site's football-field-size offices on lower

Broadway in New York.

APBnews.com has lived in the city's financial district, and it has been battered by financial constraints. Having gained

much respect and many accolades as a niche Web site, it saw its venture capital disappear in the tech-stock scare of spring 2000.

Then, last week, APBnews.com announced it was filing for bankruptcy under Chapter 11. "Bankruptcy establishes a legal environment and process for new investors to come in, and maximize the return to creditors," said Joe Krakoviak, a company spokesman.

Among the few who remains logged on, as APBnews.com executives hunt for an angel, is Sydney Schanberg. Foreign cor-

respondent, Pulitzer Prize winner for his "Killing Fields" articles about Vietnam and Cambodia (later turned into an award-winning movie), former metro editor of *The New York Times*, ex-columnist for *New York Newsday*, and passionate defender of truth, justice and the Boston Red Sox in a society in which all three are often under attack, Schanberg has another distinction: He is the most widely known newspaper veteran to have joined a stand-alone Internet Web site, and therefore, the first to feel it when the bottom fell out.

"My interest here was very closely defined," he says at his desk by the wall of a newsroom nearly devoid of people, but full of stacks of newspapers, Freedom of Information Act documents, and moving boxes ready for evacuation. One challenge was to pursue investigative work, unburdened by the entropy and inertia of too many newspapers whose mission seems limited to infotaining their readers. The other was to see if such online journalism could energize newspapers, where Schanberg, now 66, has spent virtually all of his 40-year career.

"One of the things I wanted to find out was whether the Internet could have a positive influence on mainstream journalism," Schanberg explains. Believing that most news organizations are stubbornly reluctant to confront sacred cows, Schanberg wondered "if such stories appeared on the Web whether newspapers would feel sort of pressured to use them."

APBnews.com certainly gave them some incentive. In February, it won the first National Journalism Award for Web Reporting from the Scripps Howard Foundation. Then, in April, the site won a citation from the Investigative Reporters and Editors organization for "pioneering work to gather data and post it on the Internet for the benefit of the public."

Still, the answer to Schanberg's question about whether online journalism could enliven the mainstream might still be no.

Last fall, he did an APBnews report questioning the publishing of transcripts of videotapes of John Gotti and his family visits in prison, leaked to the *New York Daily News*, perhaps illegally, by federal officials as a favor to the

paper. Schanberg, no shrinking violet when it comes to putting dastardly do-badders on the spot, cringed at the irrelevance of the transcripts, the humiliation of family members not charged with crimes, and the lax journalistic ethics that permitted publication. But this angle was not widely debated on "Nightline" or on any major op-ed page.

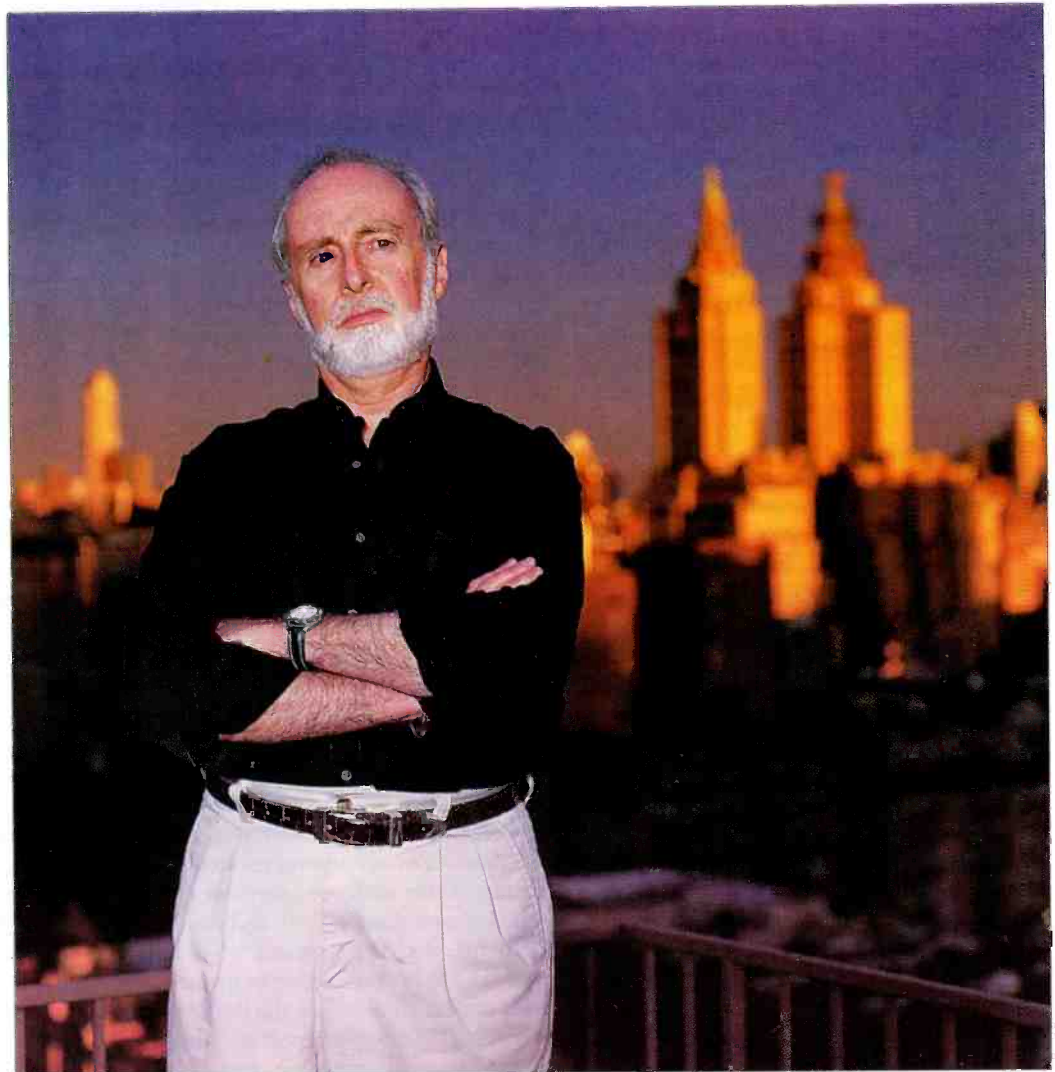
It is this kind of strong moral backbone critique on which Schanberg bases his identity as a journalist. At APBnews.com he exposed a former "Mr. Clean," New York Police Commissioner Raymond Kelly, as a member of the oily Big Tobacco-paid private eye team collecting dirt on Brown & Williamson Tobacco Corp. whistle-blower Jeffrey Wigand. And he confronted the contradictions between Sen. John McCain's straight-talking, war hero stature on the campaign trail and his refusal to discuss his role in generating legislation that has limited public access to

U.S. Defense Department records about POWs and MIAs left behind after the Vietnam War.

That Schanberg package noted that McCain's "staunch resistance to laying open the POW/MIA records has baffled colleagues and others who have followed his career." McCain's clout, he wrote, has resulted in "literally thousands of documents that would otherwise have been declassified long ago [being] legislated into secrecy." It is one topic that McCain has consistently declined to discuss.

"This role that McCain has played has never been written about by the mainstream press," Schanberg observes. "I was waiting, but there was not one peep out of any mainstream newspaper."

What this suggests to Schanberg is that online journalism has not yet been given proper respect by the elders of the news business. "They're still treating the Web as an alternative publication, just the way *The*



When he joined APBnews.com, Schanberg envisioned a place where investigative journalism could flourish.

New York Times treats *The Village Voice*,” Schanberg says. “*The Times* almost religiously and intentionally does not follow stories *The Village Voice* discovers, no matter how fascinating the story may be. It’s a caste system that still hasn’t gone away, and I think the Internet is considered a lower caste by the mainstream.”

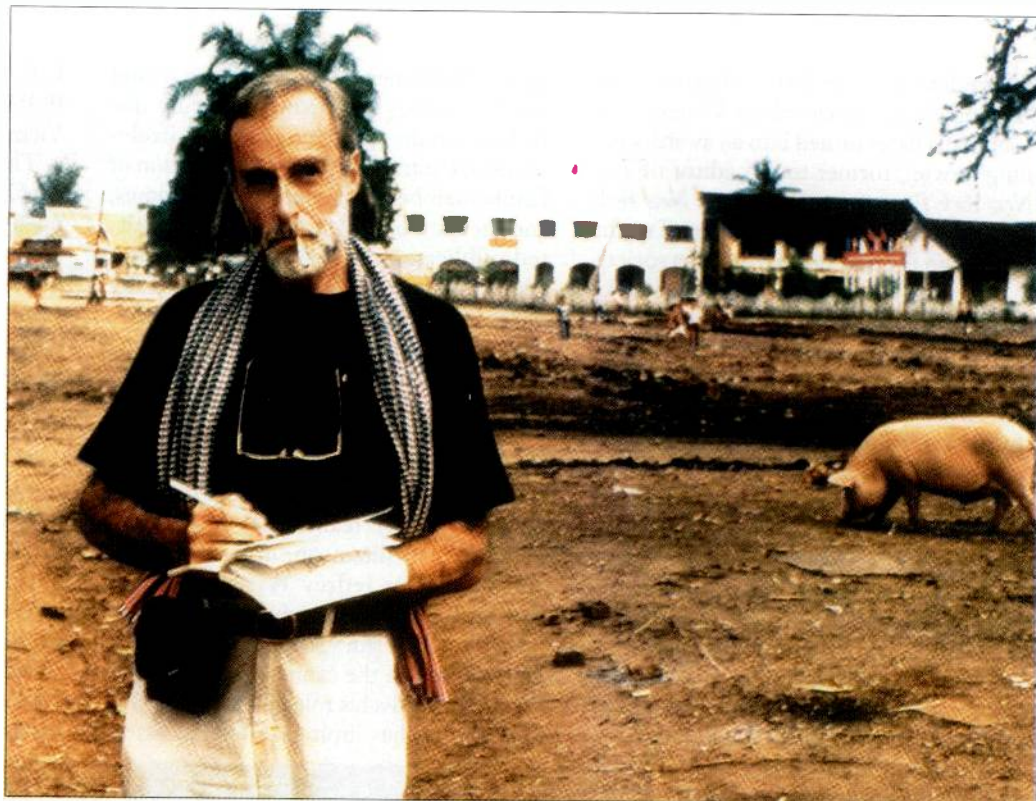
It was almost exactly a year ago when a mutual friend suggested Schanberg, whose career achievements make him a Brahmin among mainstream journalists, meet with Mark Sauter, one of the founders of APBnews.com. Schanberg went to visit the new company’s offices, then in a smaller space on Maiden Lane, also near Wall Street.

“It had a lot of seductive qualities about it,” Schanberg recalls. White-haired, wiry and robust, Schanberg speaks with professorial authority about politics, journalism, and the media. An occasional pontification is balanced by subsequent self-deprecation. He knows what he knows, but he knows he doesn’t know it all—especially about Internet journalism—as he talks about his first visit to APBnews.com.

“The room had too many people in it for the air conditioning, but it was a real newsroom, with a lot of energy,” he explains. “And they were using a technology I wasn’t familiar with. I love newsrooms, and there aren’t many I would want to work in. I talked to people, and when the tour was over, Mark and [executive editor] Hoag Levins asked me what I thought. I told them I was impressed with the newsroom sense of the place, but if they were asking about myself, garden-variety crime wouldn’t hold my interest very long. But if they were interested in expanding it to the whole range of the criminal-justice system—government corruption, civil crime, corporate crime, standards and ethics, doing the right thing as opposed to doing the wrong thing—then I’d be intrigued.”

What Schanberg had in mind, an idea that would dovetail his own interests with the wide-open spaces of the Internet, was investigations, loosely defined. And so it was with much fanfare that he joined APBnews.com last August as editor for special investigations.

“Uncompromising editorial standards and our absolute dedication to building the authoritative news source on crime, justice



Returning to the scene of the crime: Schanberg in Cambodia in September 1989, after the Vietnamese army left

and safety have allowed us to attract journalists like Sydney,” Marshall V. Davidson, CEO and chairman of APB Online Inc., boasted in a press release at that time. “From the beginning, we have hired veteran reporters and producers who understood the potential of combining the editorial disciplines of top newspaper and television newsrooms with the power of the Internet.”

APB Online had indeed hired a few big guns. Sauter, a co-founder and chief operating officer of the company, is a former investigative correspondent for *Inside Edition*, and Levins is a former executive editor of *Editor & Publisher*. Schanberg worked closely with Robert Port, a former special projects editor at the Associated Press with a strong background in investigative reporting, who was APBnews’ senior editor for computer-assisted reporting.

But the investigative reporting team Schanberg had been promised was slow to materialize, although APBnews had 55 full-time reporters among its staff of 140. “None of this stuff ever gets done unless you dedicate people to it and don’t take them off, and they agreed,” Schanberg says. “We didn’t really have an investigative team until fairly recently, the last couple of months. I had some reporters who were allowed to work part-time, and a lot who wanted to be part of investigations, but

most of the energy in this newsroom had to be spent getting up a fresh story or adding something fresh to the site three times a day, churning out the daily diet.”

The Web site’s huge appetite for copy—“pushes” for new stories all day—meant more dependence on telephones and computers and less on the shoe-leather work that gives the best reporting its color, immediacy and impact. “People found that confining, the lack of contact with the human world, except by phone,” Schanberg says.

And yet Schanberg has nothing but praise for the quality of the reporters, the mix of youth and experience, and the widely shared sense of mission that characterized APBnews. “As important as anything else, it was a very, very civilized newsroom, with very little backbiting, almost none,” he says. “Most everyone had come from newspapers, most had good reporting skills and wanted to learn more. For me, it was a blessing, because they knew more about the Internet world, so I picked their brains and they picked mine.” And there was, according to Schanberg, strict adherence to high reportorial standards.

APBnews brought special emphasis to uncovering government documents using the Freedom of Information Act and posting revealing results on its Web site. FBI files on people ranging from Frank Sinatra to Mike Royko were published online, and it took nine months for APBnews.com to



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extract the financial statements of federal judges, a topic that certainly qualifies as the public's right to know.

"The rule here," he boasts, "was that you had to confirm everything yourself, you couldn't lift it from a newspaper or Web site or say, 'CNN reported....' So the rules were very much old-fashioned traditional journalism."

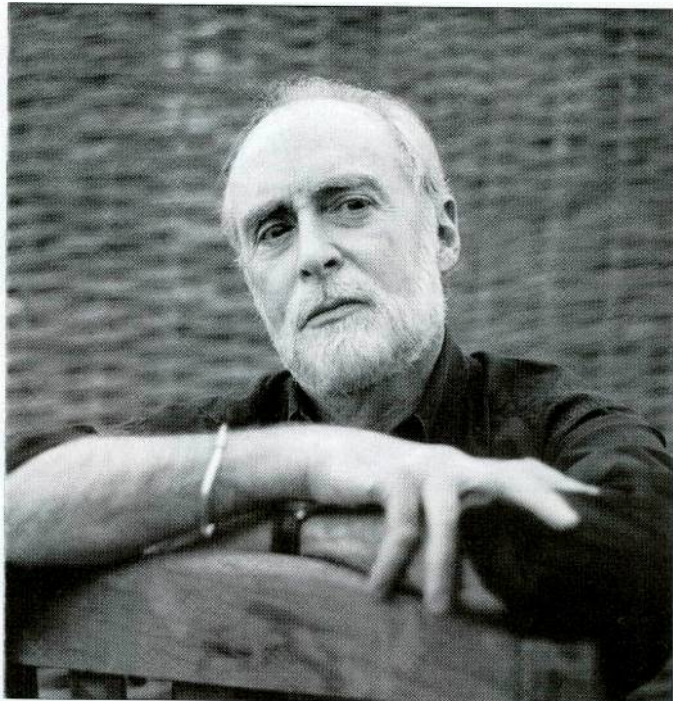
Schanberg learned the "traditional" way well, starting more than four decades ago, well before the era of "strategic partnerships" and "Web business models."

He began his newspaper career as a copy boy at *The New York Times* in 1959, after graduating from Harvard with a degree in government in 1955, then serving in the U.S. Army. Working on local and national news beats through the 1960s, he became a foreign correspondent for the *Times* in 1971, based in its New Delhi bureau during the war between India and Pakistan over Bangladesh.

Southeast Asia became his passion. Schanberg spent much of 1972-1975 covering the civil war in Cambodia, a fratricidal bloodbath that left millions dead. His indispensable colleague was a Cambodian named Dith Pran, a photojournalist who became Schanberg's translator. When the capital, Phnom Penh, fell to the Khmer Rouge, Pran and Schanberg stayed, and were captured and nearly executed. Schanberg won his Pulitzer Prize in 1976 for his reporting on Cambodia for the *Times*.

The story of how Schanberg made his way out, thinking Pran dead, and their reunion after Pran's escape from starvation and torture in his homeland, was made into the movie *The Killing Fields*, with Sam Waterston starring as Schanberg. "I do not see him much, but he is still my real brother," Pran, now a photographer for *The New York Times*, says today, referring to Schanberg.

When he returned to the United States, Schanberg became metro editor of the *Times*, and then a columnist. In 1986, he left the *Times* to join *New York Newsday*, a new big-city edition of the profitable and highly regarded Long Island newspaper *Newsday*, as a columnist. Mark E. Willes, the now disgraced former CEO of *Newsday's* former parent Times Mirror Co., abruptly shut down the New York paper in July 1995.



NOAH GREENBERG

Newspapers "have got to be" on the Web, Schanberg says.

Ironically, *New York Newsday's* slogan was "truth, justice and the comics." APBnews.com's was "crime, justice, safety." *New York Newsday's* bottom line offered Wall Street too little, too late; APBnews.com has been undone by trying to be too much, too soon.

While Schanberg himself had little patience for standard cops-and-robbers stories, or weird wide Web oddities such as "some student in Ann Arbor who microwaved his roommate's parrot," APBnews was well-respected when it started staggering in the second week of June, gaining praise from magazines as varied as *Brill's Content* ("timely and informative") and *Entertainment Weekly* ("its saving grace is its gravitas").

"We had a safety channel, celebrity channel, media channel—I think we were hitting a lot of interest groups out there," Schanberg points out. "It was nice that people recognized us. What we wrote about may not have interested everybody, but it was quality journalism."

But all the journalism prizes in the world won't keep a stand-alone media site afloat if it doesn't have a workable business plan. Originally, Schanberg says, the path to profit backed by free-flowing venture capital was a full-service model. Among the haunting cul-de-sacs in APBnews' now-ghostly newsroom is a small radio studio, complete with sound mixing boards and a soundproof broadcast booth that looks like a very expensive Finnish sauna.

"For awhile, they were saying that would

be the ideal plan, to be a full-service Web site, and that's why they expanded into radio and television and so forth," Schanberg says. "At least that's what the proprietors were being told. That was the consensus four or five months ago." Now, the belief system du jour for media Web sites is "Strategic Partnership" with a much larger media company—the media site providing content that the strategic partner can distribute in multiple mediums to a larger, already existing customer base.

"The conventional wisdom now is, you should try to do these things in a very incremental way, starting off in a shoestring fashion, not trying to become a big media company right away," Schanberg observes. "Because with that kind

of budget, you're going to spend a million dollars a month, and you may not be able to get that cash flow from advertising or whatever to support that. This is all hindsight now, because we ran out of money."

Newspaper Web sites, on the other hand, are now an essential element of the business, Schanberg believes, whether or not they can draw profits on their own.

"I think the idea is, even if you don't make money on it, you're drawing attention to the paper and perhaps bringing more readership to the paper, maybe leading to more information product—magazines, newsletters, whatever—that somebody will pay for. You [the newspaper] have got to be there, because you have to learn about this new methodology for conveying information."

And Schanberg's newly discovered fascination with journalism on the Web remains intact. "I don't think we're at the end of anything, or in the middle," he says. "I think we're at the very, very beginning. I just don't know where it's going to go. Maybe if I had a better business sense, I'd start devoting myself to ideas to make money, but I don't think I'm going to do that. Because the moment you start that, you come quickly to the places money is made, which is the superficial stuff, ephemeral stuff, that's gone in a day. My goal is to continue to do things that please me, that I think are good journalism." ■

Wayne Robins is associate editor of Editor & Publisher, a sister magazine of Mediaweek.

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SYNDICATION

Lori Shackel has been promoted to senior vp/marketing and creative services for Universal Worldwide Television. She was vp/marketing and creative services...**Von Johnson** has been appointed senior vp/sales administration and distribution for Universal Television and Networks Group. He was vp/programming operations for video-on-demand company DIVA Systems Corp....**Michael Steger** was named counsel/business and legal affairs for Twentieth Television's true-crime series *America's Most Wanted: America Fights Back*. He was an attorney with the Santa Monica, Calif., firm Stern, Neubauer, Greenwald & Pauly...**Kevin Hylton** was named chief financial officer and senior vp of the Ackerley Group. Hylton comes to Ackerley from Nordstrom, where he was director of finance...**Jennifer Dreyer** was named account executive/Midwest regional sales for Tribune Entertainment. She was an account executive with King World Productions.

RADIO

Brian Ongaro was named executive vp and marketing manager of the soon-to-be-combined AMFM/Clear Channel cluster of radio stations in Dallas, effective at closing. Ongaro was formerly the cluster vp for AMFM's Dallas stations...**Dean Gavoni** was promoted to executive vp of NRG Radio Networks, from vp...**Len Klatt** was promoted to vp and director of research at Premiere Radio Networks, from director of research...**Dana Hannon** was named general manager of Root Communications' eight-station radio cluster in Florence, S.C., comprising WDAR-FM, WJMX-FM, WJMX-AM, WSQL-FM, WPFM-AM, WGSS-FM, WEGX-FM and WDSC-AM. Hannon joins Root from Cumulus Broadcasting, where he was market director of sales for Cumulus' seven-station cluster in August, Ga....**Steve Smith** was named executive vp of programming for AMFM's western operations, from senior vp of programming. And **Tom Poleman** was named senior vp of programming for eastern operations, from senior vp of (continued on page 34)

The Media Elite

Edited by Anne Torpey-Kemph

Meidel Talks Tech

Unlike many high-profile entertainment execs who've jumped to new media, Greg Meidel wouldn't have gone to a straight content company. For Meidel, who spent 20 years in television, most recently as CEO of Studios USA, it was content-protection technology that lured him to the Internet.

Now president/COO of Los Angeles-based Massive Media Group, Meidel, along with fellow old-media honchos Frank Biondi, Howard Weitzman and Michael Kassan, has teamed with Santa Clara, Calif., encryption technology developer InterTrust to provide solutions for established film and television studios and record companies, to securely distribute digital content. Several major music labels have already licensed the technology for future releases of everything from CDs to MP3 files.

"My entire career has revolved around distribution," Meidel explains. "In syndication, I had six TV stations in a local market to sell to. With the Internet, the distribution channels are infinite." Meidel adds that he wasn't necessarily looking to go into the Internet when he left Studios USA in 1998, but InterTrust's technology made the distribution of content on the Internet look profitable. "It's very difficult to establish brands in a crowded marketplace," he says. "The content owners we do business with have established brands [that have] been producing well-known motion picture and TV products." —Daniel Frankel



Digital distributor

SPOTLIGHT ON...

Sheraton Kalouria

Senior VP/Daytime Programs, NBC

When Sheraton Kalouria joined NBC as senior vp/daytime programs in May, the advice he got from the network brass was to "make noise, make us a player and make us a winner" in daytime. Kalouria, who had an impressive track record of marketing daytime soap operas at ABC, says, "I didn't come to NBC to lose."

Key to Kalouria's success thus far in network daytime is his "absolute belief in the serial drama in a network TV landscape," he says. He wants to use the Internet as an extension of NBC's two soaps, *Days of Our Lives* and *Passions*, and he would like to get the 25 percent of NBC affiliates that are not airing the two soaps back-to-back to begin doing so, to facilitate promotion.

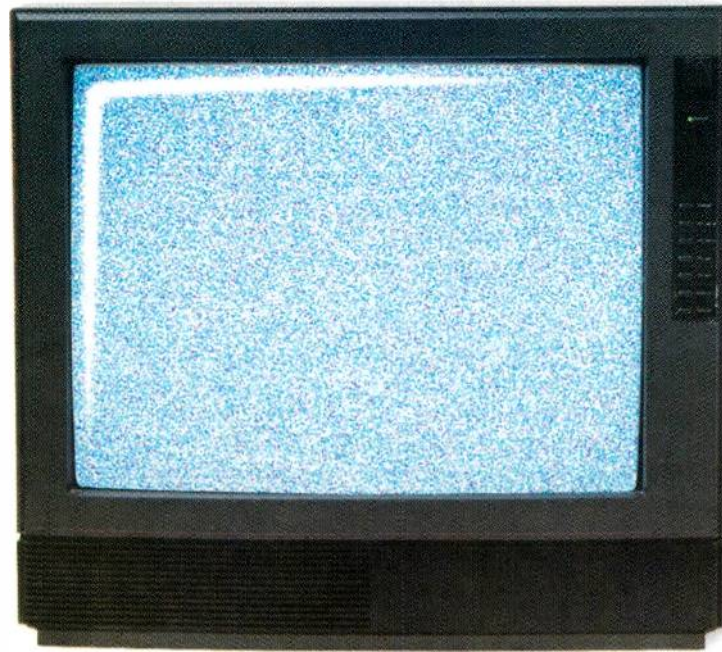
Kalouria began his career developing marketing strategies for Internet service provider CompuServe. Later, he learned brand marketing strategy as an account exec on General Foods cereals at Grey Advertising. He earned a master's of management degree from Northwestern's J.L. Kellogg Graduate School and went on to ABC in 1993. Initially working in sales, he came up with strategies to keep advertisers from leaving daytime for other media. After working as an assistant to some key ABC execs, he became director of marketing for *The Wonderful World of Disney* and helped create the ABC kids block "One Saturday Morning."

Kalouria says his marketing mission at NBC will be to "tap into the great history and heritage of *Days* and the youthful outrageousness and zest of *Passions*." —John Consoli



Soap star

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*ABC estimate based on Children 6-11, Children's Radio Audience Estimates, October 1999 Network Report, Statistical Research, Inc.

MOVERS



Guralnick takes helm at T&L Family



Martin to manage KNSD-TV brand

(continued from page 32) programming...**Michael Marino** was named program director for AMFM-owned KCMG-FM in Los Angeles. Marino previously served as program director for Infinity's WKQR-FM in Cincinnati. He replaces **Don Parker**, who recently resigned...**Jill Sochacki** was named vp and regional director of operations for Westwood One's Metro Networks, responsible for overseeing operations in Charlotte, N.C.; Greenville, S.C.; Detroit; and Grand Rapids, Mich. She was formerly the Metro Networks director of operations for San Francisco...**Brad Bedford** was promoted to vp of Asian marketing for Arbitron. He will retain his post as manager of Arbitron's western division... **Michael Calderon** was named director of new media for One-on-One Sports radio network. He was previously a producer and an Internet consultant for the network... **David Forr** was named manager of encoding operations for Arbitron's portable people meter. Forr comes to Arbitron from Statistical Research's

SMART project, where he was director of engineering. Previously, he was with Arbitron as manager of ScanAmerica national field operations.

CABLE TV

David Safran was appointed senior vp of ad sales for Burly Bear Network. Previously, Safran headed up the national ad sales division for the Internet TV network Pseudo Programs...**Holly Lim**, previously a consultant for Internet startups, was named vp of strategic planning for Comedy Central. Lim is responsible for identifying business opportunities and partners...**Jennifer Page** was named music director for Jones International Networks' Great American Country. She will continue in her role as part-time on-air talent for Jones' 24-hour radio format U.S. Country.

TV STATIONS

Andrew Wallace was named general sales manager of Univision-owned WGBO-TV in Chicago. Wallace was most recently national sales manager at Univision's KMEX in Los Angeles...**Vanessa Oubre** was named to the new post of vp of television research for Emmis Television Broadcasting. Oubre was formerly the research director for WVUE-TV, Emmis' Fox affiliate in New Orleans...At KNSD-TV in San Diego, **Penny Martin** has been upped from director of programming and research to vp of programming and creative services. In her new post, Martin will

manage the NBC 7/39 brand and the department's creative team. She will continue with her responsibilities in program acquisition and scheduling, as well as the oversight of the station's research and community relations departments.

MAGAZINES

Anne Holton has been upped from publisher of World Publications' *Garden Design* to group publisher of *Garden Design* and *Saveur*...**Rambabu Yarlakadda**, founder of management consulting firm Baba Worldwide, has been named chief financial officer of Upside Media Inc....*Travel & Leisure Family* senior features editor **Margot Guralnick** has been named editor in chief of the American Express Publishing title. Guralnick has been with the T&L group since 1994 and before that she was features editor at Conde Nast's *House & Garden*...At Gruner & Jahr USA Publishing, **Andreas Dietrich**, former vp of finance and administration, has been promoted to the new position of CFO. Also, **Lawrence Diamond**, former COO/CFO at Worth Media, has been named to the new position of chief administrative officer... **David Forier** has been promoted to director of research and advertising planning for Emap USA, from senior research manager. Also, **Paul Sisia**, former director of eastern advertising sales at Primedia's *Automobile*, has been named vp/marketing director for Emap USA's *Motor Trend* magazine.

THE WALL hurry, someone else is about to

DOWJONES

VOL. CCXXXIII

★★★

MONDAY, JUNE

It's

It's N

MEDIA DISH



At the home of *Rolling Stone* founder and chairman Jann Wenner for a recent party feting the mag's new fashion editor, Patti O'Brien, (l. to r.) *RS* associate publisher John McCarus; ABC News correspondent Elizabeth Vargas; and Wenner



Yahoo! Internet Life marked its 1 million-circ milestone with a recent bash at New York's L-Ray restaurant. (L. to r.) James Dunning Jr., chairman, chief executive officer and president, Ziff Davis Media; James Spanfeller, president, consumer magazine group, Ziff Davis Media; Marlene Kahan, executive director, American Society of Magazine Editors; Barry Golson, editor in chief, *YIL*; and Andrew Kramer, publisher, *YIL*



Gourmet publisher Gina Sanders hosted an intimate gathering at her Manhattan townhouse for a vodka tasting and Scandinavian specialties from NYC restaurant Aquavit. (L. to r.) Marcus Samuelsson, executive chef, Aquavit; Ruth Reichl, editor in chief, *Gourmet*; and Carol Brodie-Gelles, director of communications, Harry Winston



At Manhattan's Tribeca Rooftop for the East Coast launch party for Imagine Media's music magazine *Revolution*, (l. to r.) Neil Feineman, editor in chief, *Revolution*; Jonathan Simpson-Bint, president of the entertainment division for Imagine Media; and Shari Covens, national ad director, *Revolution*

come up with that idea **STREET JOURNAL.**

RY 10, 2000

WSJ.com

... 75 CENTS

Work Week

Solution

Adventures in Capitalism.

Cable & Telecommunications Association for Marketing will hold its annual summit July 16-19 at the Hynes Convention Center in Boston. Contact Seth Morrison at 703-837-6546.

National Association of Broadcasters will present an **executive development seminar for radio broadcasters** July 22-25 at Georgetown University in Washington, D.C. Contact Chris Suever at 202-775-3511.

National Cable Television Cooperative's 16th annual members' meeting will be held July 31-Aug. 2 at the Doubletree Hotel in Newport, R.I. For more information, contact Caprice Caster at 913-599-5900, ext. 305.

The Association of National Advertisers will offer seminars on creative advertising, media strategy and brand equity management Aug. 7-9 at the Rye Town Hilton, Rye Brook, N.Y. Contact: 212-697-5950.

The Radio and Television News Directors Foundation will present a newsroom **decision-making workshop** Aug. 11-12 at the Westin Taber Center in Denver. Contact: 202-467-5252.

American Women in Radio & Television Association's annual convention will be held Aug. 26-29 at the Regal Biltmore Hotel in Los Angeles. Contact Jeannine Dugan at 703-506-3290.

Radio-Television News Directors Association will hold its annual conference and exhibition Sept. 13-16 at the Minneapolis Convention Center. Contact Rick Osmani at 202-467-5200.

Editor & Publisher magazine will host the third annual **Online Classifieds Industry Symposium** Sept. 17-19 at the Hyatt Regency Resort and Conference Center in Monterey, Calif. Contact Joan Minihan at 646-654-5168.

The International Radio & Television Society Foundation will host a **News-maker Luncheon** at the Waldorf-Astoria in New York Sept. 27. Contact: John Kienker at 212-867-6650, ext. 303.

ESPN Hits Spanish-Language Simulcast

ESPN will become the first national, English-speaking basic cable network to provide Spanish-language simulcasts through its partnership with Major League Baseball. Beginning today, with the *2000 Century 21 Home Run Derby* program, the network will offer graphics, commercials, on-air promotions and player interviews in Spanish. AT&T Broadband will carry the simulcasts in some markets, while DirecTV will offer them nationally.

Baldwin to Host Live Online Chat For TNT

In association with the upcoming TNT miniseries *Nuremberg*, Alec Baldwin will host a live on-line chat from his new Web site AlecBaldwin.com, today at 9 p.m. Baldwin acts as both executive producer and star of the two-part miniseries, which dramatizes the trials of Nazi war criminals.

UCF & Sunshine Net Renew TV Contract

Sunshine Network and the University of Central Florida last week announced a multi-year extension of their television agreement for football, basketball, baseball and other sports. Under the agreement, Sunshine Network will annually

produce and televise football, men's basketball and baseball games, with additional sports selected on a per-event basis into 2005. As in the previous agreement, Sunshine Network will also televise a select number of women's events and provide assistance to the university in promoting UCF's women's athletic programs.

Online Tonight Ups Affils With New Deal

Launched by Dame-Gallagher Networks in August 1999, *Online Tonight With David Lawrence* has jumped to 70 affiliates from 30 through a single deal with Business Talk Radio. BTN's 40 radio station affiliates have agreed to carry the daily show live. It broadcasts from Washington, D.C., from 10 p.m. to 1 a.m. Lawrence, who is the voice of America Online's toll-free lines, offers listeners a blend of talk about personal computers, high-tech lifestyles and pop culture.

Shelter Advertising Assoc. Joins OAAA

The Shelter Advertising Association voted recently to merge with the Outdoor Advertising Association of America. The SAA, which represents shelter companies that provide advertising on street furniture and transit shelters, will

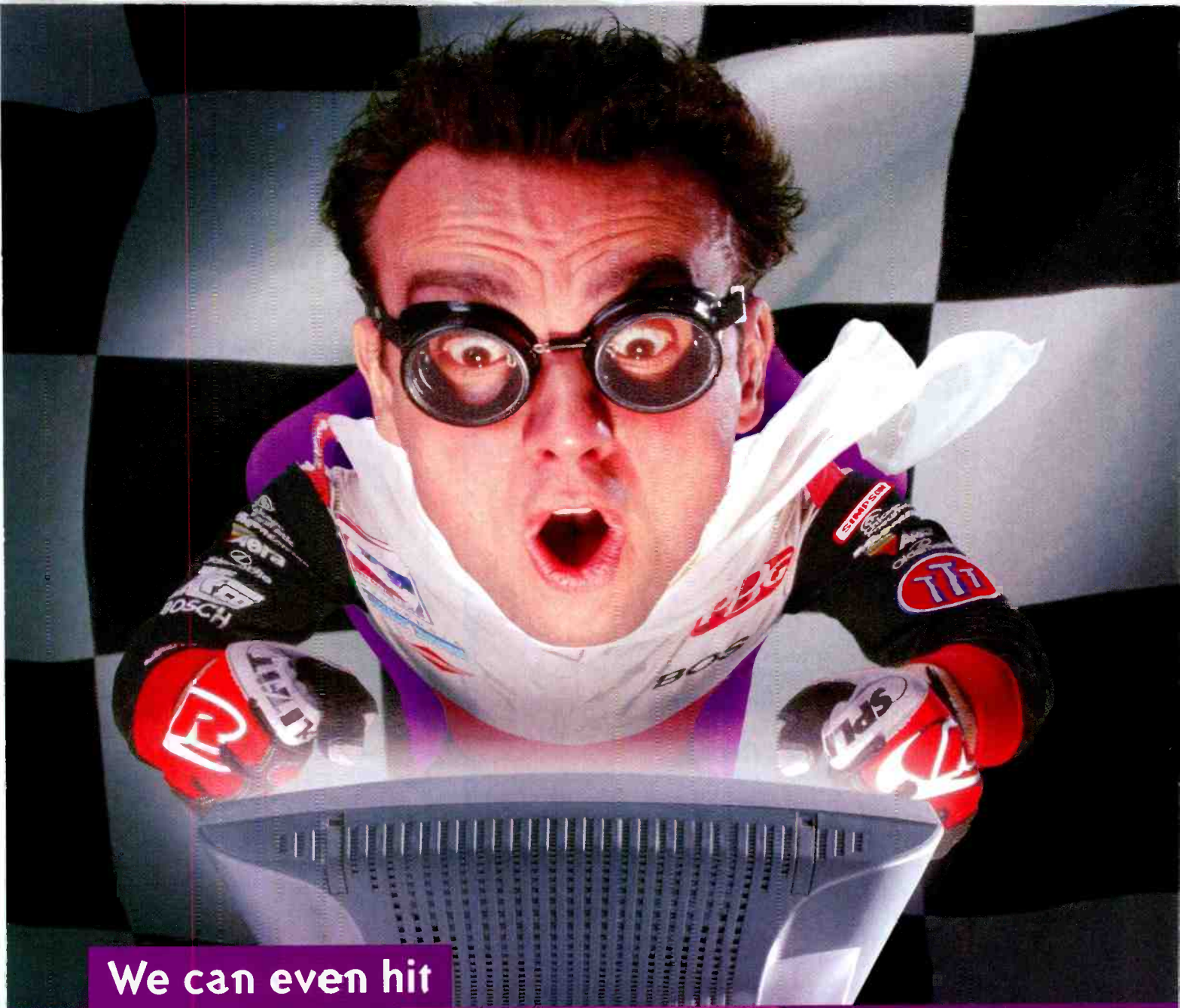
Iron Chef Cuts Food's Largest Sitting

New York City chef/restaurateur Bobby Flay took on ginsu guru Masaharu Morimoto on his own culinary turf last month and served up the Food Network's highest ratings to date. The two-hour special on June 25, *Iron Chef NY Battle*, generated a 1.5 household rating during the first hour, which offered a behind-the-scenes look at the *Iron Chef* series.

The Japanese import has steadily achieved cult status here in the U.S. The ratings for the special's second hour boiled to a 2.0. The 48 million-sub Food Network delivered 960,000 viewers during the program. During an online chat with Bobby Flay directly after the battle aired, foodnetwork.com scored 15,000 hits. *Iron Chef* was imported by the network last summer from the Fuji Television Network in Japan.



Cooking Japanese: Food's *Iron Chef* heats up NYC.



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* Source: MRI, 1999

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SPECIALTY WEB NETWORK

Inside Media

CONTINUED

operate as a council within the OAAA. Similar to the Alternative Media Council and the Truckside Advertising Council of America, the SAA will retain a seat on the board of directors and receive support from OAAA's Washington, D.C., headquarters.

Time Launches Innovators Series

Time magazine will launch its latest series, *Time Innovators*, this week in its July 17 issue. The 18-month series will name 100 future leaders in fields ranging from design and religion to sports and politics. The first issue will focus on six leaders in the field of design. A new batch of innovators will be named each month. Also as part of the series, CNN Radio will do twice-weekly profiles on the chosen innovators for all its affiliates.

Radio Unica Partners with SportsYA!

Spanish-language talk and sports network Radio Unica has agreed to invest \$3 million in SportsYA!, a Spanish- and Portuguese-language sports portal on the Internet serving Latin America, Spain and U.S. Hispanic markets. The partnership calls for both companies to share content, cross-promote their Internet sites to increase visitor traffic and jointly cover sports events beginning with the 2000 Summer Olympics in Sydney.

AT&T Names New Directors for Liberty

As part of the Federal Communications Commission's approval of its merger with MediaOne, AT&T last week tapped three new non-AT&T executives as directors of Liberty Media Group. The new directors are: Harold R. Handler, 64, a lawyer with Simpson, Thacher & Bartlett; Frank J. Macchiarola, 58, president of Francis College; and Michael T. Ricks, 40, a retired MediaOne finance executive.

MegaMags, MultiMedia Newsstand Partner

MegaMags Inc., parent company of MegaMags.com, and MultiMedia Newsstand, a division of the Hearst Corp.'s subscription service Periodical Publishers' Service Bureau, have formed a new partnership. MegaMags.com will provide single-copy magazines for MMNews.com and its partners. In turn, MMNews.com will be the exclusive subscription provider on MegaMags.com.

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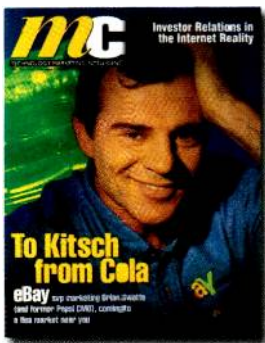
AUGUST

SEPTEMBER

OCTOBER

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ADWEEK MAGAZINES



It appears that those 15 minutes of fame promised to all of us are being doled out at a clipper pace. With so-called reality-based TV programming flooding the airwaves, voyeurism has become the national obsession *du jour*. Last week's debut of *Big Brother* upped the ante for the genre of schadenfreude-as-game show by adding an online viewer poll that decides who stays and who goes. It seems that if you want to be famous (or at least infamous), you have to be popular too. Goes to show that reality TV is just like the real world.—Kipp Cheng

interactive news

@deadline

NetZero 'Cashes In

Looking to provide consumers with a secure e-commerce solution without requiring a credit card, **NetZero**, a Westlake Village, Calif.-based free ISP, has acquired **RocketCash**, a Mountain View, Calif.-based online gateway that enables shopping at selected merchant Web sites.

Ecast, Mojam Unite

San Francisco-based **Ecast**, which delivers content to broadband appliances in public venues, last week announced an alliance with **Mojam**, an online calendar of live music event listings. Using Mojam as its exclusive provider of live music events, Ecast users can access Mojam's entire database of more than 15,000 artists in 10,000 venues and 5,000 cities worldwide via a co-branded Web site on the Ecast network, located at www.mojam.com.

Hive4.com Breaks Out

Advanstar, a Boston-based business information company, has unveiled the **Hive4.com** brand, which plans to launch 20 B2B e-commerce and information sites in the next 18 months.

HBO Taps Talk City

Looking to enhance the interactive dialogue with its user base, **HBO.com**, the interactive arm for the New York-based cable network, has selected **Talk City**, a Campbell, Calif.-based provider of online services, to implement a range of online initiatives, including discussion boards, chat rooms, events and polls.

Correction: Regarding the Internet kiosk story "Terminal Velocity" (June 26), the correct URL of Rockville, Md.-based consultancy Summit Research Associates is www.summit-res.com.

Advertising.com Serves Up Ad Delivery Software

By Ann M. Mack

In a move that promises to rival other online ad-serving technologies, Advertising.com today announced that it is licensing its ad delivery system to third-party companies—the first being New York-based Hot Socket. As a part of the licensing agreement, Hot Socket, an online marketing company that implements direct-response campaigns for businesses such as AT&T, *Business Week* and Nova International, has contracted to use the technology for its entire client base.

With the software, the company expects to deliver 2 to 3 billion ads per month. "Using [Advertising.com's ad-serving technology], we can further capitalize on the attributes of the Web that make it such an effective direct marketing channel," said Dev Bhatia, president and CEO of Hot Socket. Financial terms of the licensing agreement were not disclosed.

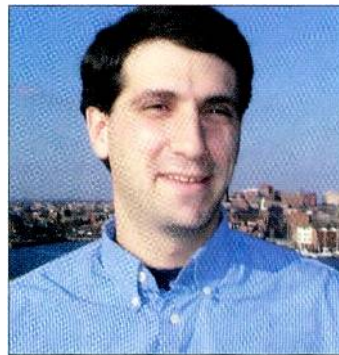
Called AdServe, Advertising.com's licensed ad delivery system goes head to head with DoubleClick's DART and Engage's AdManager, both ad management tools. AdServe, which works from an application service provider (ASP) model, offers delivery of targeted messages, as well as ad campaign reporting and compliance. In addition, Baltimore, Md.-based Advertising.com plans to license its AdLearn technology—software that evaluates visitors' past preferences,

matches them with previous campaign performance and serves the ad most likely to elicit a response—as another module of AdServe.

Instead of using Advertising.com's AdLearn optimization software, however, Hot Socket will employ its proprietary SMART (Sales-driver Measurement Analyzed in Real Time) technology, in conjunction with AdServe. SMART delivers targeted sales offers and messages based on live consumer interaction.

Josh Reznick, media director for Hot Socket, said Advertising.com's ad serving software coupled with Hot Socket's optimization technology should help produce higher ROIs—something of utmost concern for a company that collects compensation based on delivering sales to clients. Hot Socket specializes in bringing "traditional direct marketers with tried and true methods over to the Web with minimal risk," said Reznick. To that end, "we are compensated on a per-performance basis."

Initially, Advertising.com only used AdServe for its own network of Web sites. But, the company decided to lend the technology out, realizing that companies outside of the network might be interested in applying it. "Now third parties can utilize our technology to greatly improve the performance of their online marketing campaigns," said Scott Ferber, CEO and co-founder of Advertising.com. ■



Advertising.com CEO Scott Ferber said that AdServe will improve third-party online marketing efforts.

techconnect

In the prevailing young-turks culture of dot-coms, it's not surprising when a CEO has barely passed the legal voting age. So it's refreshing to meet an Internet exec who knows a thing or two about the new and the old economies.

Albert Barber, COO of e-Media, was brought in last June to develop strategic alliances and refine corporate strategy for the New Canaan, Conn.-based broadband solutions provider.

Barber, a broadcast industry veteran, was founder and president of cable news channel CNBC, where he led the acquisition of the Financial News Network and its integration with CNBC, and represented NBC on a Cablevision/NBC programming venture. For seven years he was executive vice president and chief financial officer for NBC.

E-Media's forte is bundling merchandising, marketing and data-mining with video streams. Company CEO John Engel—an avid sailor—may have brought Barber on board to keep the company running before the wind as broadband becomes ubiquitous and TV and the Internet converge.—*Karl Greenberg*



What assets does a traditional media exec bring to a technology company such as e-Media?

I came here with experience and connections to the media, sports and entertainment worlds, which makes up a majority of e-Media's ventures. Online pay-per-view events within the entertainment vertical comprise 40 to 50 percent of e-Media's business.

From a marketer's perspective, how does media streaming on the Web differ from traditional broadcasting?

Streaming for the sake of streaming is a waste of time. It's TV. The value in online or convergence streaming is that it's a two-way "unicast," [meaning] you're doing interactive broadcasting and marketing to

individuals. That lets us do things on the Internet you can't do on TV. It's streaming plus micro-marketing and merchandising, all backed by the ability to watch, in real time, where pay-per-view buys are coming in, allowing us to flexibly direct information, ads, discounts and offers to different regions during a streamed event.

What's driving e-Media's success?

It's being leveraged off two things: one is the fact that we've added the resources necessary to bring up the volume in terms of sales and execution of events [the company has around 500 servers employed in Vienna, Va., another 500 in San Jose, Calif. and the capability, according to CEO John Engel of serving one million concurrent streams and 1.4 million e-commerce transactions per second]. Second, we've expanded across all four verticals: entertainment, merchandising, B2B and learning. For example, we have built a site called MedLecture.com for continuing medical education, streamed from major medical schools on a pay-per-view basis.

What resistance do you see from traditional media companies to the Internet, streaming broadband-enabled media and convergence?

The biggest issue is that the traditional content owners [cable and broadcast] are a bit scared of the Internet and don't know how to do business on it. The potential is a bit scary for the networks and traditional agencies when they consider how much the Internet-savvy advertiser is going to know in the future about his viewer: where they live, their economic strata, what they buy and how long, in minutes, they've been watching such and such event. It's a different model than the one they're used to.

What must agencies, cable companies and broadcasters do to face the ubiquity of the Internet and expansion of broadband access?

What they need to do is to enter broadband, and many are afraid to take that big leap. The big winners will be the ones who get out of the box. If some major cable players made the choice, they could run away with the cable business in terms of adding value to delivery of video. Build the capability into set-top boxes, put our software in and suddenly people have Internet on TV. We [e-Media] have the technology to do that now.

I may be an "old guy" in this space, but I feel more aggressive about it than anyone I know, and if I were back in the TV business, I'd feel the same. By the end of the year, I would guess there will be between 30 to 40 percent of homes with broadband access. Robert Wright [president and CEO of NBC] may be struggling a bit with NBCi [NBC's broadband site] because they are taking a positive chance, but ultimately it will be a winner for them.

How is e-Media positioned for interactive TV?

We are looking for relationships with cable operators so we can turn their systems into intelligent systems. That's what this is about: two-way unicast. That's the value of convergence. People five years from now won't be sitting at home with a computer and a TV. They will have a single device. ■

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Going Local

GeePS.com's location-based ad-serving technology reaches consumers on the go. By Ann M. Mack

Strolling down 34th Street in Midtown Manhattan, a connected consumer picks up her cellular phone and surveys the scene. Just then, Macy's, the venerable department store giant, serves the potential customer a can't-resist promotion—a price cut on summer selections—on her Internet-enabled device. Without hesitation, the savvy shopper races through the revolving door and picks up sundresses, swimsuits and sandals. To the consumer goes summer style and super savings. More importantly, though, for Macy's, the transaction means a stroller turned shopper.

Miracle on 34th Street? One might call it that.

Just a possibility now, this scenario eventually could be played out through a new location-based advertising service from GeePS.com, a wireless technology company that delivers targeted ads to users of cell phones and handheld computers using wireless application protocol (WAP) and pocket query application (PQA).

The Cranbury, N.J.-based startup employs global positioning system (GPS) satellites to identify a user's location and send them ads for nearby merchants over a

wireless Internet connection. The service promises to enable brick-and-mortar businesses—from large retail chains to small “mom-and-pop” restaurants—to acquire new customers with personalized, locale-sensitive shopping announcements.

“Think of GeePS as a local market, a one-mile circle of energy around a potential customer, which moves with him or her, providing local information that fits individual needs,” explains Arshad Massod, GeePS president and co-founder. “This information is dynamic and controlled by the merchants, communities and establishments in that radius.”

Initially, GeePS CEO Andy Goren expects “GeePSters” to be primarily business travelers and executives using wireless devices, followed soon after by younger early adopters, making the service an attractive customer acquisition vehicle for restaurants, hotels and car rental companies.

With a hard launch expected in late Q3, GeePS.com introduced its beta version in New York and San Francisco in April.

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Starting this month, the test market expands to New Jersey. Under an agreement with Advance Internet, a network of community-based Web sites, GeePS.com will provide wireless delivery of content and advertising from New Jersey Online (NJO) to Garden State residents with Internet-enabled handheld devices. "GeePS marks Advance.net's first steps in bringing our services, both local and national, to the new world of mobile," says Jeff Jarvis, president and creative director of Jersey City, N.J.-based Advance Internet. The mobile version of NJO will offer local news headlines, weather forecasts, sports scores and stock quotes, as well as location-based shopping information. Eventually, the GeePS-powered services could be rolled out by the nine other affiliates of Advance Internet, a subsidiary of Advance Publications, owner of 22 daily city newspapers.

GeePS.com marks yet another contender in the wireless space, as more and more tech companies anticipate the demand by retailers, content providers and adver-

tisers for mobile commerce, content and promotions. In response to this boom, other tech companies like New York-based Vindigo offer similar applications. Developed for the Palm OS, Vindigo's free personal navigation download allows users to get updates and information on their handheld devices.

For advertisers, the wireless explosion represents a new way to reach a growing audience. According to Dataquest/Gartner Group, a San Jose, Calif.-based research firm, the North American mobile wireless data market will grow to 70 million subscribers by 2004. And a recent report by the Kelsey Group, a Princeton, N.J.-based research company, predicts that wireless advertising revenues will reach \$17 billion in 2005, with local advertisers accounting for \$6 billion of that total. "M-commerce solutions have a promising future due to the convenience they offer customers, as well as the capability to do price comparison between different e-tailers and traditional retailers," reports Tole Hart, an analyst for Gartner Group.



With GeePS.com, wireless users can receive up-to-date local news and advertising.



GeePS.com will give advertisers or merchants the ability to create a wireless Web site for free. The service plans to earn money by charging \$50 to \$80 CPM for coupons and promotions served. GeePS also expects to collect a 5- to 15-percent share of revenue generated from purchases originating from the wireless incentives.

Should merchants worry about consumer backlash over ads served via their personal devices? With GeePS.com, they shouldn't be, says a company rep. GeePS is an opt-in technology, so users only receive personalized messages by registering at the GeePS.com Web site. ■

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Mixed Signals

The pawning of extra bandwidth by broadcasters to Net startups is the latest controversy in the HDTV expansion. By Stephen A. Booth

Biblical Esau, son of Isaac, sold his patrimony for a bit of soup. In a plan that seems equally hairy to some, several broadcast groups are pawning parcels of their government-given digital television (DTV) bandwidth to startups that plan to use the air-space to beam Internet data to PCs instead of couch-potato fare to boob-tubes.

The plan has generated increasing controversy, all the way from network executive suites to Capitol Hill, and is the latest teapot-tempest in the so-far stumbling DTV build-out. Network poobahs don't want their affiliates to mortgage out bandwidth until their own DTV deployment strategies are firmly in place. Meanwhile, solons in Congress have become increasingly alarmed that station owners won't use the free boon of publically-owned spectrum to transmit ad-supported digital eye candy, but instead will flip their broadband land grant to make a buck on datacasting services—possibly subscription-based.

QUICK REVENUE COULDN'T HERTZ

In the effort to launch high-definition digital TV (HDTV) in the United States, each station was given an additional 6 megahertz (MHz) channel of public spectrum to supplement its analog broadcast slot. The prospectus sold to Congress by the various engineering committees was for film-like HDTV broadcasts with cinematic digital surround-sound—a movie theater in every home delivered free, over the air, to advanced DTV sets. Meanwhile, the business side of broadcasting had been trying to find a financial model in DTV entertainment, but so far has only seen cash flowing out for infrastructure expenses. Whence came the interest in devoting part of the bandwidth to something that could generate some quick revenue, such as datacasting.

Although Congress didn't intend to dole out precious slices of publically-owned spectrum so broadcasters could pull a lend-lease deal, it's debatable whether legislators can do anything to prevent stations from renting out some of their bandwidth for ad-support-

ed or fee-paid datacasting—including streaming video from the Web. The Federal Communications Commission (FCC), empowered with rule-making for DTV, does not require stations to use all of their free bandwidth to broadcast HDTV.

The FCC mandates only that stations use some of the DTV channel to transmit high-resolution digital pictures over the air. These may be in a format described as “standard definition” TV (SDTV).

To put the tech-talk quickly in context, an HDTV signal is considered to be a broadcast with 1,080 interlaced lines (1080i) or 720 progressively-scanned lines (720p). Subjectively, each delivers about quadruple the resolution of 480i analog TV. At 480 progressively-scanned lines, SDTV doubles the resolution of analog TV. The foregoing descriptions are simplifications, as DTV offers additional visual enhancements owing to the lack of distortion and other artifacts that affect analog TV.

Bottom line? As far as the FCC is concerned, a broadcaster needs only to transmit a single SDTV program within its DTV channel to fulfill its commitment. More to the point: Each 6 MHz channel can transmit digital data at a rate of 19.2 megabits per second (19.2 Mbps)—which is full HDTV resolution. SDTV requires much less bandwidth: about 5 Mbps. Therefore, a station might “multicast” four SDTV programs simultaneously within its signal (and designate them as channels A/B/C/D). Or, it may fulfill its obligation to the FCC by transmitting a single SDTV program, and use the leftover bandwidth for whatever it likes. If that means using the balance of the bandwidth for datacasting, the FCC could not care less.



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CABLE CRIES FOUL

But some, mainly cable TV operators, plan to make a stink over what they perceive as a violation of the spirit, if not the letter, of the law. As cable sees it, terrestrial broadcasters would be using the free bandwidth to enter new business—to cable's disadvantage. Moreover, since broadcasters are demanding that the government force cable operators to carry their DTV signals (as they're required to do with analog broadcast channels), cable operators fear they'll be compelled to become delivery boys for the broadcasters' new products. Robert Sachs, president of the National Cable Television Association, summed up his constituency's position on the DTV must-carry policy during April's convention of the National Association of Broadcasters. "It's about an attempt to misuse a government rule to give broadcasters an economic advantage in a competitive new commercial business," Sachs said. Broadcasters, he said, want government to "mandate free access over cable systems to them so they can launch new competitive data services and channels." Sachs turned up the flamethrower at last month's meeting of the N.Y. Cable Club,

At last month's National Cable Television Association meeting, president

Robert Sachs said HDTV stands for "Hustling Data to Viewers."

where he reiterated cable's complaints and said HDTV stands for "Hustling Data to Viewers."

However, not everyone sees DTV datacasting as an evil thing. Some parties view the airwaves as a viable way to build and expand Internet access—especially to broadband-challenged rural areas—without the investment needed to deploy new cable and telco links to supplement the increasingly overloaded point-to-point architecture of the Web.

LEASE DEALS CUT

The concept of leasing bandwidth for datacasting emerged quietly last October and went almost unmentioned in the press. That's when Menlo Park, Calif.-based startup Geocast Network Systems announced it would lease DTV bandwidth from Hearst-Argyle TV's 26 network-affiliated stations in order to broadcast Internet data and streaming media to PCs. Later that month, Geocast cut a similar deal with the Belo group of 17 network affiliates, giving it access to 30 million homes or one-third of all U.S. households. Other lease arrangements have been made since.

Geocast's plan is to offer a \$300 PC peripheral that will tune in DTV stations to receive pre-packaged bundles of Internet services. Expert software in the box would select data the user wants and store it on an integral hard drive, much the way "personal video recorders" such as Replay and TiVo do. The peripheral will also have a modem connection to the Web so users can make purchases or obtain other services from Geocast—and also access

Internet content that isn't available on the service.

The ad-supported Geocast data will be free to consumers and the \$300 RCA-made peripheral will be heavily subsidized by Geocast. The company also will pay its broadcast partners for their spectrum and share revenues with them. Tests of the system are underway, and the service is to launch late next year. Geocast claims the quality of streaming media will be better than what's currently available, delivering 30 frames per second for full motion. This means ads on the service could be full-motion, accessed by clicking on banners. A sponsor's full-motion catalog could add uplinks for direct sales.

HOW MUCH IS TOO MUCH?

Geocast's novel approach to DTV has spawned imitators, often comprising independent TV stations looking for ways to underwrite their transition to DTV. These groups include Broadcasters Digital Co-op, iBlast and Data Management. But while Geocast's arrangements with its broadcast partners call for leasing 4 Mbps of capacity for four years, the other services are said to be seeking commitments for up to 7 Mbps. This has raised questions about the ability of those stations to transmit the finest resolution levels of HDTV.

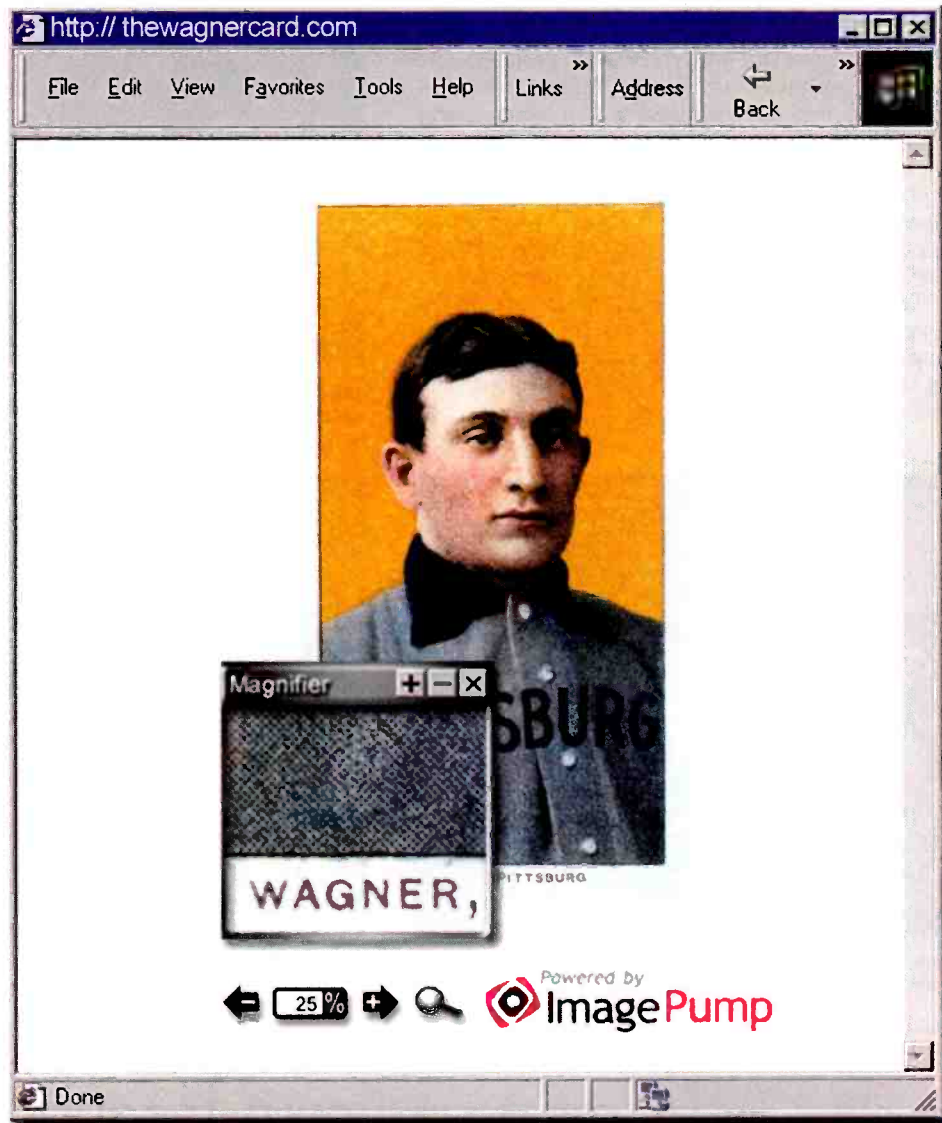
There are many flavors of HDTV, and the bandwidth needed depends on how demanding the content is. While a movie that originated on film can be transmitted at 8 to 12 Mbps, live sports with fast-moving action might require more. Concerns that their affiliates might rent out too much bandwidth and leave themselves short to transmit network-supplied DTV programming has prompted top executives of all the networks to urge affiliates to delay datacasting arrangements until the networks can present road maps for DTV migration.

Those concerns have not gone unnoticed in Washington. During the NAB convention, House Telecommunications Subcommittee chairman Billy Tauzin (R-La.) said Congress gave broadcasters a second 6 MHz channel on the condition that "consumers would get to see some true HDTV and make a decision" regarding whether it was worth the cost of upgrading their TV sets. Any failure to provide HDTV and let viewers vote with their wallets "would violate the spirit of that unwritten agreement," Tauzin said.

Broadcasters would be "making a mistake and walking into a minefield" if they fully replaced HDTV with datacasting, Tauzin said. "We never intended to micromanage this, but they have got to do it." He conceded that if broadcasters can deliver "good quality" HDTV in less than the 6 MHz allotted, "then so be it."

Evolving technology seems to be capable of accomplishing that. During NAB, Cox TV executive vp Andrew Fisher said new technology is enabling broadcasters to shoehorn more information in the 6 MHz channel, thereby permitting datacasting without jeopardizing HDTV. As for the emergence of new datacasting combines causing a rift between networks and their affiliates, NBC TV Stations president Jay Ireland had a perceptive view. Datacasting isn't "driving a wedge" between networks and affiliates, he said. "What is being created is a different network." ■

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Travelocity Takes Off with New Tools

BY ANN M. MACK—Celebrating the successful integration of Travelocity.com and Preview Travel, the newly combined Fort Worth, Texas-based company unveiled several new technology-driven features at a launch party June 28. Transforming New York's Hudson Theatre from a performance venue to someone's living room or office, Travelocity.com equipped the hall with computers, arm chairs, end tables, sofas and desks.

Guests at the event were treated to a sneak preview of the site's new offerings, which included group shopping tools, a value program, wireless travel services and a redesigned home page. At the party, friends logged on to check out Team Up Travel, a feature that gives multiple people the ability to plan, shop and buy travel together online. After spending a night surfing the site and talking travel, several guests craved a little getaway. Lucky ones were granted their wish. Travelocity raffled off plane tickets and travel packages, plus Palm Pilots to plan trips. ■



Travelocity pres. and CEO Terry Jones (center) talks travel with John Guttenberg of Gorp and Catherine Levene of New York Times Digital.



America Online's Abby Horrigan, Mayura Kumar and Betsy Adelstein, with Travelocity's Mike Altomari, ham it up with "Travel Man" Jayson Simpson.



A taxi take-off: Travelocity Magazine's Randy Kazmierski, ad director, Rick Morrison, publisher, and Mike Stacy, Travelocity sr. vp of mktg.



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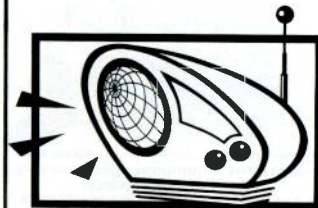
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IF YOU are a heroic creative person or a courageous entrepreneur, you already know the secret power of the word, *no*. Try saying "No" right now. Say it out loud. Doesn't that feel good? Now, try saying it next time an account person gives you a ridiculous deadline that will jeopardize the quality of the work. Say it when a headhunter calls you with an offer from a hacky agency for loads of money. Try saying "No" the next time a client asks for changes that don't make any sense. It's fun, it's good for you, and it's only two letters, so it's easy to remember. In *Radioland*, you're going to hear the word *no* more often than you would at any of the radio production companies in this section. "No, we won't do competitive bids, because our numbers will always come in higher, and besides, if we love the creative, money won't be an issue." "No, we won't take on a job unless we're convinced that we can do great radio." "No, we won't let anyone else present our scripts. This is what we do, this is *all* we do. You have to let us do it." "No, we won't finance your radio campaign. We expect 50% up front, and 50% at the session." And stuff like that. We figured you might like to know what you're getting yourself into before you call Em at 323-962-2506 and ask for our latest CD and a free "No" T-Shirt.

SWEEPSTAKES

Creative OnLine & Traditional Promotions
Go to www.cfacom.com or Eric 888-371-3742

TV PRODUCTION

Phenomenal Film And Video Productions
For Limited Budgets. 212-582-9600 or
visit us at www.richmanfilms.com

THREE AUDIENCES FOR THE PRICE OF ONE

For one low price, your Classified ad appears in three different magazines.

ADWEEK Classified,
BRANDWEEK Classified,
and MEDIAWEEK Classified.

THREE FOR ONE . . . not a bad idea.

Call M. Morris
1-800-7-ADWEEK
or just Fax it to:
(646)654-5313

ONE IN FIVE PEOPLE CAN'T READ.

[Which makes our ads at least 20% more effective than print.]



RADIO WRITING & PRODUCTION
206.624.9700 www.outerplanetradio.com

RADIO MERCURY GOLD AWARD WINNER

ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

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THE HIRE AUTHORITY

OFFERS & OPPORTUNITIES

NOTICE

DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees. Call 1-800-7-ADWEEK and get the details.

POSITION WANTED

ART BUYER (NYC)

Savvy negotiator with 10 yrs. exp. buying for General, Pharm, & .com agencies. Worldwide contacts, creative sourcing, estimating & prod. co-ordination. Experience with cost consultants. Let my exp. work for you.

(347) 489-5700

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Experienced new biz team available immediately to increase your billings. Extensive prospect lists in all categories including dot.coms & consultants. Turnkey with measurable results.

PH: (914) 738-4904

REQUEST FOR PROPOSAL

REQUEST FOR PROPOSALS

The South Carolina Department of Transportation and The South Carolina Department of Parks, Recreation and Tourism are interested in seeking sponsors for their Welcome Centers and Rest Areas each year. SCDOT and SCPRD are seeking ideas for creative advertising proposals at both areas. For additional information, please contact Pete Poore at the South Carolina Department of Transportation. (803-737-1063).

REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES

Catch a Creative Genius with ADWEEK CLASSIFIED

EMPLOYMENT

Do you have work experience in an advertising agency? Competitive Media Reporting, LLC (CMR), a leader in national advertising research, is currently seeking an Account Executive to service all assigned clients by ensuring the proper maintenance of all contracted products and resolve any problems that arise with the account.

MAJOR RESPONSIBILITIES INCLUDE

- Maintain assigned accounts & support team in account maintenance
- Troubleshoot various CMR technologies
- Install CMR applications at client sites
- Provide training in-house and off-site for clients on all CMR applications
- Assist clients in data interpretation in timely manner
- Resolve all basic communication and data transmission issues
- Resolve all basic hardware/software problems
- Develop solid relationship with account contacts
- Understand fully CMR technologies and explain these services to clients
- Work closely with technical support staff in resolving client issues
- Work closely with Account Supervisor to demonstrate products and deliver presentations

The ideal candidate should possess a Bachelor's degree, preferably in Marketing, along with 1 to 2 years of work experience in an advertising agency. Strong PC Skills (MS Word, Excel, PowerPoint, database system familiarity, basic understanding of PC hardware/software) and excellent communication skills a must. Some travel required. Knowledge of CMR data is a plus.

For immediate consideration,
please send résumé and include a cover and salary requirement to:

Jennifer Yip
Reference Code, AE/DT
CMR, LLC
Human Resources
11 West 42 Street, 11th Floor, New York, NY 10036
Or fax to: (212) 789-1296

ACCOUNT EXECUTIVE

Major advertising industry trade magazine seeks a seasoned account executive for its New York based account assignment. The ideal candidate has 3+ years experience, plus the proven ability to work at client and agency levels. An outstanding growth opportunity for an ambitious sales professional with excellent communication, negotiation and organizational skills.

For consideration please fax resume and salary history to:

Gina 646-654-5351 or email: gmele@adweek.com

No calls.

GET A LIFE GO TO HAVEN

Escape the big city rat race...

Here is a dream situation for an experienced Account Supervisor with 8-10 yrs experience to become the lead account person and equity partner in a quality \$4 million agency in a quaint town on the shores of Lake Michigan. Fax resumes to 858.755.8944 or e-mail to agness@searchpartners.net.

GUERRILLA MARKETING/ BRAND MANAGER

for growing Long Island consumer goods company. Must have retail, packaged goods, internet, promotions, sales and marketing experience. Licensing experience a plus. Salary, bonus and benefits package.

Please fax salary requirements and resume to:

Michael Ayer 631-851-1440

edads

The Lifestyle Magazine for Today's Father

edads is a new men's magazine that launched last month to spectacular reviews from both the consumer and trade press. There are exciting sales opportunities now available within our New York office.

New York Advertising Sales Manager

The ideal candidate will utilize client and agency contacts, manage a sales staff and help develop new business for the magazine and our website, edads.com. Perfect opportunity for a talented salesperson ready to move to a management position. Attractive salary and benefits package plus stock options.

Advertising Sales Executive

Salesperson needed to develop new business in the New York area. Publishing and/or agency experience required. Attractive salary and benefits package.

Please forward resume and cover letter to:

Seth Kean, Publisher
Fax (212) 725-7586 Email: skean@edads.com

EOE

National Sales Representative

The Los Angeles Times has an exciting opportunity for a Recruitment Sales Professional in it's Eastern National Territory.

The Outside Sales Representative based in New York should possess strong sales experience working with an agency territory and their customers. You must have the ability to deal with accounts and clients at all levels of their organization. Developing solid business relationships is critical. Background in recruitment advertising would be extremely helpful.

- 2-3 years professional sales experience, preferably with a newspaper
- Strong communication, presentation and customer service skills a must
- Good organizational, detail-oriented and time management skills required
- Valid drivers' license and good driver record required.
- Bachelor's degree preferred

The Los Angeles times offers a competitive compensation and benefits package. Qualified candidates should send a resume with salary history and indicate position #20C040.

E-mail recruiter 2 @latimes.com
or fax to: (213) 237-4962
Job # 20C040

EOE

ASSISTANT TO PUBLISHER & GENERAL MANAGER

Weekly trade magazine for advertising industry seeks organized, detail oriented, PC proficient assistant to support publisher and general manager. Great interpersonal skills and ability to juggle many tasks a must. College education. Knowledge of MS Word/Excel, Powerpoint and ACT! a plus.

Fax letter/resume/salary history to

ADWEEK MAGAZINES

Att. Gina

FAX: (646) 654-5351

- no phone calls.

PUBLICISTS

Reputable entertainment PR firm seeks exp'd Sr. Corporate and Music Publicists with excellent media relations/writing/communication skills. Fax resume w/cover letter & writing samples to:

(212) 582-6513, attn. Jeanie

CATCH A CREATIVE GENIUS

RATES for Employment and Offers & Opportunities

MINIMUM: 1 Column x 1 inch for 1 week: \$184.00, 1/2 inch increments: \$92.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

Classified Asst: Michele Golden

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$25.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.

HELP WANTED

To those

who understand how interactive media can change the world.

"It's all yours."



Incredible opportunities for qualified sales professionals.

Here is your chance to make an impact in the realm of interactive sales with an industry giant. AOL Local is enhancing its sales teams in New York, Philadelphia, Boston, DC, Atlanta, Tampa, Miami, Pittsburgh, Orlando, Baltimore, LA, San Francisco, Seattle, Phoenix, Sacramento, Portland, San Diego, Chicago, Detroit, Denver, Dallas, Houston, Minneapolis, Cleveland and St. Louis. If you truly understand how interactive media can change the world, then you understand that no place but AOL can offer you the challenge you are looking for.

SALES ACCOUNT EXECUTIVES

Requires a BS/BA, or equivalent, 2+ years' advertising sales experience with an emphasis on single-call sales closes with short sales cycles, knowledge of online advertising and strong negotiation, problem-solving, communications and presentation skills.

LOCAL SALES MANAGERS

Requires a BS/BA, or equivalent, 2-4 years' advertising sales management experience in an online, television, radio, cable or other advertising media environment. You should have a documented history of surpassing quotas, managing an advertising sales team of 5-15 people, strong negotiation, leadership and coaching abilities, and general knowledge of the Internet.

REGIONAL SALES DIRECTORS

Requires a BS/BA, or equivalent, 4+ years' advertising sales management experience, including managing an advertising sales team of 20-50 sales people, knowledge of online advertising sales, a documented history of surpassing quotas and strong negotiation and analytical skills.

We offer an outstanding compensation package, including an attractive salary, stock options and excellent benefits. Please insert position code: AW on all correspondence. Send your resume, indicating position and location of interest, to: e-mail: LisaLocal@aol.com; FAX: (703) 265-2995. EOE

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www.aol.com/careers

EDITORIAL POSITIONS

SHOOT, a newsweekly covering the TV commercial production and postproduction industry as well as new media ad forms, is seeking professionals to fill three editorial positions in its New York office.

Reporter - **SHOOT** seeks a seasoned reporter adept at news stories and features, preferably with some experience in covering the TV advertising industry, teleproduction, filmmaking and/or emerging media. Must have a track record of working successfully under tight deadlines.

Copy editor - Must have at 2+ years experience in a fast paced editorial environment. Knowledge of the TV advertising business a plus.

Editorial assistant - Position entails phone work, mailings and general office duties. Must be computer literate and be able to pay keen attention to details, and to follow through on projects under tight deadlines.

(No phone calls.) Please send resume and salary history to:

SHOOT

770 Broadway, 7th Floor
New York, New York 10003
Dept. TP

Candidates for the reporter position must also send clippings of published work.
EOE.

DIRECTOR OF PLANNING SALES PLANNING

Bring Your Skills To **Bravo** NETWORK
NEW YORK CITY

The Bravo Network is seeking a Director of Advertising Services with a minimum of 5 years experience to manage sales planning, pricing as well as operational and financial functions. Selected candidate will have a strong working knowledge of the ad sales process from the deal proposal/negotiation process through invoicing and posting. Qualified professional will be detail oriented and have the ability to work under minimal supervision in a fast-paced environment. Ideal applicant will demonstrate the ability to foresee department operational needs, define requirements and implement procedures in a rapid growth environment. Excellent all around communication and computer skills including the Internet are prerequisite for this position. College degree preferred.

We offer a competitive compensation and a comprehensive benefits package. Mail resume, which must include REF #0710AD0272JPP in cover letter, to: Rainbow Advertising Sales Corp, Dept JP, 1111 Stewart Avenue, Bethpage, NY 11714 or Email to: careers@cablevision.com (indicate REF # in subject line of email). EOE



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ADVERTISING SALES

Looking for an exceptional opportunity? One of the nation's leading trade magazine publishers seeks an energetic, experienced sales professional to manage the Texas territory for one of its high-tech publications. Requirements include a minimum of 3 years advertising sales experience and a Bachelors degree.

We offer excellent compensation and generous benefits. If you are self-driven motivated and ambitious, we would like to hear from you. Please apply in confidence to J. Frangella.

INTERTEC PUBLISHING

One IBM Plaza
Ste. 2300

Chicago, IL 60611

FAX: 312/595-0295

EOE M/F/D

SALES/MARKETING PERSON WANTED

Creative production/post facility seeks marketing genius. Show us a successful track record and great personality and we'll show you our stunning talents. We're looking for the makings of successful combo formula. We're savvy and inventive, but need sales reinforcement. You must have experience developing and implementing sales/marketing plans, a thorough knowledge of production and post-production and a good grasp of commercial and corporate markets. **Send resume and salary requirements to:**

sales@whoafilms.com or fax to:
404.371.0711 ATTN: SALES.

Whoa! Films Inc.

REGIONAL SALES MANAGER

Trade Publisher within highly competitive industry seeks dynamic self-motivated team player as regional sales manager. Must be willing to travel, have excellent communications skills, knowledge of internet sales a plus, and experience a must. Competitive salary and commissions.

Fax cover letter & resume to:
JJ-212-633-1165

Or email: thilger@sbpub.com

HELP WANTED

ACCOUNT EXECUTIVE ADVERTISING / PROMOTION

Great opportunity to be part of a growing agency. Direct daily contact with the client in the management of a fun and exciting wine & spirit account including strategic planning and creation of numerous on-premise promotional programs and all supportive materials.

Job Requirements: Candidate must have at least five years advertising / promotional experience with both tactical and creative program management capabilities; possess great client, communication and analytical / strategic planning skills. Beer and / or distilled spirits and / or wine experience a plus. New York Tri-state area candidates only please.

FAX: 212-779-0825 with cover letter
Attn: Eileen Alter

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ROZ GOLDFARB ASSOCIATES

PUBLISHER RELIGION NEWS SERVICE

Religion News Service is looking for a revenue-enhancing publisher to market and sell a 70-year-old brand name that is respected by America's best newspapers and religion publications. RNS covers news of religion, ethics and morality from a nonsectarian, non-biased point of view. The new publisher will manage the business side and should be Internet savvy, creative in new product development and share our interest in religion and ethics. Religion News Service is based in Washington, D.C., and is owned by Newhouse News Service.

Please write Deborah Howell, editor of Newhouse News Service
1101 Connecticut Av. NW, Washington, D.C. 20036
Or email her at Deborah.Howell@Newhouse.com

AD AGENCIES IN A FRENZY TO ACQUIRE YOU.

www.AAAA.org

It's a tight job market (and you're very hard to find). Job postings from AAAA-member agencies are on our jobs Web site and they are updated regularly. Before you look out there, look in here.



MC Direct, one of the largest direct response marketing agencies in the United States, has two immediate openings for experienced direct marketing professionals in their expanding Virginia Beach, VA regional headquarters.

Account Supervisor (VAS): We are looking for a self-starter with an emphasis and proven track record working with a multimillion dollar account team. The ideal candidate will have at least 4 years experience in the direct response industry. You should have excellent communications and project management skills to handle all phases of program development and execution including strategic planning, creative development, data, lists, print, electronic marketing and mailing services. Some travel. Salary starting at \$50K, plus bonus.

Account Coordinator (VAC): We are also looking for an individual who has excellent project management skills and a strong attention to detail. This person will play an important role ensuring projects run smoothly through the entire production process as well as meeting client expectations. The qualified candidate will have at least 2 years experience working with large accounts.

If you are looking to make a positive career move and live in a vibrant beach community, this is an ideal opportunity. MC Direct offers an excellent comprehensive compensation benefits package based on your experience. Interested candidates should send their resume with salary history attention HRVA, to MC Direct 12650 Danielson Court, Poway, CA 92064. Fax: 858-748-2291. Email: davek@mcdirect.com. Please indicate the appropriate job code with your resume. EOE M/F/V/D.

College Grad - Sales/Telemarketing

Leading B2b publisher seeks telemarketer to manage growing sales territory. Must have organizational skills to sell multiple products. Classified sales exp. a plus. Great benefit package. Interested candidates should send their resume and salary requirements to:

Director, Human Resources (Telemarketer)
Bill Communications
770 Broadway, NY, NY 10003
or fax to 646-654-7212

ADVERTISING SALES/ ACCOUNT EXECUTIVE

New York City

Rainbow Advertising Sales Corp., the driving force behind the success of Metro, and many other popular cable TV programs has an excellent career opportunity for an aggressive go-getter to sell advertising inventory. Position involves making presentations to ad agencies, media buyers and "Direct" client advertisers. Responsibilities also include developing new business by increasing client base. Must possess a minimum of 1-3 years sales experience in a cable or broadcast environment generating spot advertising revenue.

We offer a competitive compensation and a comprehensive benefits package. Mail resume, which must include REF #0710AD4794CAM in cover letter, to: Rainbow Advertising Sales Corp, Dept CM, 1111 Stewart Ave, Bethpage, NY 11714 or Email to: careers@cablevision.com (indicate REF # in subject line of email). EOE

Sales & Marketing

TV/film/video production
If packaging creative production for the agency world is your passion, then we want to meet you!

Parallax Productions, an award-winning Film & Video production company based in Boston seeks dynamic Sales and Marketing Rep to grow our ad agency, PR agency and corporate client base - and to launch an exciting new video service.

Established contacts in New York and Boston shops are a huge plus! Excellent salary base, bonus and benefits package. Please fax resume to 781.455.8366 or e-mail jkaras@parallaxprod.com



AD SALES PROS

Diverse multi-media company seeks seasoned successful ad sales pros. Sharp, focused, creative and nimble thinker for print, outdoor and new media sales for Exceptional opportunity with growing co. Unlimited earning potential includes base, commission and benefits.

For immediate consideration fax resume to 212.869.6638 wynnemediaco@sprintmail.com

VICE PRESIDENT MEDIA SERVICES

Blue-chip national accounts. Must have experience as Media Director - oversee media programs for US Hispanic Market.

Excellent salary/benefits.
Fax resume & salary history to
(305) 858-9461

Use ADWEEK MAGAZINES to get National Exposure

HELP WANTED

AD SALES

Leading IT publication, Federal Computer Week, seeks high-energy ad sales professionals for its growing team. District Sales Manager positions available in territories throughout the U.S., including Midwest, New York and New England/South East. Looking for self-motivated individuals with experience in print sales and knowledge of the IT industry. Here's your opportunity to join an outstanding team in a division of the world's largest IT media company, IDG. We offer great benefits, compensation and growth potential.

E-mail resumes to
mmartin@fcw.com
or fax 703-876-5089

Coldwater Creek

Come grow with us in this beautiful northern Rockies ski resort community at the edge of a world-class mountain lake. Coldwater Creek is one of the most respected multi-channel fashion retailers in the country, the result of unique products, great customer service, and fresh creative.

Copywriter Our in-house agency team needs you to create great copy for our varied promotional campaigns. You'll own entire projects, from preliminary concept stages through the final approval point, for direct mail, retail stores, and e-commerce. The successful candidate will have a 4-year college degree in writing or journalism, at least five years project experience within an ad agency, superior ad copywriting skills and a passion for promoting a great brand.

Here at "The Creek" we move at a rapid pace, providing ample opportunity to hone your talents in a "quality-first" atmosphere. So, pack your love of fresh mountain air and tranquil beauty. And leave those traffic jams behind.

We offer a great compensation package and paid relocation. Send your résumé and copies of your 5 best work samples to:

Coldwater Creek, Human Resources Department
1 Coldwater Creek Drive, Sandpoint, Idaho 83864
Email: employment@thecreek.com • Fax: 208-265-3199
www.coldwatercreek.com

ADVERTISING SALES REPS FULL-TIME

Chicago, IL Area

The nation's leading visitor market publication, **Guest Informant**, is able to offer you this opportunity for lucrative & exciting growth. You'll have the support needed to utilize/develop your skills while achieving your career goals. You'll sell advertising in our publications to local business accounts. You need 3+ years of success in outside advertising sales & new business development. We offer excellent compensation/benefits. Please forward resume to: **Guest Informant, Attn: Regional VP, 444 North Michigan Avenue, Suite 1170, Chicago, IL 60611; Fax: 312-329-9965. EOE.**

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PHOTOGRAPHERS' AGENT

Photo agency seeking experienced commercial advertising talent rep with established high level contacts to obtain assignments from ad agencies, design firms and corporations. Open to discussion with solo rep's, art buyers, art directors. Tremendous growth potential, excellent benefits.

Fax resume to 212-477-8750 or email to jody@sabapress.com

Marketing and Promotions Manager

Tribune Interactive is seeking a marketing and promotions manager for its **Hampton Roads, Va.**, operations. We need someone with broad knowledge of the media landscape to help us promote our existing products and roll out new ones. You'll also work closely with a central marketing staff that is leveraging Tribune Co. assets in 18 of the Top 30 U.S. markets. *Interested? See: www.dailypress.com/marketing*
Tribune Interactive

ACCOUNT EXECUTIVES

Established publishing company has unique and exciting opportunities for ideal candidates. We're looking for A/E's to manage existing accounts while looking at ways to develop new ones. Must be able to work w/multiple products in a fast paced environment. Outside sales experience required. Must have excellent communication skills. We offer a competitive salary & benefits package. *Fun, team-environment with cutting-edge products & lots of opportunity to grow.*

Fax resume to 212-481-8074
Attn: DBAW

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MEDIaweek**

CLASSIFIED MANAGER: M. MORRIS

MAIL TO : ADWEEK CLASSIFIED 7TH FL.

770 Broadway, New York, NY 10003-9595

PHONE: 1(800) 7-ADWEEK OR FAX (646) 654-5313

REGION: East ___ New England ___ Southeast ___

Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) _____

PAYMENT

CHECK MASTERCARD VISA AMER.EXP.

Signature _____

Cardholder's Name _____

Card # _____ Expires _____

NAME _____ ADDRESS _____

PHONE _____ FAX _____

CULTURE TRENDS

MTV's BUZZWORTHY

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

Week of 7/3/00

Artist/Group: **Pink**
 Song/Video: **"There U Go"**
 Director: **David Myers**

This fuchsia bombshell is about to blow the spot up. Sending the warning that she is not one to be messed with in her debut video "There U Go", Pink is LaFaces latest rising star. Her self-titled album, due out in March, contains a medley of musical influences - from Mary J. Blige to Fleetwood, as witnessed on the possible second single, "Players".

Artist/Group: **Incubus**
 Song/Video: **"Pardon Me"**
 Director: **Steven Murashige**

This five-member band from Calabasas, California has finally made a mark with this video off their recently released album, Make Yourself. Not new to the music scene, Incubus started out as a garage band back in 1991, and moved up through the ranks to eventually release their first full-length record, S.C.I.E.N.C.E. in 1997. Their newest offering blends funk and alternative metal, with a little rap/rock thrown in for good measure.

©2000 MTV

The Hollywood Reporter's Box Office

For weekend ending July 5, 2000

<i>This Week</i>	<i>Last Week</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Days In Release</i>	<i>Total Gross Sales</i>
1	New	The Perfect Storm	41,325,042	3	41,325,042
2	New	The Patriot	22,413,710	5	31,736,362
3	1	Me, Myself & Irene	13,329,769	10	49,191,466
4	2	Chicken Run	13,192,897	12	41,544,644
5	New	Rocky & Bullwinkle	6,814,270	3	6,814,270
6	3	Shaft	6,665,815	17	53,436,289
7	5	Big Momma's House	6,063,039	31	95,318,146
8	4	Gone in 60 Seconds	5,320,271	24	78,908,295
9	6	M:I 2	4,909,248	40	197,083,711
10	7	Gladiator	2,426,872	59	169,753,300
11	9	Dinosaur	1,404,282	45	129,988,604
12	10	Boys and Girls	1,342,473	17	17,805,799
13	8	Titan A.E.	1,227,227	17	20,471,363
14	11	Shanghai Noon	715,032	38	53,367,433
15	12	Road Trip	713,905	45	65,243,678
16	13	Fantasia 2000	692,841	184	57,226,033
17	17	Michael Jordan to the Max	412,867	59	6,323,696
18	18	Sunshine	312,914	24	1,040,696
19	20	The Croupier	297,354	77	1,945,271
20	14	Small Time Crooks	227,090	45	16,203,231
21	16	U-571	203,885	73	75,359,960
22	59	Rules of Engagement	202,870	87	60,657,391
23	24	Cirque du Soleil	200,443	59	2,691,533
24	19	Flintstones in Viva Rock Vegas	197,580	66	33,673,585
25	15	Frequency	193,459	66	43,096,330
26	21	Erin Brockovich	154,918	108	124,639,560
27	25	Mysteries of Egypt	182,525	762	35,733,207
28	29	T-Rex: Back to the Cretaceous	146,028	619	31,222,744
29	23	Where the Heart Is	139,324	66	32,737,741
30	22	Keeping the Faith	133,567	80	36,527,772
31	81	Battlefield Earth	131,266	52	21,272,402
32	40	Butterfly	126,577	17	292,884
33	69	28 Days	125,463	80	36,442,982
34	32	Galapagos	122,632	255	5,103,688
35	27	East is East	106,443	80	3,343,159

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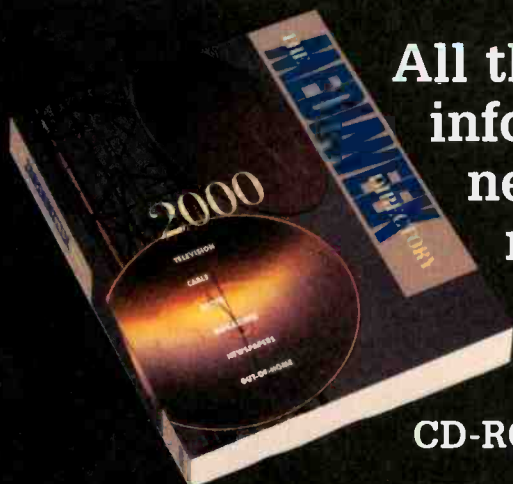
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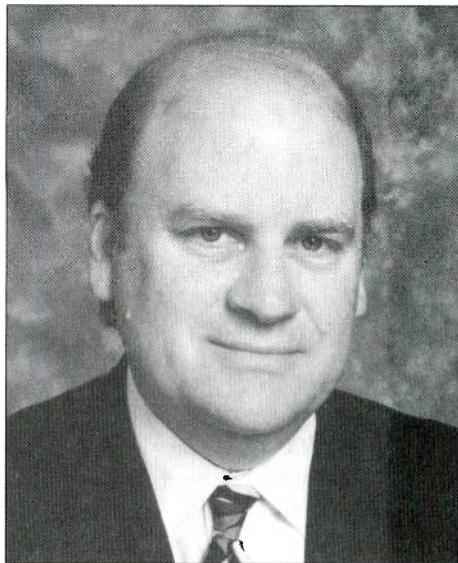
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Magazines

BY LISA GRANATSTEIN

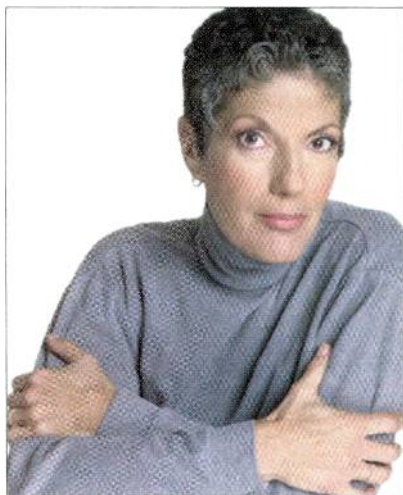
Out Wants Back In

Under new owner, gay monthly tries to reclaim readers with redesign

Nearly five months after getting snapped up by its West Coast rival, *The Advocate*, New York-based gay culture and lifestyle monthly *Out* remains deep in retooling mode, aiming to redefine itself—yet again—and reclaim readers and advertisers following years of shifting editorial direction, jolting design changes and ongoing staff upheaval.

Launched a decade ago as the activist-oriented *Outweek*, the more mainstream *Out*, after a succession of editors and redesigns, finally devolved into what many considered an inaccessible mish-mash of fashion spreads and slight journalism seemingly targeting a few upscale gay men. Readers clearly were unimpressed: Circulation slipped from a peak of 140,000 to 115,800 last December, according to the Audit Bureau of Circulations.

Advertisers also didn't know quite what to make of the all-too-mercurial title. While year-to-date ad pages through May declined just 2.4 percent over last year, the May issue's pages plummeted 19.8 percent, according to the Publishers Information Bureau. Meanwhile, *The Advocate's* biweekly circ grew from 78,700 to 86,000 between 1998 and 1999, and year-to-date ad pages are running 7.3 percent ahead of last year. *Advocate* owner Liberation Publications took over cash-strapped *Out* last February, and a month later both titles were swallowed up by the Web site PlanetOut.



PATRIC SHAW

Wieder says she knows it will take time to "bring back the trust of the readership."

Howard Buford, president/CEO of Prime Access, a New York ad agency whose clients American Express and Merck & Co. are *Out* advertisers, said the title lost some of its early momentum. Readers "felt alienated," in part because of many sudden cosmetic changes, he said.

Buford said the magazine remains "a solid vehicle" for reaching a high-end gay audience but desperately needs to boost

readership. "Why can't gay publications break the 150,000 mark?" he asked. Another concern: the high price of placing ads in *Out*. "Their rate has been out of line with their delivery for a long time," he said.

Complaints about *Out's* editorial offering are more stinging. Bill Dobbs, a well-known gay activist in New York, pointed out that when the magazine made its debut as *Out* in 1992, some in the gay community disparagingly compared it to "an in-flight magazine—and that hasn't really changed. It's not a trendsetter."

In the past, *Out* "certainly was about being 'post-gay.' It was not particularly

courting women, and we [at *The Advocate*] could certainly see that it was very geared at certain urban sections of Manhattan," said Judy Wieder, *Advocate's* editor in chief, now senior vp/editorial director over both magazines. "The new editor is taking it in a different direction."

That new editor, *Advocate* columnist Brendan Lemon, who took over in April, is the fourth *Out* has installed in less than three years. Lemon, former cultural editor at *The New Yorker*, is busily prepping a top-secret redesign for September. Lemon promises the new look will not be "radical" but simply "a little cleaner."

Out's editorial makeup may see more significant changes. Lemon admits the magazine "needed to strengthen its relationship to gay and lesbian subject matter and gay and lesbian lives. It had slightly lost its connection to the market."

Wieder said *Out* will continue to concentrate on the lighter side of gay life—fashion, travel, arts and entertainment—while the 33-year-old *Advocate* will maintain its hard-news slant. *Out* has to "continue to be very strong in the fashion world," she said. Despite the fashion spreads that have become a defining element, apparel ads remain elusive. *Out's* 88-page July issue sports not a single appeal in the category. The magazine's most visible advertisers: alcoholic beverages and pharmaceuticals.

Wieder acknowledged making *Out* in again is an uphill endeavor. "It's going to take a lot of time to bring back the trust of the readership," she said. "It can't happen in one shot." —Tony Case (continued on page 56)



Editorial and design will be tweaked this fall.

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Magazines

Wholesalers Toughen Up

Set higher sell-through rates

Magazine wholesalers—tired of having magazines collect dust on the racks—are forcing publishers to take a hard look at the number of copies they put into the market. “Publishers have been dumping massive quantities into the system over the last few years,” says Joel Anderson, chairman of leading magazine wholesaler Anderson News. “Almost half are being returned.”

Effective June 26, Anderson will limit the number of copies it will accept from publishers. The company is looking to boost its current average sell-through rate from 38 percent to 45 percent. The plan, dubbed Project 400, is aimed at eliminating an estimated 400 million excess copies.

Both Hudson News and The News Group, two other leading wholesalers, are also looking to bolster their single-copy

sales. While neither has implemented such concrete guidelines, both are setting up individual plans with publishers to increase efficiency.

The News Group has identified 20 percent of the titles it carries as having too low a sell-through rate, says Mike Cooke, president for eastern USA. One strategy is to devote more shelf space to better-selling titles. Cooke says it's no secret that publishers need to clean up their acts: “Most publishers know how well their products sell.”

“Most of the publishers have embraced [the changes] and agree that what we're doing out there now is horrible and wasteful and is very costly to publishers, to wholesalers [and] to retailers,” says Anderson. “It actually degrades sales.”

David Algire, vp of single-copy sales for Primedia, says he won't fight the changes. “From an overall standpoint, we're supporting it because we've suffered over the years with a lot of our magazines because the knock-off brands have come into the marketplace where there were no barriers,” he says. “It will force publishers, including

Primedia, to take a hard look at some of those magazines that we have on a newsstand where the sell-through rate is poor and the category doesn't support that proper volume.” —Lori Lefevre

60 SECONDS WITH...

James Spanfeller

President, Ziff Davis consumer magazine group

Q. What's been the biggest transformation of the company since James Dunning Jr.



became president/CEO in December?

A. Culturally, we've unlocked the talents of people here, so that every idea is considered. We don't do them all, but we try and do

as many of the good ones as we possibly can. Q. What are some of Ziff's projects now under way? A. First, the renaming of *PC Computing* to *Smart Business*, *PC Week* to *eWeek* and *Smart Reseller* to *Smart Partner*. Second, we just launched the *Net Economy*, which is an inside-the-beltway, technology-based book. And, of course, *Expedia Travels*, which will kick off in the fall. We're also talking to a lot of people about the replication of the *Yahoo! Internet Life* and *Expedia Travels* concept. Q. Given the shaky foundations of so many dot-com ventures, any concern now about heavily banking on launches and spinoffs based on the Web economy? A. Are we concerned that the Web won't be the single biggest thing to happen to business since the steam engine? No. There is no doubt in our minds the Web economy is here and is going to accelerate. Q. Dunning is a charismatic, gung-ho kind of guy. What was the biggest adjustment to his work style? A. The company as a whole has been used to a very formal relationship with senior management. Jim is professional, but not formal. He walks the halls and out of the clear blue he can pop into your office, and you can be working on something significant, and he'll say, “Just do it.” Q. Does Jim really walk the halls? A. [laughs] No. He jogs.

Mediaweek Magazine Monitor

Weeklies

July 10, 2000

The *Sporting News* hit a home run with its July 10 issue, thanks to Major League Baseball. Up 27.04 percent over last year, the “Baseball's 50 Best Players” issue was packed with MLB sponsors, including Franklin Batting Gloves, the U.S. Postal Service, Claritin and Mastercard. MLB “has done a lot around the All-Star Game that's been successful,” says Fran Farrell, senior vp/publisher. “It has hyped up overall interest in baseball.” But the *Times Mirror* title is still lagging year-to-date, down 10.52 percent, to 414.55 pages, taking a hit against a Holiday Inn insert that ran in April 1999. —Lori Lefevre



	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
Business Week	10-Jul	108.26	12-Jul	80.01	35.31%	3,185.59	2,275.21	40.01%
The Economist	1-Jul	49.00	3-Jul	43.00	13.95%	1,654.00	1,665.57	-0.69%
The Industry Standard	10-Jul	161.00		NO ISSUE	N.A.	4,471.00	821.00	444.58%
Newsweek	10-Jul	27.15	12-Jul	34.35	-20.96%	1,187.96	1,247.10	-4.74%
People	10-Jul	77.87	12-Jul	79.01	-1.44%	2,076.25	2,079.32	-0.15%
Sporting News	10-Jul	20.58	12-Jul	16.20	27.04%	414.55	463.30	-10.52%
Sports Illustrated	10-Jul	44.44	12-Jul	46.39	-4.20%	1,389.51	1,477.35	-5.95%
Time ^E	10-Jul	83.82	12-Jul	46.25	81.23%	1,566.14	1,430.01	9.52%
US News & World Report	10-Jul	29.37	12-Jul	27.36	7.35%	838.59	995.81	-15.79%
Category Total		601.49		372.57	61.44%	16,783.59	12,454.67	34.76%
ENTERTAINMENT/LEISURE								
AutoWeek	10-Jul	21.70	12-Jul	23.73	-8.55%	817.84	826.60	-1.06%
Entertainment Weekly		NO ISSUE	9-Jul	36.00	N.A.	975.19	977.16	-0.20%
Golf World	7-Jul	30.83	9-Jul	42.60	-27.63%	882.31	804.30	9.70%
New York	10-Jul	19.00	12-Jul	20.20	-5.94%	1,306.70	1,226.00	6.58%
The New Yorker	10-Jul	11.76	12-Jul	15.55	-24.37%	1,185.30	902.81	31.29%
Time Out New York	5-Jul	58.25	7-Jul	61.40	-5.13%	1,933.56	1,796.95	7.60%
TV Guide	8-Jul	35.66	10-Jul	41.34	-13.74%	1,730.82	1,750.44	-1.12%
Category Total		177.20		240.82	-26.42%	8,831.72	8,284.26	6.61%
SUNDAY MAGAZINES								
Parade	9-Jul	6.64	11-Jul	10.60	-37.33%	331.06	335.12	-1.21%
USA Weekend	9-Jul	9.68	11-Jul	11.19	-13.49%	308.78	350.19	-11.83%
Category Total		16.32		21.79	-25.09%	639.84	685.31	-6.63%
TOTALS		795.01		635.18	25.16%	26,255.15	21,424.24	22.55%

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Media Person

BY LEWIS GROSSBERGER



Pottery Sale

THE NEW POTTER IS UPON US, AND THE rumors were wrong. It is *not* titled *Harry Potter and the Cup of Enchanted Mucus*, as the front page of the *National Enquirer* inaccurately reported two weeks ago beneath its top story, "Oprah's Shocking Secret: I've Never Actually Read a Book in My Life." Nor is it titled *Harry Potter and the Hairy Porker*, as *Hog Farmer Monthly* erroneously stated in its June issue. It's called *Harry Potter and the Goblet of Fire*, and Media Person, like you, is eagerly awaiting the door buzz signaling the arrival of the FedEx owl with his

magical package from Amazon.com. History will definitely recall the turn of the century as that time when we all watched *The Sopranos* and *Survivor*, read J. K. Rowling, the Margaret Mitchell of her era, and broke down in tears every time we thought about having to vote in November.

This is a big book in every sense of the word: 752 pages long, a first printing of 3.8 million in the U.S. alone (almost as many books as can be found on Media Person's coffee table) and the first Potter adventure in which one of the main characters does The Permanent Disappearing Act. (Media Person's money is on Professor Dumbledore, the beloved head of the Hogwarts Academy of Magic, Flimflam and Halloween-Costume Design, alma mater of Siegfried and Roy, since he's 863 years old and his magic wand is noticeably drooping.) This sort of melancholy plot turn, along with all the Satan worship and graphic depictions of exotic sex rituals, has made some parents quite angry with the Potter series. After a series of emergency meetings, the U.S. Surgeon General announced that a force of 10,000 grief counselors, stationed in strategic locations around the nation, will be on call so that any traumatized child has only to dial 1-800-GET-HELP and a helicopter will soon be on its way with therapy and chocolate cookies.

So powerful has been the Potter magic that the editors of *The New York Times Book Review* had to revamp their sacred best-seller list after the three previous Potter fantasies had permanently encamped upon it, causing numerous suicides among literati trained in Ivy League English-lit postgraduate programs who could find no room for their efforts. From now on there will be a special list for "children's books," even though polls

This melancholy plot turn, along with the Satan worship and erotic sex rituals, has made some parents angry.

reveal that 73 percent of all Potter novels sold to children have now been stolen by their parents, who refuse to return them.

Newsweek, by the mystical legerdemain of paying somebody a gigantic amount of money, this week is excerpting *Goblet of Fire* and last week procured a rare interview with the elusive J. K. Rowling herself. Unlike Darva Conger, the other celebrity blond in the news this month, Ms. Rowling removed no clothing, for which she is to be commended, though *Playboy* is hard at work on the case and MP wishes them every success. (Ms. Conger, whom Media Person has now seen more of than her ex-husband, Rick Rockwell, ever did, has an admirably low body-fat ratio, MP can authoritatively report.)

In her interview, the author states that the idea for the Potter fantasies came to her as she rode a train. This news immediately increased Amtrak profits by 27 percent, as thousands of aspiring authors leaped aboard passenger trains throughout the country, annoying fellow riders with the frenzied clacking of their laptops and the high volume of their cell-phone pitches to literary agents. One would-be writer was hurled off a moving train south of Poughkeepsie by an enraged mob of commuters.

Media Person was happy to learn that Ms. Rowling, who once was a welfare mother living in an unheated flat in Edinburgh and subsisting on an all-haggis diet, has not given in to any outlandish *arriviste* shopping-splurge impulses with her new wealth. Instead, she sensibly converted it all into gold coins that she deposited in a locked chest secreted in a stone tower guarded by a tiny but vicious accountant named Rumpleschwartzkin.

Meanwhile, *The New York Times* reported that in the fall Warner Brothers starts production on the film version of Rowling's first fantasy, *Harry Potter and the Secret Water Closet*, for which it paid \$500,000 and the blood of three studio executives. This high-budget epic, starring Jim Carrey as Harry, Julia Roberts as his love interest and Sir Anthony Hopkins as Winston Churchill, will be filmed on the French Riviera and in the jungles of Malaysia, features a sound track by *NSync, and will be completely faithful to the spirit of the book, studio insiders report.

Plans are also under way for the biggest merchandising and licensing campaign in world history. Unlike such bogus movie tie-ins of the past as the so-called *Star Wars* "light sabers," the Harry Potter magic wands will really work, a marketing executive told Media Person. "Spend a few years studying sorcery and you can actually kill people with these babies," he said. "Or at least make them a little sick."

All in all, this looks like a good millennium for Harry Potter. ■



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