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Belo Hits the Big Time

\$1.54B deal for Journal Co. makes TV station group 10th largest **PAGE 5**

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To
Live
and
Die
in
L.A.

Bob Dole, trailing badly in the polls, appears to be curtailing his media effort in California

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MARKET INDICATORS

National TV: Slow

More money is starting to show up in the marketplace; buyers see increases at flat to 10 percent. NBC, Fox still trying to sell post-season baseball.

Net Cable: Quiet

There is little money that isn't sports-related working in fourth-quarter scatter. Networks that held out for a tighter market are in trouble. Even agencies are confused that clients aren't releasing dollars.

Spot TV: Skidding

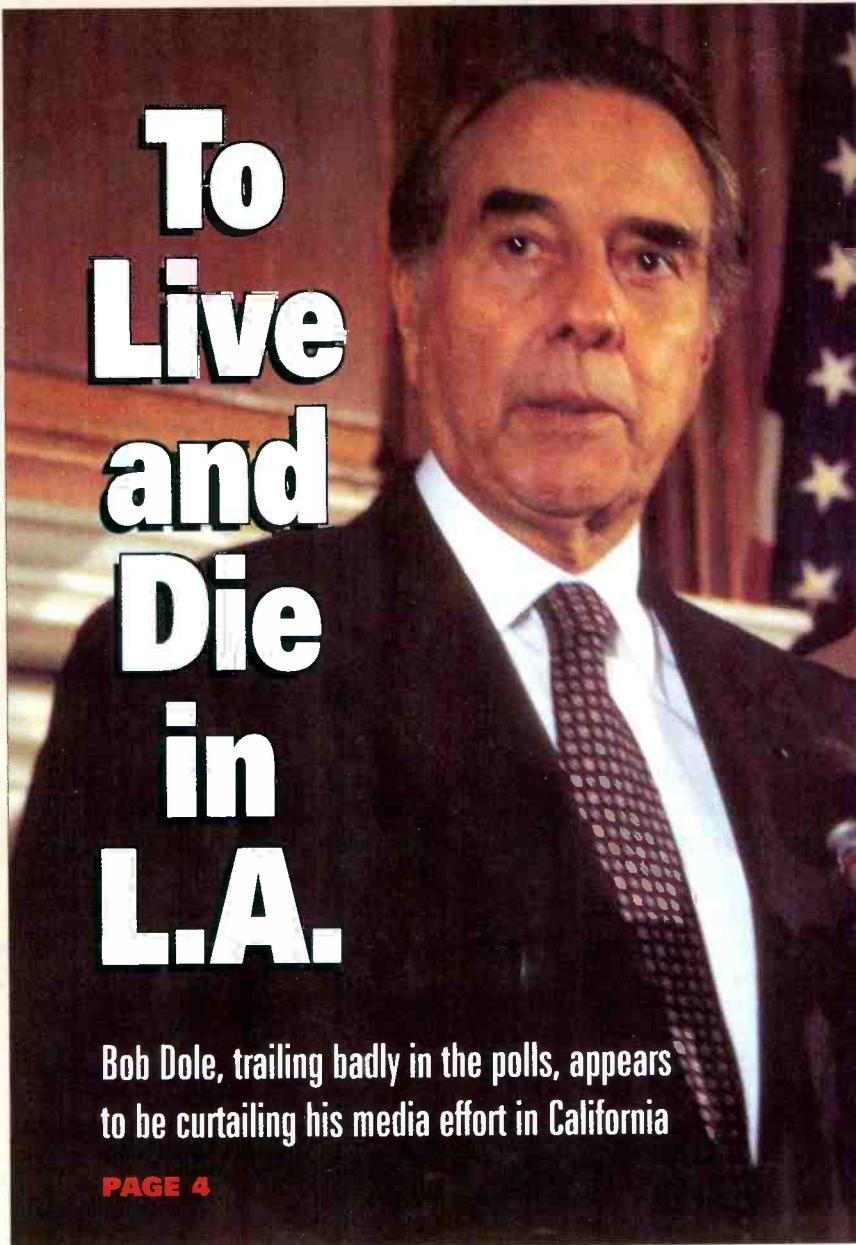
Toys, packaged goods and movie buys are slow for fourth quarter; Dole campaign buys are shifting to Florida, Texas, Iowa, Arkansas and Louisiana.

Radio: Lagging

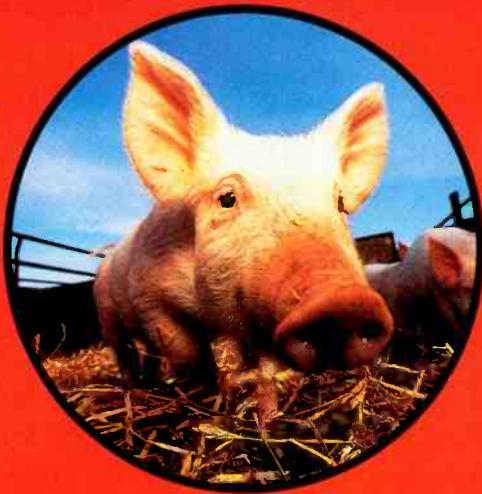
Recent inactivity has buyers and station owners puzzled, in light of rosy end-of-year predictions issued during the second quarter. Hollywood revenue stream has all but dried up; automotive is a saving grace of early fall.

Magazines: Upbeat

Although some books' ad counts in October and November issues were lackluster, December looks strong.



MAURA BORUCOW/THESAURUS



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OR BARNYARD ANIMALS.**

**ANNOUNCING NEWSWEEK'S
MEDIABUZZ SCAVENGER HUNT.**

The hunt has begun. Log on to Newsweek's website, Mediabuzz, and find all the answers to the questions listed below. Once you have all five, send them to Newsweek via E-mail. Entries with all correct answers will become eligible to win a multi-media center. Good luck.

1. What Newsweek writer has an affinity for arrows?
2. What Newsweek-sponsored event are you participating in when twenty-four hours can seem like forever?
3. What Newsweek salesperson's motto is "Where there's a will, there's a way!"?
4. What Newsweek publication really makes sense for advertisers interested in targeting families with computers?
5. Who's the fine fella with an "attachment" to Starsky & Hutch?

Newsweek
ELECTION '96
Now You Know

Laura K. Jones OCT 09 1996

AT DEADLINE

'Seventeen' Boss in Line to Helm 'New York'

Staffers at K-III Magazines' *New York* expect Caroline Miller, editor-in-chief of K-III's *Seventeen*, to be named editor-in-chief there shortly. Miller would replace Kurt Andersen, who left *New York* last month. Harry McQuillen, K-III president, is said to be happy with *Seventeen*'s performance under Miller, which was up 12.5 percent in circulation (to 2.3 million) in the first half of 1996. Miller did not return phone calls last Friday. Meanwhile, Michael Hirschorn, *New York*'s executive editor and Andersen's former No. 2, is not expected to remain if Miller is named editor-in-chief. Hirschorn is said to be a contender for editorship of *The Village Voice*, succeeding Karen Durbin, who resigned.

Stein to Run UPN Sales

Perri Stein, vp of news sales at NBC, was hired last week to head a new sales division at UPN. Stein, who will report to UPN ceo Lucie Salhany, will staff up offices in New York, Chicago and Detroit. A Los Angeles office is under consideration, as is the number of staffers Stein will hire. Stein, who worked for NBC sales for 17 years, is expected to start in the New York office on Oct. 14.

ABC Kids VP Steiner Resigns

Linda Steiner, vp of children's entertainment at ABC, resigned last week. ABC is searching for a successor, who will be based in New York and report to network president David Westin. The position will be broadened in scope to include responsibilities on Disney Cable (run by president Geraldine Laybourne) and with Walt Disney Television (run by president Dean Valentine). The post also includes overseeing ABC's five weekly hours of children's programming and the network's *Afterschool Special*.

Littlefield: 'Friends' to Be Less Sexy

The cast of *Friends* may be less friendly with each other this season. Asked last week if the series was toning down some of its sexually edged humor, Warren Littlefield, president of NBC Entertainment, said the show "is in a good trajectory right now." In the past, "we pushed the envelope and maybe we offended some viewers," he said. As pressure grows to slot family programming in the 8 p.m. time period, NBC and its rivals appear to be playing it a little safer in the early evening hours. While Littlefield insisted that *Friends* qualifies as a family show because its themes are about personal responsibility, "We're always trying to stay in sync with the audience and not push them away," he said.

Alton, Western Team for '97 Show

A television production company partly owned by the Interpublic Group of Cos. is starting production on *Great Day!*, a syndicated daily one-hour program of news and features that will offer corporate-sponsored segments. The show is expected to launch in September 1997. Miami Beach, Fla.-based Alton Entertainment said that *Great Day!* will be a joint project with Western International Media, which is wholly owned by Interpublic. The show will be distributed by the syndication arm of Western International. Separately, Alton last week made a deal with Columbia TriStar to launch a syndicated show based on *Kids Are People Too*, the children's show that ran on ABC in the late 1970s. Alton president and ceo Michael Young is a former host of *Kids*.

ABC Sued By Ex-Radio Partners

Children's Broadcasting Corp. last week sued ABC Radio Networks, claiming that ABC is starting a competing children's radio network with information collected from its yearlong alliance with CBC, which ended when the ties were severed by ABC this summer.

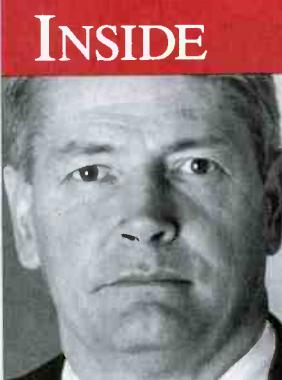
Now, TV Commercials on the Net

Beginning this week, Freeloader, one of two companies that enables computer users to surf Internet content off-line, will offer advertisers the chance to put regular TV commercials on its service. The release of version 2.0 of Freeloader's software today will permit video commercials to be carried on the Internet believed to be a first. Rival PointCast allows advertisers to run animated ads, but not digital duplicates of commercials.

Addenda: Discovery Communications has made an exclusive global programming alliance with the BBC that calls for the launch next year of a domestic nonfiction and dramatic channel owned by the BBC and managed by Discovery. Discovery will contribute some \$500 million to the venture over the next five years...Golden Books Family Entertainment is close to buying Nelvana, a Canadian kidvid production house, for \$102 million. The book

publisher, led by former Simon & Schuster chief Richard Snyder, also recently bought Broadway Video in a push to build a full-scale entertainment company specializing in family product... Major League Baseball has signed a new, first-time deal to receive national and local-market TV ratings from Nielsen Sports Marketing Service under terms of a five-year licensing agreement.

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Malone: In the midst of a Murdoch-Turner feud

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Subtracting Ads in

Stations report a lack of activity by Bob Dole

CAMPAGN '96 / By Alicia Mundy

The Dole campaign has slashed its advertising in California, particularly in the key market of Los Angeles, and Dole advisers said the money will be reallocated to Texas and the Midwest. As of late Friday, only KABC in Los Angeles had received the usual weekly buy from the Dole campaign.

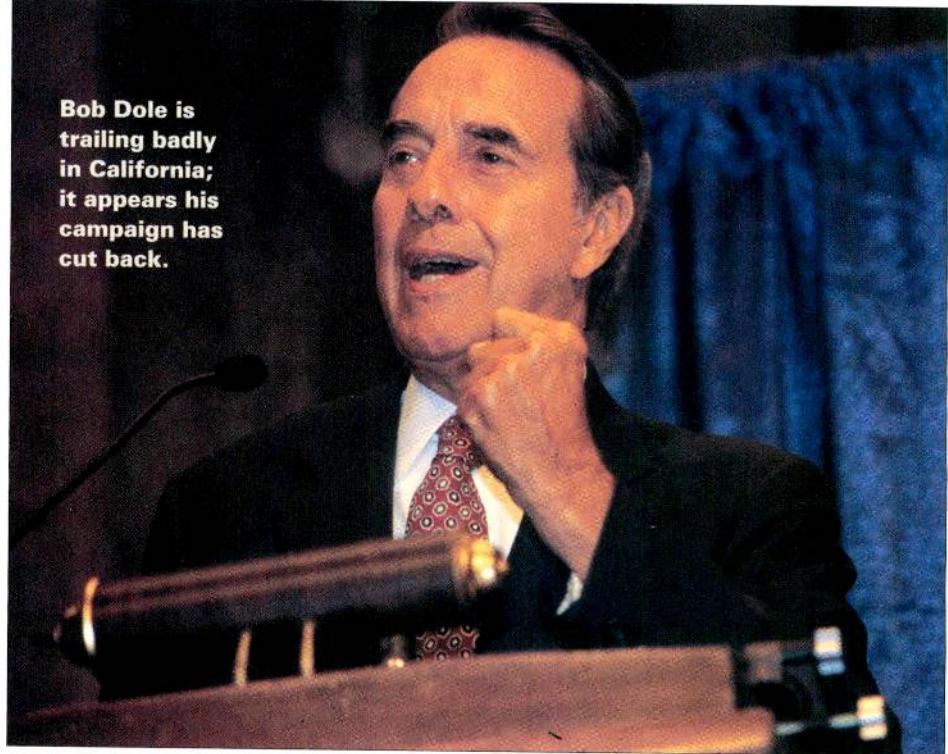
Late last week, Dole was trailing badly in both his campaign's internal polls and independent media polls in California. At the same time, the campaign was stunned by internal polls indicating that President Clinton had jumped out to a lead in Texas, a state they had thought was solidly behind Dole. Several sources in the Dole campaign said that money was thus being shifted from California to Texas, particularly in Houston, and to the pivotal states of the Midwest. And the campaign late last week cancelled a swing by Dole through California, saying he would be back later in the month.

The media buyer for Dole, David Bienstock, president of Target Enterprises, told *Mediaweek* emphatically that as of Sept. 27, he had just bought a week of California time. Leaving L.A.? Going to Texas? "Not true, not true at all," said Bienstock repeatedly.

Publicly, the Dole campaign is insisting that California is still in play. However, a half-dozen top strategists with the Dole campaign admitted separately in interviews with *Mediaweek* that their campaign and the national campaign to elect Republicans to Congress will go to great lengths to avoid the perception that Dole is conceding California. Dole's top handlers have deemed any changes "top secret," and have warned many people involved in media strategy to "keep it under wraps," according to a high-ranking paid advisor with Dole.

Said a RNC official and a high-ranking member of Dole's team in California: "In 1992, when word came out that Bush was

Bob Dole is trailing badly in California; it appears his campaign has cut back.



MAURA BORUCHOW/THE HILL

pulling money from California, it caused a disaster...fewer Republican voters [turned out]...and it gave us Barbara Boxer [the Democrat] for Senator." This year the Democrats have targeted at least five Congressional Republicans in California as well as many State Assembly seats where Democrats could win.

One media buyer who would not speak for attribution said, "There hasn't been any activity at all (in L.A.)." An L.A.-based station representative, who also would not speak for attribution, said Dole campaign buys in California appeared to have "dried up" since mid-September. A sales executive at Fox-owned KTTV in Los Angeles, who also requested

'The campaign is in fact picking up steam and plans to run several new commercials'



— Greg Stevens

An executive at KABC in Los Angeles who requested anonymity said the station had received an order late Friday for a one-week ad flight (starting today) from the Dole campaign. But also as of late Friday, KABC was the only L.A. station that was reporting Dole activity. So far, the campaign has been buying time week to week, with some stations being contacted earlier in the week and others not getting orders until the last minute.

anonymity, said that station, which had been running Dole ads since the beginning of September, had not as of late Friday received any orders for the week of Sept. 30. Kim Philo, national sales manager at KCBS in Los Angeles, said she had heard nothing from the Dole camp as of mid-afternoon Friday, but cautioned that the Dole campaign has placed orders late on Friday during past weeks. And in San Francisco, executives at two network

L.A.

affiliates who would not speak for attribution said the Dole campaign had not made a single buy during the month of September.

Dropping California's major markets statewide would save the campaign between \$700,000 and \$1 million a week. L.A. alone, according to a source on Dole's media team, eats up \$500,000 for a "credible run" for an ad.

While Bienstock would not specify where buys would be made in California, he said the Dole campaign has been buying national time on a group of eight cable outlets, including A&E, CNN, Lifetime, and an afternoon slot on the TV Food Network, all of which are telecast in California. The Clinton media people, who track the Dole buys, were initially surprised by the inclusion of the TV Food Network. But a Dole advisor says the TV Food Network is a smart move. "It's a cheap buy, and its audience is largely women," the aide said. "These are groups that Dole desperately needs right now."

Sources in the Dole camp say that the less expensive outlets allow them to run their 2-minute "infomercial" on Dole's character and his history, which would be prohibitively expensive on network affiliates. Dole still has about \$30 million left to spend, and "there's no reason to throw it away in L.A. if it's not making a difference," according to one of the candidate's oldest friends. But one Republican media strategist who has run California races says: "Cable is nice. But if you're not on the locals in L.A., you don't exist."

Officially, the Dole campaign would not address the question in California. "The campaign is in fact picking up steam and plans to run several new commercials the last four weeks of the race," said Greg Stevens, one of the three top media consultants in the Dole campaign.

The RNC official who is working on Dole's California effort said that the key factor in future media buys will be the results of the first debate between Dole and Clinton. It's scheduled for the night of Sunday, Oct. 6. "We'll know in the first five minutes of that debate how much more money we're spending, and whether it's worth it to stay in California," the official said. —with Michael Freeman in Los Angeles ■

Malone Stays Neutral

TCI boss avoids taking sides as Murdoch-Turner feud flares

CABLE TV / By Michael Bürgi

John Malone, the president/ceo of Telecommunications Inc—and the man in the middle of the bitter feud between Rupert Murdoch and Ted Turner—is ducking. Malone has extensive business relationships with both Fox and Time Warner and decided last week to remain above the fray. But even the usually low-key TCI took note of the unusually personal nature of the fight.

"TCI has a relationship with several competing companies," said LaRae Marsik, a corporate spokesman for TCI when last Friday for a comment on the fracas. "And we're not getting into the ugly, personal side of this."

The war of words started two weeks ago over Time Warner's decision to continue rolling out MSNBC, the fledgling news channel launched in July by NBC News Corp. chairman Murdoch accused Gerald Levin, Time Warner chairman, of renegeing on an oral agreement to roll out Fox News Channel, the rival news ser-

vice News Corp. will launch in October. Privately, Fox News Channel executives blamed Turner for the sudden change of heart. Last week, the Murdoch-owned *New York Post* published a series of stories critical of Turner and MSNBC, without referring to the paper's corporate link to Fox. Murdoch has made no secret that he could—and would—seek corporate revenge on Time Warner. Ted Turner quickly responded. In comments to reporters last Thursday, he compared Murdoch to Adolf Hitler.

"The pay-per-view rights to [a Murdoch-Turner boxing match] would be very interesting," quipped one TCI executive.

Two months ago, Malone agreed to launch Fox News Channel in 10-12 million TCI cable homes, with the option of taking a 20-percent stake in the service. But Malone has sharply divided interests. He is about to become a 10-percent owner of Time Warner when the \$6.5 billion merger of Turner Broadcasting System and Time Warner is completed. ■

Belo Makes the Big Leagues

\$1.54B deal for Providence Journal Co. bolsters station group

THE INDUSTRY / By Michael Freeman

A.H. Belo Corp.'s planned \$1.54 billion acquisition of Providence Journal Co. gives the Dallas-based media company a total of 15 TV stations in large and medium markets and jumps Belo from 17th to 10th place in terms of U.S. broadcast coverage with 12.28 percent.

Belo's buyout of the Providence Journal, announced last week, continues the wave of consolidation among major station-group owners triggered early this year by the federal government's relaxation of ownership rules. With the deal, Belo will gain a presence in three new top-40 markets, via Journal's KING in Seattle; KGW in Portland, Ore.; and WCNC in Charlotte, N.C. Five other Journal stations are in markets 50 to 100.

The combination puts the Belo-Providence station group on par with Gannett Co. (14.08 percent U.S. coverage) and ahead of Scripps Howard Broadcasting (8.0 percent), Cox Broadcasting (7.74 percent), Hearst Broadcasting

(7.32 percent), Post-Newsweek (6.98 percent) and LIN Television (6.98 percent).

"A lot of these mid-sized groups are making the move now because they see they are at the end of the rainbow," said a New York media analyst who requested anonymity. "In terms of the multiples [versus current cash flow] being offered for mid-sized groups, this is the time to sell" because a slowdown in the ad market is expected in 1997. The \$1.54 billion Belo is paying is about 12.1 times Providence Journal's estimated 1996 cash flow.

A key in the deal is Journal's highly ranked NBC affiliate KING in Seattle. To comply with federal duopoly regulations, Belo said it plans to sell or swap its UPN affiliate in Seattle, KIRO.

Belo also acquires the *Providence Journal-Bulletin* (circulation 173,00). Belo is publisher of *The Dallas Morning News* (circ 536,000) and two smaller dailies.

In cable, Belo acquires Providence's half-interest in the TV Food Network cable channel, a 65 percent interest in America's Health Net-

work, and NorthWest Cable News, a 24-hour regional cable news channel.

Consolidation among medium-sized station groups is on the upswing. In just the past six months, Sinclair Broadcasting has acquired River City Broadcasting's seven stations to create a 25-station small-market group; Media General bought Park Communications' 10 small-market stations; and Alabama Retirement Systems funded Raycom Media's purchase of Ellis Communications' 13 stations. Last month, Argyle Television put itself up for sale.

Raymond Johns, executive vp at the New York station rep firm Seltel, said that recent

The New No. 10 Station Group

Belo-Providence Journal's combined TV holdings

Market (ADI rank)	Call letters (affiliation)	U.S. HH coverage
Dallas-Ft. Worth (8)	WFAA (ABC)	1.90%
Houston (11)	KHOU (CBS)	1.64%
Seattle (12)	KING (NBC) [†]	1.53%
	KONG (Ind.) [†] ^{††}	-
	KIRO (UPN) [†]	-
Sacramento, Calif. (21)	KXTV (ABC)	1.15%
Portland, Ore. (24)	KGW (NBC) [†]	0.97%
Charlotte, N.C. (28)	WCNC (NBC) [†] [‡]	0.84%
Norfolk, Va. (40)	WVEC (ABC)	0.65%
New Orleans (41)	WWL (CBS)	0.64%
Albuquerque -		
Santa Fe, N.M. (46)	KASA (Fox)	0.58%
Louisville (50)	WHAS (ABC) [†]	0.57%
Tulsa, Okla. (59)	KOTV (CBS)	0.48%
Honolulu (70)	KHNL (NBC) [†]	0.40%
	KFVE (UPN) [†] ^{††}	-
Spokane, Wash. (71)	KREM (CBS) [†]	0.38%
	KSKN (Ind.) [†] ^{††}	-
Tucson, Ariz. (79)	KMSB (Fox) [†]	0.36%
	KTU (UPN) ^{††}	-
Boise, Idaho (125)	KTBV (NBC) [†]	0.19%

Total coverage: 12.28% (10th largest)

Providence Journal stations

[†]Station managed under Local Marketing Agreement (LMA) with outside owner's consent

[‡]Subject to being swapped or sold to outside owner

^{††}2 UHF station assigned half-credit for market coverage under recognized FCC ownership limits

upward movement in Providence Journal's stock was a "clear indicator that they were eager to sell while the getting is good," Johns also noted that Journal's improving operating margins made it a "smart and logical acquisition target" for Belo.

Robert Decherd, chairman, president and ceo of family-controlled Belo, noted that the combination gives Belo "genuine balance among the three major television networks as well as a presence with both Fox and UPN. The station group is geographically diversified and strengthens our concentration of stations in high-growth markets in the Southwest and Northwest." ■

NBC: Bigger, Not Better

Week 2: Bang-up premiere week may hide some weak spots

NETWORK TV / By Scotty Dupree

Despite a No. 1 showing in premiere week and a strong return in Week 2, NBC is not as strong as its rating might lead the industry to believe. "They're doing well on Thursday and Tuesday," said Steve Sternberg, partner at BJK&E Media, but the network has competitive issues on every other night of the week.

And those competitive issues belong to CBS, it appears. CBS is winning with the older audience and has the star power to get sampling with new shows in new time periods. "It was a smart thing to re-focus on what they've been good at," scheduling tried and true programs, Sternberg said of CBS.

"For NBC, the goal this year was growth, and we've done that," said Warren Littlefield, president of NBC Entertainment, who with West Coast president Don Ohlmeyer is responsible for the schedule. Littlefield touted the growth in adults 18-49 and 25-54 for many new and returning shows, noting that the older audience that CBS has successfully targeted is also key to NBC, as well as the younger, more attractive 18-49-year-old viewer.

While Littlefield is optimistic about many shows on the schedule, Saturday night has showed much promise in the performances of *Dark Skies* and *Profiler*. They premiered with what at first looked like lackluster household numbers but dominant ratings in adults 18-49. The shows were No. 1 in their time periods in the demo with a 5.5/18 and a 5.9/18, respectively.

Wall Street appeared to like NBC ratings too. Parent company General Electric's stock price hit an all-

time high last week the day that premiere-week ratings were released. GE stock rose to a 52-week high of 91 $\frac{1}{8}$, \$8 more than it was trading at just a few weeks ago.

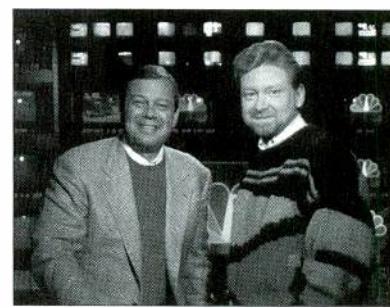
While most programs in the second week of the season were down from their premieres, that's to be expected, said Sternberg.

"As much money as they spent promoting premiere week, they had to decline," he said.

There were a few exceptions, though, among them NBC's Thursday-night lineup, which maintained its first-week audience nearly point-for-point in share. Helping the night's performance was the premiere of *ER*, which earned a 40

share, down 1 share point from its premiere last season.

In the first full week of the season, NBC finished with an 11.8/20 household rating and share, according to Nielsen Media Research, up from last year's 11.5/19. CBS finished up significantly from the same week last year, with a 10.8/18 (up from a 9.8/16). ABC, with a 9.9/17, fell from last year's premiere of a 12.3/21, as did Fox, which finished with a 6.3/10, down from last year's 7.8/13. ■



NBC brain trusters Ohlmeyer (left) and Littlefield continue to outdistance the rest of the pack

Spending a Mint on 'Millennium'

Fox, already struggling with its new shows, is spending an estimated \$10 million to promote the launch of *Millennium*, including a feature film-type premiere in 25 movie theaters across the U.S., network officials said. Much of the network's hopes for the new season hang on the new series, from *X-Files* creator Chris Carter. Fox appears willing to spend twice as much on *Millennium* as the network did to promote the launch of *X-Files* in 1993. Through local radio contests, 500 people in each of the top 25 markets will win tickets to the movie-style premiere, set for two days before the show's Oct. 25 TV debut. United Artists, a partner in the promotion, has a network of specially equipped theaters that will be able to simulcast the show via satellite. Afterward, Carter and cast members will appear on-screen from Los Angeles for a live Q&A session with premiere-goers. "We took this route because the show has a big, movie-like feel," said Stacey Marks-Bronner, Fox executive vp of marketing. "And word-of-mouth is the most important vehicle for promotion." This is believed to be the first time that a broadcast drama will premiere in theaters. —T.L. Stanley



2.2 Million

It's *Seventeen*'s
**new
rate base,**
and it's bigger than
Glamour, *Vogue*,
Mademoiselle, *Elle*
and ALL the teen magazines.

seventeen
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Magazine in America

For more information, contact
Lori Burgess, Publisher, at 212-407-9840.

Rate base increase effective with the January 1997 issue.
First half 1996 total paid circulation 2,321,665 • Source: ABC Fas-Fax June 30, 1996

TV PRODUCTION

Will the real Dennis Rodman please report to the set? The flamboyant basketball star showed up last week in a heavily promoted cameo on the one-hour season premiere of *3rd Rock From the Sun*, helping propel the NBC show to a 15.5 rating/23 share, second in its 8-9 p.m. time period. Rodman is scheduled to make another Must See TV appearance—sort of—in an upcoming episode of *The Single Guy*. Here's the setup: *Single Guy* lead Jonathan Silverman gets dumped by his new girlfriend, Charlie, because she's fallen for the hot-headed hoopster. While Rodman seems ever-present in the episode—Silverman becomes the butt of jokes because he's been jilted for the gender-bending athlete—the only part of the basketball great that viewers will see is his famous tattooed torso. *Single Guy* production executives at Castle Rock admit it's a trick—a Rodman look-alike was hired to appear bare-chested for the short but pivotal scene. Looks like Rodman will have to keep his \$9 million day job after all.

Dove Four Point, a prolific production house, has made a three-year overall deal with Buena Vista TV to develop game shows, talk shows, reality and magazine series for cable, syndication and network television. Dove Four Point, whose sister divisions include Dove Books and Dove Video, produces *American Gladiators*, now entering its eighth season, and the recently launched *Scoop With Sam and Dorothy* and *The Bradshaw Difference* for syndication. The production shop caught Disney's attention with a contemporary remake of *Make Me Laugh*, a game show first popularized in the 1950s. The pilot could be the basis of a companion series for Buena Vista's *Debt*, which now airs on Lifetime and is likely to move into syndication after its initial cable run.

Leave it to the Fox Kids Network and Saban to whip up a frenzy around a new character. The top-rated kids net has set up a phone hotline for youngsters to guess the identity of *Power Rangers Zeo*'s new Gold Ranger, who rescued the other Rangers during a recent attack. The new Ranger will be unmasked Oct. 4 in an episode with a clue in the title, *A Golden Homecoming*.

—By T.L. Stanley

Levin's Goodwill Gesture

Time Warner chairman signs off on Games despite \$70M in losses

TV SPORTS / By Michael Bürgi

It's looking more and more like Ted Turner will wield some serious clout at the combined Time Warner/Turner Broadcasting System. The feisty founder and chairman of TBS and vice chairman-to-be of Time Warner has convinced Time Warner chairman Gerald Levin to support the 1998 Goodwill Games—even though the Olympics-wannabe event has lost some \$70 million since 1986.

Levin last week described the quadrennial Games as "the best way to celebrate the imminent marriage" of Time Warner and Turner. Asked whether the '98 edition of the event, to be held in New York, will make or break its future, Levin succinctly replied, "No." He added that the "rather substantial capabilities" of Time Warner will be called upon and that he expects the fourth edition of the Games "to be financially sound."

Levin said he strongly supports the Goodwill Games despite their history of deficits. The '98 event will be coming together against the backdrop of \$100 million worth of cutbacks Time Warner has said it expects to make after completing its acquisition of Turner.



Turner gets the OK to play again

Steven Heyer, president of Turner Broadcasting Sales, TBS' ad sales arm, said his staff will hit the street in the next few weeks offering 1998 sponsorship packages. Heyer said he is hopeful that '94 Goodwill sponsors Canon, Reebok, MasterCard and Sony will return. ■

TBS lost about \$39 million on the most recent Games, held in 1994 in St. Petersburg, Russia. The shortfall was primarily the result of makegoods to advertisers, as the Goodwill Games' average 1.4 universe Nielsen rating on the TBS cable network fell far short of the 3.2 rating that had been guaranteed to sponsors.

Harvey Schiller, president of Turner Sports,

said that the company is in negotiations with the broadcast networks about getting some weekend pickup for the 1998 Games. In '94, ABC's 17 hours of weekend coverage from Russia averaged a 2.7 rating/9 share. ABC executives had no comment on the '98 Games.

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Blowing a Big Kiss to DBS

Cable's big program suppliers like what they see; doubt telcos

SATELLITE TV / By Michael Bürgi

Cable TV program services are working up a special enthusiasm for direct broadcast satellite (DBS) as the new growth industry—widely expected to expand to some 5 million homes by the end of this year. Programmers are intrigued by the higher ratings and stronger revenue flow they are seeing from DBS compared to cable systems.

"Both C-band and Ku-band satellite has changed the way we plan our businesses," Terry McGuirk, executive vp of Turner Broadcasting System, said last week at the SkyForum DBS seminar in New York. "When we look at new business, [DBS] is our primary concern."

"It's definitely changed our business approach," said Tom Rogers, president of NBC Cable and business development. A new pro-

gramming service would in all likelihood not be able to survive or make a business out of DBS alone, Rogers noted. But "DBS is too big" to be left out of any programmer's new business plans, he said. Part of the appeal for program suppliers is the new generation of DBS subscribers, who tend to watch more TV than either cable or regular broadcast homes.

Meanwhile, the telephone companies remain the least attractive means of distribution in the eyes of major programmers. "We've done deals with most of the credible" telephone-company consortiums, said McGuirk. "But they're not high on our radar for now."

"The phone companies seem completely unable to answer questions" about what market penetration they might achieve, said NBC's Rogers. ■

'Viper' Gets Back On the Road

German TV backs relaunch

SYNDICATION / By T.L. Stanley

An action drama starring America's favorite muscle car has been retooled and given a new lease on life—thanks mainly to fans outside of the U.S.

Viper, which had a spare 13-episode run on NBC in 1994, relaunched in syndication last week in 160 markets covering 95 percent of the country. The futuristic adventure show from Pet Fly Productions is being cofinanced by Germany's TV giant, The Kirch Group, and Paramount Network Television, under a programming alliance forged early last year with advertising giant Procter & Gamble.

For the 1996-97 season, 22 episodes have been ordered of the special effects-laden show, which costs up to \$1.4 million an hour to produce. The series centers on a group of underground crime fighters who use a Dodge Viper to take back the streets from drug runners and other thugs. It is set in fictional Metro City, "the day after tomorrow."

"We felt like it was unfinished business because it only ran half a year [on NBC]," said Paul De Meo, *Viper* cocreator and executive producer. "But the European audience—particularly the Germans—revived it."

While the flashy sports car from the original series remains the central element in the story, much has changed. Only one character, Frankie Waters, the car's eccentric mechanic played by Joe Nipote, returns in the new cast.

The lead character has changed from a former mobster whose memory was erased to a CIA-trained security specialist (a new actor, Jeff Kaake, replaces James McCaffrey). Two women have been added as major characters. One is a liaison between the elite crime fighters and local cops, the other a physicist who creates weapons for the team.

Still featured is the Defender, a morphed version of the Viper. At the touch of a button (and the help of computer-generated images), the sports car becomes a rocket-launching, flame-throwing armored vehicle.

When it aired on NBC, *Viper* scored consistently well in the ratings among men—especially those 18-49. Producers said they think the reworked version, which is not as dark as the original, may also attract women and teens. "The concept has been streamlined and simplified," De Meo said. "It's lighter and faster." ■

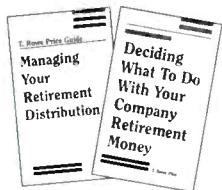
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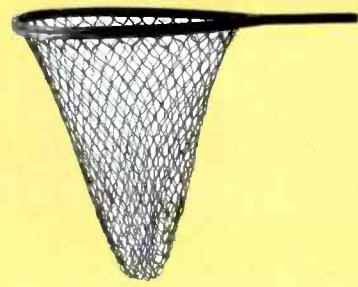
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Their reach



Our reach

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photography © Harry De Zitter

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David Hunter
Creative Director

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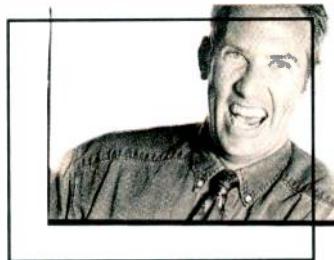
There's a ready-shoot-aim mentality and immediacy to this market. And the chance of helping to create the next Microsoft really excites creative and marketing people. On the other hand, I often find myself saying "Wait a minute...let's do a little testing here," which is strange for a creative guy. But it is pretty wild out there, and clients come to us because we have that kind of discipline.

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Unlike the marketing and creative

groups, our media department isn't divided



Doug Powell
Media Director

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THE
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FORUM

If you were Ross Perot's media director, what would you do to get his message out, without access to prime-time network TV?

Cheryl Kroyer

Director of Media Services

Goodby, Silverstein & Partners

"I'm assuming [Perot] hasn't settled any court cases with the networks, so I'd try to sneak him under the radar and take his political allotment—\$29 million—and maybe put it all into print. He can get into all his issues, and with \$29 million, in just a month or two, he could just own the print medium. Obviously, at this point, there are going to be a lot of magazines he can't get into—the monthlies, for instance—but certainly he can get into all the weeklies. I'd work under the philosophy, 'If you can't beat 'em, join 'em,' and I'd just try as hard as possible to get his message to as many people as possible."

Hal Zwick

Executive VP, Director of Marketing Channels

Wunderman Cato Johnson

"I'd try a combination of two things. One, orchestrate a virtual interactive debate on the World Wide Web. I would invite people to stand in for Clinton and Dole, and then I'd drive traffic to the debate site via hotlinks and national daily print ads. I'd also allow users to pose questions to the candidates and speakers electronically. All this in combination with some grassroots mock debates in key electoral cities, because that would go into the places that are hotly contested by both the Democrats and Republicans."

Susan Gottlieb

Partner and Director of Broadcast Media First International

"There are a few ideas. One is to create an unwired television net-

work that reaches 75-plus percent penetration in the country. I would also work to create an unwired radio network and market specifically in areas where [Perot] feels he may need more exposure. So you really want to target specifics. I'd do the same in the spot television markets, especially in markets where he feels there might be areas of opportunity and room for growth. Then, I'd try to roadblock the late news on an unwired network on a particular day. Finally,

[since Perot's] pockets are deep, he could approach a syndicator who has some time to do a 15-minute or half-hour infomercial."

"Buy local TV time in the top 50 markets immediately before and after the debates. That way you at least get [Perot's] point of view out there. And full-page newspaper ads in the top 50 papers."

Arny Semsky

*Executive VP
BBDO*

think big. The media plan would also include an inventory of local cable. Place ads in the highest-priority Zip Code areas, where [Perot] feels he can win. In general, target the areas where [Perot] feels he really has a chance and deliver the message."

Mediaweek welcomes letters to the editor. Address all correspondence to Editor, Mediaweek, 1515 Broadway, New York, NY 10036 or fax to 212-536-6594 or e-mail to mediaweek@aol.com. All letters are subject to editing.

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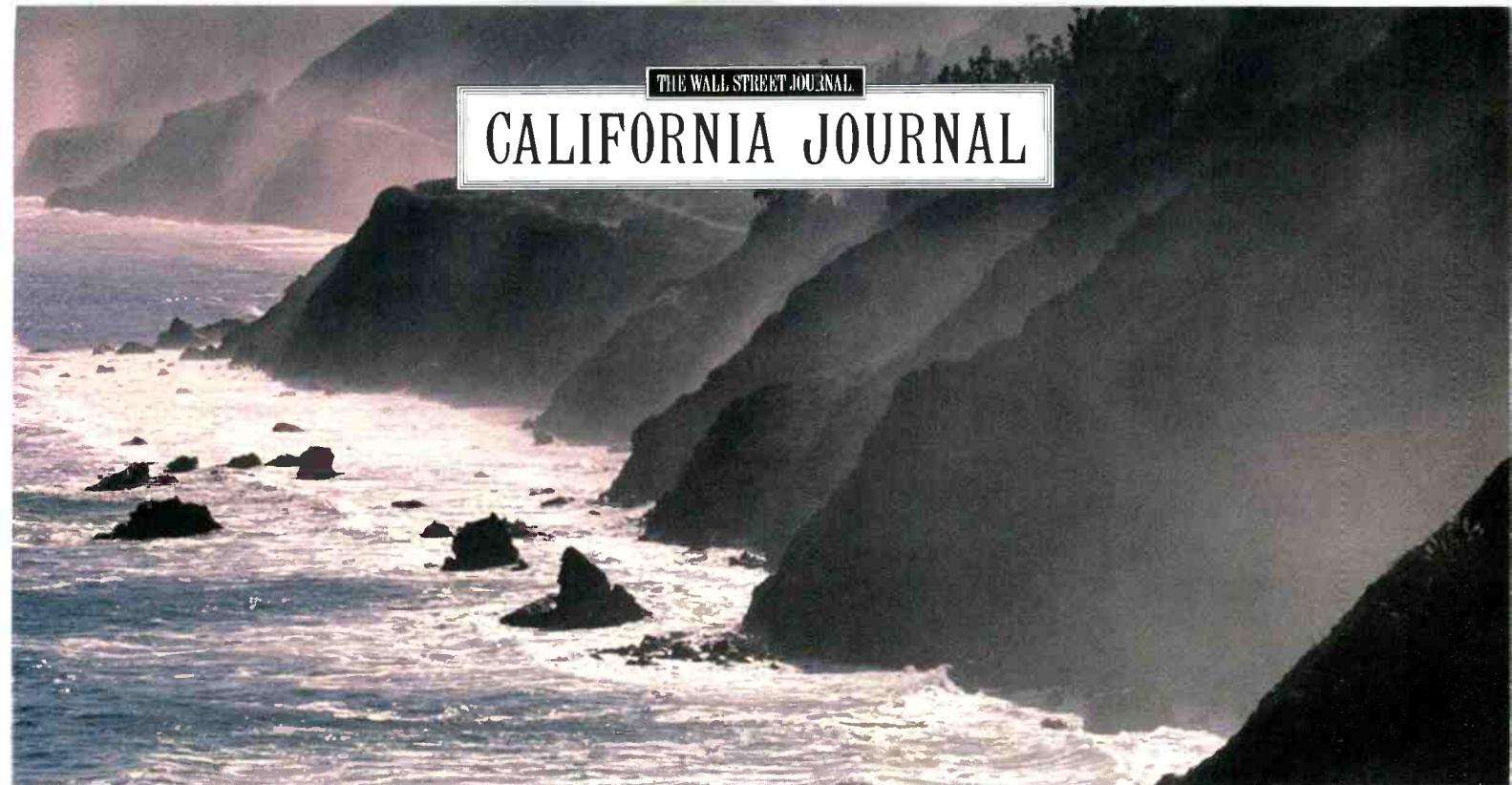
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HOLLYWOOD**Betsy Sharkey**

**Kitschy drag star
RuPaul courts guests
with refreshingly
dishy conversation
on a new VH1 show**



One of the most intriguing aspects of the new *RuPaul Show*, a late-night Saturday talk show premiering on VH1 Oct. 12 at 11 p.m., is the way the guests relate to the 6-foot, 7-inch drag star. Ru, along with the show's producers, have managed to create a kind of comfort zone for the outrageous.

Take Ru's first show, with basketball wild man (and soon-to-be MTV talk host) Dennis Rodman. With his tattoos, body piercing, and neon-colored hair, Rodman always makes an aggressive and unconventional visual statement.

But it's difficult to top RuPaul, who for the taping

there," the Chicago Bulls' star concedes—to kissing, as in other men and oh, say, drag queens.

RuPaul is probably one of the few talk-show hosts who is not all that interested in Rodman's past relationship with Madonna. Ru is clearly far more curious about just where, and how far, he can take Rodman with the kissing questioning. With more than a little urging from the audience (which is quickly on its feet, clapping wildly), Rodman not only answers Ru, but finally agrees to demonstrate. It's a moment that rivals Michael Jackson and Lisa Marie.

"When Ru is talking to the guests, he gets people to reveal a side of themselves that I don't think you get from an appearance on Leno or a daytime talk show, because the expectation is different," says Lauren Zalaznick, vp of programming and development for

VH1. Zalaznick also serves as an executive producer of the show, along with Fenton Bailey and Randy Barbato, executive producers of RuPaul's New York-based production company, World of Wonder.

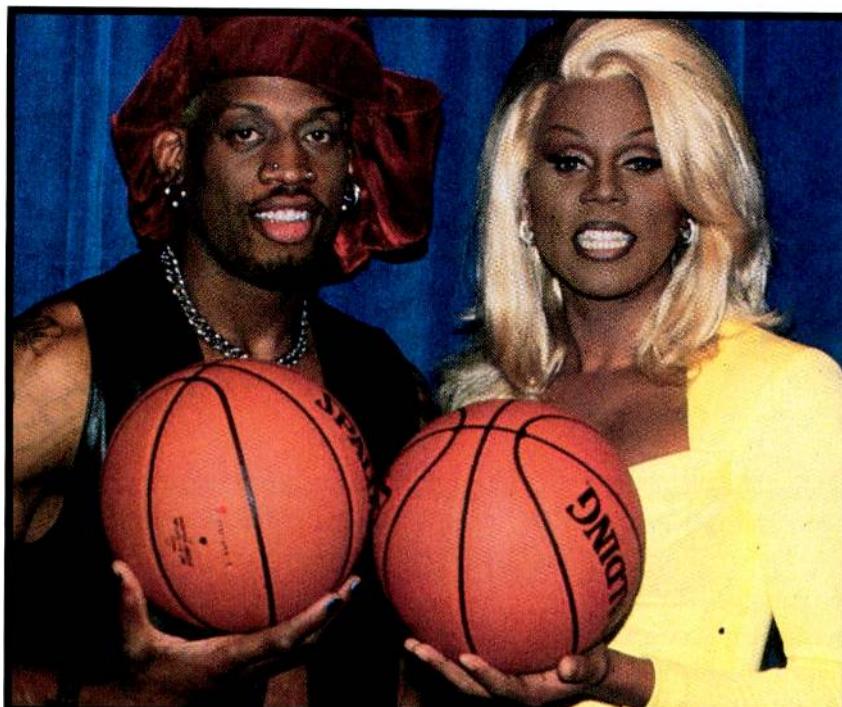
"The guests seem to be incredibly at ease," Zalaznick says. "[They are] not just hawking their next product. They're talking about themselves, they're talking about the world, talking about politics, seemingly always having fun."

The Nov. 2 show, which features Whoopi Goldberg, takes you inside the way her comedy emerges, after a question from one audience member asking if she ever considers returning to the stage to do stand-up. The short answer is yes—the prolific movie star is heading back to the stage for an upcoming benefit at Carnegie Hall.

At the moment, Goldberg says, the tough part is working through her anger. "The world

just really does piss me off," the onetime talk-show host tells Ru. "There's so much intolerance, and it's bugging me. I don't know how to fix it fast. I don't know how to be funny about it."

The half-hour show is different not only because of the gestalt that occurs between the host and his guests but also because the format itself is as flexible as Ru. Some shows will feature a single guest, as the Rodman and Goldberg half hours do. There is always a musical

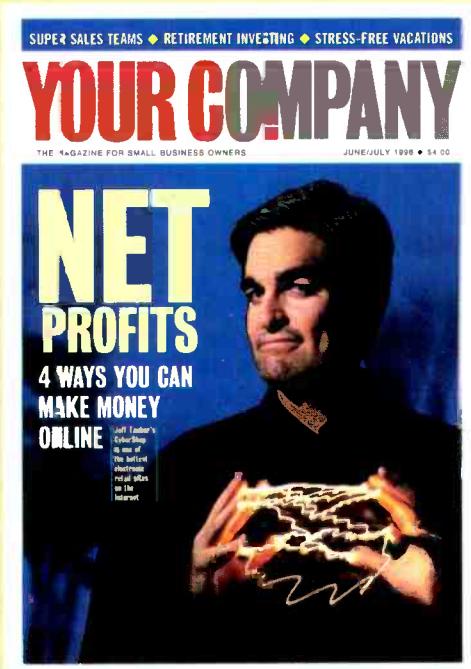


STEVE FREEMAN

Men behaving strangely: The host (right) and Rodman have a ball on the premiere episode

of this kickoff episode is wearing a striking mini-dress with a plunging neckline that also serves as a testament to the powers of the Wonderbra. Then there are the spike heels, which add another four or so inches to Ru's already larger-than-life presence, the white-blond hair and long legs, and all in all you're looking at a stunning vision in yellow.

And there is Ru's personality itself, which is funny, sharp and soothing all at the same time. It's not that hard to understand when the conversation with Rodman veers toward wearing dresses: "I'm getting



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HOLLYWOOD

component, sometimes featuring Ru, whose debut album, *Supermodel of the World*, hit the No. 1 spot on the *Billboard* chart three times and whose new album, *Foxy Lady*, is due out in October. Other musical guests will include Taylor Dayne and the Captain & Tennille.

But sometimes the show turns in completely different directions. The Oct. 26 show is built around a *Politically Incorrect*-styled panel discussion of what is "camp," with Deborah Harry, Fred Schneider (of the B-52's) and filmmaker John Waters. The musical guest that night: the Rocky Horror Theatre Group.

First there was the fourth network, then the fifth and sixth. Now Scott Bourne is trying to launch something closer to a true broadcast network on the Internet with First-TV.

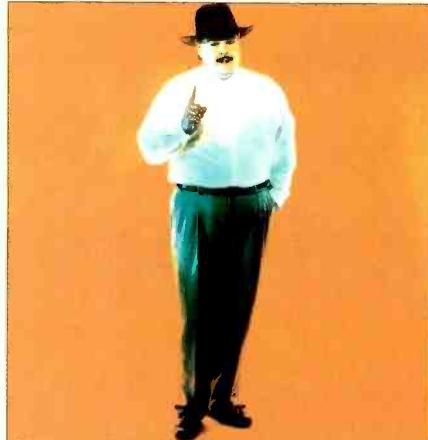
First-TV includes programming created for the Net by videographers—folks who are sort of an Internet species of the traditional production company.

The Backlot...

And while cable futzes with video-on-demand, that is the format First-TV is offering from day one.

Like more traditional broadcast media, First-TV is advertiser-supported and is free for those who surf through, on your Internet dial at <http://www.first-tv.com>.

Now to the programming. Click Life Online and you get Internet news, cyber stars and new products. There's a



First-TV's Bourne: Bringing the TV network concept to the Net

women's section, though unlike in the newspaper, where it is largely recipes, on First-TV you meet cyber-fems who are reshaping the concept of surfing the Net.

Bourne created this type of content first with radio, on NetRadio Network. Now he has teamed with CMP Media for First-TV.

Not that long ago, Seagrams Co. Ltd. stockholders were up in arms that Edgar Bronfman Jr. had traded DuPont stock for a motion-picture company. Now the CEO, who has since set in motion a major overhaul at MCA Inc., is pocketing a \$1.75 million bonus, a raise that brings his salary to \$1 million a year and, just for good measure, adds stock options that could ultimately be worth \$55 million-plus. What a difference a year makes.

Buzz's annual "100 Coolest People in L.A." issue is always intriguing, if only because the editors tend to bypass many high-profile Hollywood types who may be powerful but clearly aren't among the "coolest."

Sidenotes worth noting:

- u Cranky cool: Dennis Franz, Charlie Ray, Tommy Lee Jones, Elvis Costello

- u On second thought, they aren't so cool: Nick Van Exel, Robert Downey Jr., Juliette Lewis, Woody Harrelson, Jerry Garcia, Jack Kemp

- u Cable cool: The Sundance Channel, HBO, Bravo, ESPN

- u Uncool future names: Cyber, Beavis, Puck, Riordan, Orenthal

- u Uncool corporate tools: Jonathan Dolgen (Viacom Entertainment Group

"The format we follow has more to do with RuPaul than the guest bookings," says Zalaznick. "Other talk shows have an opening, an intro to the band, a monologue, a commercial, first guest—your biggest guest—go to commercial, second guest—your second-biggest guest—go to commercial, a third act, which is either the person from the San Diego Zoo, what you should buy your parents for Christmas or a musical act."

These are not elements you will find, at least in that form, on *The RuPaul Show*.

chairman), Gavin Polone (former United Talent Agency agent now on his own, known for having a dark side), Jamie McDermott (former NBC whiz kid and current ABC Entertainment chief, now known as Jamie Tarses), Shelby Coffey III (*L.A. Times* editor)

One of the funniest moments yet in the new season: On the premiere of NBC's *NewsRadio*, there was a "mustache intervention," staged by the crew who populate the fictional WNYX newsroom, to save Matthew (Andy Dick) from facial hair. While Matthew was having a bad hair day with his handlebar fuzz, Dave Foley (who plays news director Dave Nelson) started the new season with a retro-Greek cut, shorter than Caesar's, longer than a military buzz. Very cool.

Throw us a bone. Walt Disney Pictures did, opening its Internet site for *101 Dalmatians* early to journalists. We got word via a bone Disney mailed out, which included a secret password to access the site. Disney has been sending a steady stream of spotted promos for a while now. First there was an envelope filled with floating Dalmatian spots—a little on the eerie side. The Internet site is a blend of business and pleasure, including photos, film clips and production notes. But the best feature is the interactive Dalmatian puzzle, filled with maybe not 101, but dozens of pups in a theater. My best time is just under a minute, though after a few goes at it, all you can see are spots.

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"We take the guest and make the show around RuPaul and that individual," says Zalaznick. "At the same time, we're a television network, so it's going to be 29 minutes and 50 seconds exactly. The show's going to open exactly the same every single time. But within the body of the show, we want the audience to keep watching. We can't afford for them to tune out at the second commercial break. It's got to be the

"Ru gets people to reveal a side of themselves that I don't think you get from an appearance on Leno or a daytime talk show," Zalaznick says.

most dynamic programming they can find."

The idea to have RuPaul do a show came in two phases. VH1 has a special programming group that is responsible for the four-hour blocks of original programming that the music-focused cable network features on Saturday and Sunday.

"They are a really creative group who come up with ideas based on videos themed in different ways, or high-profile celebrities who come in and work with us for a day or so and we use their interviews, their walk-ons, their projects to help contextualize our normal music programming," Zalaznick says. "In a brainstorming session, RuPaul's name came up as a dynamic personality who's totally music-based, who made his name with the *Supermodel* video, and earlier in '96, he was a big part of the VH1 fashion awards. He was so spectacular as a personality, as a presenter on the awards show, [that] we were looking for an appropriate outlet for him."

Initially, after VH1 began talking with Ru's producers Fenton and Bailey of World of Wonder, they came up with a plan to create several hour-long shows featuring Ru. After a long day of filming, VH1 walked away

with what became four shows that aired this past spring and early summer.

"They were one-hour format and did very well for us," says Zalaznick. "We got great feedback internally and we got great feedback externally."

The audience analysis told the producers that RuPaul hit right at the core of VH1's target audience. With the four hour-long specials, the audience was almost an even split between male and female viewers, with the largest portion of the viewers falling in the 25-34 age range. The shows also pulled in viewers who were both a little younger than the core and a little older.

"This was exactly what we were looking for," Zalaznick says. "It's a 'Music First' kind of show that manages to open the aperture just a little bit and enthrall a wider audience. My job as head of programming and development is that you go the next step, and the next step is a series."

Essentially, Zalaznick viewed the first four shows as a pilot. The idea to refashion the series as a talk show was in part grounded on the proposition that the producers knew RuPaul could easily slip into the role of host. The star already does a popular radio morning drive-time show in New York.

The set and the staging for the VH1 show, which is taped in New York, have been tailored to fit RuPaul as well. Rather than having the audience in rows of theater seats, the set is designed to look like a night-club. The audience, which averages about 100 people, sits around cocktail tables. The proscenium stage, with layered curtains, provides the backdrop for two couches that guests seem to sink into. There also is a grand piano. It all looks more like an elegant living room, or an intimate night club, than a talk-show set.

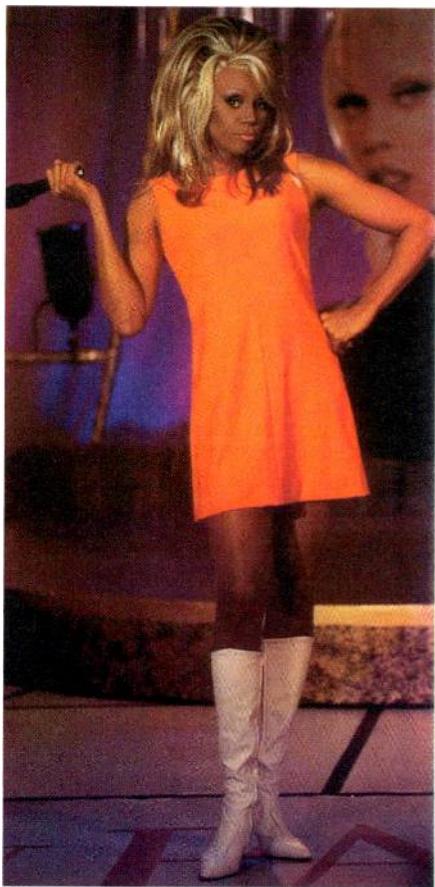
"It's a very comfortable environment, not only for the guests but the audience," says Zalaznick. "The audience has room to move, and they're not sitting in folding chairs in a 45-degree television studio," a not-so-veiled reference to David Letterman's notoriously frigid theater.

The initial commitment is to produce 12 shows, but that is only the first platform on what Zalaznick envisions as a franchise. In addition to airing on Saturday nights, each *RuPaul Show* will get a Monday-night repeat, with sometimes an additional airing the following Friday as well. Ultimately the plan is to have half-hour repeat episodes to run *RuPaul* as a weekday-afternoon strip, with new shows being dropped into the Saturday late-night slot.

Within the first block of shows is an eclectic line-up of guests, among them Cher (who gets a full half hour with Ru), fashion designer Isaac Mizrahi, supermodel Iman, Cyndi Lauper and Eartha Kitt.

"Ideally, RuPaul is part of the mission for the original programming that VH1 is doing, setting the stage for real destination viewing," says Zalaznick. "This is a kind of alternative programming that draws people in—it doesn't send people away. RuPaul is very inclusive. You can't get this television anywhere else."

And that is not a producer's idle promise. In this case, *The RuPaul Show* absolutely delivers. ■



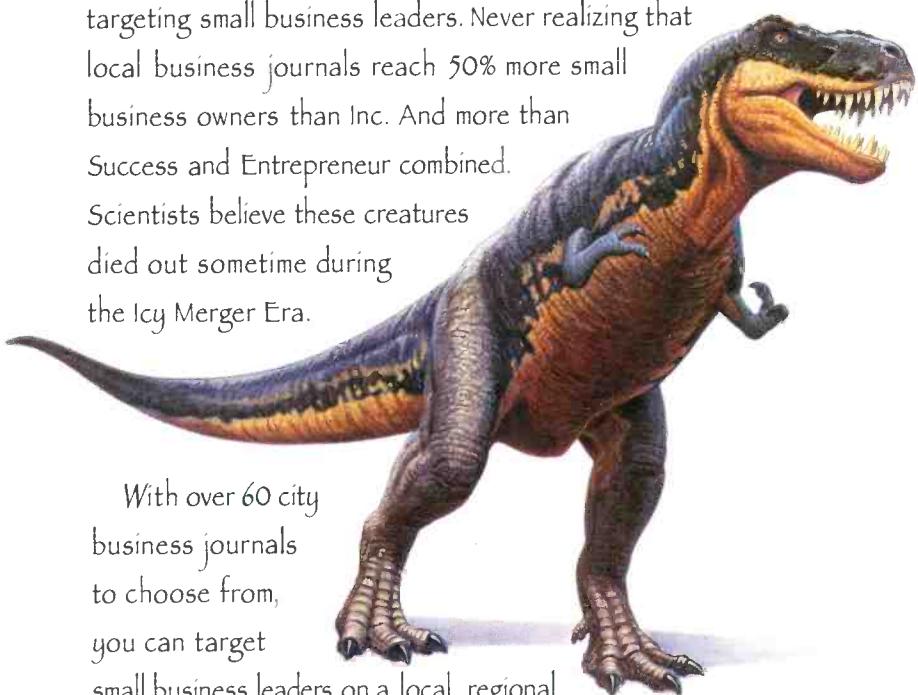
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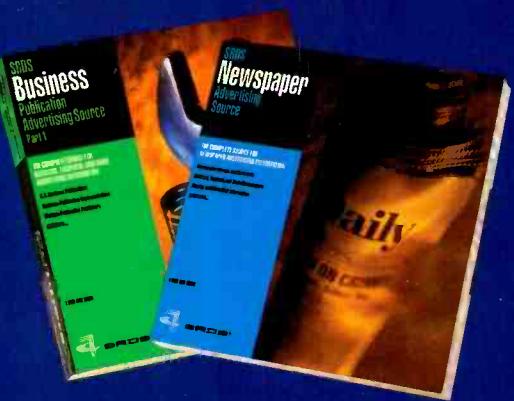


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Business Publication Advertising Source™



Three monthly volumes provide an unparalleled depth of business-to-business advertising information.

Expand your business-to-business promotion efforts with the thousands of direct marketing list opportunities in the *Direct Marketing List Source*.

pg. A11

Point the most effective media options in today's complex and competitive business marketplace with the industry authority for business-to-business, technical and trade publications. Used daily by 95% of the nation's largest advertising agencies, this sourcebook puts over 2,600 pages of business' best print advertising vehicles at your fingertips, 12 times a year.

- ◆ Access critical information on over **7,300** U.S. publications, conveniently arranged into **185** market classifications ranging from architecture and banking to legal and woodworking.
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One Year Subscription \$549 (12 issues, 3 volumes per issue)

LAN TIMES

A McGraw-Hill Companies Publication

Loca
Publ
Offic
415-
For
Lan
net
07
8/1995

Location ID: 7 BLST 32C
Published biweekly by The McGraw-Hill Companies, 1900
O'Farrell St., Ste. 200, San Mateo, CA 94403-1311. Phone
415-513-6800. Fax 415-513-6985.

Mid 05 1742-000

For shipping info., see Print Media Production Source.
PUBLISHER'S EDITORIAL PROFILE

LAN TIMES is edited to provide strategic and hands-on technical information network professionals need to drive their

1. PERSONNEL

Publ-Jennifer Neale

Editorial Director-Chris L. Johnson

Gen

Com

Pr

2. REVENUE

Ad

ADVERTISING RATES

Effective January 1, 1996 (Issue/Card)

Rates received January 30, 1996.

5. BLACK/WHITE RATES

Tabloid:

	1 ti	7 ti	13 ti
Sprd	29,080	28,790	28,200
1/2 sprd	17,440	17,270	16,910
1 page	14,540	14,400	14,100

Lan Sprd 26 ti 39 ti 52 ti

Spred 26,190 25,100 22,770

212-512-3333

New York, NY 10020—Thomas M. Flynn, Eastern Sales Dir.
1221 Avenue of the Americas 28th Fl. Phone 212-512-
3333 FAX 212-512-3262

Or

17. SPECIAL SERVICES

B.P.A. International Supplementary Data Report Dec/95.

18. CIRCULATION

Established 1984.

Summary data—for detail see Publisher's Statement

B.P.A. 12-31-95 (6 mos. aver. qualified)

Total Non-Pd Paid

177,049 175,522 1,527

Non-qualified paid subscriptions and or non-paid
requests

3,550

3. C

15

30

4. G

Average Non-Qualified (not incl. elsewhere):

Information Listing Categories:

- Publisher's Editorial Profile
 - Personnel
 - Representatives/Branch Offices
 - Commission and Cash Discount
 - General Rate Policy
 - Black/White Rates
 - Color Rates
 - Covers
 - Inserts
 - Bleed
 - Special Positions
 - Classified Mail Order/Specialty Rates
 - Split-Run
 - Special Issue Rates and Data
 - Geographic and/or Demographic Editions
 - Contract and Copy Regulations
 - General Requirements
 - Issue and Closing Dates
 - Special Services
 - Circulation

Consumer Magazine Advertising Source™

Make the right consumer magazine choices with the industry's most trusted, most complete magazine planning resource. Almost 1,000 pages of accurate, objective information and a user-friendly format make this sourcebook an essential reference tool throughout your media evaluation process.

- ◆ Explore all of your consumer magazine advertising avenues with detailed descriptions of over 2,700 domestic consumer magazines and card decks, arranged into 75 market classifications.
- ◆ Over 1,000 information updates per edition put you on top of today's rapidly-changing consumer magazine marketplace.
- ◆ Take your campaigns overseas with over 300 international publications.
- ◆ Compare titles in seconds with the source's comprehensive, standardized listing format.
- ◆ Capitalize on key agri-marketing opportunities with up-to-date information on over 300 farm magazines.

One Year Subscription \$529 (12 issues)

Information Listing Categories:

- Publisher's Editorial Profile
- Personnel
- Representatives/Branch Offices
- Commission and Cash Discount
- General Rate Policy
- Black/White Rates
- Color Rates
- Covers
- Inserts
- Bleed
- Special Positions
- Classified Mail Order/Specialty Rates
- Split-Run
- Special Issue Rates and Data
- Geographic and/or Demographic Editions
- Contract and Copy Regulations
- General Requirements
- Issue and Closing Dates
- Special Services
- Circulation

COSMOPOLITAN
A PUBLICATION OF THE HEARST CORPORATION
A Hearst Magazine Division Publication

1. PERSONNEL
Pub—Donna Kalajian
Assoc Pub—Esther Laufer
Adv Dir—Jennifer Gallo

2. REPRESENTATIVES and/or BRANCH OFFICES
New York, NY 10019—Debi Brandt, New York Mgr. 224 W 57th St. Phone 212-649-3324. Fax 212-265-1849.
Chicago, IL 60606—Margie Watterson, Midwest Mgr. 1 S Wacker Dr. Phone 312-984-5111.
Troy (Detroit), MI 48084—Bridget Zukas, Detroit Mgr. 2301 W. Big Beaver Rd., Ste. 351. Phone 313-649-2520.
(Hearst Magazines Sales, Inc.)
San Francisco, CA 94103—Margie Petersen-Hyman, San Francisco Mgr. No 5 Third St., Ste. 1228. Phone 415-495-5650.

ADVERTISING RATES
Effective January 1, 1996 (Issue)
Rates received June 14, 1996

5. BLACK/WHITE RATES

1 page	67,215	1/3 page	25,245
2/3 page	47,060	1/6 page	14,205
1/2 page	40,485		

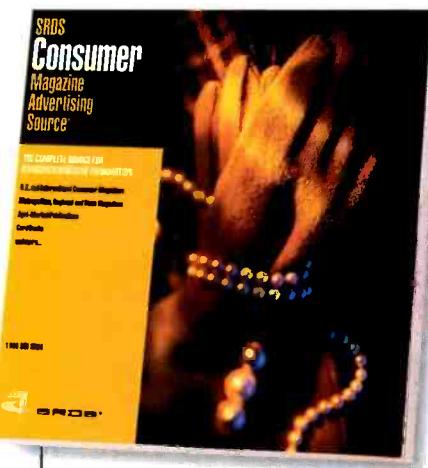
FREQUENCY DISCOUNT

6 pages	5%
12 pages	10%
18 pages	14%
24 pages	18%
30 pages	20%

18. CIRCULATION
Established 1886. Single copy 2.95, per year 24.95.
Summary data—for detail see Publisher's Statement

A.B.C. 12-31-95 (6 mos. aver.—Magazine Form)
Tot Pd. (Subs) (Single) (Assoc)
2,569,186 826,782 1,742,404
Average Non-Analyzed Non-Paid Circulation (not incl above)
Total 23,167

TERRITORIAL DISTRIBUTION 8/95—2,857,066
N. Eng. Mid Atl. E. N. Cen. W. N. Cen. S. Atl. E. S. Cen.
170,591 433,460 407,774 160,173 471,175 124,713
W. S. Cen. M. W. S. Cen. S. Cen. F. Cen. G. Cen.



Comprehensive listings in 75 market classifications – from Affluence to Youth – make this source a fixture in agencies and corporate advertiser companies across the country.

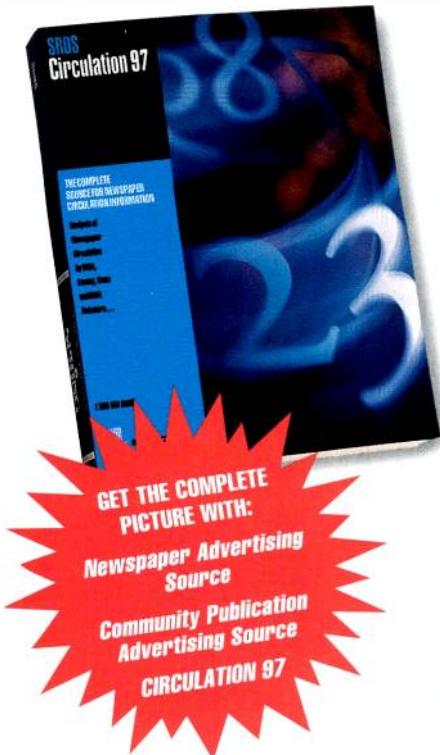
Uncover hundreds of exciting new ways to reach today's consumers in the ALL-NEW **Interactive Advertising Source.**

pg. A13

Order Today! 1.800.851.7737

A5

Circulation 97™



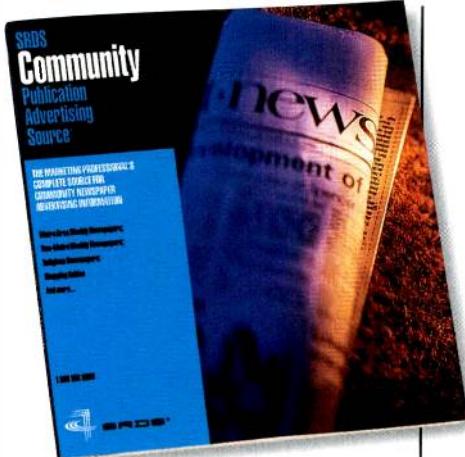
GET THE COMPLETE PICTURE WITH:
Newspaper Advertising Source
Community Publication Advertising Source
CIRCULATION 97

Strengthen your advertising plans in multi-newspaper markets with this essential reference guide to circulation, penetration and consumer demographics. Featuring both individual newspapers and newspaper groups, this unique planning tool affords head-to-head comparison and analysis with over 1,000 pages of detailed information.

- ◆ Access circulation and market data for nearly **1,500** dailies, over **240** newspaper groups, **25** consumer magazines, and four national supplements — all conveniently organized by metro, county and television viewing areas (Nielsen-defined DMAs).
- ◆ Analyze circulation and household penetration plus population, households, retail sales, and average household income for every MSA, county and DMA.
- ◆ Compare your newspaper choices by metro area coverage, individual rankings and circulation summaries.

One Year Subscription \$189 (1 issue)

Community Publication Advertising Source™



Supplement your local media buys with the thousands of broadcast opportunities in:

TV & Cable Source: pg. A8

Radio Advertising Source: pg. A9

Penetrate local markets across the country with this complement to the Newspaper Advertising Source™. Organized in three easy-to-use sections — metro weekly newspapers, non-metro weekly newspapers and shoppers — this valuable resource puts a host of community advertising options into instant perspective.

- ◆ Bolster your major market newspaper buys with key information on more than **2,500** community newspapers and shoppers.
- ◆ Reach today's most affluent consumers with newspapers that serve wealthy suburbs and urban neighborhoods.
- ◆ Impact markets by religious affiliation with a special section on religious weekly newspapers.

One Year Subscription \$95 (2 issues)

Information Listing Categories:

- Personnel
- Representatives/Branch Offices
- Commission and Cash Discount
- General Rate Policy
- Black/White Rates
- Color Rates
- Inserts
- Mechanical Measurements
- Closing Times
- Special Services
- Circulation
- Classified Rates

Newspaper Advertising Source™

Stay on top of today's ever-changing newspaper advertising marketplace with the SRDS Newspaper Advertising Source. This comprehensive planning guide provides unbiased information on daily newspapers, newspaper groups, Black newspapers, college newspapers, specialized newspapers, comics and newspaper-distributed magazines.

- ◆ Choose your best newspaper advertising options from nearly 3,200 comprehensive information listings organized by city and state.
- ◆ Quickly locate and compare display, group and classified advertising rates, circulation figures, mechanical requirements, closing dates and more.
- ◆ Build your newspaper contacts with complete information on key personnel, representatives and branch offices.
- ◆ Track down market data with fact-filled, full-page state media/ market maps indicating available media by county.
- ◆ Make smarter newspaper buys with hard-to-find information on special editions, sections and inserts.
- ◆ Get all of this information hot off the press with over 800 information updates per edition.

One Year Subscription \$529 (12 issues)

Information Listing Categories:

- Personnel
- Representatives/Branch Offices
- Commission and Cash Discount
- General Rate Policy
- Black/White Rates
- Color Rates
- Inserts
- Reading Notices
- Split-Run
- Zone Editions
- Mechanical Measurements
- Closing Times
- Special Services
- Circulation
- Special Days/Pages/Features
- Classified Rates
- ROP Units/Depth Requirements
- Special Classifications/Rates
- Comics
- Magazines
- Position Charges
- Sports Index

CHRONICLE
P O Box 4260, 801 Texas Ave., Houston, TX 77002
Phone 713-220-7691, 800-735-3815. Fax 713-220-2825.

ABC

ADVERTISING RATES
Effective January 1, 1996
Received November 28, 1995

5. BLACK/WHITE RATES

SAU open, per inch	Daily	Sun.
Inches charged full depth col 21 5. pg 129. dbl truck	409.00	477.28
268.75		

FREQUENCY CONTRACT RATES—DAILY

Adv Dir—John Wright
Adv Dir—James Pollard
National Adv Dir—Jim Mitchell
Nat'l Adv Mgr—Shelley Lamb

2. REPRESENTATIVES and/or BRANCH OFFICES
Newspapers First

8a. INSERTS

PREPRINT INSERTS

Insert	NSD*
5,000-12,999	77.72
77.72	29.05
94.09	35.17
106.35	39.76
121.35	45.37
136.35	63.72

Mail order advertising, advertising of contests, business opportunities and proprietary remedies must be submitted for approval
A charge will be incurred on all ads not published within 30 days of the ordered insertion date, unless replaced with equal or larger ad space on the same ordered insertion date

14. CLOSING TIME
Published Morning, Saturday and Sunday

Day	Time	Closes
Mon	8am	Tue
Tue (except Fashion)	6pm	Thu
Wed (except Weekend)	6pm	Fri
Thu (except HomeLine)	2pm	Sat
Fri	12n	Mon

SPECIAL SECTIONS



This sourcebook's geographic perspective and competitive analysis make it an invaluable tool throughout the entire planning and buying process.

Fine-tune your newspaper selection process with the valuable circulation analyses found in **CIRCULATION 97—a must for newspaper planning and buying.**

TV & Cable Source™



Locate every available broadcast, cable, syndicated, and alternative television advertising opportunity.



**Incorporating the CAB
Cable Spot Advertising Directory**



Identify the best markets to advertise your product with a detailed analysis of all 211 DMAs in *The Lifestyle Market Analyst*.

pg. A10

Stay on top of the fast-paced television advertising industry with this quarterly publication used by major advertising agencies and television professionals alike. The SRDS TV & Cable Source includes virtually every available broadcast, cable and syndicated television advertising opportunity under one cover!

- ◆ Identify all your television advertising options with over 4,700 detailed listings including:
Commercial Stations, Broadcast Networks, Multiple Station Owners, Cable Systems, Interconnects, Cable Networks, Sports Networks, MSOs, Syndicators and Sales Rep Firms.
- ◆ Expedite your decision-making with vital data including programming, coverage, rep affiliation, personnel and traffic specifications.
- ◆ Evaluate all 211 DMAs with easy-to-use maps, sales rankings, key demographic statistics (like population by age, race, sex, and income), and historical SQAD cost-per-points.
- ◆ Analyze International advertising opportunities with the new Asian, European and Latin American maps, facts and listings.
- ◆ Over 1,200 information updates per quarterly edition keep you up-to-date with this rapidly changing industry.

**One Year Subscription
\$380 (4 issues)**

Information Listing Categories:

- Address
- Network Affiliation
- Personnel
- Corporate Ownership
- Parent Company
- Satellite Stations
- Representatives
- Facilities
- Special Features
- Format Description
- Production Specifications
- Programming

A & E Television Network

PHONE: 212-661-4500 FAX: 212-210-9755
235 E. 45th Street
New York, NY 10017

Programming

- 20th Century
- A&E Mystery Movie
- Agatha Christie Mysteries
- America's Castles
- American Justice
- Ancient Mysteries
- Biography
- Bob Vila's Home Again

Personnel

Davatzes, Nickolas Pres/CEO
Lesser, Seymour H. Exec VP/CFO/Admin Ofc
Goit II, Whitney Exec VP/Sales & Mktg
Davids, Dan SVP/GM-Hstry Chnl
Kronen, Eric Sr VP, Affil Sales-& Mktg
Johnson, Brooke Bailey Sr VP, Prog/Prod
Schneier, Ron Sr VP, Adv Sales
Mersky, Mark VP, Local Ad Sales

Positioning Statement

A&E is an entertainment network featuring the original series Biography, mysteries and specials. The network's 24-hour-a-day schedule is available to 69.5 million households in the U.S. and Canada via more than 10,000 cable systems. Since A&E began in 1984, it has received more CableACE Awards than any other basic cable network. The network has also received four nominations for the Golden CableACE, cable's highest honor.
(Biography is a registered trademark of A&E Television

Chicago: 111 E. Wacker Drive, Ste. 2206
Chicago, IL 60601

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Order Information

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	Business Publication Advertising Source™	12	\$549
	Consumer Magazine Advertising Source™	12	\$529
	Print Media Production Source™	4	\$318
	Newspaper Advertising Source™	12	\$529
	Community Publication Advertising Source™	2	\$ 95
	CIRCULATION 97™	1	\$189
	TV & Cable Source™	4	\$380
	Radio Advertising Source™	12	\$405
	Direct Marketing List Source™	6	\$384
	Hispanic Media & Market Source™	4	\$199
	Canadian Advertising Rates & Data™	12	\$525
	Out-of-Home Advertising Source™	1	\$149
	The Lifestyle Market Analyst™	1	\$310
	NEW! Interactive Advertising Source™	4	\$249

No. Subs.	Title	No. of Issues	Annual Price
	Technology Media Source™	1	\$199
	Mexican Audiovisual Media Rates & Data PUBLISHED IN SPANISH!	4	\$120
	Mexican Print Media Rates & Data PUBLISHED IN SPANISH!	4	\$120
	SRDS Production Planning System™		
	DOS Version	4	\$695*
	Macintosh Version	4	\$695*
	Windows™ Version	4	\$695*
	Network Version	4	*
	SUBTOTAL		
	In OH, NY, MA, NC and Canada please add applicable sales tax.		
	TOTAL		

* Call 1-800-851-7737 for multiple workstation or network discount information.

* Listed price is for all modules. Call for pricing on individual modules.

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 Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Telephone _____
 Fax _____

SRDS®

1700 Higgins Road • Des Plaines, IL 60018-5605

Ship To:

Name _____
 Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Telephone _____

Please check your business category:

- | | |
|---|---|
| 01 <input type="checkbox"/> Advertising Agency | 05 <input type="checkbox"/> Government, Public Library,
College/University Library |
| 03 <input type="checkbox"/> Publisher/Media Company | 06 <input type="checkbox"/> Other (be specific) |
| 04 <input type="checkbox"/> Advertiser Company | |

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M-F 7:00 a.m. – 7:00 p.m. CST

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800-851-SRDS (7737)

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* In order to receive a full refund when cancelling monthly subscriptions, your first issue must be returned to SRDS within 30 days. SRDS reserves the right to bill the single copy rate for the unreturned issue.

Radio Advertising Source™

Never miss another format change with the radio industry's most trusted information source. Each monthly issue offers over 1,300 pages of reliable, accurate information on all AM and FM stations in both metro and non-metro markets. If you're involved in planning and buying radio advertising at any level, this sourcebook is a necessity.

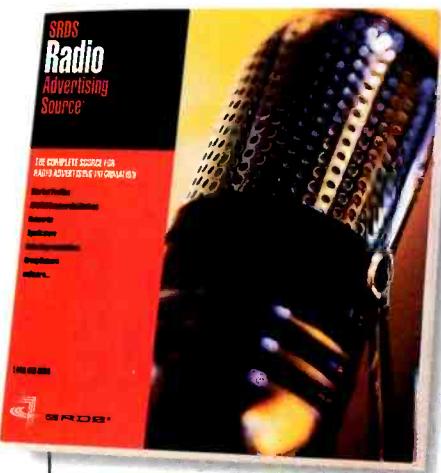
- ◆ Plan more effective radio campaigns with over **10,000** information listings providing up-to-date details like: call letters, formats, target demographics, personnel, rep firms, network affiliations, unique programming opportunities, duopoly, LMA and sister station relationships.
- ◆ Develop radio campaigns on a larger scale with the sourcebook's national, regional and state network sections.
- ◆ Put your radio advertising's geographic reach into perspective with concise, easy-to-read metro maps for each state.
- ◆ Identify markets of importance with Arbitron metro market rankings for Persons 12+, Black and Hispanic populations.
- ◆ Track the performance of a particular station or an entire market with Arbitron average quarter hour share trends.
- ◆ Over **2,000** information updates per edition guarantee the latest facts, figures and contact information at radio decision time.

**One Year Subscription \$405
(12 issues)**

Information Listing Categories:

- Format Description
- Audience Profile
- Personnel
- Representatives
- Branch Offices
- Additional Sales Programs
- Affiliate Stations
- Corporate Owner
- Network Affiliation
- Special Programming
- Syndicator Programming
- Facilities

WMLO-FM 104.9	
PHONE: 904-422-1400	FAX: 904-422-1070
3360 Capital Circle N.E., Suite B Tallahassee, FL 32308	
Format Soft Adult Contemporary	
Audience Profile Adults 25-64	
Personnel	GervSales Mgr Oper Dir Adv/Promotion Dir
Winton, Ed Winton, Lance Craig, Roger	
AUGUST 2004	
Personnel Winton, Ed	
Representatives Call Station Direct 1-800-560-5448	
Corporate Owner Ed Winton	
Network Affiliation(s) Wall Street Journal, CNN Radio	
Network Affiliation(s) Wall Street Journal, CNN Radio	
Special Programming CD of The Week Paul Harvey News 8:30AM, 12:30PM, 5:30PM Tallahassee Tiger Sharks Hockey	
Facilities Power 50,000w Antenna Height: 490 ft. above avg. terrain Operating schedule: 24 hours daily Time zone: Eastern	



*Staying on top
of today's radio
industry means
having access to
up-to-date station
information.*

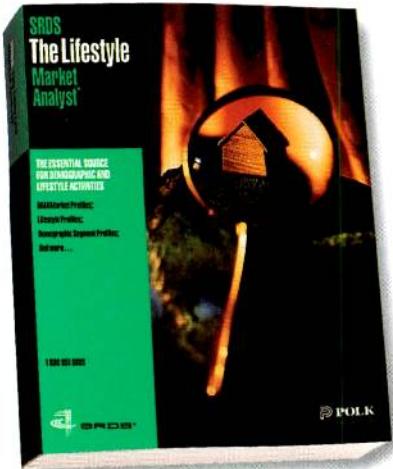
Supplement your local media buys with over 2,000 creative ways to reach consumers on-the-go in the *Out-of-Home Advertising Source*.

pg. A12

Order Today! 1.800.851.7737

A9

The Lifestyle Market Analyst™



Your one-stop source for critical demographic and lifestyle information.

POLK
The Polk Company

Find all your best customers under one cover with the quickest, most cost effective resource available for preliminary market analysis at the local, regional and national levels. Over 1,000 pages of market-by-market information pinpoints how consumers differ, how they spend their leisure time and money and how to reach them effectively. It's the only sourcebook to include both demographic and lifestyle information on over 9.1 million households across the country. Published by SRDS and The Polk Company.

- ◆ Analyze current and **concise demographic market profiles of all 211 DMAs and 123 counties** — everything from age and income to home ownership and credit card usage.
- ◆ Keep track of emerging trends and activities with an overview of **69 of today's most popular consumer lifestyle interests and hobbies**.
- ◆ Target markets most likely to buy your products or services with demographic/lifestyle analysis for over **40 separate consumer market segments**.
- ◆ Substantiate important marketing decisions and media strategies.
- ◆ Eliminate costly research and minimize the risk associated with new product launches.
- ◆ Identify markets with greater sales potential.
- ◆ Target your advertising and marketing programs to the best customers and select the advertising vehicles to reach them.
- ◆ Over 1,000 pages of up-to-date marketing insights right at your fingertips.

Demographics						Lifestyles						Minneapolis-St. Paul, MN					
Total Adult Population 3,767,068						Index						Index					
Occupation		Population		% Index		Stage In Family Lifecycle		Households		% Index		Bicycling Frequently		Casino Gambling		Recreational Vehicles	
Administrative	333,805	12.1	104	Single, 30-44+	•	Single, 18-34, No Children	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Blue Collar	296,006	10.7	114	Single, 45-54+	•	Single, 55-64+	•	85,381	8.1	94	89.8	145	16.4	125	125	125	
Clerical	237,110	8.5	109	Married, 30-44+	•	Married, 45-54+	•	112,128	10.0	116	90.0	140	16.2	125	125	125	
Homemaker	336,352	13.2	87	Married, 55-64+	•	Married, 65+	•	131,184	9.2	91	78.425	5.5	190	125	125	125	
Professional/Technical	716,325	20.1	106	Married, 30-44+	•	Married, 45-54+	•	45,425	10.0	92	84.314	10.0	108	125	125	125	
Retired	471,140	12.7	101	Married, 55-64+	•	Married, 65+	•	186,282	14.0	87	135,314	9.7	92	125	125	125	
Sales/Marketing	181,956	5.8	120	Married, Child Age Under 13	•	Married, Child Age 13-18	•	84,184	8.0	90	82,204	7.0	103	125	125	125	
Self-Employed	121,311	4.4	110	Married, Child Age Under 13	•	Married, Child Age 13-18	•	201,054	14.1	110	168,851	11.0	113	125	125	125	
Student	60,855	2.2	98	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
(Education 1990 Census)						330,812	23.2	83	80,381	14.3	94	89.8	145	16.4	125	125	125
Elementary (0-6 years)	174,916	7.8	78	Under \$20,000	•	\$20,000-\$29,999	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
High School (7-12 years)	150,203	6.8	80	\$30,000-\$39,999	•	\$40,000-\$49,999	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
High School (13 years)	736,548	25.6	116	\$50,000-\$69,999	•	\$70,000-\$79,999	•	172,538	12.1	109	82.177	27.7	111	125	125	125	
College (1-3 years)	821,177	27.7	111	\$80,000-\$99,999	•	\$100,000+	•	302,294	21.2	107	80,381	14.3	94	89.8	145	16.4	
College (4+ years)	518,021	23.1	114	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Race/Skin Color	2,942,012	92.2	128	Under \$20,000	•	\$20,000-\$29,999	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
White	77,198	2.8	25	Income Earnings	•	Married, One Income	•	337,842	23.7	85	80,381	14.3	94	89.8	145	16.4	
Black	89,527	0.7	25	Married, Two Income	•	Married, Three Income	•	480,440	33.7	122	80,381	14.3	94	89.8	145	16.4	
Asian	88,927	0.3	100	Single	•	Single, 18-34, No Children	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
Hispanic	38,589	1.4	14	Single, 30-44+	•	Single, 45-54+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
American Indian	30,328	1.1	101	Single, 55-64+	•	Single, 65+	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
Other	2,787	0.1	100	Single, 65+	•	Single, 18-34, No Children	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Total Household Income	1,428,916	100	100	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
(Household Income)						82,000	23.2	83	80,381	14.3	94	89.8	145	16.4	125	125	
White	2,942,012	92.2	128	Income Earnings	•	Married, One Income	•	337,842	23.7	85	80,381	14.3	94	89.8	145	16.4	
Black	89,527	0.7	25	Married, Two Income	•	Married, Three Income	•	480,440	33.7	122	80,381	14.3	94	89.8	145	16.4	
Asian	88,927	0.3	100	Single	•	Single, 18-34, No Children	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Hispanic	38,589	1.4	14	Single, 30-44+	•	Single, 45-54+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
American Indian	30,328	1.1	101	Single, 55-64+	•	Single, 65+	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
Other	2,787	0.1	100	Single, 65+	•	Single, 18-34, No Children	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
(Age of Head of Household)						18-34	23.2	83	80,381	14.3	94	89.8	145	16.4	125	125	
18-24 years old	78,425	5.5	108	Income Earnings	•	Married, One Income	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
25-34 years old	312,278	21.9	116	Married, Two Income	•	Married, Three Income	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
35-44 years old	328,386	23.8	109	Single	•	Single, 18-34, No Children	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
45-54 years old	255,240	17.8	108	Single, 30-44+	•	Single, 45-54+	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
55-64 years old	156,277	11.1	87	Single, 55-64+	•	Single, 65+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
65-74 years old	149,447	10.2	86	Single, 65+	•	Single, 18-34, No Children	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
75 years and older	142,392	10.0	99	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Median Age	44.6	years		Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
(Age of Head of Household)						18-34	23.2	83	80,381	14.3	94	89.8	145	16.4	125	125	
Single Male	282,331	18.6	86	Income Earnings	•	Married, One Income	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Single Female	323,683	22.7	84	Married, Two Income	•	Married, Three Income	•	80,381	8.1	94	89.8	145	16.4	125	125	125	
Married	618,473	57.4	103	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Children At Home	At Least One Child	482,016	31.7	106	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	
Child Age Under 2	59,888	4.2	114	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Child Age 2-5	121,203	8.5	110	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Child Age 6-10	113,002	8.5	106	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Child Age 11-12	122,436	6.4	110	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Child Age 13-15	123,793	6.3	111	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Child Age 16-18	116,925	8.2	108	Single, 18-34, No Children	•	Single, 30-44+	•	182,517	12.6	116	81.8	180	22.9	133	125	125	
Home Ownership	Owner	1,016,103	71.4	110	Travel/Entertainment	•	141,166	9.9	72	Bank Card	1,116,481	76.3	104	Gift/Department Store	484,274	32.7	86
Renter	407,812	28.6	81	No Credit Cards	•	229,146	12.0	90	Home Video Games	130,740	17.1	98	VCR Recording	226,720	15.0	98	
Market Profiles	370			The Lifestyle Market Analyst 1998	Market Profiles	371			Letter & Record/Topics/Cards	722,928	50.1	100	Wildlife/Environmental	153,399	10.8	96	

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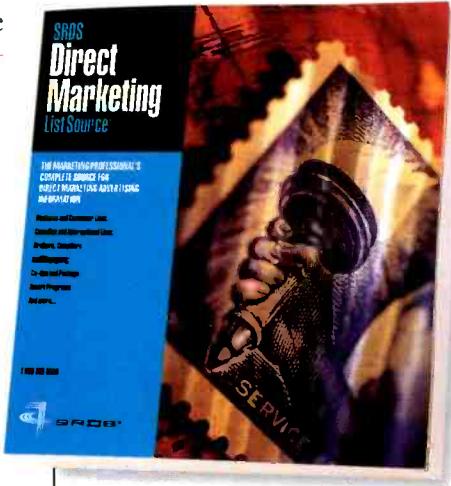
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- Restrictions
- Selections Available
- Mail Services
- Letter Shop Services
- Description
- Commission, Credit Policy
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4. ADVERTISING RATES
Effective January 01, 1996.
Received October 25, 1995.

Market	Cost/Month
Colorado Springs	1,685.00
Denver	2,250.00

ROTARY BULLETINS
Market
Denver
Cost/Month
2,355.00

5. TERMS & CONDITIONS

EXPRESSWAY & STANDARD BULLETINS
Market
Colorado Springs
Cost/Month
1,685.00
1,685.00

10. COVERAGE/CIRCULATION
MARKETS SERVED INCLUDE:
Colorado Springs
Denver

Market	Avg Copy Per Month
Colorado Springs	15,420
Denver	31,200

EXPRESSWAY & STANDARD BULLETINS
Market
Colorado Springs
Denver
Avg
Copy
Per Month
30,000

ROTARY BULLETINS

Media Categories:

Traditional Outdoor

- Aerials/Inflatables
- Bus Bench
- Bus Shelter
- Mobile Advertising
- Outdoor
- Taxi
- Telephone Kiosk
- Transit

Place-Based

- Airport
- High School/College Campus
- Hotel
- In-Flight
- In-Store
- Movie/Theater
- Shopping Mall
- Sports/Fitness/Leisure Facility
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- Circulation/Coverage Information
- Production Specifications
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- Important Product and Service Details

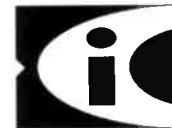
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- Associations
- Database Management
- Manufacturers
- Telemarketing
- Production
- Content Development and Programming
- Fulfillment/List Management
- Packaging
- Credit Card/Check Processing

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Time Warner
Location ID: 38 5ONL 040
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PATHFINDER is an internet product featuring Time, Inc., Magazines (Time, Time Daily, Money, People, Entertainment Weekly, Sports Illustrated, Fortune, Asia Week, Progressive Farmer, etc.) Original content for special interests like kids, finance and sports from inside and outside of Time Warner.
1. Personnel
Individual responsible for granting material extension:
Associate Director of Advertising Sales—Charles Thomas
212-522-4313;
FAX: 212-467-0308
E-Mail: cthomas@newmedia.timeinc.com.
Director/Advertising Sales and Marketing—Linda McCutcheon
212-522-4925;
FAX: 212-467-0308
9. Rates Received:
1/1/96
Agency Discount:
15%
Full Gateway Banner Links- 40,000.00/Quarter.
A Gateway Banner Link is both a brand advertisement and promotional response device. Advertisers are guaranteed 1.3 million impressions. When customers click the banner-link they are instantly transported through a gateway to the advertiser's Web site. The 480(W) x 60(H) banner and 158(W) x 60(H) button rotates through Pathfinder high traffic pages and/or specifically selected Time Inc. branded magazines.
Established: 10/01/1994
5. Audience Profile
Primary Audience:
11. Production Specifications
1) Designated Advertiser URL 480(W) x 60(H).
2) Banner Graphic EPS/TIFF file 158(W) x 60(H), 256 colors to cp.pathfinder.com
3) Choice of editorial areas for Banner-Button to appear
4) Completed text file for marketplace listing (One line of text up to 80 characters)
5) Category Choices for Marketplace Area
6) Designated Contact and Phone Number
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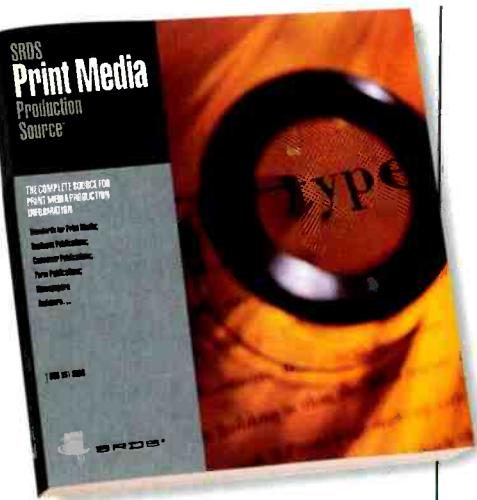
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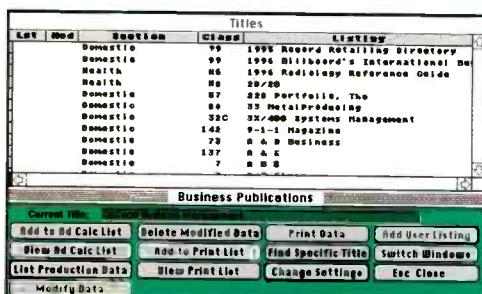


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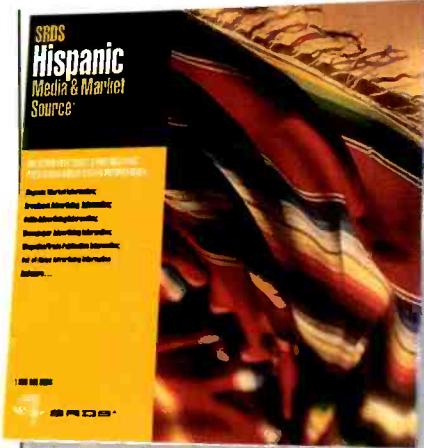


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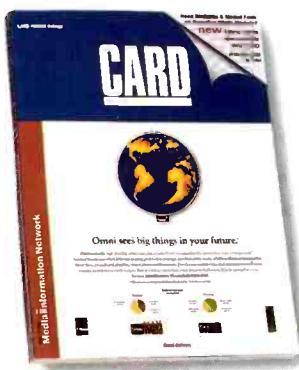
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WASHINGTON

Alicia Mundy

It Could Happen...

If the Democrats sweep Congress, the agenda on media issues could change—radically



The way Washington lobbyists see it, it's no coincidence that Halloween and the national election fall within days of each other. Both prospects, particularly the latter, are pretty scary.

As of this week, Bob Dole is trailing in the polls, has folded his (advertising) tents in California, is in danger of losing Texas, and, according to terrified sources at the Republican National Committee, could fall far enough to drag the House, the Senate or both down with him. With this in mind, *Mediaweek* asked lobbyists for the networks, advertising agencies and the tobacco and alcohol industries what they foresaw under a Democratic Congress with a Democratic President. They promptly produced their own black-and-white version of *Night of the Living Dead*.

Picture "Speaker Gephardt," shored up by the Chairman of the Ways and Means Committee, Charles Rangel; prodded by Telecommunications Subcommittee Chairman Ed Markey; Ted Kennedy running health issues in the Senate and Joe Kennedy getting a chairmanship somewhere in the House; wildman Henry Waxman in charge of all Food and Drug Administration issues; and John Dingell back at the helm in Commerce. David Bonior becomes "the Enforcer" in the House. And Larry Pressler gets swapped for Fritz "I want a children's hour on TV that lasts all day" Hollings at the Senate Commerce Committee. Sounds like an SDS [Students for a Democratic Society] alumni reunion.

But there's more! In such an environment, David Kessler gets a secure sinecure at FDA, FCC Chair Reed Hundt might finally get to rip Republican commissioner Jim Quello's name off the door, and Bob Pitofsky gets orders from Congress to turn up the heat at the Federal Trade Commission.

Now that I have your attention, let's look at some of the key issues that have become controversial during this season and look into the future.

ALCOHOL: Rep. Joseph Kennedy (D-Mass.), the grandson of a bootlegger, will be starting his sixth term, and as the other five showed, he is no fan of alcohol advertising. Despite his liberal label, he can round up conservative votes (Sen. Strom Thurmond's, for one) on

liquor-related items. In June, Kennedy introduced a bill restricting alcohol ads on TV and in print and limiting the tax-deductibility of such advertising. The issue, like everything else in Washington, is going nowhere before the election. And it probably won't succeed after the election—at least, not the first try.

But these are parlous times. If the Democrats win, many of the anti-tobacco forces and anti-cigarette politicians will want to extend their crusade to alcohol; in fact, they have already begun such a push. At least one activist group, Teenagers against Drunk Driving, has publicly asked Budweiser to pull its popular frog commercials in which tuba-toned toads ribbet out "Bud-Weis-Er." They've likened the frogs to Joe Camel, exposing the nefarious fact that the ads are deliberately funny and promote beer.

Curiously, Seagram has chosen this infelicitous moment to destabilize the delicate balance between the

pro- and anti-alcohol forces in Washington, leaving Congressmen as diverse as liberal Jim Moran (D-Va.) and conservative John Kasich (R-Ohio) asking, "Has Seagram lost its mind?"

In the opinion of six veteran lobbyists and five long-time Congressional aides (Republican as well as Democrat), the Seagram Company's announcement that it would begin running TV ads in late September, just five weeks before the Presidential election is a case of *bad timing*.

When the 44 Liquormart decision (allowing stores to promote liquor sales) came

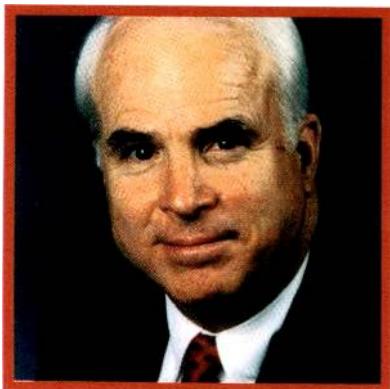


Rep. Joseph Kennedy is leading the anti-alcohol effort in Congress

down from the Supreme Court in June, Seagram announced that it was going to start selling liquor on TV, breaking an unwritten code among distillers to stay off the airwaves. Until then, the spirits industry had existed in a quiet vacuum on Capitol Hill. They could advertise on TV. But as long as they didn't, nobody was going to limit their rights to market in other ways. The rule was "Don't get in our face and we won't get in yours." Seagram did not respond to repeated requests for an interview.

After Seagram went rogue, Joe Kennedy stepped in with a seven-part bill, cleverly dubbed "The Just Say No Act," whose individual amendments were tailored to stand alone if necessary. Among his proposals were an outright prohibition on advertising distilled spirits on

WASHINGTON



Sen. John McCain wants something back from television.

looking at limiting ad tax-deductibility for tobacco and alcohol as one way to raise money to cut the deficit.

Now the bill didn't stand a chance before the election. However, that situation is now, as Washington pols say, "fluid." President Clinton has said that he doesn't think Seagram should market spirits on the air. (This despite the Bronfman family's, Canadians all, strong financial support of Democratic candidates in the past). The tobacco issue and the FDA move in August pushed the whole matter of "drugs" and teenagers back to the front burner. Then there's the election itself—Dole attacks Clinton for being soft on drugs, and Clinton returns fire as the defender of the family against the forces of evil, and suddenly you've got trouble, right here in Potomac River City.

Less than a year ago, The Distilled Spirits Council of the U.S. (DISCUS) queried officials at the Beer Institute about the wisdom of such a move. And that was

"Name the product that's politically incorrect. Tobacco, alcohol, fast cars, fat food, condoms. They would all be on the plate."

before the political climate became unbearably hot. As recently as a month ago, according to several Washington sources, at a meeting between DISCUS reps and other trade lobbyists, a DISCUS official said he didn't think Seagram would actually do anything before the election—"He said that he thought that since everything is volatile right now with tobacco and every other politically incorrect product, Seagram would wait a couple months," says a lawyer who attended the meeting. A DISCUS official declined to comment on the organization's conversations with Seagram.

Instead, Seagram apparently waited just until drugs, alcohol and tobacco had become entangled together in the election circus. Now if the Democrats win, the issue is already one that has rankled them because it forced a confrontation sooner than the pols and the President wanted to face it.

any electronic medium under the FCC's jurisdiction, severe restrictions on how liquor ads look in magazines, and, for good measure, an end to the deductibility of ad expenses on corporate taxes.

Kennedy says, "I don't agree with Seagram's decision, and I think this is one way to discourage them."

He attracted an interesting cosponsor, Republican John Kasich, the hard-line chairman of the Budget Committee. Kasich has been

In addition, it has caused the long-simmering feud between the liquor makers and the beer and wine producers to come to a boil. The folks at the Wine Institute and the Beer Institute believe that if Seagram's move backfires, and there's a rash of proposals to limit ads for spirits, the backlash could spill over to other alcohol products. "I think the beer distributors see this as a Seagram plot," says a lobbyist whose firm deals with advertising. "Maybe it is." Liquor makers have resented the lower taxes that beer and wine producers pay. So, the conspiracy theorists say, perhaps Seagram figures that if it loses, the beer and wine industry may take a hit, too, and find themselves lumped in with spirits for advertising or for tax status. Meanwhile, a lobbyist who thinks Seagram moved too fast says, "Serves Seagram right. You know what they're calling Seagram on the Hill now? 'Hard liquor.' The distillers hate being referred to like that; they want to be called spirits. There will be a backlash."

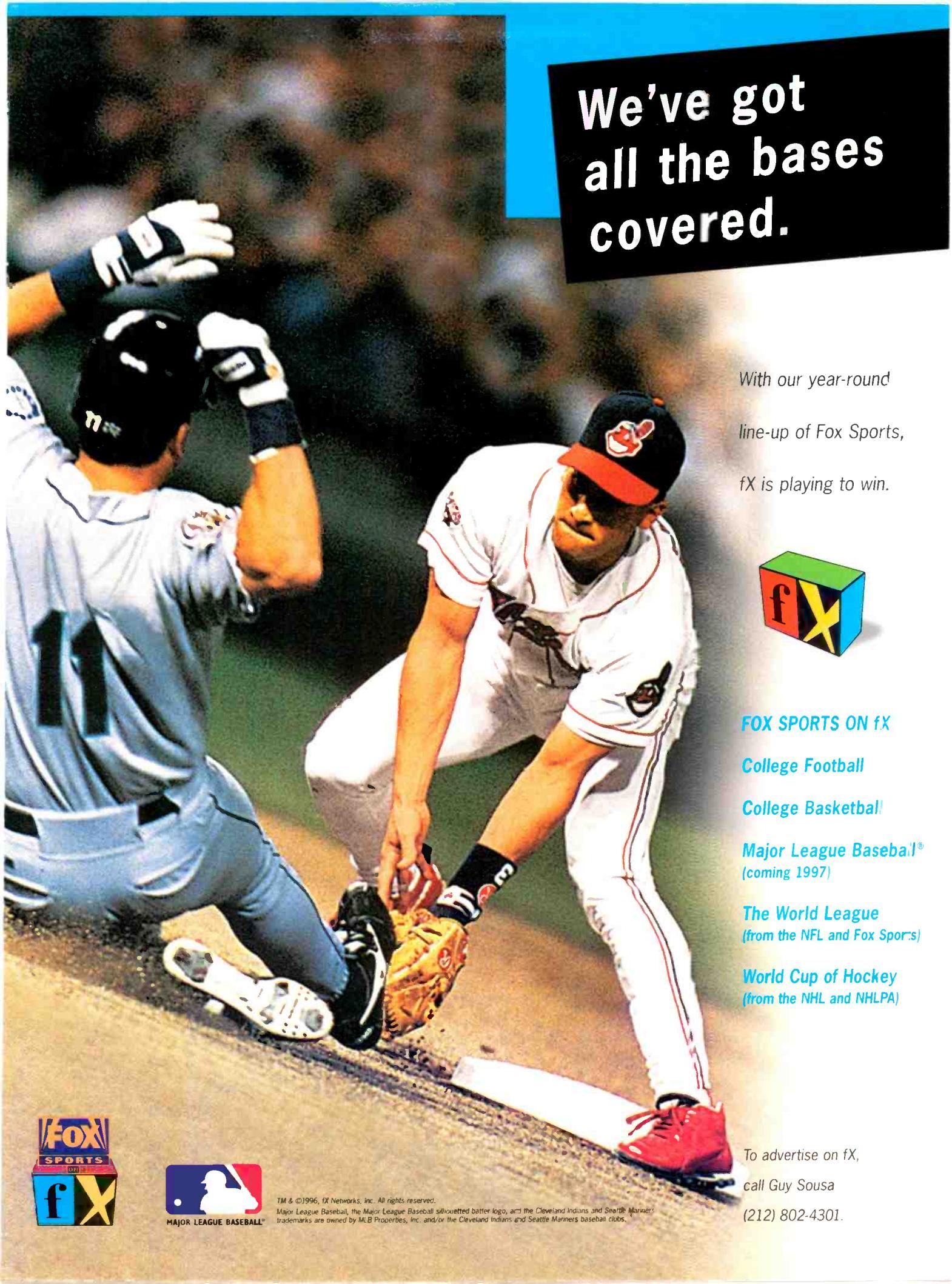
TELEVISION: Network lobbyists and their legal teams at prominent Washington law firms say they're between a rock and a hard place. If Dole loses, the speculation goes, the nets are safer on the spectrum issue, because Dole wanted to push for auctions of the digital band now. If the Republicans keep Congress, however, even without a GOP President, network lobbyists worry that Sen. Pressler (R-S.D.), chairman of the Commerce Committee, and fellow Republican John McCain, will push for auctions in the name of deficit reduction and tax cuts.

The alternative scenario isn't much better. If the Dems win, spectrum auctions will probably go to the back burner. Neither Sen. Fritz Hollings, the likely

Commerce Chair, nor John Dingell, who would return as House Commerce leader, wants auctions. "But Dems will impose more social-interest obligations," says a network lawyer. In return for no auctions, both Hollings and Dingell want more control of the airwaves and TV content. Hollings wants

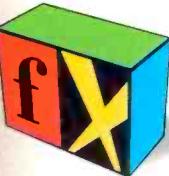
a safe harbor for children watching TV that would extend from about 6 a.m. to 10 or 11 p.m. and would likely introduce legislation on this if he takes over Commerce. His ally there is Sen. Joe Lieberman (D-Conn.) who is not on the Commerce Committee, but who was an outspoken advocate of getting *Cybill* out of the 8 p.m. time slot. For his part, Dingell has been able to effectively play the auction card with telecom companies (who have been major contributors to his favorite PACs), on the theory that as long as networks *don't* pay for their spectrum, they have to do what you tell them.

One fallout from a Democratic takeover that almost all the media lobbyists agreed on was that Democrats would *not* allow further loopholes or liberalization of regulations prohibiting duopolies in television (a favorite issue of Hollings and Ed Markey, the telecom czar of the Democratic Congress).



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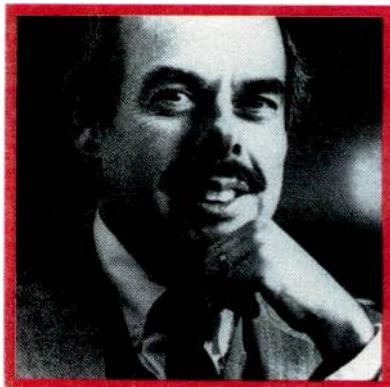


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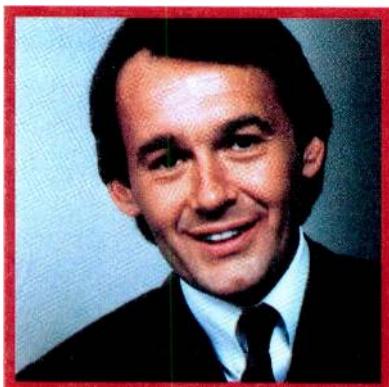
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WASHINGTON



Henry Waxman may get expansive power to attack tobacco



Ed Markey wants to clamp down on TV duopolies

Finally, on merger matters, one media lawyer who has been involved with movie studio/TV station marriages says, "Democrats are resistant to mergers. Something like a phone company trying to buy TV stations, I think, would be opposed. There would be many obstacles, many concessions necessary for Democrats to agree. That doesn't mean mergers wouldn't happen at all. I mean," he laughs, "you won't have major mergers stopped completely until there are changes in campaign finance laws, if you follow me."

And there's one last issue, the FCC. For organizations such as the FDA, FTC, EPA and FCC, the critical issue isn't who controls the White House, it's who controls Congress. For example, "The FTC hasn't gone looking for fights on the consumer-protection side

say, Waxman may get a choice between the subcommittee chairmanship or the chairmanship of the Government Reform and Oversight Committee. The latter has little specific legislative clout but has enormous power as a vehicle to either investigate or protect agencies such as the FDA and FTC. "Either spot offers Waxman a great big soapbox," says John Kamp, senior vp at the American Association of Advertising Agencies in Washington. Waxman has supported Kessler and the FDA on tobacco marketing restrictions. And the liaison between the White House and Congress is one of Waxman's former top aides.

Tobacco advertising is another specific worry. In addition to the FDA-proposed rules, there is a new bill in the House from Rep. Paul McHale (D-Pa.) that would end deductions for advertising expenses for tobacco. The good news is that McHale is "not a player," says an ad industry lobbyist. The bad news is that one of his cosponsors is Dick Durbin, a Congressman from Illinois who, according to the polls, may become the next Senator from Illinois. Suddenly, people who didn't matter much may assume new importance.

"Even if there weren't a veto-proof majority in a Democratic Congress, the level of rhetoric would change considerably.

"Name the product that's politically incorrect," says Kamp. "Tobacco, alcohol, fast cars, fat food, condoms. They would all be on the plate."

The question mark on the ad tax-deductibility issue would be the new Ways and Means chair, Charles Rangel. "I think he understands the concerns of the advertising community, since he is from New York," says Dan Jaffe, the executive director of the Association of National Advertisers. "But he would be under pressure from Democrats on the issue of giving products like tobacco and alcohol a tax break for advertising. And he'd be under pressure from Republicans such as Kasich and McCain, who are deficit cutters too."

"With a Congress to back him, Clinton might propose a more activist agenda for Pitofsky." —a lobbyist who deals with the FTC

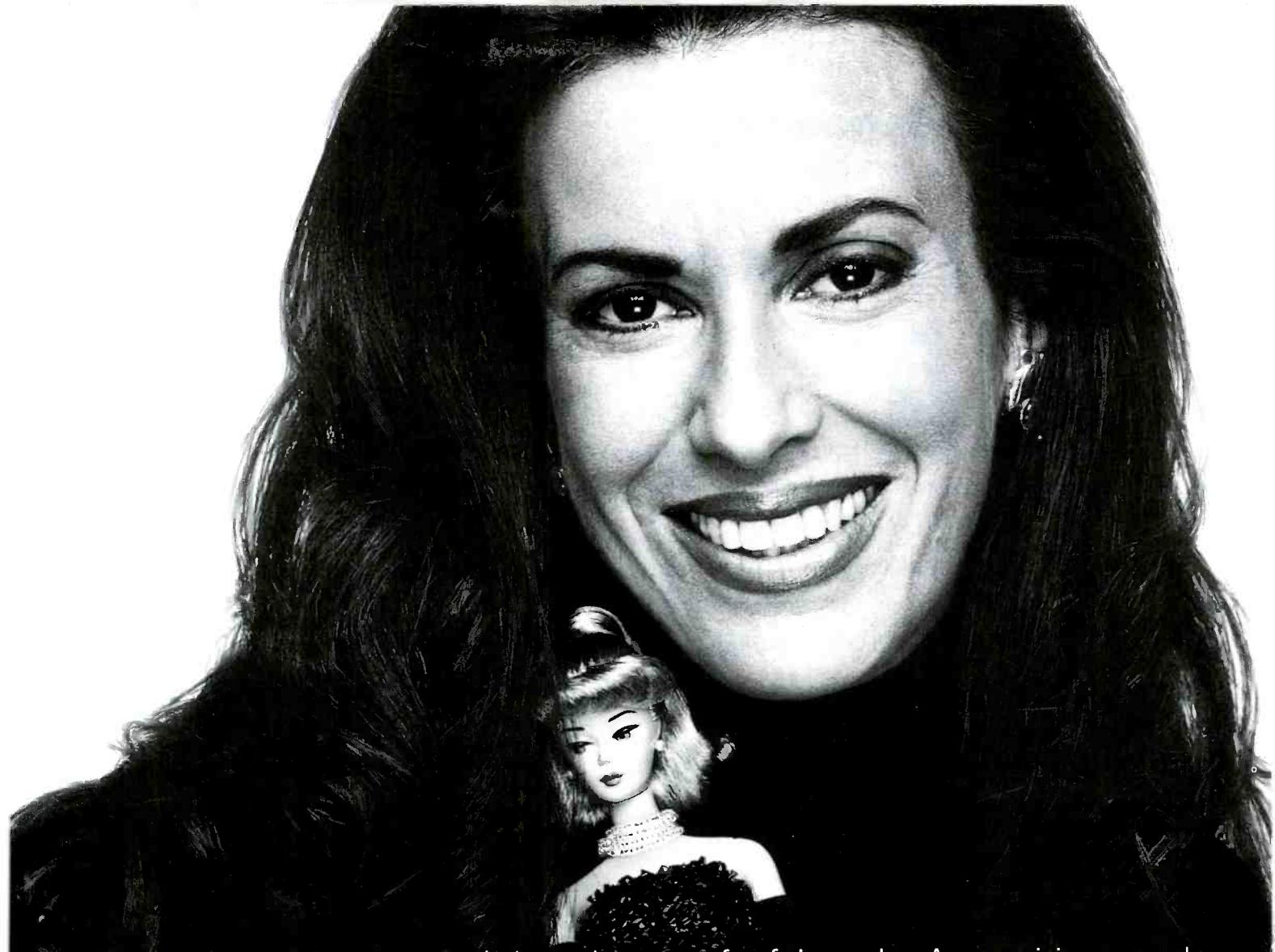
recently," says a lobbyist who deals with the FTC. "But with a Congress to back him, Clinton might propose a more activist agenda for Pitofsky. We've already seen a more active FTC in the antitrust side."

Over at the FCC, two of the five seats are technically open right now—critical swing votes. A Democratic Congress to back Clinton's nominees could mean a more liberal agency, and a replacement for veteran commissioner Jim Quello, the official thorn in Chairman Hundt's side, whose term has expired. "I don't want to speculate on this right now," says a former FCC official who now lobbies there. "The idea of Reed Hundt with a clear majority and a Democratic Congress is too painful."

TOBACCO: You don't want to know. If Henry Waxman gets the chair of the Health and Environment Subcommittee, even Virginian Tom Bliley, tobacco's Republican friend in Congress, won't be able to help much. In fact, if the Dems win, Congressional sources

DIRECT MARKETING: There's a push in the Senate to limit the demographic information on children who use the Internet, which some in Washington fear could spread to other areas of marketing. That would put children pretty much off-limits to direct marketers. And sources at the FDA say that a Democratic Congress would be more amenable to changes in food and prescription-drug labels and how prescriptions are marketed. This could lead to reevaluation of the recent relaxation of laws governing advertising of prescription drugs, and perhaps over-the-counter drugs.

So if you thought it didn't make any difference if President Clinton wins in a landslide and takes Congress with him, well, think again. Happy Halloween! ■



Barbie and beyond. It has the arc of a fairy tale. An aspiring coed from Queens College grows up to become the princess of power in the rough and tumble toy industry. But you don't make it to the top at *Mattel* on ambition alone. It takes talent. A knack for building memorable brands. It takes tenacity. The ability to drive sales of America's most famous doll from \$200 million to over one billion a year. Together they're two pretty powerful role models. On slightly different scales of course. **Jill Barad picked up her first copy of *Forbes* as an advertising account executive in 1978.**

Forbes
CAPITALIST TOOL®

Magazines

By Jeff Gremillion

Reader's Digest
writes a new
'script for 'American
Health', focusing on
the female. Male
readers, begone.

For Women's Eyes Only

After 15 years, a steady leader in the health category is switching gears to focus exclusively on women. "Men need not apply" is stamped across the direct-mailers that Reader's Digest's *American Health* sent out recently to baby-boomer women announcing the magazine's new look and feel, which debuted last week with the October issue. "Disseminating health information without regard to gender is yesterday's news," says Susan Buckley, *American Health* publisher. "This is the first magazine to make that distinction." Of course, the publishers of the half-dozen other health

magazines clearly targeted to women would disagree with Buckley's assessment that her book is breaking ground. But you have to give Buckley and her editorial team credit for their brazen, you-go-girl attitude.

"As a man, don't bother picking up this magazine," Buckley tells me. "There's nothing in it for you. Men will not feel comfortable with the new *American Health*." The publisher adds that a year and a half of research and market testing have greatly reduced RD's anxiety about the risk involved with such a dramatic departure.

American Health will continue to publish 10 times a year; in January the circulation rate base will jump from 800,000 to 900,000. Circulation currently averages 836,000.

The magazine, formerly a journal of medical news distilled for lay people, does not mess around with any stories that could be construed as appealing to both sexes. And you won't find pieces on what Buckley considers "the old definition of women's health—diseases that women get that men don't." *American Health* will cover psychology, relationships, stress management and spirituality. The only time men will be mentioned is when women are given advice on how to take care of them. There's a heart-smart story in the October issue about how "to make a man care about his heart almost as much as you do." In the letters column, a woman gets an answer to her question about

whether her son's new nipple ring means that he's gay. (Probably not.) In the new design, not surprisingly, lots of photos of energetic women are featured amid funkier, bolder graphics and type treatments.

Amy Wilkins, publisher of Time Inc.'s monthly *Health* (circ 955,000), says that reader confusion about the two similarly titled books, already significant, is likely to get worse because the relaunched Reader's Digest book has edged closer to *Health*'s turf. Still, Wilkins says the magazines target "totally different audiences." *Health* itself relaunched and shifted its focus more squarely on women three years ago. "We decided it was time someone really spoke up to women," Wilkins says. "We're not the ABC's of health.

We're further down the alphabet."

Both titles have posted solid gains in ad revenue this year. According to PIB figures, *American Health* had ad revenue of \$9.8 million through August, up 14.4 percent over 1995. *Health* was up 23.6 percent through August, to \$9.7 million.

Rodale's 46-year-old *Prevention* is the ad-revenue leader in the crowded women's health arena (\$35.5 million through August), closely followed by Condé Nast's *Self*, then Weider's *Shape* and Gruner + Jahr's *Fitness*. *American Health* and *Health* bring up the rear. All six titles have shown strong growth this year; their combined ad revenue through August totaled about \$120 million.

Propelled by both aging baby boomers' emerging awareness of their mortality and a surge in ads from drug manufacturers, health and fitness is among the fastest-growing magazine categories, even splintering into well-defined subsets. Sports books for women are quite the rage, with Condé Nast readying its addition to the field. Rodale Press successfully launched *Men's Health*, whose circulation has gained steadily to the current 1.3 million. Hearst and Cowles are testing alternative-medicine books. "This is a very vital category on both the publishing side and the ad side," says James Guthrie, executive vp of the Magazine Publishers Association. "It's unusual for a category to grow so fast."



Four-letter launches: *Blue* and *Icon*, scheduled to start up next spring, will celebrate adventurous vacations and successful folk

Spring Launches**Niches for '97:
Adventure, Success**

The current climate in the magazine business is not very favorable for start-ups, particularly independent start-ups. Production costs are high, and publishers are concentrating primarily on expanding existing franchises. Still, a few young, first-time publishers are entering the fray, committing time, investment capital and, most notably, genuine passion into unusual new magazines.

Publisher Amy Schrier, 28, is the brain behind *Blue*, an "adventure-lifestyle" book scheduled to launch next spring. Schrier's background is in ad sales, including work for a Hong Kong-based art magazine. Aside from *Blue*'s potential to tap into the current interest in "extreme" sports and adventure-oriented vacationing, it has a not-so-secret weapon in its art department. Noted designer David Carson has signed on as art director.

Carson has attained both fame and infamy with his thrilling, futuristic, often illegible typography for a string of off-beat magazines, most recently *Raygun*. A sample of Carson's still-evolving designs for *Blue* suggest a more toned-down, simple scheme.

Schrier, who wants to target 19-to-49-year-olds, says the "first phase" of funding for the New York-based project came from private investors she organized; the investment bank Communications Equity Association is organizing the second phase. Schrier would not comment on how much money she is working with, but reports have put it at several hundred thousand dollars. *Blue* will have an initial rate base of about 100,000.

Icon, a new bimonthly magazine for men, also plans to launch in the spring with a 100,000 rate base. The New York-based title, which grew

DESIGN WATCH**Seeing Stars**

The coolest of all keyboard characters is now the trendiest international design element going. The asterisk, that little star you get from shift-8 on the keyboard, is featured in the logos of two new, way-hip magazines—London's sexy shelter book **Wallpaper**, and the two-year-old San Francisco fashion magazine **Surface**. The asterisk also is the defining emblem for **Condé Nast House & Garden's** front-of-the-book section, **Domestic Bliss**.

H&G art director Robert Priest says nobody is copycatting here. Design trends "are like songs," Priest says. "There's a strange moment when many people notice something in the air."

Priest favors the more mod, cartoon-flower-style asterisk used lately by fashion designers as retro-'60s daisies. "It has an element of hipness to it," he says, "with that whole bottom-of-the-bathtub thing. It's a way to signal that we can appeal to younger readers as well as older." There's also a practical reason why the asterisk appears, in varying sizes and colors, throughout the *H&G* section. "We can signal to readers that this is an editorial page in a forest of advertising," Priest says.

The other books pair a more linear, stick-figure asterisk with lower-case type in their logos. "An asterisk represents an omission—that something's missing that you can find elsewhere," explains **Surface** art director/copublisher Riley John-Donnell. "We try to cover parts of pop culture that other magazines are missing."



Omission commission: *Surface*, *Wallpaper* and *H&G's Domestic Bliss* section are using the asterisk for different reasons

out of founding publisher David Getson's senior term paper at Princeton, promises to take a brazenly unconventional approach in analyzing success in its various forms. *Icon* positions itself as "thoughtstyle for men" around 30. Getson, 24, a strapping former college football player, takes pride in his book's obtuse description. "We are committed to never explaining the concept of success," but rather to laying out the paths followed by those who have achieved it. David Geffen and John Gotti are profiled in the prototype issue.

Getson, who says *Icon* will break

the mold like "*The New Yorker* of the '20s, *Playboy* of the '50s, *Rolling Stone* of the '70s," has assembled a full-time staff of 10. (Getson's associate publisher is a former Princeton teammate, but all the other new staffers were recruited from other publications since *Icon* set up shop in downtown Manhattan.)

Getson declined to discuss funding sources. "To launch a magazine the way *Icon* needs to launch, it costs \$6-to-\$8 million," he says, adding with a smirk: "The Princeton football alumni network is a fascinating thing."

Must-Reads

A selective compendium of praiseworthy articles from recent issues:

For laughs, Brian Alexander analyzes "**The 9 Things About Women That Puzzle Men Most,**" in the October *Glamour*

In "**Home on the Range,**" in the October *Texas Monthly*, Paul Burka writes on one family's battle to keep their 112-year-old family ranch alive

Men's Journal columnist Roy Blount Jr. savages the "nice" trend in his October installment, "**No More Mr. Nice Guy**"

Newspapers

By Anya Sacharow

Almost 30 years later,
the 'St. Petersburg
Times' zoned
editions are still a
model for attracting
retail ad dollars

Zone Offense

When newspaper publishers talk about the future of the business, they often talk about zoning. Zoned circulation and advertising (even to a geographical level smaller than a Zip Code, called microzoning) is a growing strategy for papers to boost retail advertising. One of the first papers in the country to employ zoning was Times Publishing Co.'s *St. Petersburg Times*, which in 1968 launched a four-page weekly tabloid called the *Suncoast Times*. Today the *Times* is zoned into 11 daily editions and two biweekly neighborhood editions within a 100-mile radius of St.

Petersburg on the south end to Florida's Citrus County on the north. Several national papers have looked at St. Petersburg to see how they do it.

The *Times* introduced zoning to become more competitive in the advertising market. In the region, Hearst's *Clearwater Sun*, among others, had been undercutting the *Times*' advertising rates because the *Times* only sold full-run. In the early 1980s, the *Sun* folded, partially because of the *Times*' success in generating a larger share of the ad market with zoned editions.

"[Zoning] is like an umbrella," says Richard Reeves, advertising director of the *Times*. "You've got a product that can fit any retail budget." The *Times*' retail rates now range from about \$16 an inch daily and \$21 on Sunday for a 100-inch contract in the zoned editions to full-run rates of \$83 an inch daily and \$117 Sunday for the same contract.

While many advertisers take advantage of the lower zoned rates, it makes selling full-run ads more of a challenge. Construction contractors, for example, might buy smaller pieces of the market when they could be buying larger

ones. "If an advertiser that should be buying full run starts to buy partial run to save money, that's a disadvantage," says Jerry Goodman, advertising manager for the *Times*' Clearwater bureau.



Targeted editions of the *Times* within a 100-mile radius of St. Pete boost regional readership

capture the essence of the communities we serve, and we have a news report that is closer to home for readers," says Joe Childs, managing editor of the Clearwater bureau.

The Latest on Milwaukee

Sextant Makes New Overtures to Staffers

Sextant Partners' unsolicited \$1 billion offer for Milwaukee-based Journal Communications still stands. Sextant media broker Christopher Shaw was in Milwaukee recently making sure of that, contacting shareholders of the 90 percent-employee-owned company, which controls the *Milwaukee Journal Sentinel*, three TV stations and nine radio stations, printing companies and telecommunications enterprises.

The offer was first presented in a Jan. 31 letter from Shaw to Robert Kahlor, Journal Communications chairman and CEO, who rejected it. Since then, Shaw, who orchestrated Gannett Co.'s buyout of the Bingham family's Louisville, Ky., papers in 1986 for \$300 million, has taken the matter to the employees.

Shaw says that 70 percent of the staffers he contacted said they were "in favor of taking the offer seriously." The week before Shaw's Milwaukee visit, employee stockholders were to receive a formal survey asking if they wanted to sell their shares of the company for Shaw's proposed price, which is about twice the current value of the shares. Shaw says that the survey—which he designed with Joel McNally, a former *Milwaukee Journal* columnist who

now works for Sextant—was intercepted by management and returned.

"We took the bulk mailing back to the post office," says Bob Dye, a Journal Communications representative.

"Mr. Kahlor sent out memos saying we had sent it back and that we wouldn't distribute any more of their bulk mailings."

In a move to ward off hostile bids, Journal Communications recently announced that it would increase the value of its stock by about 50 percent over the next five years if employee unit holders approve the move in a vote next month.

According to Shaw, Sextant's offer amounts to an immediate 200 percent increase in stock prices. "All [the company's proposal] does is to raise the price [of the stock] to 75 percent of what it should have been in five years' time," Shaw says. "Nobody has been fooled by that."

Despite the results of Shaw's survey, Journal Communications' Dye says there has been little interest in the form of questions or correspondence from employees regarding the \$1 billion offer.

Sextant's McNally counters that employees are concerned about their future at the company "because of what happened a year ago." In April 1995, the a.m. *Sentinel* and the p.m. *Journal* were combined to form the new paper. Of 1,600 full-time jobs, 250 were lost through early retirements and separation incentives.

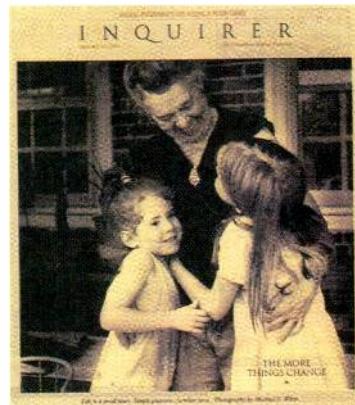
'Inquirer' Redesign Philly Sunday Mag Grows Up

The *Philadelphia Inquirer* on Nov. 24 will introduce a redesigned Sunday magazine. The effort features a brighter, more sophisticated look, new paper stock and a larger trim size matching that of the Sunday mags published by *The New York Times*, *Los Angeles Times*, *Chicago Tribune* and the *San Francisco Examiner & Chronicle*. The *Inquirer* magazine will include new columns, home and design features, more fashion photography and more special issues.

The new size of 9½ inches by 11½ inches puts the *Inquirer* in position to participate in a possible national ad-

vertising network for Sunday magazines. "I'd be reluctant at this point to say anything other than we've made the change," says Harvey Hill, national advertising director of the *Inquirer* and *The Philadelphia Daily News*, both owned by Knight-Ridder. "That allows for the possibility of a network. But to go beyond that would be premature."

Sunday magazine readers are a very strong demographic for advertisers. "The strength of Sunday magazines is they have a loyal market," says Avery Rome, editor of the *Inquirer* magazine. "The opportunity for advertisers to use this magazine to get a network across the country of upscale readers, interested in current events, with a



fashion advertiser uses a single model in a stylized photo.

Todd Brownrout, vp of advertising for the *Inquirer* and the *Daily News*, says that the Sunday magazine had lost upscale readers to competitors, including *Philadelphia* magazine. Along with the redesign, the *Inquirer* magazine is lowering its rates to become more competitive.

What's New on the Web

N.Y.'s 'Daily News', In Living Color

Two new newspaper Web sites worth mentioning are the New York *Daily News'* (<http://www.most>-



The redesigned *Inquirer* Sunday mag (right) is shedding its old skin (left) and adopting some design elements of a city mag

sense of style, is desirable."

With the new sophisticated, glossy format, the *Inquirer* is looking to attract upscale readers and boost ad categories including high-end furniture, department stores, real estate, health care, alcohol, airlines, restaurants, museums and galleries.

"We were forced to decide whether to fish or cut bait," Hill says. "Major department-store advertising had gotten to a point where they were no longer committed to the magazine. National was dwindling. We weren't in good shape."

Hill hopes that the magazine will create the sort of environment that lends itself to image advertising, such as when a department store or

[newyork.com](http://www.newyork.com), going up this week) and the *Chicago Tribune*'s Digital City, Arlington Heights (<http://chicago.digitalcity.com/arlingtonheights>).

The *Daily News* site reproduces much of the tabloid's content, but in color, along with extras such as opera listings. Advertisers include Chase Manhattan Bank, Lincoln-Mercury and J&R Music World.

The *Tribune* site is the paper's first digital news effort. The site provides *Tribune* news and classifieds and event listings for the Arlington Heights region. It's the first phase of Digital City Chicago, more of which is scheduled to appear on the Web and on America Online through 1997. ■

MOVERS

CABLE

John Cuddihy has been named vp and managing director of A&E Networks' international division. Cuddihy joins A&E from New World Entertainment, where he had been managing director since 1993...MTV has promoted **Nicole Brownning** to executive vp for affiliate sales and marketing. She had been senior vp for regional operations for affiliate sales and marketing since 1992...**Gary Tietjen** has been appointed director of local sales and marketing for the Cabletelevision Advertising Bureau. Tietjen had been assistant ad sales manager for Cablevision Systems in New York.

PRODUCTION

Lenora Hume has been named senior vp of international production for Walt Disney Television Animation. Hume had served as vp of international production for Walt Disney Television Animation, a position she held since 1992.

RADIO

ABC Radio Networks has named **Nancy Wetmore** account executive for the ad sales department in Dallas. Prior to joining ABC, Wetmore worked as an account exec for KDAF-TV in Dallas and before that was regional ad sales manager for Prime Sports... Westwood One Entertainment has appointed **Dennis Green** Midwest regional manager of affiliate relations. Green comes from LH&S Communications, where he was operations manager and affiliate relations director for Illinois and Wisconsin Radio Networks.

The Media Elite

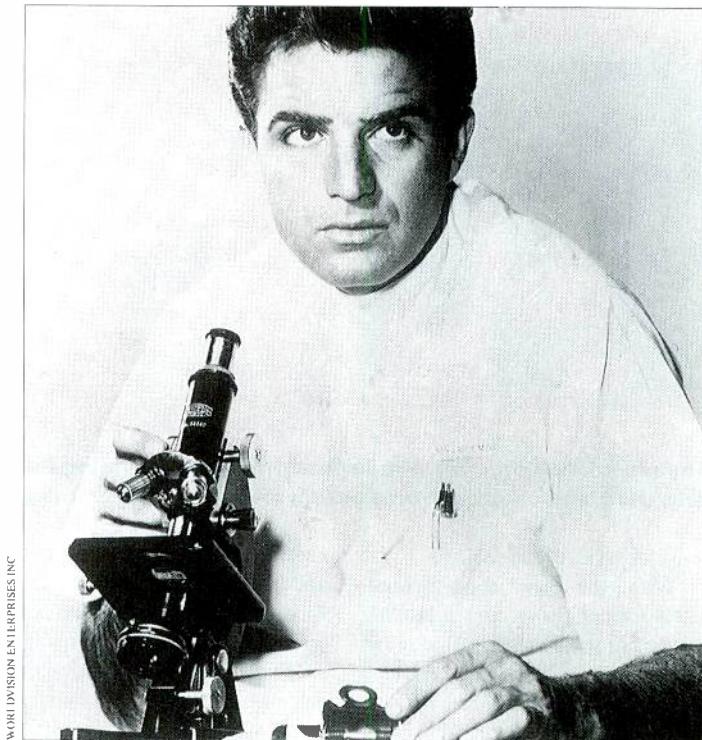
BY MARK HUDIS AND ANYA SACHAROW

Ben Casey's Last Bet

Around the time that Bing Crosby discovered Vince Edwards and turned him into TV doctor Ben Casey, Edwards discovered the race track and turned himself into a gambling addict. That was in the early 1960s.

In the months before he died last March of cancer, Edwards worked frantically to finish a book about his gambling prob-

script. His widow, Nancy Edwards, is finishing the book for him ("Vince made me promise," she says) and will start to show it to publishers in the next few weeks. Producer Herman Rush wants to make a TV movie out of the story for next year. From the way his widow describes the Vince Edwards story, it won't be something you'll find on the Disney channel.



Edwards, TV's Dr. Casey, couldn't cure his gambling problem

lem and how it ruined him. He didn't write fast enough.

Edwards, who portrayed the brooding and handsome young doctor on the ABC series for five seasons (1961-66), left behind stacks of pages, notes and tape recordings for the book he wanted to call *Easy the Hard Way*. But there is no finished manu-

In the early days of ABC, *Ben Casey* was the network's only series in the top 10. It was a huge hit that spawned imitators such as *Dr. Kildare*, starring a young Richard Chamberlain. But the instant success of *Casey* made Edwards pretty much the hottest young TV actor of his day (he had affairs with Marilyn Monroe, Joan Collins and Shelly Winters to prove it). He assumed he could make the leap to movies when his TV contract ran out in the late 1960s. But the movie studios had a different idea. They thought people would never pay to see an actor in the movies that they could see every day in reruns. Edwards' career began to wither fast.

"He didn't like himself very much after *Ben Casey*," says Nancy. The money he made from the series—and from a string of apartment houses Edwards bought with Carol Burnett—all went on the horses. When the money was gone, "Vince started to turn his acting talent to con people out of their money," his widow says. His favorite scam was to convince friends to invest in a remake of *Ben Casey*. "He used that for 20 years," Nancy says. And it worked—even on her.

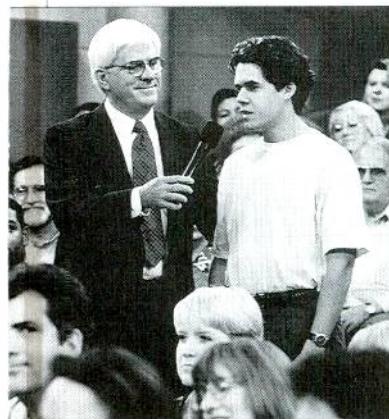
Nancy actually took Edwards to court to get back the tens of thousands of dollars she had given him while they were dating. "Everyone let Vince get away with it before," she says. "Not me." The lawsuit made big headlines in the supermarket tabloids. The day that Nancy won the case, Edwards walked across the courtroom and proposed to her. He promised to give up the track and go to Gamblers Anonymous. Vince and Nancy were married a month later in Las Vegas.

"The last 25 years of his life he thought were all downhill because of his addiction," Nancy says. "He finally wanted to be honest about it and how it devastated his life. He wasn't going to get anything out of this book—he was dying. But he struggled until the last minutes of his life to get it down."

Donahue Sails Into Sunset, With Staffers

Oprah may get the biggest paycheck. Richard Bey may get the biggest freaks. Jerry Springer may have the weirdest ideas. But Phil Donahue still has the biggest heart.

The retired king of talk TV recently invited his former staffers—all of his former staffers—on an all-expenses-



After 20 years in talk, Phil's mum on staff cruise

paid cruise to Bermuda. The early-summer cruise was his thank you to all the folks who had ever worked on his syndicated talk show before it ended last spring after more than 20 years on the air.

Some 150 guests took Phil up on his invitation. "It was the most fabulous cruise ever," said one former *Donahue* staffer, now working for another talk show, who declined to be identified.

Even more incredible than Donahue's display of six-figure generosity is that Donahue doesn't want to talk about it. He refuses to talk or let anyone else near and dear talk about the trip. It was private. Period. End of story.

Donahue's publicist couldn't get him to comment, and several former staffers declined to talk to us about the excursion in anything but the vaguest, "it-was-fabulous" terms. —MAH

Elite Theme Songs

Quick! What's the nation's most famous theme song? We'd guess it's the one from *The Flintstones*. But we'd also have to say the Miss America theme song ("The-e-e-ere she is . . .") is right up there when you're talking about instant recognition. The tune, made famous by game-show/pageant host Bert Parks, was written back in 1955 by the late New York songwriter Bernie Wayne, composer of "Blue Velvet," for the first network-TV broadcast of the Atlantic City classic. Now Wayne's wife, Phyllis, is putting the Miss America song's lyrics on a line of coffee mugs, baby bibs, T-shirts and sweats. Cute footnote: The first set of Miss America *tchotchkes* went to singer Page Morton Black, who sang Bernie Wayne's other famous theme song, the jingle for Chock Full o' Nuts coffee. Honest.

How do New Yorkers find out which way the wind is blowing?



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CULTURE TRENDS

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending September 28th provided by Sound Scan.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	41	Macarena (Bayside Boys Mix)	Los Del Rio
2	2	2	15	I Love You Always Forever	Donna Lewis
3	4	3	7	Its All Coming Back To Me Now	Celine Dion
4	3	2	15	Twisted	Keith Sweat
5	5	3	29	C'Mon N' Ride It (The Train)	Quad City DJ's
6	6	5	11	Change The World	Eric Clapton
7	7	3	13	Loungin	LL Cool J
8	8	1	17	You're Makin' Me High...	Toni Braxton
9	12	9	13	Counting Blue Cars	Dishwalla
10	9	6	10	You Learn/ You Oughta Know	Alanis Morissette
11	17	1	16	How Do U Want It/ Calif. Love	2Pac (Feat. KC & Jojo)
12	11	3	26	Give Me One Reason	Tracy Chapman
13	13	13	18	Only You	112 featuring
14	10	5	12	I Can't Sleep Baby (If I)	R. Kelly
15	14	11	18	Who Will Save Your Soul	Jewel

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Billboard's Heatseekers Albums

Best selling titles for the week ending September 28th by new artists who have not appeared on the top of Billboard's album charts.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	14	Paul Brandt	Calm Before the Storm
2	4	5	eels	Beautiful Freak
3	2	12	James Bonamy	What I Live To Do
4	19	2	Deana Carter	Did I Shave My Legs For This
5	-	1	Face To Face	Face To Face
6	3	5	The Braxtons	So Many Ways
7	22	6	Fiona Apple	Tidal
8	5	31	Ricochet	Ricochet
9	15	6	Republica	Republica
10	6	4	Dave Koz	Off The Beaten Path
11	9	9	Kenny Chesney	Me and You
12	28	4	Ann Nesby	I'm Hrer For You
13	14	23	Jo Dee Messina	Jo Dee Messina
14	11	35	Enrique Iglesias	Enrique Iglesias
15	8	6	Cledus "T." Judd	I Stold This Record

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MTV Around the World

Week of 9/23/96

MTV Europe

Artist	Title
1. Spice Girls	Wannabe
2. Fugees	Killing Me Softly
3. Bone Thugs N' Harmony	Crossroad
4. Peter Andre f/ Bubbler Ranx	Mysterious Girl
5. NAS	If I Ruled the World

MTV Brasil

Artist	Title
1. Smashing Pumpkins	Tonight, Tonight
2. Bon Jovi	Hey God
3. Green Day	Walking
4. Paralamas Do Sucesso	Contradiction
5. Pato Fu	Lourinha Bombril
	Pinga

MTV Latino - Mexico

Artist	Title
1. Fugees	Killing Me Softly
2. Alejandra Guzman	Toda La Mitad
3. Everything But The Girl	Wrong
4. Jaguares	Detras De Los Cerros
5. Eros Ramazzotti	Estrella Gemela

MTV Mandarin

Artist	Title
1. Jacky Cheung	I Can't Forgive You
2. Jeff Zhang	Love You Too Much
3. Coco Li	Past Love
4. Sammi Cheng	Worth
5. Alex To	I Don't Mean It

MTV US

Artist	Title
1. 311	Down
2. Fugees	Ready Or Not
3. NAS	If I Ruled The World
4. Soundgarden	Burden In
5. Metallica	My Hand
	Hero Of the Day

CULTURE TRENDS

MTV's Buzz Clip

Buzz Clips are usually by new, up-and-coming artists who MTV believes have special potential. Of the 40 videos that MTV designated as Buzz Clips since January 1994, more than 75% have been certified gold or platinum.

Week of 9/23/96

NEW ADDITION!!

Artist/Group: **Marilyn Manson**
Song/Video: *The Beautiful People*

Director: **Flora Sigismondi**

Marilyn Manson continues its assault on the morals, ideologies and nightmares of American culture with their second release, *Smells Like Children*. This South Florida band was the first signed by Trent Reznor's Nothing Records -- in fact -- Trent Reznor produced and mixed the album.

Artist/Group: **Cake**
Song/Video: *The Distance*

Director: **Mark Kohn**

Rather than ignore contradiction, Cake revels in it. Testifying to the broad scope of their audience, the band has already appeared on concert bills with artists ranging from the Meat Puppets and The Ramones to Al Green, The Meters, Jonathan Richman and the Monks of Doom. With their self-produced second album, *Fashion Nugget*, Cake delves deeper into the maelstrom-- searching for an elusive place where romance and rejection can tango together, where humor and tragedy can share a few beers.

Artist/Group: **Filter**
Song/Video: *Jurassitol*

Director: **Dean Carr**

There is a certain subset of musicians who for reasons unknown adhere to the false premise that electronic music or the tools involved imply a lack of creativity or inspired performance. Filter admit freely to the use of such devices and prove that, in the hands of creative, intelligent individuals they are tools for art, not hindrances.

Artist/Group: **Rage Against The Machine**
Song/Video: *People of the Sun*

Director: **Peter Christopherson/
Sergei Eisenstein**

Heavy metal has never been much of a forum for political debate, however Rage Against the Machine hope to change all that with their blend of roaring guitars, barked raps and political activism. Their recent influences include the sonic dissonance of Fugazi and the thrash-funk of earlier Red Hot Chili Peppers, as heavily displayed on their second album, *Evil Empire*.

Culture Trends is a compilation of data collected from *Billboard*, *The Hollywood Reporter* and Nielsen Media Research to track current trends in the movie, television, video and recorded music marketplaces.

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CULTURE TRENDS

MTV Around the World

Week of 9/23/96

MTV Europe

Artist	Title
1. Spice Girls	Wannabe
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3. Green Day	Walking
4. Paralamas Do Sucesso	Contradiction
5. Pato Fu	Lourinha Bombril
	Pinga

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3. Everything But The Girl	Wrong
4. Jaguares	Detras De Los Cerros
5. Eros Ramazotti	Estrella Gemela

MTV Mandarin

Artist	Title
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2. Jeff Zhang	Love You Too Much
3. Coco Li	Past Love
4. Sammi Cheng	Worth
5. Alex To	I Don't Mean It

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Artist	Title
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4. Soundgarden	Burden In My Hand
5. Metallica	Hero Of the Day

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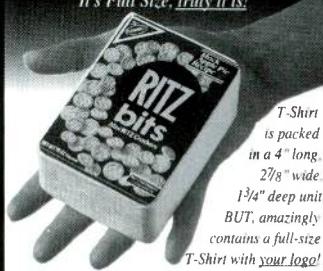
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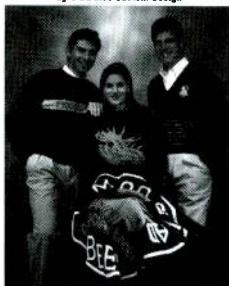
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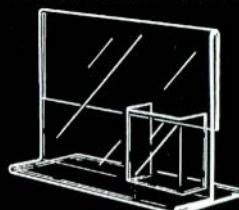
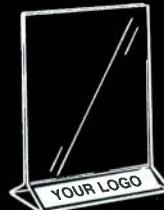
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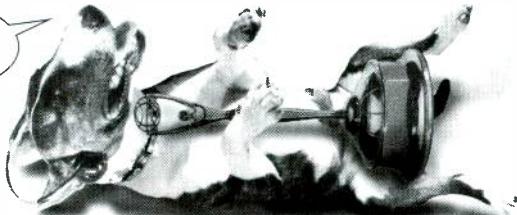
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Cookie loves her Clios.

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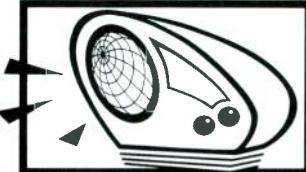


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The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$20.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified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

EMPLOYMENT

SALES REPRESENTATIVE

USA TODAY has a career opportunity for a Sales Representative in our Classified Advertising department. The successful candidate will sell advertising to potential customers, maintain and service existing accounts and answer inbound classified inquiries. Develops strategies and proposals to meet client's advertising and marketing objectives and delivers presentations to clients or agencies. Requires 2-4 years experience working in a sales organization, outside sales preferred; a college education in communications or journalism; strong knowledge of the publishing/media industry with excellent communication and effective presentation skills. This position is located at our corporate headquarters in Arlington, VA.

We offer a generous benefits package which includes a competitive salary, medical, dental, vision and hearing coverage, 401(k) savings plan, a smoke-free environment, subsidized parking, and an on-site fitness facility and credit union.

Send your resume with cover letter and salary history to USA TODAY, Human Resources Department-SR, 1000 Wilson Blvd., Arlington, VA 22229. To learn about other USA TODAY job opportunities, call our Job Line at (703) 558-JOBS.



AN EQUAL OPPORTUNITY EMPLOYER

We recognize and appreciate the benefits of diversity in the workplace.

Retail Creative Director

Highly regarded, 25-year-old Dallas ad agency has immediate opening for RETAIL CREATIVE DIRECTOR with art director background. Extensive experience in high end, soft goods retail products required. Business-to-business and related experience a major plus. Must have hands-on skills, staff management qualifications and a clear understanding of the operational aspects of a fast-paced, deadline driven retail account and creative department. Will have knowledge of all facets of the creative process from marketing concepts, to design concept development, typography, photo shoots, prepress production and printing. MAC technical knowledge a plus. Salary commensurate with experience.

Send resume and salary history to: ADWEEK - Box SW00302, 3102 Maple Ave., Ste. 120, Dallas, TX 75201.

HORIZON

MEDIA, INC
The Marketing Driven Media Services Company

Horizon Media is one of the nation's fastest growing and most successful independent media services companies. We have nurtured long term relationships with clients in the communication, entertainment, automotive aftermarket, retail, travel, insurance, chemical, direct marketing and other product and service categories. New client assignments have created the need to seek several "impact players" from outside our organization. Our New York office has immediate openings in the following areas:

Senior Account Executive

Our account organization is unique. You must have a strategic, marketing orientation, be geared toward client service and have a solid grounding in media. If you are ready to "step-up" to a career in account management give us a call. Three to five years in any media discipline are the bare minimum, provided you are the unique individual with the skills outlined above.

Media Planner

Two years minimum experience is a must and experience on one or more of the categories outlined above would give you a leg up. The right candidate will work independently and have tremendous opportunity for advancement.

Broadcast Media Buyer

This one's tricky! We pride ourselves on having the savviest, most seasoned buying staff in New York. We do have openings for buyers in both the spot television and spot radio areas, but only the top 10% need apply!

Horizon offers an excellent salary and benefits package. For prompt consideration, please forward your resume to: Jessica Wurpel, Staffing Resources, 630 Third Ave., New York, NY 10017; FAX 212.916.8653

HELP WANTED

DIRECT MARKETING ACCOUNT EXECUTIVE

If you are well grounded in the fundamentals of direct marketing and have at least 3+ years of account management experience working on a technology/telecommunications account, please write or fax

Mary Ready
JMCT/Direct

445 Park Avenue, New York, NY 10022
Fax (212) 326-9629

**"DESPERATELY SEEKING"
TWO ART DIRECTORS**

New Jersey ad agency must find two wonderfully talented art directors with fashion backgrounds. One will have extensive graphic design experience with retail fashion catalogs; the other will bring television and print advertising know-how with agency experience. Staff or full-time freelance. Salary equal to New York, but without the hassle. Both openings are immediate. Fax your resume:

Att: Personnel Dept.
908-356-3019

NATIONAL BROADCASTING SALES

Progressive children's entertainment company seeks sales professionals. A position is available in **New York City** and **Chicago** with sales representation for the eastern and midwestern U.S. respectively. The ideal candidate has 2+ years of media sales experience, preferably in the NY or Chicago area. Experience in network radio a plus. Must have strong organizational, communication, and presentation skills. Some travel required. Computer skills preferred. Fax resume to **Tricia Stafford, Children's Broadcasting Corporation at (612) 338-4318** or mail to:

Children's Broadcasting Corporation
724 First Street North
Minneapolis, MN 55401

WE'RE GROWING AND WE WANT TO GO HIRE

We're an established New York City sales promotion agency with a wide range of clients and projects from national advertising to grass roots marketing. And we're getting bigger. If you're looking for a position with the experience described below, and have the skills, intelligence and instincts to match ours.

Fax your resume to: 212/633-6171.

MANAGEMENT SUPERVISOR: 8+ yrs. exp.

ACCOUNT SUPERVISOR: 5-8 yrs. exp.

ACCOUNT EXECUTIVE: 3-5 yrs. exp.

WANT TO SELL DRUGS?

Sr. Account Executive
Pharmaceutical/OTC

Send resume to:
Melissa Dewire
Lehman Miller Incorporated
280 Summer Street
Boston, MA 02210



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To keep pace with our growth, Malone Advertising is looking for people like you with advertising, promotion or even client side marketing experience to supervise our packaged goods accounts like Kimberly-Clark, ConAgra, Perdue and more.

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Please mail or fax your resume in confidence to:



LRA
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209 S. Main St.
Akron, OH 44308
FAX 330-253-1218

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Our full service Maryland office is adding experienced team players right now. Proven DM agency success preferred.

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Motivated, energetic, and ready to move. An eye on the big picture, and hands on the details. Excellent written and verbal skills. College degree and 2-4 years work experience required. Respond to Account Supervisor/PH.

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Mid-level, 2-4 years; seniors, 5+ years. Must be conscientious, dedicated to creative that's on strategy, innovative, and effective. Sell us. Send letter, resume, three best samples (copies ok) to: ACD/Copy.

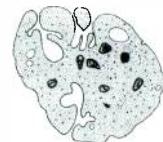
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Or fax to: (410) 825-6908

No Calls Please.

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Send resume to:
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Boston, MA 02210



New England's Largest Medical Agency

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Major 4A agency with large diversified accounts seeking experienced art buyer. Must have excellent negotiating skills, eye for artistic detail and able to work well with creative teams. Minimum 7-10 years full-service experience. Send resume, salary requirements and references to:

ADWEEK Classified, Box 3895
1515 Broadway, 12th fl.
New York, NY 10036

ADMINISTRATIVE ASSISTANT

Madison Avenue ad agency needs Administrative Assistant to join our high-energy team of professionals. Perfect candidates must be articulate, highly organized, capable of handling many projects and detail-oriented. Proficient with the Mac a must. Resume & cover letter to:

ADWEEK Classified, Box 3892
1515 Broadway, 12th fl.
New York, NY 10036
Member: American Association of
Advertising Agencies

**The Best Strategy For
Getting This Job Is Knowing
How To Write One.**

One of New Hampshire's top agencies needs a strong account person with 3-5 years experience. A background in tourism, health care or consumer products is a plus, but not mandatory. Hopefully you enjoy the beach, sailing, hiking in the mountains, and skiing or snowboarding. Mail, fax or e-mail cover letter and resume to:

Barradas Yeaton & Wold
P.O. Box 6577, Portsmouth, NH 03802
Fax 603.433.6269 E-mail: BYWadv@aol.com
(strategically speaking, a phone call would not be a good thing)

COMPUTER GRAPHICS

NYC advertising agency is looking for a computer graphics person with experience in Quark, Illustrator and Photoshop for mock-ups, magazine and brochure layouts, and logo design. Must have excellent technical skills and creative abilities for fashion accounts. Great work ethic and team player a must. Fax resume to 212-243-5305

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As one of the largest U.S. toy and games manufacturers, Milton Bradley continues to experience tremendous success. If you're looking to join a growing leader, look into Milton Bradley.

ASSOCIATE PRODUCT MANAGER

In this vital position, you will:

- Manage multi-functional product teams to develop and launch new products from inception to market.
- Develop marketing plans and programs to meet financial objectives in advertising, promotion, packaging and pricing.
- Work closely with Sales to develop product launch strategies and monitor retail performance.
- Analyze the marketplace for maximization of product performance.

The successful candidate will have a minimum of 3 years' experience in marketing/advertising and a BS/BA.



Send resume or apply in person to: Director of Employee Relations, Milton Bradley Company, Dept. AW0930, 443 Shaker Road, East Longmeadow, MA 01028. No phone calls please. An Equal Opportunity Employer M/F/D/V.



A Great Opportunity Awaits You in CyberSales

Eastern National Sales Manager

A unique opportunity for an experienced advertising sales manager currently exists in our New York office. Join Lycos, one of the leading Internet companies in developing what CNBC called the best ad sales force in the industry.

Candidates must have sales management experience, including hiring, profit/loss and budgetary skills. Strong leadership and the ability to motivate a sales force are essential.

To be considered, fax your resume, 6+ references, salary (base and total compensation requirements) to: (412) 261-1666, Attention: Ann Pepke or send to: Lycos, Inc., 555 Grant St., Suite 350, Pittsburgh, PA 15219-4408. No phone calls, please. Lycos is an Equal Opportunity Employer.

Please see us at our Web Site: www.lycos.com

ACCOUNT EXECUTIVE Theatrical Advertising Agy

Seasoned, detail-oriented person for exciting position with rapidly growing agency. Please fax cover letter with salary requirements and resume to:
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Tons of new biz at top 10 agency has provided extremely promotable oppys for dynamic indivls w/agency bkgd. Packaged Goods, Entertainment & Interactive accnts available. Fax resume to: Attn: Advertising Mgr., 212-818-0216

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We need seasoned professionals in all aspects and all levels of the business – Advertising, Direct, Interactive and Public Relations. So, if you're a creative prodigy, an account service whiz, or a media powerhouse who wants to do great work for great clients, grab hold of your future. Send your resume, in confidence, right away to:

Arnold Advertising
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Suite 1200
McLean, Virginia 22102
ATTN: Human Resources
No phone calls, please.



VICE PRESIDENT New Business Development

One of America's leading and fastest growing full-service direct marketing agencies offers an excellent opportunity to a seasoned agency professional. This high level position in Atlanta offers the opportunity for an aggressive, strategically-minded individual to be a key contributor in achieving Grizzard's ambitious growth plan.

The successful candidate will have the flexibility to develop and implement innovative ideas and strategies for securing new business.

Requirements include 10+ years of management experience in a direct marketing/general advertising agency with new business development responsibilities.

Send resume and salary history to
Director, Human Resources

GRIZZARD

1144 Mailing Ave., S.E., Atlanta GA 30315.
Fax (404) 624-6245, or sylvia@grizzard.com.

HELP WANTED

Leading international agency known for great creative and named Best in the West under \$40 million by the AAF has three positions available. We offer an incredible location in San Diego and an expanding roster of exciting clients.

ACCOUNT PLANNER ACCOUNT EXECUTIVE ART DIRECTOR

Please mail or fax resume to Natalie Janke
Lambesis, 100 Via de la Valle
Del Mar, CA 92014
Fax: 619.794.6461

MARKETING PROFESSIONALS

KAPLAN, a subsidiary of the Washington Post Company, is a dynamic, fast-growing industry leader dedicated to supplemental education for students from kindergarten to adulthood, delivered in 170 centers around the nation and thousands of schools, companies and institutions.

Our Educational Centers seek the following individuals to join the national marketing team at our NYC-based firm. The ability to thrive in a fast-paced environment, knowledge of how to target high school/college markets, and a passion for education are essential for the results-driven candidates we select.

SR. DIRECT MARKETING MANAGER
Requires a Bachelor's Degree from a top-tier school and at least 7+ years direct marketing experience in a related service industry. The ideal candidate will have experience developing multi-level direct marketing plans, supervising the production of direct mail pieces, managing a marketing database program, establishing analytical/reporting standards, and driving the direct mail creative process.

MARKETING MANAGER
This position requires a Bachelor's Degree from a top-tier school and 2-4 years marketing experience in a related service industry. The ideal candidate will have experience working with an outside ad agency plus superior copywriting/communication skills, and the ability to drive creative campaigns from start to finish.

For confidential consideration, fax your resume WITH SALARY HISTORY, plus a letter demonstrating how your experience matches our qualifications, to:

(212) 492-5860

Equal Oppry Employer M/F
No Phone Calls/Agencies, Please

YOU HAVE TO BE SICK TO APPLY FOR THIS JOB.



Project Manager

Send resume to:
Melissa Devire
Lehman Millet Incorporated
280 Summer Street
Boston, MA 02210



New England's Largest Medical Agency

PRODUCTION MANAGER

Theatrical Advertising Agy

Experienced traffic/print production. Strong organizational skills for rapidly growing agency. Please fax cover letter with salary requirements and resume to:

(212) 391-6480

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

HAL RINEY & PARTNERS INCORPORATED

We're "Suiting" up for the Fall Season

We are looking for dynamic and experienced Acct. Supervisors, AE's and Assistant AE's to work on several accounts. If you have experience in banking, automotive or resorts, please specify which area and level you are interested in and rush resume to:

Hal Riney & Partners, Inc., Attn: Mary Kelly/FSML
735 Battery Street, San Francisco, CA 94111

ART DIRECTOR

David's Bridal, America's largest bridal retailer, is rapidly expanding across the country. We're looking for a top designer with a minimum of 3-5 years experience, preferably in fashion. You will create for magazines, newspapers, direct mail, as well as POP and 4 color collateral materials. Strong computer skills and production knowledge required. Experience directing photo shoots a plus. Become a part of one of the most dynamic companies in America, where your creativity will have impact! Excellent salary & benefits, including 401(k).

Fax resume and salary history to:

(610) 896-2786

or write to:

**David's Bridal
Art Director
63 W. Lancaster Avenue,
Ardmore, PA 19003
EOE**

CONTROLLER

Healthcare advertising agency system with multiple sites seeks Controller with public accounting experience to manage agency financial activity. Successful candidate will be a "hands-on" individual with a degree in Accounting, experience in supervising a financial staff and a strong computer background. The ability to successfully interact with agency principals and outside Tax/Accounting consultants is also important.

Previous experience with an advertising agency is a prerequisite. A CPA and familiarity with ADMAN are also required. Please send resume with salary requirements to:

**ADWEEK Classified, Box 3896
1515 Broadway, 12th fl.
New York, NY 10036**

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WITH ADWEEK MAGAZINES**

HELP WANTED

Packaged Goods Account Manager

We're employee-owned, ex-New Yorkers attracting national clients because of the quality of our people and creative product. We need more talent, committed to our cause, to spearhead existing snack food account. 5+ years/packaged goods/national brand experience required. Mail: Attention—Maggie Rodgers.



4169 Main Street • Philadelphia, PA 19127

ABP INTERACTIVE - WEB DEVELOPERS INTERNET AD SALES

As an extension of our Interactive Media Services, we are seeking techno-savvy ad sales professionals to sell ads and sponsorships for our client's soon-to-launch entertainment web site. Must be adept at client servicing and relationship building. Candidates should possess prior media sales experience and knowledge of the Internet/WWW, excellent communication skills, and be aggressive but not overbearing. 4 year degree required. Send resume to:

L. Mete, Manager of Interactive Media Services
ABP Interactive
136 Madison Avenue, New York, New York 10016
Fax: 212-684-0469
e-mail: lauram@interport.net
NO PHONE CALLS PLEASE

DIRECT MARKETING SENIOR ACCOUNT EXECUTIVE

Large Mid-Atlantic direct marketing agency has an immediate opening for a Senior Account Executive to work on several accounts reporting directly to Management Supervisor. Responsible for day to day handling of projects with significant client contact. Will work on lead generation print, direct mail and collateral projects. Supervises workflow on all projects with the support of a traffic coordinator. Bachelors degree and at least three years of advertising agency experience in account services required. Knowledge of print production process required. Experience with direct response advertising and direct mail a plus. Send resume to:

Direct Marketing/Senior Account Executive
P.O. Box 22399, Baltimore, MD 21203-4399
EOE

DRTV AGENCY SEEKS MEDIA BUYER WHO THINKS LIKE AN ACCOUNT EXEC.

International DRTV agency seeks multi-talented media buyer who works well with clients. Min/5 yrs. experience. DRTV planning, buying, media analysis, client contact. Fax resume to 212-226-0974 or e-mail media@g-direct.com

Looking for the perfect job?
ADWEEK CLASSIFIED

Bright Ideas?

Join a hot, downtown agency enjoying explosive growth.

We seek exceptionally talented and bright people to fill the following positions:

Account Executive Client savvy with min. 3 years exp. Strategic thinker with outstanding communication, presentation and project management skills.

Media Planner/Buyer 3 years experience a must. Think on your feet, strong negotiation and presentation skills. Must be buttoned up on print and broadcast. Knowledge of Word and Excel and Out-of-home media a plus.

Copywriter Brilliant conceptual thinker whose work will be produced. Heavy print, outdoor and collateral, some radio and TV.

Studio Production Artist Lightning quick Mac Artist who can crank out the work. Quark required. Photoshop, Illustrator and an eye for design/art direction a plus.

Jr. Art Director Opportunity for a gifted art director/designer to start a career or move it along. Must be Mac literate.

We offer the right candidates the opportunity to shine and help us grow even more, along with compensation commensurate with experience and an excellent benefits package. Submit resume to: HRM, Culver Associates, Ltd., 141 5th Avenue, 11th Fl., NY, NY 10010 or fax to 212.505.6899.



BLENDER SEEKS PUBLISHER

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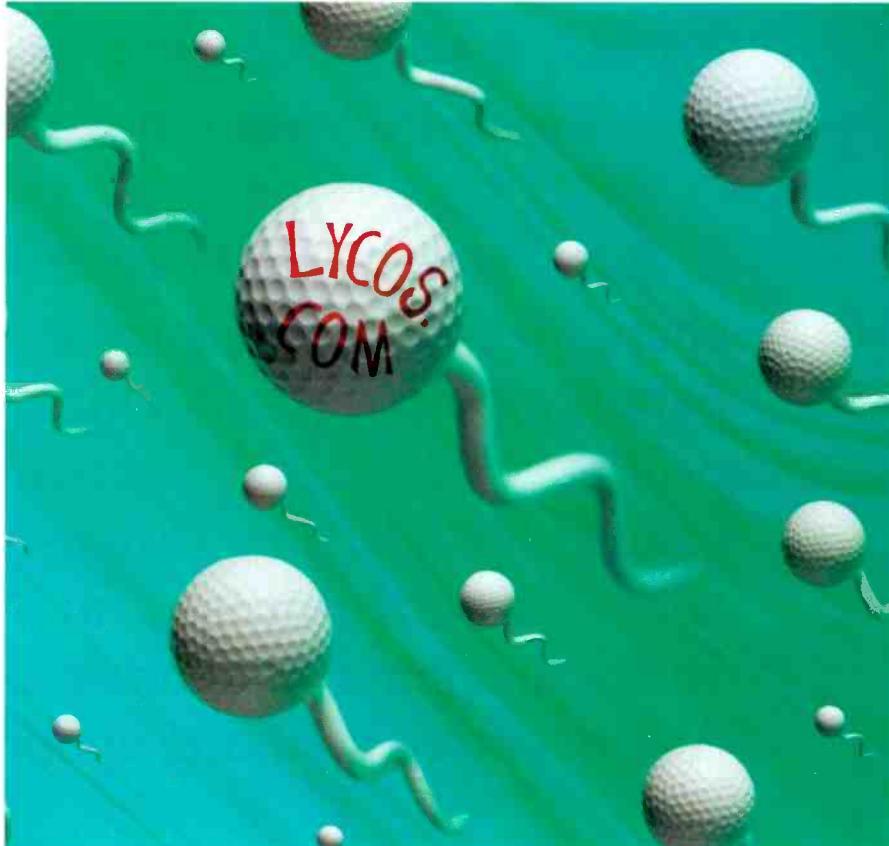
Learning to golf on narrow fairways

was, in my mind, the key to improving my game. After all, I kicked my boss's butt on the doglegs, but I always

seemed to hook wildly on the straight holes. With one search, I found [Improve Your Golf Game](#), which suggested rethinking the path of the drive. So I scrolled down my search list and took a [Private On-Line Golf Lesson](#), which profiled me as over-competitive and tense. At first I balked, but then I clicked into [Better Golf Through Hypnosis](#) and realized my type-A drive was getting me nowhere. So I signed up for a week-long Zen

golf camp at the [Golf Orgy](#) Web site. Not only did the relaxation techniques improve my swing tempo, my doctor believes they also

radically increased my fertility.



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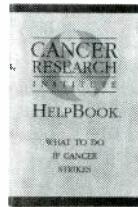


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CALENDAR

The Association of National Advertisers will hold its annual meeting Oct. 4-8 at the Ritz Carlton, Amelia Island, Fla. *Brandweek* magazine will present the Marketer of the Year Awards. Contact: 212-697-5950.

IM '96 West: The 8th Conference and Expo on Interactive Marketing will be held Oct. 7-9 at the Century Plaza Hotel and Towers in Los Angeles. Contact: 800-538-5053.

Television Bureau of Advertising presents "Forecasting the Future: 1997 and Beyond," a seminar at the World Media Expo at the Los Angeles Convention Center, Oct. 10-11. Contact Janice Garjan at 212-486-1111.

The American Magazine Conference, sponsored by the Magazine Publishers of America and the American Society of Magazine Editors, will be held Oct. 13-16 at the Southampton Princess, Bermuda. Contact the MPA at 212-872-3700.

Television Bureau of Advertising will hold its 4th annual research conference, "Controlling our Destiny," Oct. 17-18 at the McGraw-Hill Conference Center in New York. Contact: 212-486-1111.

The Broadcasting & Cable 1996 Hall of Fame Dinner will be held Nov. 11 at the Marriott Marquis Hotel in New York. Contact Steve Labunski at 212-213-5266.

California Cable Television Association presents **The Western Show** Dec. 11-13 at the Anaheim Convention Center, Anaheim, Calif. Contact: 202-429-5350.

Media Notes

NEWS OF THE MARKET

'Times' Names Robinson Prez

Janet Robinson, senior vp, advertising, *The New York Times*, has been named president and general manager of the paper. She succeeds Russell Lewis, who is replacing Lance Primis as president and coo of The New York Times Co. Daniel Cohen, vp of advertising sales at the *Times*, was named to replace Robinson.

Sprint, FedEx Get Into 'Race'

Race for the Presidency, a weekly news program produced by TCI News, a unit of Tele-Communications Inc., has signed up its first sponsors. Sprint and FedEx will sponsor the final few weeks of the series, which offers free air time to all major presidential candidates. *Race for the Presidency* airs on all TCI cable systems and also gets a run on the following cable services: The Faith and Values Channel; Mind Extension/University; National Empowerment Television; and Intro Television.

Griffin to Head 'Esquire' West

Esquire has a new West Coast editor. Nancy Griffin, part of the *Premiere* editorial team that quit in protest of over business-side meddling in editorial matters last May, will start work this week.

Vet Producers Join 'Edition'

King World Productions has beefed up the editorial ranks of its syndicated *Inside Edition* newsmagazine with two veteran news producers. Brad White, an independent investigative producer who most recently produced hour-long documentaries for the Arts & Entertainment cable network, joins *Inside Edition's* Washington, D.C., bureau. White began in broadcast journalism nearly 20 years ago at NBC affiliate KSL in Salt Lake City, and

went on to serve as a central and eastern European correspondent for CNN. Also coming aboard as a producer is Karl Idsvoog, who served as investigative correspondent for Twentieth Television's now-defunct *A Current Affair* and investigative reporter for CBS affiliate WCPO in Cincinnati.

ABC Reels in Talent

ABC last week signed a sitcom star and a couple of filmmakers to series deals. Three-time Emmy winner Laurie Metcalf (*Roseanne*) will star in a sitcom to be created for her. The network has made a 13-episode commitment to the show, set to



UNIVERSAL STUDIOS & AMBLIN

A new movie service from BET will feature fare such as *To Wong Foo*, starring Wesley Snipes, Patrick Swayze and John Leguizamo

Black Starz on Horizon

Black Entertainment Television and Encore Media Corp.—both part-owned by Liberty Media, the programming arm of Tele-Communications Inc.—announced last week they plan to launch BET Movies/Starz³, the first black-oriented movie service. Incorporating such films as *Corrina, Corrina*, *Clockers* and *A Good Man in Africa* along with classics such as *To Sir With Love*, *Mississippi Masala* and *The Women of Brewster Place*, all from Encore's output deals with several studios, the service is scheduled to launch in February 1997 to coincide with Black History Month. The service also aims to examine the black filmmaking community. BET Holdings president Bob Johnson said that Denzel Washington has joined the company's board of directors and will take a small equity stake in the channel. Johnson Publishing, a unit of BET Holdings, will also take a small equity stake, but Johnson declined to say how large those stakes would be. As for penetration, Johnson said, "We do know that of HBO's subscribers, 2.7 to 3 million are black, which tells me they have an appetite for pay services." The service will cost about \$5 a month.

Media Notes

CONTINUED

launch for the '97-98 season. Metcalf will play a new character. The net also has given a separate 13-episode order for another sitcom, which will be created by Metcalf's production company but in which Metcalf will not appear. Also at ABC, filmmakers Edward and Brian Burns (*She's the One, The Brothers McMullen*) are set to create a romantic comedy about two couples in Queens. The Burns brothers, through 20th Century Fox Television, have a pilot and six-episode commitment for the '97 season.

'TV Guide' on Campaign Trail

TV Guide is having some fun around the presidential election. Starting with the Oct. 5 issue that hits stands today, humorist Al Franken and arch pundit Christopher Buckley will write regular, light-hearted columns on TV's role in the election. The columns will run throughout the remainder of the campaign.

City Search Setting More Sites

City Search, the Goldman Sachs- and AT&T-financed new media company that produces local informational Web sites in Raleigh, Durham and Chapel Hill, N.C.; San Francisco and Pasadena, Calif.; and New York City, is expanding to Austin, Texas, and Salt Lake City. By the end of next year, City Search hopes to have local Web sites in a total of 30 cities. Also, City Search/Metrobeat in New York City has relaunched with enhanced searching technology.

Hush Comes Over 'Inc.'

Inc. magazine has "re-imagined," rather than redesigned itself, executive editor Michael Hopkins said last week. Changes

include a simpler front-of-the-book format in which all of the stories are self-contained on a page and a more inviting, clean design for columns, featuring lots of white space. Hopkins said the changes are part of a "very deliberate attempt to be simple, to be quiet." The Goldhirsh Group's small-business title has also made a commitment to be more of a filter for readers, distilling information. The new back-of-the-book "Resources" pages include a directory of the magazine's key sources on various stories.

SFX Gets Green Thumbs-Up

SFX Broadcasting last week received commitments to increase its proposed new-acquisition facility from \$150 million to \$225 million. The Bank of New York acts as lead manager of the facility. The seven-year, senior secured facility will be used for acquisitions and working capital needs. With the completion of all previously announced acquisitions and transactions, SFX will own and operate or provide services to 73 radio stations across the country.

No Love—or Ratings—Lost

Politicians aren't the only ones who take a bash-the-competition approach to advertising. For its new-season launch of the syndicated sitcom *Mad About You*, Fox O&O WNYW in New York ran an on-air promotion featuring a woman viewer saying she has to break off her relationship with "Jerry," referring to *Seinfeld*, which airs against *Mad About You* in the 11-11:30 p.m. time period on Tribune-owned WPIX. But Jerry isn't hurting. Through the first two weeks of the new season, *Seinfeld*'s 8.3



Bodenheimer is already busy cooking up new events

ESPN Sales Exec Upped

George Bodenheimer, a veteran of ESPN, was promoted from senior vp to executive vp of sales and marketing last week. In many ways, the promotion is a thank you from ESPN president Steven Bornstein for a job well done. Bodenheimer has shepherded the company's move toward establishing major events that allow for a more integrated approach to sales and marketing. The Extreme Games, said Bodenheimer, best represent the approach ESPN and all its derivations are taking, and they are being expanded to incorporate summer and winter versions. The results—increased ad revenue—are already coming into focus. "We're seeing it now, but we expect also to be laying in a foundation for future growth," Bodenheimer said. That means creating more events like the Extreme Games to offer to client companies, and Bodenheimer said he and his sales and marketing units are already working to devise more events.

rating/15 share average (NSI, Sept. 9-20) more than doubled *Mad's* (3.9/7 average) in Gotham. *Mad's* second-week average (3.6/6) declined 25 percent in share from week one's numbers (4.3/8), while *Seinfeld* moved up 7 percent from week one (7.7/14) to week two (8.8/15). Columbia TriStar Television Distribution, which syndicates both off-network sitcoms, comes out the winner—and the loser.

SeaGull's Next Move: 'Extreme'

Following up on its initial offering, *Tarzan: The Epic Adventures*, earlier this month, start-up syndicator SeaGull Entertainment is planning to introduce another hour-long weekly, *Double Extreme*, for fall 1997. Paul Siegel, president of SeaGull Entertainment, describes *Double Extreme's* concept as "a cross between *Mission Impossible* and ESPN's *Extreme Games*." While other details of the weekly development project are sketchy, Siegel stressed that the budget will be in excess of \$1 million per episode—roughly what other

syndicators have been spending on action-adventure series in recent years. *Double Extreme* joins a recent flurry of action hours to be placed on the market for fall 1997 launch, including Team Entertainment Group's *Total Recall*; *The Series* and Rysher Entertainment's *Soldier of Fortune* (Mediaweek, Sept. 23).

All American Stocking Up

All American Communications Inc., the Los Angeles-based independent syndicator of *Baywatch* and other programs, is launching a plan to re-purchase up to 1 million shares of its common stock and \$46 million in convertible bank notes. A company filing stated that All American intends to pursue a \$150 million revolving credit facility from outside lenders as well as \$100 million in debt financing and use of \$5 million in cash reserves toward the repurchase plan. Currently outstanding are 5.9 million shares of common stock and 5.7 million in Class B stock (which converts to common stock upon changes of control in the company).

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ADWEEK  **OF THE MONTH**

BIG DEAL

AMERICA ONLINE

Agency: TBWA Chiat/Day

Begins: Now

Budget: \$30 million-plus

Media: TV

America Online this week will launch a new campaign to help position the service against a new arena of Internet players.

The campaign, which is expected to receive at least \$30 million in media spending, is a dramatic departure from the first advertising AOL leased one year ago. That campaign featured quirky characters; in contrast, the new spots feature a typical American family. Subsequent spots will star businessmen and students.

The change in strategy was necessary for two reasons. The former campaign drew criticism from some AOL users who were offended by the portrayals. Perhaps more important, "the world has changed significantly since then," said Mary Maroun, TBWA Chiat/Day general manager. CompuServe and Prodigy are no longer considered significant rivals. Microsoft and other services that provide Internet access pose more serious threats.

AOL has what it believes to be a competitive advantage with the launch of 3.0, upgraded software that provides faster, easier access to the Internet as well as options to customize AOL services for individual users. The new campaign focuses on this software.

The agency wanted to let consumers know how beneficial AOL could be in their daily lives. "We were looking for a way to talk about technology that wasn't frightening or elitist," said Eric McClellan, the TBWA executive creative director who developed the campaign with creative director Shalom Auslander. The spots show a family using modern appliances during a typical day. The voiceover explains how things once thought to exist only in science fiction have become part of everyday life. The tagline is: "The future. Now available."

TBWA will add three new executions in coming weeks, one focusing on the Internet, one that addresses benefits such as making travel arrangements online, and one that talks about the enhanced e-mail capabilities of 3.0.

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

AVON

Agency: N.W. Ayer, N.Y.

Begins: January

Budget: \$20 million (est.)

Media: TV, print

Having already overhauled its fragrance and color cosmetics lines, Avon will next turn its attention to skin care, restaging its entire portfolio under three sub-brands: Anew, Brand Avon and Avon Basics.

The company plans a media blitz starting next year to support the new products and packaging, with one official predicting that skincare will get "more than half" of Avon's total 1997 ad budget. Each Avon

would get the lion's share of next year's budget. A likely spend on skincare could be up to \$20 million. —Sean Mehegan

JAGUAR CARS

Agency: Ogilvy & Mather

Begins: Now

Budget: \$7-10 million

Media: TV, print, direct mail

Jaguar Cars this week will kick off a campaign to tout the results of a six-year effort to rebuild the company and introduce the car maker's first new sports car in 20 years.

The ad campaign, which will be supported by \$7-10 million in media spending during the fourth quarter, signals a transition for the English luxury car maker. Since its acquisition by Ford Motor Co. in 1990, Jaguar has modernized existing plants and added a factory to produce its first-ever V8 engine.

While fourth-quarter advertising will focus on the 1997 Jaguar XK8, the campaign will also serve as the basis of an effort to reposition the automaker.

Jaguar officials declined comment on spending, but it is believed that at least 10 percent of the fourth-quarter ad budget is allocated to direct marketing. Creative includes an eight-minute, documentary-style video that will be mailed to a select audience.



Avon skincare will get media blitz

sub-brand targets distinct price points and consumers. Anew, which already serves as Avon's high-tech, pricey brand, will remain so under the new formula. Brand Avon will become the largest grouping of products and take the mid-tier pricing level. Avon Basics will be the mass-market sub-brand. In all, perhaps 50 skincare SKUs will be affected.

"When we looked at skincare, we realized there was a lot of fragmentation," said Lynn Emmolo, group vp of global product marketing at Avon. "We felt we could create consumer destination brands that can travel through markets globally. This was the right time to bring this to the Avon force."

Last year, Avon spent \$30 million on its "Just Another Avon Lady" campaign, by N.W. Ayer, N.Y. Emmolo said the ad spending for 1997 will be higher, declining to be specific. But Emmolo noted that skincare

RENAISSANCE COSMETICS

Agency: McCabe & Co.

Begins: Early 1997

Budget: \$4 million

Media: Print

Renaissance Cosmetics will spend \$4 million starting early next year to support the relaunch of Ambush, a women's mass fragrance dating back to the 1950s that's now vying for a more upscale image.

Ambush perfume, cologne spray, bath & shower gel and body lotion will head to retail next March, with ads, via McCabe & Co., N.Y., kicking in a month later. The tagline will play off the product name: "It's not what you'd expect."

CMR TOP 50

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

Week of September 16-22, 1996

Rank	Brand	Class	Spots	Prime-Time Ad Activity Index
1	MCDONALD'S	V234	58	1,306
2	DOMINO'S PIZZA RESTAURANT	V234	32	721
3	SATURN AUTOS	T111	29	653
4	KFC RESTAURANT	V234	25	563
5	DURACELL ALKALINE BATTERIES	H220	19	428
	SPRINT LONG DIST+RESIDENTIAL	B142	19	428
7	M&M+CANDIES	F211	18	405
	MITSUBISHI AUTOS (MIRAGE)	T112	18	405
9	1-800-CALLAT+	B142	17	383
	AMERICAN DAIRY ASS'N	F131	17	383
	TACO BELL RESTAURANT	V234	17	383
12	PIZZA HUT RESTAURANT	V234	16	360
	SNICKERS	F211	16	360
14	BURLINGTON COAT FACTORY	V311	15	338
	OLIVE GARDEN RESTAURANT	V234	15	338
16	1-800-COLLECT	B142	14	315
	ADVIL	D211	14	315
18	DANNON DOUBLE DELIGHTS	F131	13	293
	FIRST INTERSTATE BANK	V211	13	293
	MCI	B142	13	293
	MUPPET TREASURE ISLAND VIDEO	H330	13	293
	NICOTROL NICOTINE PATCHES	G120	13	293
	RICH MAN'S WIFE	V233	13	293
	ZANTAC 75	D213	13	293
25	AXID AR ANTACID TAB	D213	12	270
	BASKIN-ROBBINS	V334	12	270
	WINN DIXIE FOOD STORES	V332	12	270
28	JC PENNEY	V321	11	248
	LITTLE CAESAR'S	V234	11	248
	MAYBELLINE GREAT WEAR LIPSTICK	D112	11	248
	SEARS DEPT+APPL MAJOR	V321	11	248
	WIZARD OF OZ VIDEO	H330	11	248
33	BURGER KING	V234	10	225
	EXCEDRIN EXTRA-STRENGTH TABS	D211	10	225
	NINTENDO	G450	10	225
	SAAB AUTOS 9000	T113	10	225
	TRIDENT SUGARLESS GUM	F211	10	225
	TYLENOL EXTRA-STRENGTH GLTB	D211	10	225
39	BEEF INDUSTRY COUNCIL	F153	9	203
	BETTY CROCKER SWT REWARDS	F162	9	203
	COORS LIGHT	F310	9	203
	FEELING MINNESOTA	V233	9	203
	LAST MAN STANDING	V233	9	203
	MCI+ONE SERVICE	B144	9	203
	NINTENDO (GAME BOY POCKET SYS)	G450	9	203
	NISSAN AUTOS	T115	9	203
	RED LOBSTER RESTAURANT	V234	9	203
	SEGA SATURN	G450	9	203
	ULTRA SLIM FAST	F123	9	203
50	AMERICAN HOME	D218	8	180 *

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots. Spots indexed to average spots for all brands advertising in prime time, i.e., if McDonald's Index=1308, McDonald's ran 1208 percent more spots than the average.

Source: Competitive Media Reporting

"It's positioned as an unexpected, spontaneous event," said Lisa Yarnell, vp of marketing at Dana Perfumes, the Renaissance division managing Ambush. Print ads will feature a series of unexpected acts of "intimacy and chivalry," Yarnell said, "not necessarily by people you know."

In the year ended June 30, the \$759 million women's mass fragrance category saw sales drop by more than 10 percent, according to Information Resources Inc. Ambush was not in the top 10 in sales. The brand enjoyed no ad support last year, per Competitive Media Reporting. —Sean Mehegan

CONVERSE

Agency: Houston, Effler & Partners, Boston

Begins: March 1997

Budget: Undisclosed

Media: Cable TV

Converse hopes to keep its new product ball bouncing with another update of a classic sneaker model, this time pegged to the shoe of NBA great Julius "Dr. J" Erving.

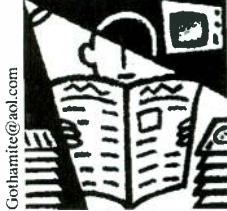
The Doctor returns to the Cons marketing mix next spring with the Dr. J 2000, the follow-up product to this summer's successful All-Star 2000, an update of the company's trademark canvas hightop and a second step in the ongoing creation of Converse's "Tribute" shoe line.

The rollout, slated for March, spins off the NBA's own 50th anniversary celebration, of which Erving is national spokesman. The Dr. J 2000 will be the focus of Converse's entire spring campaign. Converse spent just \$1 million on advertising in the first half of 1996, per Competitive Media Reporting.

Creative, via Houston, Effler & Partners, Boston, likely will feature vintage NBA footage of the high-flying Erving in spots on national cable. Also, drawing on the All-Star 2000 launch, which scored with retailers, Converse will seed the shoe with players in local amateur hoop loops, in as many as 10 markets, as well as with logoed key-chains, T-shirts and caps. Triple Dot Communications, Boston, handles the grassroots effort. —Matthew Grimm

Media Person

BY LEWIS GROSSBERGER



Bad Trends

ONE OF THE FUNCTIONS OF THE MEDIA IS TO alert us to the emergence of new trends that enhance our lifestyles, alter our perspectives and, in the most interesting cases, wipe us out by the millions.

But since there are too many media outlets reporting too many new trends for you to cope with, it is Media Person's vital task to read and synthesize the most important trend reports and boil them all down to one sparkling, incisive 834-word summary you can ingest quickly and later use to impress strangers at dinner parties.

This week alone, 962 new trends were sighted by media trend spotters. Of these, Media Person has eliminated 957 as either trivial, boring or downright nauseating. Let us proceed to the survivors.

Adultery is very hot, very now, according to *Newsweek*. But adultery has changed. First of all, Americans now overwhelmingly disapprove of adultery, indeed, are outraged by it. Interestingly, this does not stop them from committing it.

Americans sure are a colorful bunch, aren't they?

The other new element *Newsweek* has discovered in its investigation (And by the way, shouldn't sex by an underage person be called childery?) is that adultery *no longer has to be about sex*.

"The essence of an affair," says the inevitable expert of the piece, is in "establishing a secret intimacy with someone" and lying about it to someone else—i.e., one's spouse. What this means is—if Media Person understands it correctly—that if you play your cards right, it would now actually be possible for you to have all the disadvantages of adultery and none of the pleasure!

Still, if you're anything like Dick Morris, you will want to work in some toe-sucking somewhere during the affair and since Dick Morris seems to have inspired the *Newsweek*

cover story, that is worth considering.

Of course, pegging a trend to a hot newsmaker like Morris is a key to whether the trend makes a newsmagazine's cover and an even bigger key is whether it allows the editor to run a photo of a fabulous babe. This may also help explain why so many important new media trends seem to involve sex.

Such as *Esquire*'s cover story this month,

If you play your cards right, it may now actually be possible for you to have all the disadvantages of adultery and none of the pleasure!

"The Second Coming of the Alpha Male." Here is a fascinating piece, which if read four or five times, almost begins to make sense. It seems that guys really want to be the top dog, or always did, or do again, and still can, sort of, if they do it in a sensitive way. Or something like that.

Traditional male behavior, says *Esquire*, nowadays puts men "painfully at odds with the new and politically correct expectations of a gender-equal society." This, in Media Person's opinion, is a very important insight and one indication of its importance is the fact that *Esquire* has given it to us in every issue for the past 20 years.

We also learn that the alpha males—or strong leader types—have strong chins and

are taller than average. You know, like Napoleon and Bill Gates.

But Media Person's favorite part goes like this: "A wise old friend, a retired psychiatrist, told me recently, 'When men feel adequate, you never hear them talk of masculinity. It's when they feel less than capable that you hear a lot of talk about this thing called manhood.'" This at the end of a piece that has gibbered about masculinity for thousands of words in a magazine that has gibbered about masculinity for thousands of issues.

But as *Esquire* sends us alpha mail, *New York*'s alarming cover story, "When Did Gays Get So Straight?" rips the lid off the most scandalous, outrageous trend in the history of the homosexual community. According to *New York*, gays are morphing from being night life-loving, style-obsessed, wisecracking Oscar Wildes always on the cutting edge of culture into tedious, bourgeois drudges like everyone else. Or, as the inside headline puts it, "We're here! We're queer! Let's Get Coffee!"

What this means to society is that if the star of *Ellen* is really going to come out as a lesbian this season, as has been reported extensively in the press, the show will be even more boring than it already was.

There are two other important trends to report, both, regrettably, non-sexual. One is that the three newsmagazines, according to *The New York Times*, are all running less and less foreign news. The other, as divulged in *The Wall Street Journal*, is that drinking is back. "The trend appears to be part of a backlash against self-denial," says the *Journal* story, but for whatever reason, now "some corporate drones view a lunchtime glass of wine or beer as a richly deserved perk."

If you are asking yourself, "What do all these seemingly disparate trends mean to me?", the answer is simply this: If you are having an adulterous affair with Arnold Schwarzenegger, feel free to take him to a gay bar for a drink, but for heaven's sake, don't bring up the situation in Bosnia. ■

Source: Barron's Primary Reader Survey, Beta Research Corporation, 1995; 1995 Mendelsohn Affluent Survey. © 1996 Dow Jones & Company, Inc. All Rights Reserved.

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wanted to rent rooms in a haunted English castle, and I got the information from a newsgroup called rec.travel.Europe." commented Jean Markum, meeting planner.

As you can see, Usenet is truly amazing in the range of topics discussed in its over 20,000 newsgroups.

How did Usenet start? Academics created it more than 15 years ago as a forum to exchange research data. Now newsgroups can be found discussing almost every topic imaginable: from computer products and problems to Hollywood gossip, from luxury cars to professional sports. Even child care tips. No wonder it's been called a "global cocktail party."

So much information is now exchanged that one experienced user quipped, "In sheer bulk of data, the sum total of human knowledge is posted to Usenet every two weeks." Unfortunately, because of the practical storage limits of Usenet servers, the information was only available for a few weeks before it "rolled off" to give more room for recent posts.

But all that has changed. Deja News, noted as the premiere search engine of Usenet, archives all newsgroup postings. The company is also starting the process of cataloging old entries from as far back as the early 1980's.

Deja News, the world's largest Usenet archive, is not only revolutionizing the breadth of newsgroup posts available, it has also created a system which makes it extremely simple to access that information.

Just call up Deja News on the web (www.dejanews.com) and you'll discover a very user-friendly search engine. Searches can be carried out by key word, author, or date, and almost instantaneous results are brought up on the screen.

Plus, Deja News is a powerful news reader, as well, giving it a significant advantage over the other web-based search engines.

"It's what makes Deja News so popular with Usenet users," comments one Internet expert. "I mean, you can

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