

MEDIAWEEK

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How Big Should Ads Be?

The Internet's 2 largest ad groups battle over banner standards **PAGE 3**

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Cablevision, TCI in Sports Nets Talks

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at NYC's 'News',
'Post', 'Voice'*

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MARKET INDICATORS

National TV: Mixed

Prime time is moving along decently, with NBC and CBS looking to capitalize on early-season success. Scatter pricing running 5-15 percent above upfront.

Net Cable: Muddled

Most buyers say there's practically no money outside of movie dollars moving in fourth-quarter scatter. Sales execs say they're still seeing money coming in, only the window from negotiation to scheduling is narrower.

Spot TV: Plodding

Multi-brand package goods and toy advertising is down. However, autos like Dodge and Toyota are significantly picking up buys for new models.

Radio: Tightening

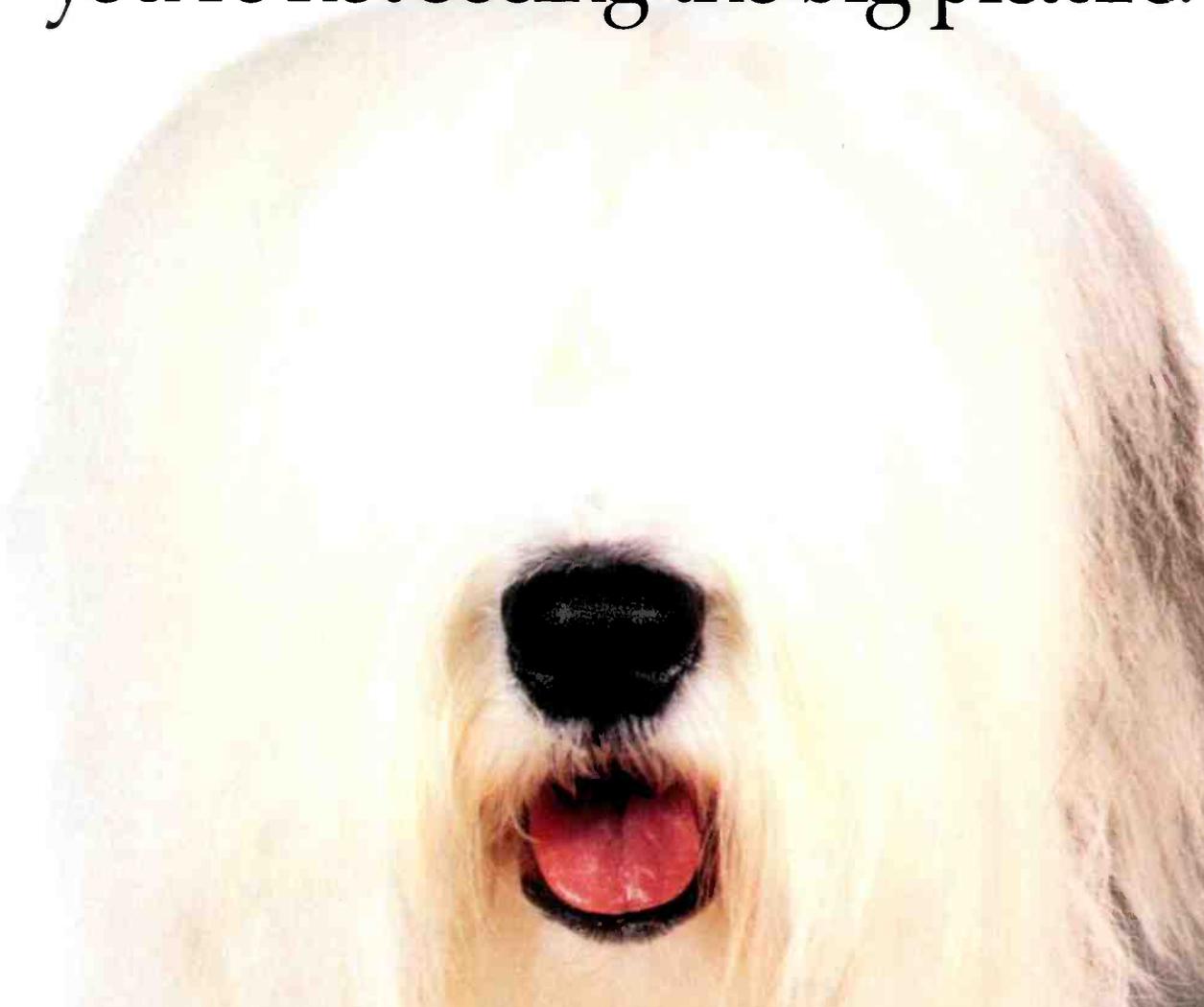
Network radio is benefiting from the telecom wars, with DBS makers spending heavily. Credit cards and TV tune-in spots are also filling up inventory.

Magazines: Quiet

1997 planning is on, but few commitments have been made. Some publishers are starting to lose sleep, as January edit is well under way for some books.

SPECIAL REPORT BEGINS ON PAGE 25





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hello TIM...



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A Closer Look At Web Traffic

RESEARCH / By Cathy Taylor

Accrue Software, a Silicon Valley start-up company that is developing a sophisticated system to monitor activity on World Wide Web sites, officially opens its doors today with a host of big player, including Yahoo, HotWired, Organic Online and General Motors, signed up to test the software.

Currently operating out of a warehouse-style office space in Mountain View, Calif., Accrue aims to accomplish what no tracking software has done before: Rather than depending solely on a server's log files to determine who came, went, and how long they stayed, the new company's first product, Accrue Insight, tracks what transpires on the communications network between a server and a visitor. The difference? By zeroing in on the communications network between a server and a visiting computer, Accrue has been able to pick up on all of the technical issues that determine what visitors do on Web sites, such as leaving pages that take too long to download and therefore are never actually viewed. "It's a little bit like certified mail for the Web," said Simon P. Roy, the company's ceo.

The software also allows Webmasters to monitor activity on their sites in real-time. Beta testers can currently tap into the Accrue Web site and, using a password, access extensive data about their site, ranging from its peak usage times to charts displaying which pages on which sites are serving as funnels to their venue.

Those involved in the company feel that the distinction between log files that monitor servers and the ability to analyze what happens at the network level is crucial. According to Jonathan Nelson, a founder of Organic Online who will also served as Accrue's chairman, problems with delivering data to and from Web sites dictate "at least a third to a half" of the behavior on Web sites. "These are the things that people in the TV medium and the radio medium don't have to worry about," Nelson said. Accrue is a spinoff of Organic, and among its investors is the new media ad agency, CKS Group. ■

Agreeing To Disagree

Casie and the Internet Ad Bureau spar over advertising sizes

NEW MEDIA / By Cathy Taylor

As it turns out, size doesn't matter as much as deciding on a size does. Last week may have proved that the hottest topic in new media isn't modem speeds or Java or VRML. In TV the 30-second unit is the standard; at newspapers, there are Standard Advertising Units; on the Internet, there is chaos, and the two chief organizations in the world of Internet advertising are finding it hard to agree on how to set standards.

Casie (the Coalition for Advertiser-Supported Information and Entertainment), which is a joint program of the American Association of Advertising Agencies and the Association of National Advertisers, and the Internet Advertising Bureau, a trade organization formed earlier this year primarily to represent the sales side, don't appear to be on the same

lishers' court to that of the advertisers.

With the two organizations seemingly at loggerheads over the proposal, it appears that a set of guidelines on which everyone can agree may be further off than everyone had hoped. According to a survey of IAB members, including publishers and agencies, currently being conducted, the new media community would like to see a set of voluntary guidelines established in 90 days at the latest.

According to Kevin O'Connor, ceo of new media network DoubleClick, "Our biggest drag on revenue here is waiting on creative."

Want To Win A New Camry?  
[CLICK HERE](#)

Pick a size, any size: The World Wide Web ad banners pictured on this page are but a few of literally hundreds of sizes now creating chaos on advertising-supported sites

Depending on who is doing the talking, there are anywhere from 50 to 155 banner sizes currently on the World Wide Web. Horror stories abound: In at least one case, an advertiser has spent 10 percent of its new media production budget resizing banners to fit each site's specs.



page regarding the issue.

Officially both are pledging cooperation. "We're happy that Casie is involved and that they're going to be participating in that process," said Rich LeFurgy, acting chairman of the IAB last week. However, when Casie last week issued a proposal to advertisers and publishers to establish six standard banner sizes, the IAB, which claims it was not informed about the release of the proposal, balked. The IAB, which has been discussing the issue since before the organization was officially formed last spring, treated the proposal as a preemptive strike designed to move the ball from the pub-

In a couple of weeks the IAB expects to have full results of its survey on the banner size issue completed, polling some 94 IAB members, which will then go to a committee equally represented by media buyers and sellers. LeFurgy and IAB steering committee member Steve Goldberg said last week that they had been under the impression that neither organization would release information publicly on the issue until the IAB survey was complete. "What we had agreed to with Casie on Friday [Sept. 27] was that they were going to wait for the results of our survey," LeFurgy said last week. Several Casie members said that LeFurgy, although invited to committee meet-

Laura K. Jones OCT 10 1996

AT DEADLINE

Seagram Runs Liquor Ads on Cable

Seagram last week ran TV commercials for its Chivas Regal whiskey brand on News 12, a local Cablevision Systems Corp. channel in Fairfield, Conn. It is likely that the ads were also seen in parts of Long Island, Westchester and New Jersey covered by News 12. Executives at Seagram and at Cablevision either could not be reached or declined to comment. Despite a voluntary industry ban on hard liquor advertising on TV, Seagram has also run broadcast TV ads in Boston and New Hampshire.

'Jenny Jones' Slay Trial Starts Today

Jury selection in the trial of a man who says he killed a homosexual because of overtures the gay man made to him on the *Jenny Jones* show is scheduled to begin today in Pontiac, Mich. Jonathan Schmitz, 26, faces a first-degree murder charge in last spring's shooting of Scott Amedure. The murder occurred three days after the two appeared on a "secret admirer" episode of the daytime talk show. A defense request that Jones testify has been denied by the trial judge.

Let Me Air Fox News, Says Mayor

New York City Mayor Rudy Giuliani has interceded on behalf of Fox News Channel to get Time Warner Cable to launch the service on cable systems in Manhattan, which Time Warner Cable controls. The mayor suggested to TWC that Fox News Channel run on the municipal channel Crosswalks in the city, but TWC officials refused, citing franchise laws that prohibit a commercially supported service from being carried on an access channel.

Set-Tops, Cable Modems Set

The cable industry and manufacturers of digital set-top boxes and cable modems have agreed to standards that would allow equipment from different manufacturers to work in the same cable system. Last week's agreement, which will permit appliances to be sold through retail channels, is also expected to open the industry to manufacturers.

TBS Sales Job Will Not Be Filled

Steven Heyer, president of Turner Broadcasting Sales Inc. since 1994, will not appoint anyone to succeed him after getting bumped up within the Turner corporate arena, he said. Heyer last week was named to the new post of president of the worldwide sales, marketing, distribution and international networks group, giving him top responsibility for Turner revenue from ad sales,

affiliate sales and international distribution. In effect, Heyer replaces Terry McGuirk, who will become chairman, president and ceo of Turner once the \$6.5 billion merger with Time Warner goes through. Heyer said last week he will continue to have Larry Goodman and Joe Uva, the presidents of news and entertainment ad sales, report directly to him. His plans include pushing harder for penetration of Turner's entertainment networks overseas.

Multimedia Is on the Block Again

Gannett is selling Multimedia Entertainment, the production and syndication unit of Multimedia Inc., which Gannett acquired less than two years ago. First casualty: NewsTalk Television, a two-year-old news and information cable service, which reached about 3.7 million homes full-time. NBC Cable made a deal to take over NewsTalk's subscribers for MSNBC. Interested buyers for Multimedia include MCA, which made an offer of \$50-75 million. All American TV was also said to be interested, but is in the middle of refinancing.

Fox Pulls Nathanson Back In

Greg Nathanson, general manager of Tribune-owned KTLA in Los Angeles, has been named executive in charge of program development for the Fox Television Stations group and the Twentieth Television syndication unit. Nathanson, a former president of the Fox O&O station group, will develop first-run programming for daytime schedules and other dayparts. Tribune has promoted John Reardon to gm of KTLA.

Addenda: *Newsweek* senior editor Jonathan Alter adds duties at NBC News as contributing correspondent this week... Less than four months after opening fall 1997 off-network sales for *Walker, Texas Ranger*, Columbia TriStar Television Distribution has closed station sales in 220 markets representing 99 percent U.S. broadcast coverage. It is believed to be the fast-selling campaign for an off-network drama.

Corrections: Mike Griffin has been named head of strategic marketing for The Weather Channel. The appointment as it appears in this week's Movers column (page 46) is erroneous... A Media Note (*Mediaweek*, Sept. 30) should have also stated that Fox-owned WNYW's 11 p.m. airing of *Mad About You* is a secondary run going against WPIX's primary run of *Seinfeld*. For its primary run at 7:30 p.m., *Mad About You* has been averaging a 6.4 rating/11 share average.

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ings to discuss the issue, never showed.

Does it matter that the two organizations aren't working in beautiful harmony? Perhaps. Some of the IAB survey results thus far point to potential differences of opinion. For instance, while both organizations are interested in developing banner sizes along a grid system, measuring horizontally and vertically by pixels, the size guidelines may differ substantially. According to the IAB survey, the most common current banner size measures 468 x 60 pixels, a size that is not found in the Casie proposal. However, the Casie proposal, which divides the computer screen into 32 pixel units, says that "transition to the proposed model is easy because all current large banners (in the 460-by-60-pixel range) will 'fit' into the new

space." Further, the IAB membership, which includes publishers as general members, but also includes agencies, may expect that it is the IAB's job to issue guidelines. According to Goldberg, 95 percent of the respondents thus far indicated that they would like the IAB to come up with a set of voluntary standards. Also, LeFurgy, who is the director of advertising for Starwave, and Goldberg, who is manager of advertising development for Microsoft, claimed that the banner sizes proposed by Casie wouldn't work on their own companies' sites nor on some other prominent sites.

Casie officials stressed that their proposal is merely that, a starting point for discussion. "It is still only a proposal," said Mahesh Murthy, a partner at CKS Partners. ■

'Sinbad' Gets Sea Legs

All American series one of few bright spots among new weeklies

SYNDICATION / By Michael Freeman

There's not much action in new syndicated action-adventure hours so far this season. In more than a dozen new weeklies' first weeks on the air, only one, All American Television's *The Adventures of Sinbad*, has posted gains in share compared to lead-in and 1995 programs in its time periods.

Two big-budget action hours with space themes—MTM's *The Cape* and Stephen J. Cannell's *Two*—have had a difficult launch in the overcrowded action genre. The NASA-based *Cape* has opened with a 2.3/5; *Two* is slightly stronger at a 2.4/6.

Of the few new shows to score positive returns, offbeat fantasy and comedy series appear to be finding an audience. *Sinbad* has a 2.4 rating/6 share average in 24 of 33 Nielsen metered markets in its first two weeks (Sept. 16–29). *Sinbad* has enjoyed 20 percent share gains versus lead-in and year-ago programming in its time periods.

Another fantasy-action series, *Tarzan: The Epic Adventures* from SeaGull Entertainment, held even with year-ago time period averages

with its 2.2/5 but was down 1 share point (or 17 percent) from lead-in programming.

Worldvision Enterprises' new satirical reality series, *America's Dumbest Criminals* (2.4/7) and little-known independent Beau & Arrow Productions' *Kwik Witz* comedy/game show (1.6/7) have shown some promise. *Criminals* achieved

strong ratings for its first two weeks on WXIN in Indianapolis (8.3/17), KSAZ in Phoenix (5.8/13), KNBC in Los Angeles (5.4/13), KSTP in Minneapolis (4.2/15), and in a handful of other metered markets.

More traditional action series, including Paramount's *Viper* (2.9/6), Rysler Entertainment's *F/X: The Series* (2.7/7) and MGM Television's *Poltergeist: The Legacy* (2.6/6), helped stations hold even with year-ago levels but were down 1 share point from lead-ins.

So far, only Paramount's *Viper* (2.9/6) has approached ratings close to those of established action winners such as Paramount's *Star Trek: Deep Space Nine* (4.6 rating last season) and All American's *Baywatch* (3.9).

Although its national and metered-market

War of the Weeklies

Early-season ratings for new syndicated shows

Program	Rtg./share avg. (HH)	Sept. '95 avg in TP	% chg in share
<i>Viper</i>	2.9/6*	2.9/6	even
<i>Access Hollywood</i>	2.7/7**	4.9/13	-46%
<i>F/X: The Series</i>	2.7/7	2.8/7	even
<i>Poltergeist: The Legacy</i>	2.6/6*	2.7/7	-14%
<i>America's Dumbest Criminals</i>	2.4/7	3.0/8	-13%
<i>Sinbad</i>	2.4/6	2.1/5	+20%
<i>Two</i>	2.4/6**	3.0/7	-14%
<i>The Cape</i>	2.3/5**	2.8/6	-17%
<i>Tarzan</i>	2.2/5**	2.0/5	even
<i>Bounty Hunters</i>	1.8/5	1.4/5	even
<i>Beach Patrol</i>	1.7/5*	2.7/8	-38%
<i>Kwik Witz</i>	1.6/7	1.7/6	+13%
<i>This Old House</i>	1.6/6	1.7/7	-14%

All rating averages are for the weeks of Sept. 16 and 23 except: *first-week ratings, week of Sept. 23 **three-week ratings, Sept. 9–29 Source: Nielsen Station Index WRAP data, weighted metered-market averages

Dolan, TCI Talk SportsChannels

Fox Sports Net seeks regionals

CABLE TV / By Michael Bürgi

Cablevision Systems Corp., parent of Rainbow Programming Holdings, is in talks with Tele-Communications Inc. to win increased distribution for its Bravo and American Movie Classics channels on TCI cable systems in exchange for selling its interest in three regional sports networks to Liberty Media, a TCI sister company.

Rainbow is negotiating with Liberty and Fox Broadcasting to sell the three SportsChannels—Chicago, San Francisco and Philadelphia—that it jointly owns with Liberty. Those properties would join Liberty's group of regional sports networks that are part of Fox Sports Net, launching Nov. 1.

Liberty and Rainbow executives would not comment. According to sources close to the negotiations, the discussions have stalled because Cablevision chairman Chuck Dolan is looking to maximize distribution for AMC and Bravo. Though AMC is already in some 60 million cable homes, Bravo counts only 21 million, very few of which are TCI homes. Smaller Rainbow services including the Independent Film Channel, MuchMusic and the yet-to-be-launched Romance Classics are part of the talks, but the sources characterized TCI distribution for those services as less vital to completing the deal.

In the markets where Rainbow plans to retain its wholly owned SportsChannels—New York, Cleveland and Boston—those services will adopt the Fox Sports moniker and air some of the programming that Fox Sports Net will feed to its regionals and to fX, the Fox cable network that will carry FSN in several dayparts. The programming will likely include Fox Sports News, the would-be competitor to ESPN's *SportsCenter*, and college football games that Fox/Liberty own rights to.

Fox/Liberty also is said to be eyeing other regional sports networks—including PASS in Detroit, New England Sports Net in Boston, and Empire Sports Net—to also become Fox Sports affiliates.

Fox Sports Net today kicks off an ad sales road show in New York, where it will explain its two-pronged approach—a national-type service linking fX and the regionals plus the local coverage of each regional. ■

Prime-Type Push For 'Sunset' Soap

Spelling serial gets \$2 mil pump

TV PRODUCTION / By T.L. Stanley

NBC plans a \$2 million promotional push for Aaron Spelling's first daytime soap opera, hyping the show for nearly three months before its January premiere.

The network thinks *Sunset Beach*—which stars famous offspring Ashley Hamilton (son of George) and Randy Spelling (son of Aaron) in a seaside version of *Friends* meets *Melrose Place*—can lure the important 18-49 female demo. "We've made a bit of a recovery in daytime," said John Miller, NBC executive vp advertising and promotion. "A new hit could move us into demographic parity. We haven't been in that position for 20 years."

The network has the current top-rated show in the 18-34 demo, *Days of Our Lives*, and is neck-and-neck with ABC for second place in total females and total homes. Both lag behind daytime champ CBS.

The marquee quality of Spelling's name, plus the possibility of star cameos from the prolific producer's other shows, make *Sunset Beach* a natural for big promotion, network executives said.

NBC will treat *Sunset Beach* as both a network and a syndicated launch. The network will supply affiliates with extensive promo materials and will dangle Hawaiian vacation prizes to station execs as incentives to get them behind the show. NBC has not launched a new daytime soap since *Generations* eight years ago.

The promotion costs of *Sunset Beach* are equal to what the net spends on its most-hyped prime-time series and twice as much as the push behind miniseries such as *Gulliver's Travels* and *The Beast*, according to network execs.

"The philosophy is: The company wants all the dayparts to do as well as prime time," said Susan Lee, senior vp, daytime programs. "And the team promoting this show is the same team that made that success happen in prime time."

Along with on-air spots that will run across all dayparts, the *Sunset* promotion will include heavy buys in magazines ranging from *Parenting* and *Ladies' Home Journal* to *Glamour* and *Seventeen*. Posters and other materials will be placed at shopping malls and college campuses around the country. As another awareness-builder, NBC recently held a nationwide talent search in eight markets, drawing thousands of would-be cast members. ■

ratings are hampered by an abundance of post-1 a.m. weekend clearances, *Kwik Witz* has hit its target when scheduled as a lead-out from NBC's *Saturday Night Live* in some major markets. Since posting a 1.2 rating for its Sept. 16 premiere, *Kwik* moved up 25 percent with a second-week 1.5 rating average (NSS, Sept. 16-29).

In Chicago, *Kwik Witz*'s second-week 5.2 rating/17 share average (NSI, Sept. 28) won the midnight-12:30 a.m. time period for NBC O&O WMAQ and was just 1 share point behind *SNL*'s season-opening 6.8/18 lead-in. *Witz*, which is taped at WMAQ, also posted a 31 percent share gain over what *HBO Comedy Showcase* aver-

aged (4.3/13) last year in the time period.

Following *SNL* at midnight on Gannett Broadcasting-owned KUSA in Denver, *Witz* has been winning its time period and has posted 111 percent in share growth from its first- to second-week averages (4.6/19). *Witz* also helped KUSA post a 90 percent boost over what Warner Bros.' *Extra: Weekend Edition* (2.0/10) posted in the midnight slot in September 1995.

"I've put almost everything I can borrow toward [*Kwik Witz*]," said Steve Belkin, president and founder of Cleveland-based Beau & Arrow. "My budget probably wouldn't cover two days of catering for *The Cape*." ■

After the Slaughter at WCBS

Night of long knives in New York leaves L.A., Chicago nervous

TV STATIONS / By Michael Freeman

WCBS-TV's unprecedented mass firing of seven veteran newscasters caught even stoic and cynical New Yorkers off guard last week. But the move also has CBS O&O station executives and talent in the other two top-3 markets—at Los Angeles' KCBS and Chicago's WBBM—worried about a repeat of the shake-ups at those stations, which like WCBS have low-ranked newscasts.

Jonathan Klein, executive vp of the CBS Television Stations group and responsible for CBS O&Os in the eastern half of the U.S., insisted last week that any staff changes in L.A., Chicago or New York are "solely a call made by general managers" in each of those markets. Klein, a Westinghouse veteran, said that the CBS O&O brass is not "directly" involved in making newscast format changes, but he confirmed that Pittsburgh-based media consultant Joe Rovitto of Clementin, Sheehan, Rovitto & Co. has been providing ratings and format research to the O&O stations. "We don't expect a quick turnaround and there are no silver bullets to make quick fixes," he said.

If changes in the basic news formats of the struggling CBS O&Os is afoot, one of the newest formats—the young-skewing, fast-paced newscast made popular by Fox affiliate WSVN in Miami—may not be a perfect fit. Another media-consulting source with first-hand experience in the New York market pointed out that WSVN's format has met with

"limited success" in other, larger markets. First things first, WCBS "faces more of a challenge in rebuilding its credibility" after last week's firings, said the consulting source. "Overnight, WCBS management has hurt any connection it had to viewers with mass firings of this nature," he said.

The firings, made by WCBS general manager Bud Carey, grabbed front-page headlines in New York newspapers. "Anchors Away" was the banner in the *Daily News*. "This was



CBS stations boss Klein says he has "no silver bullet"

the best way Bud felt we could try to turn around the ratings, and he did it with the knowledge and support of senior management" at the parent company, said Bill Carey (no relation), WCBS news director.

As in New York, ratings for L.A.'s KCBS and Chicago's WBBM during early evening and late newscasts have been declining over the last half-dozen seasons. In L.A., the dean of local news anchors, Jerry Dunphy, recently was let go from KCBS, as was Maclovio Perez, a 17-year veteran weatherman, just last week. Said one KCBS staffer: "Westinghouse knows how to operate stations on strong margins, but they don't understand the discrepancies in the operating costs for talent in the top three markets." ■



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A SOFT
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REACH THEM,
EVEN IF THEIR
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sections of newspapers — reaching 62% of her market in one day and 85% over a 5-day period.

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RUN IT IN THE NEWSPAPER — THEY'LL READ IT.



MAGAZINES

K-III Magazines turned to Chicago again last week to fix a problem in New York. Doug Fierro, publisher of K-III's *Chicago* magazine, was named to succeed Terry Russell as publisher of *Automobile*. Insiders said Russell left following a clash with Janice Grossman, president of advertising and marketing for K-III. *Auto-mobile's* Jan.-Aug. 1996 ad pages declined 5.9 percent from the same period last year, to 649, although ad revenue increased 5.3 percent, to \$25.3 million. New publisher Fierro was formerly publisher of *American Express' Food & Wine* and ad director of *Esquire*. John Carroll, associate publisher of *Chicago*, will succeed Fierro. K-III recently tapped *Chicago* editor Richard Babcock as acting editor of its *New York* magazine following the ouster of Kurt Andersen.

Franchise development is hot, and many titles are finding ways to boost their brands and support a worthy cause at the same time. Three Condé Nast titles deserve some recognition: *Mademoiselle* cosponsored the recent "Do Something" Brick Awards, honoring young people who have taken leadership roles in their communities. Some of the proceeds from *Bon Appétit's* seventh annual Wine & Spirits Focus in New York last week will benefit the Make-a-Wish Foundation, which helps terminally ill children. And *Self* hosted last week's Pink Ribbon Award Luncheon, honoring people who are fighting breast cancer.

Pink ribbons were especially poignant in the biz last week, following the breast-cancer death Monday of Frances Lear. Lear, formerly married to sitcom maven Norman Lear, founded *Lear's* magazine in the mid-80s. It folded in 1994.

'Historic Traveler', a bimonthly from Cowles, is offering a \$10,000 reward for information that aids the search for clues in a recent rash of burglaries. Artifacts are being stolen from small-town Midwestern museums that can't afford adequate security systems, says *HT* publisher Peter Lenahan. "Smaller museums—those on which we depend to preserve and protect local artifacts—are particularly vulnerable," he says. —By Jeff Gremillion

Wild Week for NYC's Papers

Editors are swirling like autumn leaves; 'Voice' lands Forst

NEWSPAPERS / By Jeff Gremillion

Even by New York standards, the comings and goings of top-level editors in the Big Apple last week were frenetic. The *New York Daily News* is without an editor-in-chief again. Martin Dunn, who in his three years at the helm helped put the newspaper back on its feet after a bitter labor strike and the death of its former owner, Robert Maxwell, will leave the *News* this month and return to England, where he had been a tabloid editor.

Dunn, whose departure Oct. 16 will coincide with the expiration of both his contract and his green card, is the latest in a stream of editors to pass through *News* owner Mort Zuckerman's revolving door. Dunn will take a post overseeing cable and online activities for a London-based media company.

Jim Gaines, the longtime Time Inc. editor who resigned without comment two weeks ago from his post as corporate editor, is the new name on the list as a possible replacement, according to Time Inc. sources. Arthur Browne, the *News's* managing editor, is reportedly the favorite inside candidate. Also, columnist and author Pete Hamill, who worked for the *News* for many years, has been approached. Hamill was the editor of the rival *New York Post* for a short time in 1993 and has never hidden his desire to run of one of the city's dailies.

"I'm not in a position to mention that I've talked to X or Y," Zuckerman said last Friday. "We're just beginning in this process. We're in no rush because we've got a great team in place." The publisher, who recently returned from his honeymoon, said he had only just begun to turn his attention to the search for a replacement.

Elsewhere on the New York daily front, the *Post* last week named the paper's business editor, David Yelland, a 34-year-old Brit, to the new post of deputy editor, making him the heir apparent to editor Ken Chandler. Yelland is credited with giving the business section its goings, media-biz focus. He was

also the editor in charge of the *Post's* recent strident coverage of News Corp.'s dispute with Ted Turner over carriage of the Fox News Channel in Manhattan. If he succeeds Chandler, Yelland would be one of the youngest *Post* editors ever. Chandler is said to be anxious to move up the ladder in owner Rupert Murdoch's media empire. Xana Antunes has been promoted to acting business editor at the *Post*, and insiders said she is expected to get the job permanently.

"Journalism in this town has always been



Good news for newsmen: Forst (left) was the surprise *Voice* choice; Gaines (center) is a candidate to run the *News* or *New York*; Yelland is the Prince of Whales at the *Post*.

volatile," said *Time Out New York* editor Cyn-di Stivers of the current reshuffling among New York publications. "Now it seems we're getting almost as bad as television."

Meanwhile, Don Forst, editor of the defunct *New York Newsday* and one of the editors who recently passed through Zuckerman's door, has taken the top spot at the *Village Voice*. A widely respected editor, Forst is expected to fan the embers of political reporting at the alternative weekly. He will have to prove himself, however, in the *Voice's* other coverage area, hip culture and the arts. Forst, 64, was an unlikely choice, given industry speculation that his predecessor, Karen Durbin, was sent packing because her readership skewed too old.

At magazine publisher K-III, the search for the new editor of *New York* just might have outlasted the industry's unwieldy preoccupation with predicting its outcome. Caroline Miller, editor of K-III's successful *Seventeen*, has emerged as the best guess for Andersen's successor. Gaines has also been mentioned as a candidate for the *New York* job. K-III officials have refused to comment on the search. ■

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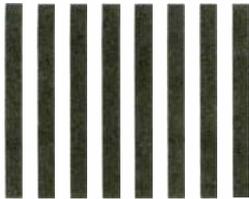
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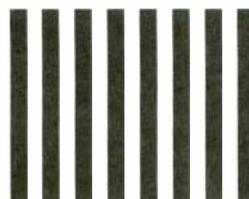
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Fox Cable Kicks Off Today

Last-minute deal puts news channel on Cablevision, Liberty Cable

CABLE TV / By Michael Bürgi

Rupert Murdoch's Fox News Channel kicks off today to some 16-17 million cable and DBS subscribers. Though he's made some expensive gambles in the past, the chairman of News Corp. has really raised the stakes this time, pouring more than \$200 million in programming and launch-incentive costs into the start-up news service.

Murdoch's strategy, being carried out by Fox News chairman Roger Ailes, is to first establish a U.S. beachhead, then expand the news channel across the globe beginning next year.

The domestic plan got a bit of help at the last minute last week when Murdoch clinched carriage deals with Cablevision Systems Corp., the sixth-largest cable operator with 2.8 million subscribers, DirecTV, the largest DBS company with about 2 million subscribers, and Manhattan wireless operator Liberty Cable. Fox News will also be carried on Comcast and Continental Cablevision, officials confirmed last week.

The lavish launch party for FNC—staged under a tent pitched outside News Corp.'s U.S. headquarters in New York last week and covered in a glowing two-page workup in the Murdoch-owned *New York Post* the next day—drew a crowd of celebrities and political officials including Barbara Walters, Walter Cronkite, Maury Povich and wife Connie Chung, and New York Governor George Pataki. In a speech at the party, Pataki made a veiled reference to Time Warner cable's decision to carry rival all-news channel MSNBC rather than FNC in New York City. "If there's one thing I have learned, it's that monopolies just don't work," said Pataki, referring to TW's control of at least 1 million subscribers in the five boroughs.

Fox News Channel will launch with only a handful of major charter advertisers, according to Paul Rittenberg, head of FNC ad sales. Most 1996 ad budgets have been committed, so Fox sales executives hope to negotiate larger, calendar-year deals for 1997 starting in November. Initial advertisers include Sony Pictures (promoting Spike Lee's *Get on the Bus*) and Sonicare, a new oral hygiene product.

Cablevision, based in Long Island and run by cable-industry veteran Chuck Dolan,

will roll out FNC to some 600,000 subscribers in the Bronx, Brooklyn, Long Island and New Jersey by the end of the year. It will also launch the service on systems serving Boston and Cleveland. Dolan is also an old rival of Time Warner, since both companies dominate the New York DMA in cable subscribers. Apparently, Murdoch is thinking that any enemy of Time Warner is a friend to News Corp.

Neither Cablevision representatives nor Chase Carey, chairman of Fox, would disclose the details of the deal, though it's believed that Fox has been offering up to \$10 per subscriber as a launch

incentive. Carey would say only that Cablevision did receive a payment; he wouldn't specify how much.

The DirecTV comes at a crucial time, though the details of that deal did not step on the toes of Fox News' deal with Tele-Communications Inc., which called for Fox News to be exclusive to cable for terrestrial distribution (meaning the deal does not allow for telco distribution for now).

The satellite deal is said to be one reason why TCI is probably not going to take a 20 percent stake in the service—that way, without a cable-operator owner or part owner, Fox can cut

exclusive deals. If TCI were an owner, Fox News would have to be made available to all forms of distribution, a by-product of cable reregulation.



Walter Cronkite (l) with Fox News boss Roger Ailes, at the launch party for the CNN rival

Money

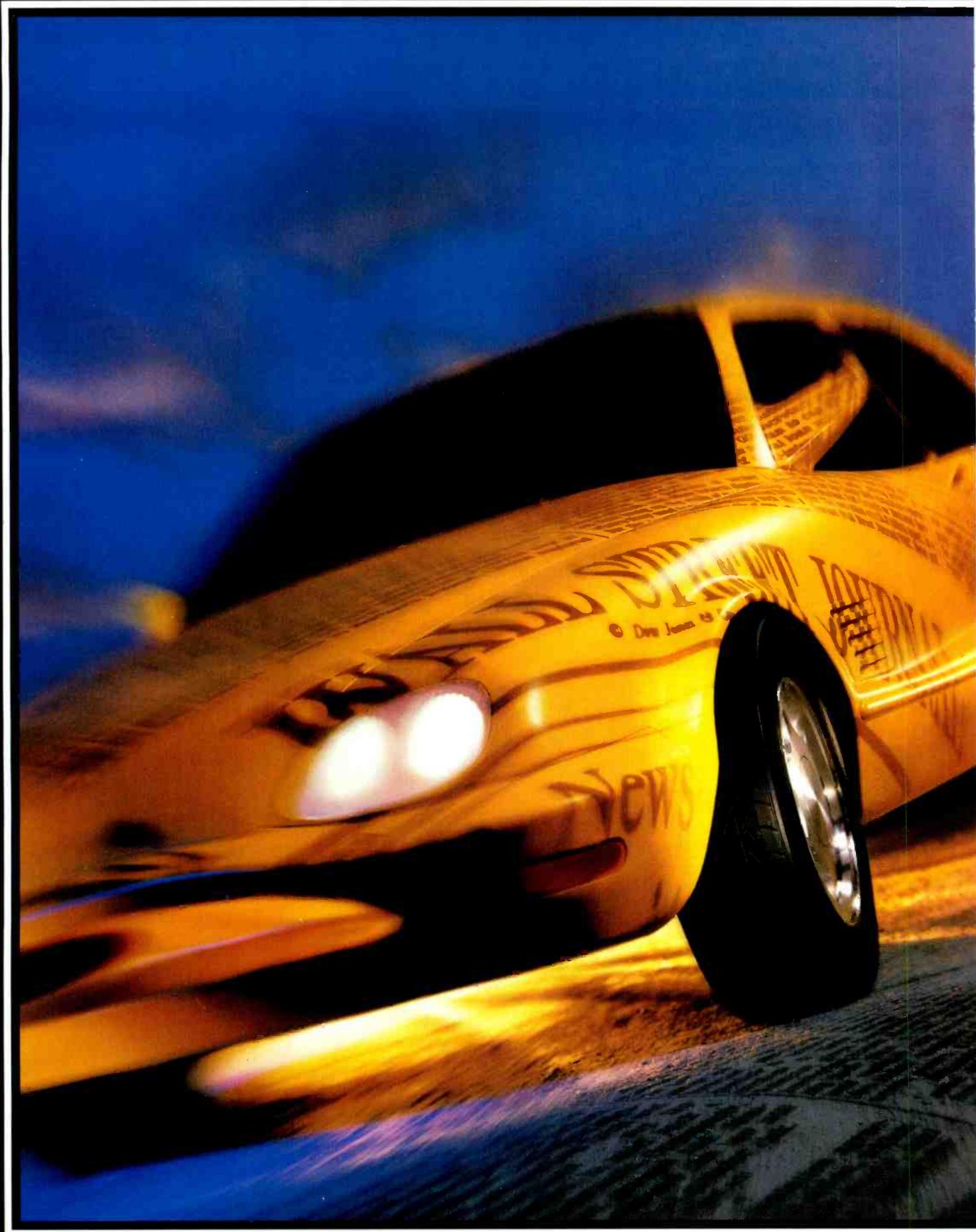
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NETWORK TV

Looking for \$150 million to fund a global expansion, Fox Kids Worldwide filed papers last week with the Securities and Exchange Commission for an initial public offering. The move to sell shares to the public (*Mediaweek*, July 8) follows the merger of News Corp.'s Fox Children's Network with Saban Entertainment, announced last month. The newly formed Fox Kids Worldwide will be the parent company of the Fox Children's Network and Saban Entertainment. In addition to creating and distributing children's programming, FKW will control the brands created through FCN and Saban as well as hold the merchandising licenses. In addition to Saban, FCN has production arrangements with other studios, including Marvel and DreamWorks. The IPO will be handled jointly by Merrill Lynch & Co., Allen & Company and Bear, Stearns & Co.

President Clinton and former Sen. Bob Dole last week accepted CBS' offer of free, unedited air time during the presidential campaign. The candidates will speak on four issues to be determined by a CBS News poll in two-and-one-half minute segments. The segments will air during *The CBS Evening News With Dan Rather*, *This Morning* and *Up to the Minute*, and will be available for additional broadcast by all CBS TV and radio affiliates. The CBS Radio Network's news stations plan to air each segment five times a day. The first segment will be Monday, Oct. 21.

Warner Bros. loves Swoosie (Kurtz) and wants to keep her working. So when the company's *Party Girl* (starring Kurtz) was shelved until sometime later this season, Kurtz was immediately brought in as Brooke Shields' (new) mother in *Suddenly Susan*, also a Warner Bros. property. If *Party Girl* is revived, said the studio, Kurtz will be a part of the cast—perhaps maintaining recurring roles in both series.

ABC officially dropped the Cap Cities part of the company moniker last week, taking the name ABC, Inc., the name by which the company had been known since its inception in 1953. The company is now owned by Disney. —By *Scotty Dupree*

Stylish Action Revival at 8

Warner, MCA go in together on unusual ABC midseason deal

TV PRODUCTION / By T.L. Stanley

Warner Bros. and Universal TV will try to revive the 8 o'clock action-adventure with a high-tech thriller for ABC's mid-season lineup. Aside from *Lois & Clark: The New Adventures of Superman*, produced by Warner Bros., there has not been a successful action-adventure franchise in that time period since *MacGyver* went off the air in 1992.

Cloak & Dagger, which is being coproduced by Warner and Universal in a rare two-studio alliance, is a modern-day spy drama in the vein of *Mission: Impossible* and *The Avengers*. Studio executives think the

Second Noah, have struggled in their first outings this season. *Dangerous Minds*, the Monday offering, posted a strong premiere with an 8.2/14, boosted by a highly rated Dallas Cowboys football game.

Cloak & Dagger marks one of the first coproduction deals between major Hollywood studios. While networks, studios and production shops routinely work together to create television programming, the studio-to-studio alliance has remained "one of the last unexplored bastions," Jonas said.

The studios will share the cost of production, split the distribution rights and pool resources in casting and other divisions, said

Jonas. The deal that brought Universal and Warner Bros. together sprang from a creative collaboration between a couple of writer/producers. *Cloak & Dagger* originated with Universal producer Sam Raimi and was rewritten by John McNamara, who has a deal with Warner Bros.

Jonas and Universal TV president Tom Thayer talked in the past about pairing producers from two studios but had not found an appropriate project until ABC asked the studios to keep the original *Cloak & Dagger* creative team together, said Jonas.

Raimi and partner Rob Tapert, who executive produced the critically lauded but short-lived *American Gothic*, also are responsible for syndication's ratings hits *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*. McNamara, who cocreated last season's ruthless antihero *Profit*, produces *Lois & Clark*.

The *Cloak & Dagger* team bring a unique combination of skills, studio executives said. "Sam has a specific way of producing action that gets the most bang for the buck," Jonas said. "And John has proven that he can do thrilling shows with depth and believability."

Because the show will contain lots of action, its international prospects are good, execs said. Warner Bros. will handle international distribution, allowing the studio to make money immediately by selling the series overseas.

Universal, meanwhile, takes on domestic distribution and, depending on its network longevity, could sell the series in syndication. More likely, the studio will strike a deal with cable, such as USA Network, owned in part by Universal. ■

Getting Action Guys Together

Raimi-Tapert's and McNamara's series, before the writer/producers found each other



Xena: Warrior Princess (above), **Hercules: The Legendary Journeys**, **M.A.N.T.I.S.**



Lois & Clark (above), **Profit**, **Adventures of Briscoe County**

series could offer the right mix of rollicking action and lighthearted schtick to be a hit in the profitable but difficult arena. "A show must have just the right appeal," said Tony Jonas, president of Warner Bros. Television. "It has to be all things to all people."

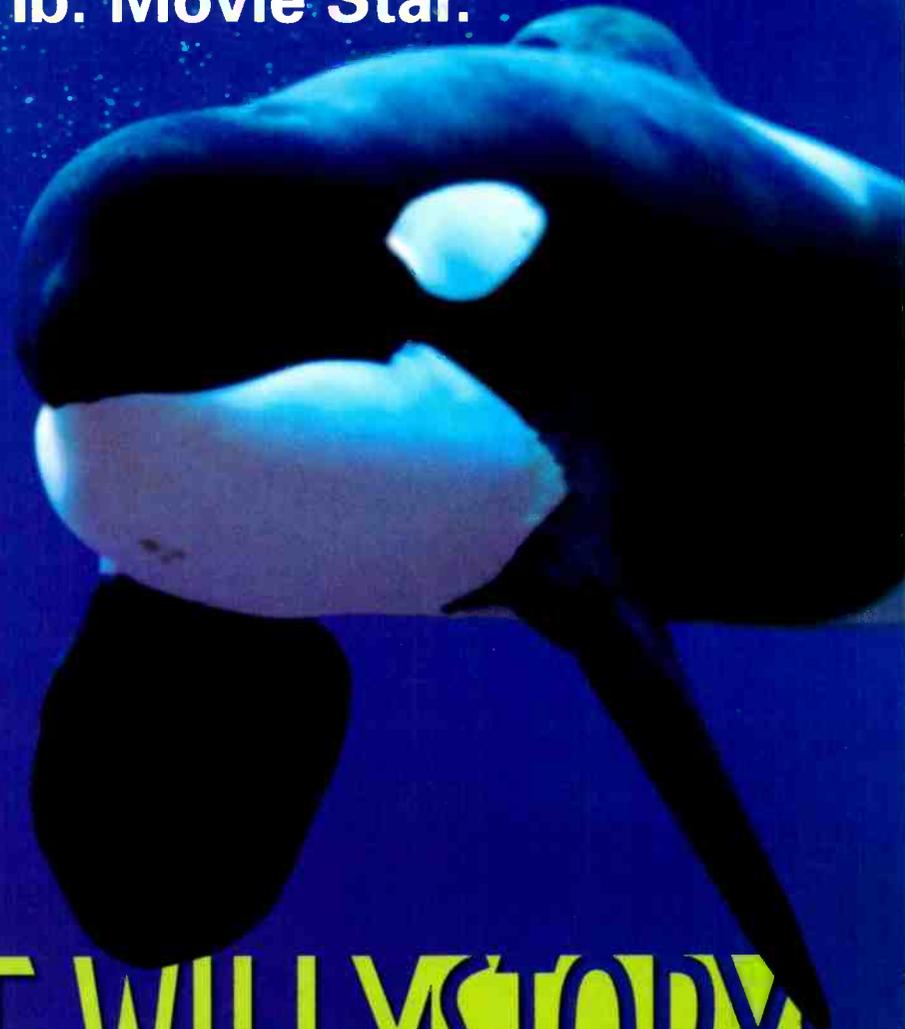
During the early 1980s, the 8 p.m. action genre was made popular by series such as *The A-Team*, *Dukes of Hazzard* and *The Fall Guy*.

Cloak & Dagger has not yet been cast but goes into production this month in Los Angeles. The show has a 13-episode commitment from ABC but not a specific spot on the schedule.

Jonas said the action-packed show would make a perfect companion for *Monday Night Football*, but also could be slipped into Thursday or Saturday's schedule. The two returning shows now in those slots, *High Incident* and

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FORUM

Is disco's renewed popularity on radio via highly rated stations like New York's WKTU-FM just a passing fancy, or a permanent comeback for the format?

Steve Goss

*Program Director
WPCF-FM
Atlanta*

"As someone who really hated disco and would definitely notice a comeback, I haven't seen a real resurgence down here in Atlanta, so it may just be [a trend]. Now we're not on the cutting edge musically—we're not New York, Los Angeles or even Chicago—and we don't pretend to be. But disco is not a big thing in this city, so I'm hoping it's just a fad in other cities."

Mike Oakes

*Program Director
WYST-FM
Detroit*

"I think disco is a trend. I do think there are people who want to hear it. However, our station has been a '70s-format station for two years now, and the percentage of people who want to hear disco is in the minority. We don't play any.

As a program director, I'm going to play the songs that please the biggest percentage of my listeners. Disco, we've found, is a very polarizing kind of music today, which it was when it was out in the '70s. There are a lot of people who like it, but there are many more who don't want to hear it on the radio."

Steve Kallao

*Alternative Music Director
WLWU-FM (Loyola University)
Chicago*

"I didn't grow up with disco, but I have an older sister who did, so I really do like the music. I think it's fun. It's not something you can lis-

ten to for long periods of time, though. The current disco resurgence is probably here to stay, at least in some form. The music may change slightly—it may not be the same music you would have heard in the 1970s, but you'll definitely hear more of it. Here, during our alternative show, we'll throw in a disco song, [like] something by the

Trammps, because people really like it. It's great to drive or dance to. It's fun music."

Greg Strassell

*Program Director
WBMX-FM
Boston*

"We've found [disco] to be a fad. Five years ago, we featured a lot of disco in our regular programming, and I think then it was a sort of relief from the heavy dose of rap that the Boston-area stations were offering. But in the last couple of years, the adult alternative and pop alternative formats have become the sta-

ple of the Boston market. The music is very compelling, and those who may have been bored in the past are now finding music they like—pop alternative. Judging by the research I've seen in this market, you won't see disco making a permanent comeback, at least not here. However, we do a disco show here on Saturday night and it's traditionally No. 1, so there is room for it as specialty programming."

"It's more than a fad. It's what I like to call 'pop oldies.' We do a Saturday-night groove thing and it does very, very well."

Bob Hamilton
*Program Director
KBGG-FM
San Francisco*

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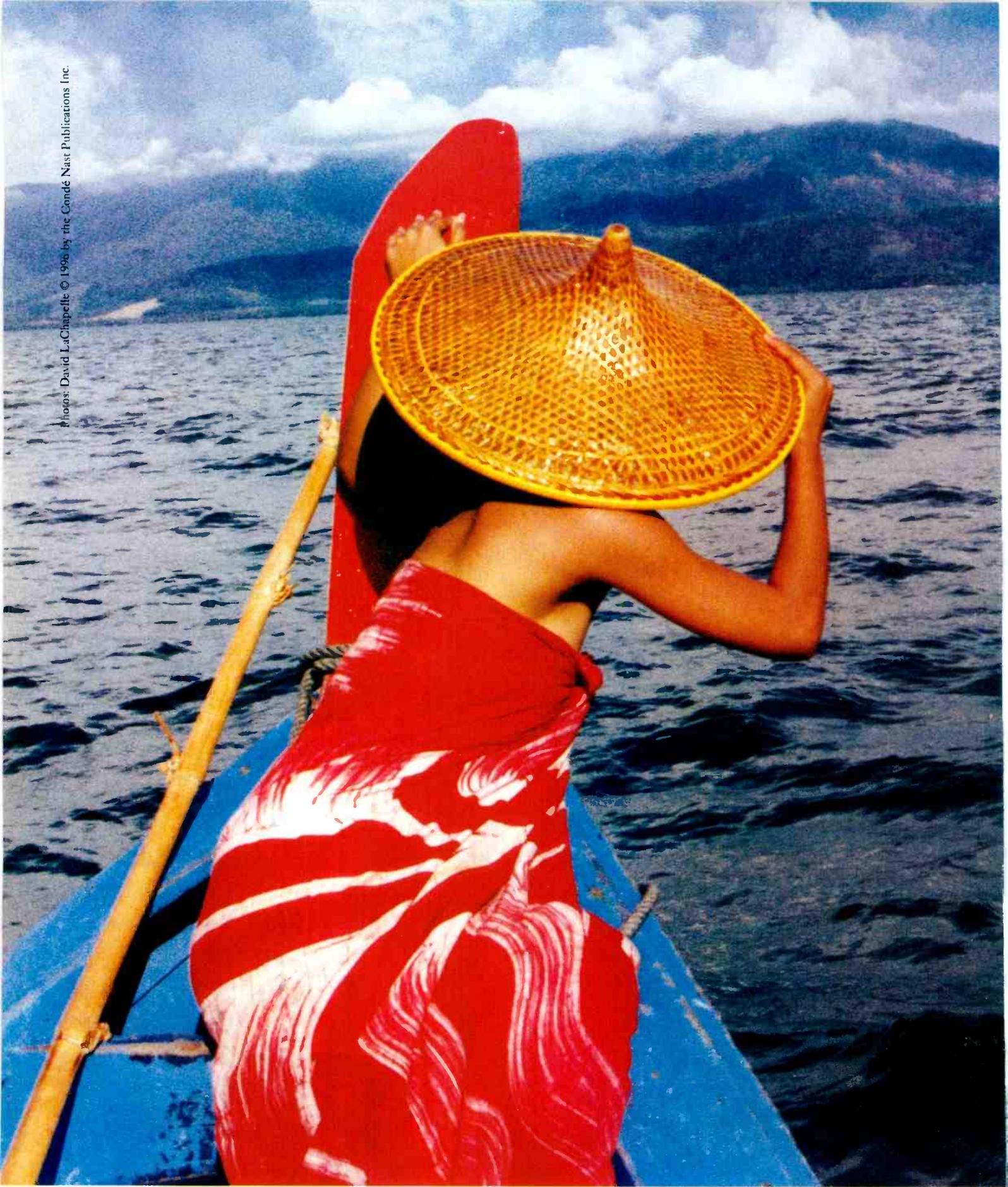
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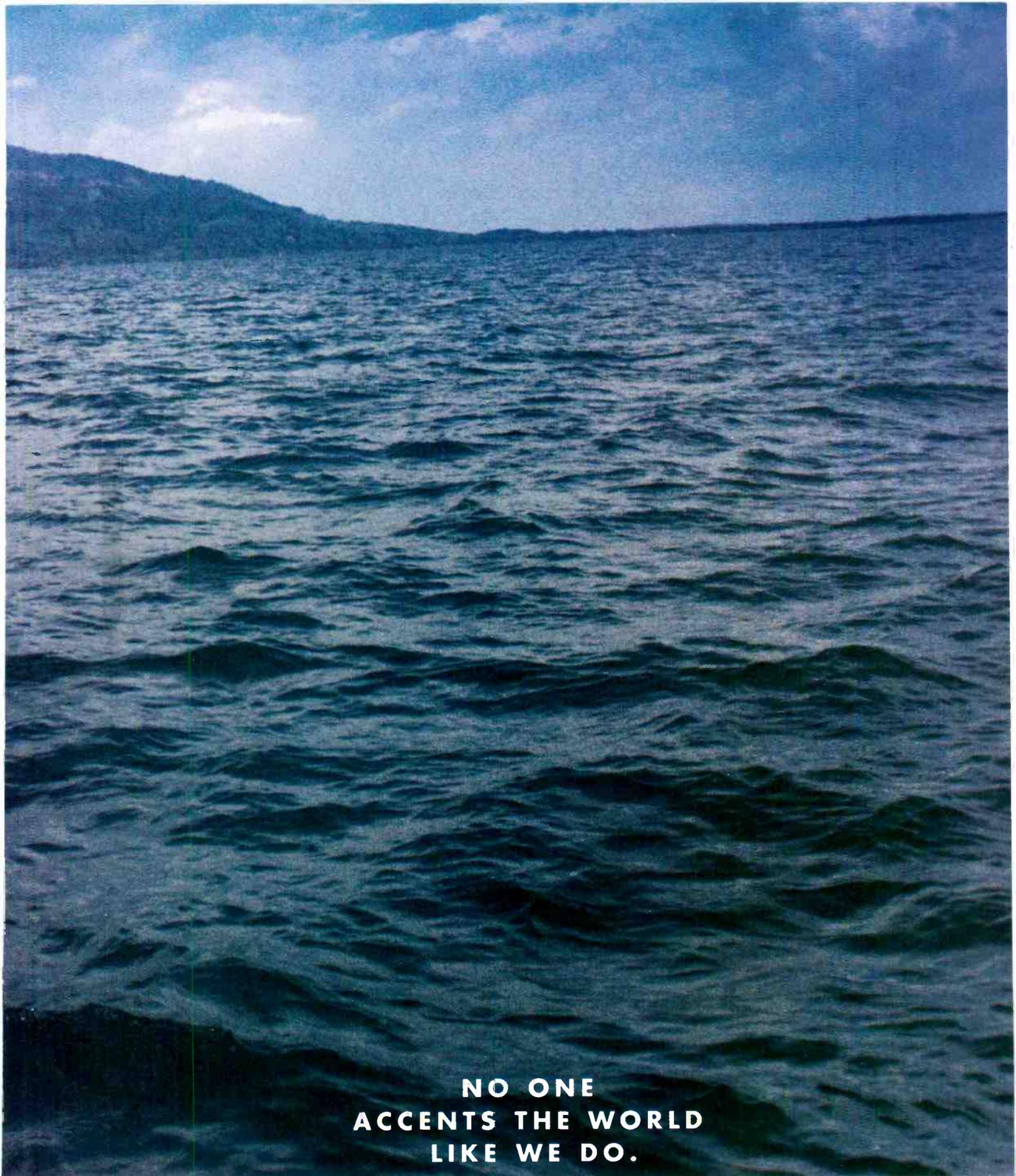
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WASHINGTON Alicia Mundy

Ignorance Is Bliss

For the Clinton and Dole media teams, TV commercials are not a forum for educating the electorate



Here's the dirtiest little secret of the 1996 presidential campaign: Both sides are counting on the American voter to not pay attention. That's a large part of the advertising strategy for Bob Dole's newest media team, and it proba-

bly accounts for 90 percent of the planning going into Bill Clinton's commercial appeal.

Yes, it sounds self-defeating. After all, if you ask either candidate (or their coterie of press aides, tacticians and spear carriers), they will tell you that they are betting on the American voter to "understand the facts," to "really see the truth"—statements made by both Dole and Clinton people since the conventions.

Lucky for Bill and Bob, their ad men harbor no such illusions. Here is the inside strategy for the Dole and Clinton campaigns for the last month of Election '96—politics' two-minute drill—based on interviews with media advisors, campaign strategists, and mini-Machiavellis from the Republican and Democratic committees.

The Dole plan, which has changed several times since May, has now been narrowly tailored. Essentially, the program is to hit on two or three actual issues. "Not to really examine or take apart the issues in detail," explains a Dole

Greg Stevens and Chris Mottola took over, the public has seen ads on three topics: drugs, tax cuts and federal spending. The strategy is to run these ads repeatedly, switching between them, for another two weeks. "Until we make inroads showing Dole attached to an issue, we can't hit on character," says one of the Republican nominee's campaign spokesmen.

The drug spots have a slick, Madison Avenue edge to them. "What's at stake in this election?" asks one done by Mottola. "Our children." A spot by Castellanos shows Clinton at his worst, in 1992 on MTV, when he said that if he had it to do again, he'd inhale, if he could, Yuk, Yuk. It also ticks off Clintonian cuts (as portrayed by Dole) in drug enforcement expenses. And it reminds viewers that Clinton's Surgeon General, Jocelyn Elders, actually wanted drugs legalized.

The Dole tax cut plan ads have also found a better focus in recent weeks. Instead of the scatter-shot approach to the hundred-plus ills in the economy, Castellanos has narrowed the Dole message to tax cuts, using the mantra "Keep more of your paycheck."

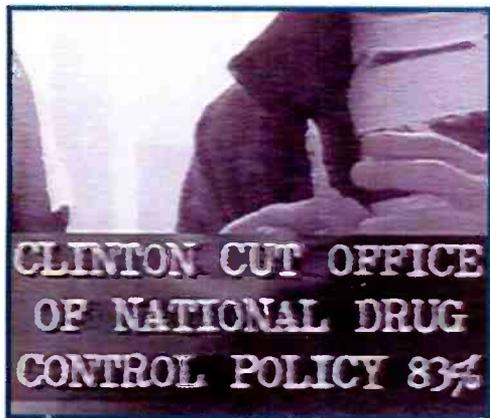
But what Republicans hope Americans won't see is that these new ads lack one thing: Bob Dole. "You noticed that, did you?" a paid Dole operative says with a smile. There are no sound bites of Dole, as there were in the last ad done on the economy, by Mike Murphy and

Don Sipple. That spot included a clip from Dole's convention acceptance speech, when he was obviously worn out, wheezing "Maaaaake no mistaaaaake, the Bob Dole economic plan is..." "He sounded very old and looked very old," says a Republican who was involved in the decision to try out Castellanos and Stevens.

"We've learned that the best way to package Bob Dole at this stage is not to show him at all," the GOP insider adds. "If we're lucky, he'll say something in the debates we can use as a sound bite. But I'm not counting on it."

If you're desperate for Dole, you can still find him in the longer "bio" ads running on cable, a two-minute version of Bob Dole, American Hero, that Stevens put together. It includes a nice, warm shot of Dole chiding America's youth to learn from their failures. This ad "is the one that we think will attract women voters, because it shows his character strength," said a Dole advisor who wanted the ad to run more frequently.

The bio ad illuminates one of the major conflicts inside the Dole campaign regarding media strategy. Dole,



Right back at ya: The Clinton-campaign TV spot on drugs (right) reflects the camp's rapid-response strategy of letting no Dole ad go unanswered

media man, "just to remind people that there are some issues out there, and establish Dole as taking sides on them." Then, for the finale, it will be time to cut to the chase: character. Only at the end will the public begin seeing the kinds of Dole ads hard-liners have wanted from the beginning: commercials reminding folks about Clinton's friends and colleagues who are going to jail, or who had to resign or withdraw from government office.

Since the latest Dole media team of Alex Castellanos,

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WASHINGTON

the WW II hero, may impress older white men, but among female and younger voters, the candidate's proudest accomplishments aren't getting much recognition.

Castellanos admits that the biggest problem in selling Dole is "The Young Lion" syndrome. "Voters, women vot-

Stevens hopes to blunt the Young Lion view by showing that Clinton can't be counted on to take care of the pride. Stevens' most recent ad highlighted pork projects backed by Clinton, like ski runs in Puerto Rico. "Women recognize junk buying," says a Dole media consultant.

So far, internal polls show that the drug ads are getting the attention of female voters.

Though they have bought heavily in the Midwest, Southwest and the South, the Dole folks have largely benefitted from free media, both for viewing and

vetting their ad ploys. In one case just after the convention, they ran the first of the anti-drug ads, using footage from the LBJ "Daisy" ad on nuclear war. Well, ran is too big a word. They put the spot out for a night in Chicago and Los Angeles and let the national networks preview it

"When the facts are confusing, whoever the public is currently comfortable with gets the vote. We win," says a consultant for the Clinton campaign.

ers particularly, want to know that the leader is going to provide for the herd. People know a lot about all the flaws in Clinton's character, but they're willing to overlook them because they think he will see to the herd—food, shelter. He's the young lion, and that's a hard image to overcome."

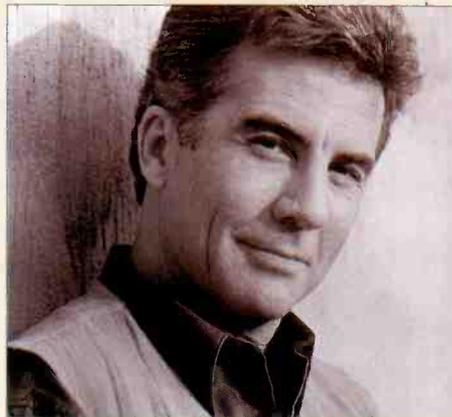
Below the Beltway...

On the Saturday night of Memorial Day weekend in 1994, federal prosecutor Leslie McClendon was having a party in a Washington, D.C., suburb to watch *America's Most Wanted*, the Fox show starring John Walsh. At the U.S. Attorney's request, McClendon had spent that week helping Walsh film a segment to run that night about a man that she had just indicted on almost 70 counts of fraud. McClendon's target, John Legare, allegedly had taken off with \$500,000 from investors in a scheme. Legare had been missing for more than a year, and the feds hoped that by putting his tale and his picture on Walsh's show, they might get some leads on where to find him. The show aired at 9 p.m. The next morning, Legare was arrested in a Florida town, where he had been spotted by an *America's Most Wanted* viewer.

TV series attract serious fans, and occasionally these diehards can sway network executives from killing their shows. But rarely do the groupies include the head of the FBI, attorneys general from around the country, 37 governors and 40 members of the U.S. Congress. These were some of the 85,000 people who wrote Fox in August to protest the cancellation of *AMW*.

In Washington, the fate of *America's*

Most Wanted became a cause célèbre, with vehement speeches in Congress and a huge front-page story in *The Washington Post*. All this was not because of the show's popularity, but because of its results. Fox says that in its eight years, *AMW* has led to the capture of 431 fugi-



AMW host Walsh: A hero in D.C.

tives and the recovery of 20 missing children. Beyond that, by exposing gaps in the criminal justice system, the show has spurred activists in many states to change laws. After a 1992 episode on stalking that highlighted the fate of a Virginia mother and her children, the state legislature enacted an anti-stalking law, prodded by prosecutors who had

helped Walsh put together the program.

Washingtonians are suckers for action heroes. Walsh and his creation have hundreds of citations in the *Congressional Record*. Sen. Alan Simpson once explained that Walsh had become a mythical figure, like the tough sheriff in the Old West, because, "in a place like Washington where everybody talks it to death, this guy just *does* it."

Still, the novelty of reality-based cop shows has waned, along with their ratings. As a Fox spokesman told the *Post* when the network cancelled *AMW*: "The show couldn't continue to compete against the aggressive programming of other stations." But in late September, Fox execs gave the series a reprieve; it will be revived midseason with "a new look." The decision came from new Fox Entertainment president Peter Roth, on his first day on the job. Fox staffers are worried about rumors that the show will move to California from its base outside Washington, raising the possibility that *AMW* will become more "tabloid." The series' charm, and its credibility, are its *Dragnet*-style "Just the facts, ma'am" production quality.

Walsh won't comment on the future look of his show. But he said that what he is most proud of is the sense of closure *AMW* gives victims. "Victims need that—they need to see that justice catches up with people," Walsh says.



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WASHINGTON

for viewers. The Clinton Rapid Response Team immediately went on the air with a rebuttal calling Dole "wrong." But the Clinton folks paid to run their answer in 23 states, while the Dole people paid nothing to get the media to run their ad. In many areas, voters' first notice linking Clinton to rampant teenage drug use came from the Clinton camp itself, overreacting to one well-placed Dole shot.

So if Dole's plan is to a) hide the candidate and b) wait until the end to attack the Young Lion directly, what is the Clinton plan? Simple: confuse, confuse, confuse. If you follow their ads carefully, you may be tired of or annoyed

black-and-white shots of Dole run by the Clinton people, his wrinkles appear enlarged, deep enough to plant corn.

As for the text of the ads, do voters actually pay attention to whether Clinton or Dole voted to raise taxes by 5 percent, or to cut the drug czar's office by \$2 million? "Of course they don't," snaps a Clinton consultant. "That's not our point. We're not putting up these statistics to counter Dole or to make our case. They are useful because they add to the 'noise' the voter is getting.

"In that atmosphere, where Dole says something and we say something else back, the voters don't know which fact is right," the Clintonite says. "But as long as we're in a situation where they keep hearing each side going back and forth, Clinton wins. When the facts are confusing, whoever the public is currently comfortable with gets the vote. We win." So much for educated American voter.

Of course, the Dole people resort to subliminal messages, too. See if you can find a single Dole ad that mentions "President" Clinton.

with those constant commercials that begin "Bob Dole—Wrong Again." And you may be fed up with the "You Did—I Did Not" tone of the Clinton rejoinders.

"The point of the response ads," says a top Clinton media advisor, "is to not let Dole make any inroads. If Dole makes any statement in his ads about the economy or tax cuts, for instance, we come back twice as hard on what Dole did. No shot will go unanswered."

Neither the Clintonites nor their media men—Bob Squier, Tom Ochs and Bill Knapp, believe in "propor-

Right now, the most effective (and riotously notorious) ploy is the much-used clip of Dole and Newt Gingrich at a press conference last winter during the government shut down. At one point, Gingrich walks in front of Dole to the rostrum, and, like the moon eclipsing the sun, blots Dole out entirely. Since Gingrich is currently the most hated politician in America, the suggestion is made easily.

Of course, the Dole people resort to subliminal messages, too. See if you can find a single Dole ad that mentions "President" Clinton. The point is to diminish Clinton, reminding people that he is not presidential timbre.

Now do any of the ads differ from region to region? Neither camp wanted to discuss this issue, but it's a critical matter inside the strategy sessions. The drug ads showing Clinton on MTV are getting a good reception in the Midwest—but they are not getting much play in the East (unless they show up on the national cable buys).

But a Clinton media advisor confided: "We would like to avoid responding to the drug ads period, but especially in the South."

The Dole campaign will break new ads next week using Clinton's own taped appearances, and they are going to use—brace yourselves—humor. Doing funny is a scary proposition in any ad, but especially in a presidential campaign. The Dole camp plans to turn up the heat under the word "liberal." The campaign plans to keep buying TV time in the Midwest markets, Florida and Arizona.

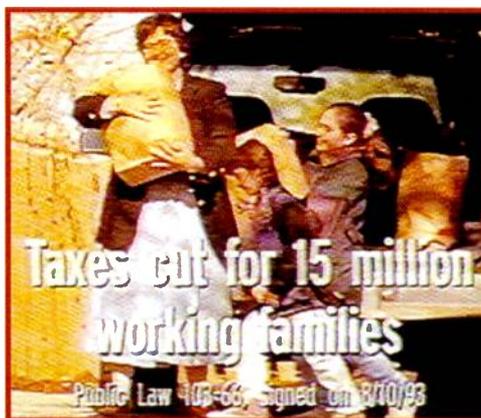
For their part, the Clinton folks say they are going to hit hard with clips of Dole fighting against Medicare and Social Security.

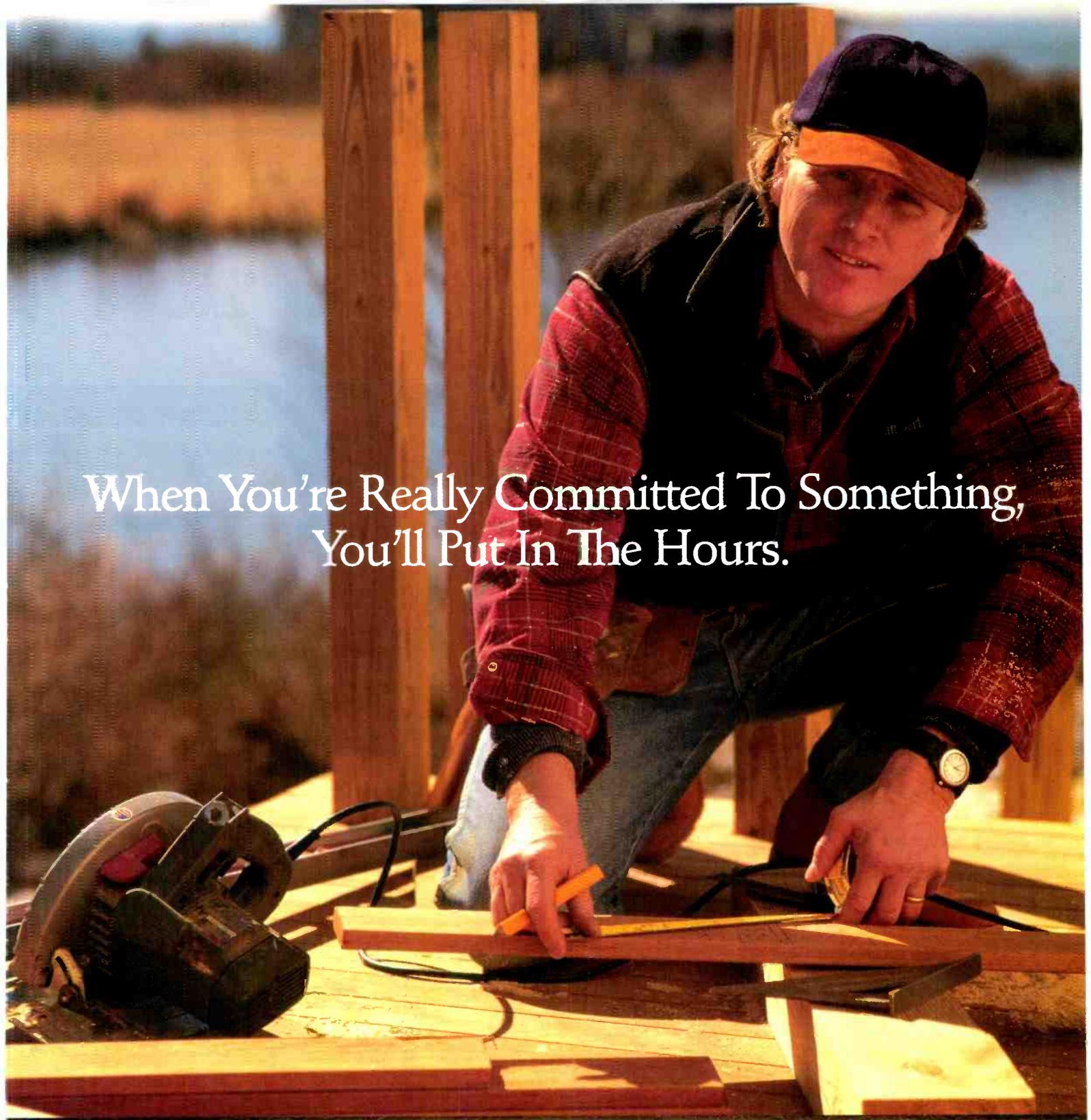
Call it the "in his own words" arm of the campaign. ■



Who's Mr. Tax Cuts? Clintonites think their man comes out ahead when viewers hear the two sides go back and forth on the same issue and don't know what the truth is

tional response." After Castellanos' new Dole drug ads began attracting attention, the Clinton folks came out with their toughest ad yet, a Dole retrospective—against medicare in the '60s, drug enforcement money in the '80s, Medicare again in the '90s. The screen kept scrolling up with clips of Dole getting older and older. The Dole people cried "Foul!" officially, because of the suggestion that Dole wants to cut Medicare. But off the record, several Dole advisors said the ad was effective because it showed a lengthy record of Dole in the Senate, implying that he'd been around too long. And it's no accident that in some



A man wearing a red plaid shirt, a black vest, and a dark baseball cap is kneeling on a wooden deck under construction. He is using a yellow pencil to mark a piece of wood. A circular saw is visible on the left side of the frame. The background shows a body of water and trees, suggesting an outdoor setting.

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Radio Consolidation

The Top-10 Countdown

Since the telecom bill passed, the big have gotten

huge. Here's who, and why, they are. By Mark Hudis

The current U.S. radio landscape looks a lot like a classic game of Risk. Major radio companies are battling for limited territory and are using all available resources—buyouts, trades, swaps, flip-flops and sell-offs—to increase their power bases. But if there is one constant, one key to success in the current climate, it is the refrain uttered by nearly every radio group head: consolidate within an existing power base. Few, if any, station groups are buying scattered properties. Almost all are looking for opportunities in cities where small- or medium-sized station clusters already exist, preferably near their own existing station groups. Michael Ferrel, soon-to-be ceo of SFX Broadcasting, seems to speak for the industry, saying, “The benefit you have in today’s climate of consolidation is the ability to aggregate talent. We can take things we know have been successful—management of sound, sales skills and techniques, music testing—all the texture components that make for good radio, and use this talent more effectively.”

Following is a primer on who owns what and what they plan to do with it in the radio business.

CBS/Westinghouse/Infinity

Headquarters: New York

Projected 1996 revenue: \$1.1 billion

“The race doesn’t always go to the strongest or the swiftest, but that’s the way to bet,” said a very smart man a long time ago. When Westinghouse Electric

Corp. inked a deal with Mel Karmazin to buy Infinity Broadcasting for \$3.72 billion this June, the new company immediately became radio’s swiftest and fastest. The dynamic duo, upon completion of the transaction, will comprise 83 stations in 15 markets, with multiple stations in each of the country’s top 10 metros. The deal did not augment either company’s geographic diversity—both were top-10 market leaders even before the marriage—but rather it enhanced each company’s individual standing in the most lucrative domestic markets. In fact, only 14 of the 83 combined CBS/Westinghouse/Infinity stations are not located in the top 10 markets.

The problem with being a radio behemoth, though, is that the ceiling starts to restrict your movements. Almost all radio watchers agree that CBS/Westinghouse would like to expand its radio business even further, but they acknowledge that the company is hog-tied until the Infinity deal is finally signed and sealed.

That said, the CBS/Westinghouse–Infinity match should be a good one because Dan Mason, president, CBS Radio, believes in autonomy, and Mel Karmazin, ceo of Infinity, covets his.

“I like to think Westinghouse brought the entrepreneurial spirit to CBS Radio,” Mason said. “I believe the



Dan Mason, president of CBS Radio, wants stations to be run as individual businesses

Radio Consolidation

best way to manage a radio company is to give stations more autonomy, let them run as individual businesses." With Karmazin's Infinity track record, that seems like a smart move. And with the almost unwieldy size and scope of CBS/Westinghouse, it seems like the only move.

American Radio Systems Corp.

Headquarters: Boston

Projected 1996 revenue: \$340 million

ARS is a big company with a small-company feel that has become known as one of radio's most acquisitive entities since the passage of the telecom bill. ARS' August merger with EZ Communications took the former from the bottom half of radio's top-10 group owners to the top third and completed a slow but steady move toward expansion and geographic diversity that had begun in the early part of this decade. From 1988-1991, ARS had been almost exclusively a northeastern U.S. operator. In 1992, the company merged with Stoner Broadcasting and branched out into the West Palm Beach, Fla., and Austin, Texas, markets. Last year, the company snatched up stations in San Jose, Calif., and Portland, Ore., which helped ARS "achieve a good [national] foothold in advance of the EZ deal," explained Steve Dodge, chairman and ceo of ARS. But the EZ deal, which brought ARS' total station count to 98 in 20 markets, didn't create a typical corporate media giant.

"We really try to remain a small company," Dodge

explained enthusiastically. "We don't have a lot of layers of management. We try to remain very accessible. And we're not looking to dominate any one market." Which, right now, ARS does not. No single market contributes more than 10 percent of ARS' total revenue stream. "And that's important to us," Dodge said.

Evergreen Media Corp.

Headquarters: Irving, Texas

Projected 1996 revenue: \$338 million

Second only to CBS/Westinghouse in revenue and top-10 market muscle, Evergreen is a big-market radio powerhouse, a sprawling radio company with an appetite for high-profile stations in high-profile metros. It is also the country's largest pure-play radio company.

What some feel it lacks in touch and finesse, it makes up for in sheer bulk and influence. The company owns 33 stations in the top 10 U.S. markets, but Chicago and Detroit, in particular, have special appeal to Evergreen. Its six FMs and two AMs in Chicago and five FMs and two AMs in Detroit make it a dominant player in those markets.

And Evergreen is definitely one to watch for future growth. The company last week filed with the FCC for a proposed public offering of 8 million shares of common stock, a reliable predictor of expansion. In fact, Evergreen ceo Scott Ginsburg was traveling all last week meeting with potential stock buyers.

Networks: Hear today, gone tomorrow?

Just 10 years ago, there were seven major radio network companies that sold more than a half-billion dollars in air time every year. This year, there are three major network companies, and they will bill somewhere around \$450 million, which is up from about \$300 million in the early 1990s. What happened? In a word, consolidation.

In the 1980s, several networks that had held forth on America's airwaves for generations were sold to other companies. Among them were the Mutual Broadcasting System, NBC and the RKO Radio Networks. Other, newer networks, including the Satellite Broadcasting Network and the Transtar network, also were sold to larger companies. Ironically, all are now owned by Westwood One Radio Networks, which is the biggest of the radio network companies. But they all are smaller than they once were.

The CBS and ABC radio networks, which most closely resemble the old-line, news-and-information-driven networks of the past, continue to do what they've always done, which is to provide stations

with national and international news and commentary. So too does Westwood through its Mutual system. On the entertainment side, Westwood and ABC and, to a lesser extent, CBS still provide prerecorded and sometimes live programming to thousands of stations. But growth is much slower than it has been recently in the rest of the radio business.

Consolidation has cut two ways. It first swept through the old networks in the 1980s and early '90s as Westwood bought Mutual, United Stations bought RKO, SBN and Transtar and became Unistar, and Westwood bought NBC and then bought Unistar. ABC cut the number of its networks from seven to four. Then, in the early 1990s, as radio emerged from a deep recession and companies such as Emmis and Infinity and Shamrock began buying up stations, the resulting consolidated companies were able to begin using the same programming across two or more stations.

Now, the massive consolidation that is taking place in the radio business, radio-station

companies are networks in and of themselves.

When asked why the radio networks have not shared equally in the spectacular rebound of radio in recent years, Jim Duncan, a radio format and management consultant, says, "Define network. Part of the reason is that our definitions of networks have blurred. Now we have these syndicated, *de facto* ad-hoc networks."

The result is that the biggest stars in radio today, nationally, are not affiliated with a network. Howard Stern and Don Imus are essentially syndicated by CBS/Westinghouse/Infinity. Rush Limbaugh is a network of himself.

The traditional networks still have their stars: Larry King can still be heard on Westwood One/Mutual; ABC's Paul Harvey is still the No. 1-rated feature in all of network radio; and CBS' Charles Osgood still does his daily ditty about this or that political foible or human oddity. But as the station groups get stronger, chances are there will be more program sharing among their stations. Just like in TV, it seems, people tune in to stations, not networks.

Jacor Communications

Headquarters: Cincinnati

Projected 1996 revenue: \$320 million

Jacor is the solid family man of radio. The company owns few flashy stations in top 10 markets, but it has a profitable, bulging station portfolio in several emerging top-25 cities, such as Denver, Atlanta, and Cincinnati and Columbus, Ohio. As soon as Congress gave radio owners the okay to buy, buy, buy, Jacor was one of the first in line. In February, the company plunked down almost \$1 billion to buy both Citicasters (\$770 million) and Noble Broadcast Group (\$152 million) and, for a brief moment, was the largest radio group in the country with 54 stations in 13 markets. Now, with 72 stations in 16 markets, Jacor ranks fifth on the station count list, behind Clear Channel Communications, CBS Radio, Evergreen and American Radio Systems, but the company dominates several of its middle-of-the-road markets. In Florida, for instance, Jacor owns 18 stations—five in Jacksonville, six in Sarasota and seven in Tampa, making it one of, if not the dominant radio player in the state. In Denver, too, Jacor dominates, with eight owned stations and one operated under a joint sales agreement.

Jacor, too, has surprised several analysts who thought that its early acquisitions were a chance for owner Sam Zell to turn a quick profit. And while Zell may still sell, his company keeps acquiring radio stations, not dumping them. Last week, Jacor swapped a Tampa TV station with Gannett in exchange for six radio stations in Los Angeles, San Diego, Calif., and Tampa. Not flashy, but solidly profitable.

ABC Radio

Headquarters: New York and Dallas

Projected 1996 revenue: \$270 million

The mouse hasn't roared, at least not yet. It's not as if there's no money in the Disney coffers to finance an ABC Radio Networks station buy or group acquisition, which has many wondering, "What gives?" While its radio comrades are out swapping, buying, selling and whooping it up, ABC has been positively dormant.

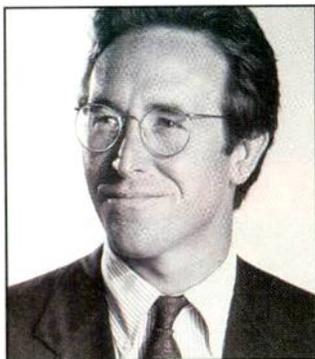
"Some people think we're going to be getting out of [radio]," said Robert Callahan, president of ABC Radio, "but we're not. We look to grow our business across the board, protect our core assets across our nine markets, and focus on our assets in the top 20 markets."

ABC currently owns 21 stations in nine markets, seven in the top 10, but the most activity the company has seen in the past few months is a lawsuit, filed two weeks ago against ABC Radio Networks and the Walt Disney Company by Minneapolis-based Children's Broadcasting Corp. after ABC Radio abruptly severed

ties with CBC. CBC, which had a strategic relationship with ABC Radio Networks since 1995, is alleging that ABC entered into that agreement to misappropriate CBC's programming format and force CBC out of the children's radio market. ABC broke off the relationship in July and announced that it would be testing its own 24-hour children's radio network before the end of the year.

Though a children's radio network does indicate some level of activity, it's not enough to convince the marketplace. It was rumored that ABC was considering buying Chancellor Broadcasting, but both companies deny they are in talks. For now, the skeptics think it's time for Disney to make a move if they are to remain a viable radio entity.

"I expected them to acquire [radio properties] before this time," said Jim Duncan, president of Duncan's American Radio, a format and management consultancy. "Certainly they have the muscle. But if they don't acquire within the next 18 months, I'd look for them to get out altogether."



The industry has been waiting for ABC's Callahan to make a move

Chancellor Broadcasting

Headquarters: Dallas

Projected 1996 revenue: \$262 million

Like Jacor's little brother, Chancellor loves the lower-profile, emerging markets. Like Jacor's little brother, Chancellor has a strong affinity for Denver and several Florida markets and is working to make its presence felt, even in Jacor's shadow. And, like Jacor, Chancellor has spent serious coin—more than \$550 million in the past six months and nearly \$1 billion in the past year—to acquire new properties. In May, Chancellor scooped up eight Florida radio stations from OmniAmerica Group for \$178 million and in August, it bought 12 stations from Colfax Communications for \$365 million. In August 1995, Chancellor bought Shamrock Broadcasting Inc. for \$395 million which, at the time, was the largest radio group acquisition in radio history. That deal was finalized in February. Chancellor currently owns or is in negotiations to own 53 stations in 15 markets.

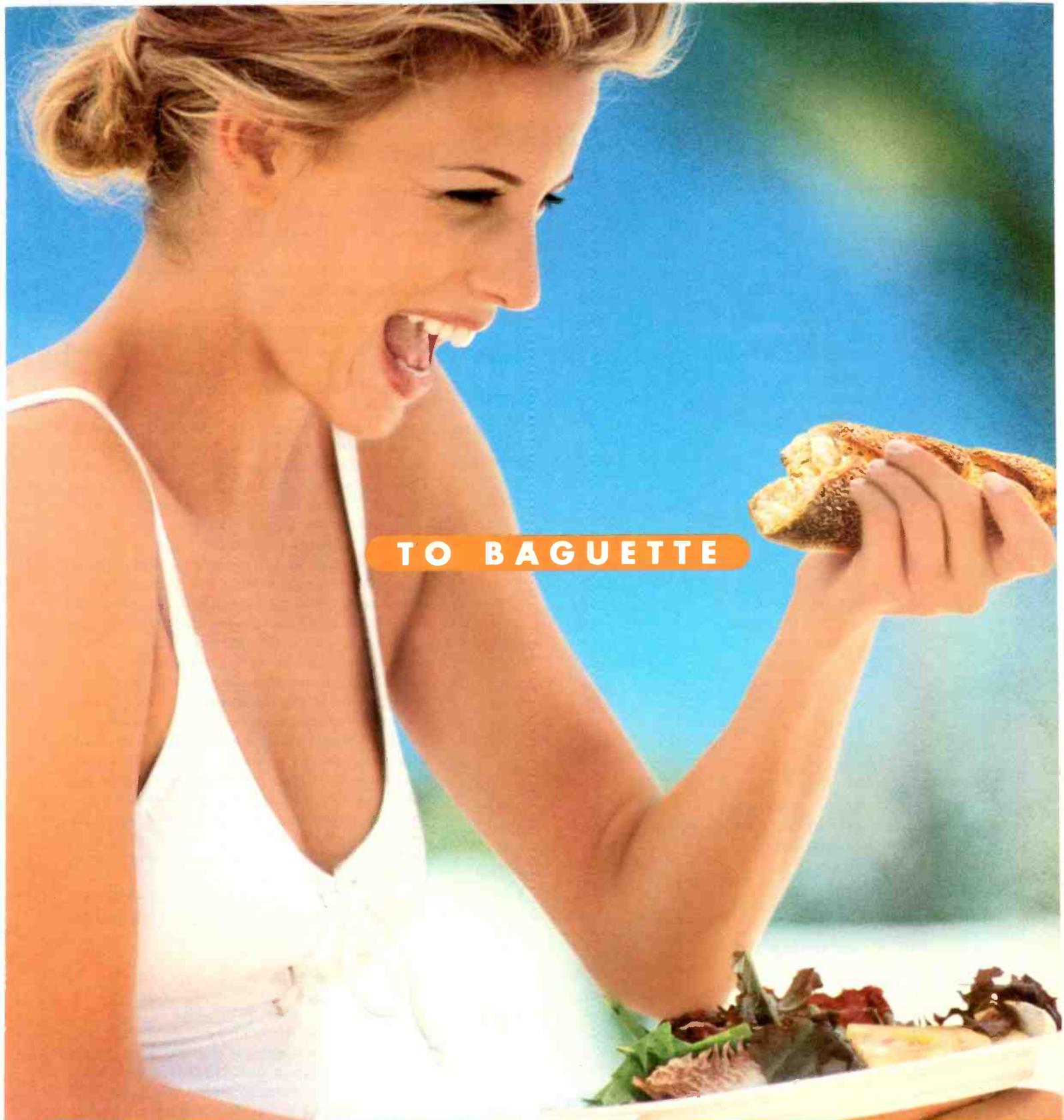
But the key to Chancellor's success is clusters in emerging markets. When the Colfax and OmniAmerica deals are completed, Chancellor will be the leading radio broadcaster in Phoenix, where it will own six stations. It will also have a strong power base in Minneapolis-St. Paul, a market considered to be largely under-radioed, with seven stations under the Chancellor banner. The company will also tussle with Jacor in Florida, where it will own four FMs in Orlando, two FMs in Jacksonville, and three stations in West Palm Beach.

While the company does have a presence in four of the top 10 markets—it owns New Jersey-based WHTZ-



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2	COMP USA	8,469.3	9,319.0
3	LEVITZ FURNITURE	2,618.2	8,111.2
4	DODGE DEALERS	2,345.7	6,588.5
5	ALLSTATE	1,560.7	6,444.2
6	LUCKY FOOD STORES	4,987.1	5,424.1
7	MONTGOMERY WARD	6,225.5	4,977.6
8	DENNY'S	3,907.8	4,824.7
9	BURGER KING	5,995.4	4,585.3
10	K MART	1,802.7	4,188.7
11	BENNIGAN'S	3,317.2	4,057.0
12	U S WEST	2,128.1	3,957.1
13	7 ELEVEN	8,719.4	3,956.9
14	BELLSOUTH MOBILITY	1,295.7	3,878.2
15	AT&T	8,964.1	3,820.7
16	U.S. DEPT OF HUD	386.1	3,779.2
17	HEALTH RIDER	1,236.7	3,698.0
18	BRITISH AIRWAYS	105.6	3,694.0
19	U.S. POSTAL SERVICE	218.0	3,534.4
20	ALAMO RENT A CAR	583.1	3,460.7
21	HOME DEPOT	2,789.0	3,452.4
22	EPSON PRINTERS	2,336.6	3,383.5
23	MCI LONG DISTANCE	5,835.4	3,363.9
24	LOTUS SMARTSUITE	0.0	3,359.9
25	VISA	1,007.2	3,357.6
26	PACIFIC BELL	1,229.6	3,342.8
27	CHEVROLET PICKUPS	2,649.0	3,292.2
28	BRAVO CREDIT CARD	0.0	3,247.5
29	BELL ATLANTIC/NYNEX MOBILE	0.0	3,109.1
30	AMSTEL LIGHT	986.1	3,063.2
31	MOBIL	2,597.7	2,996.3
32	TEXACO	3,783.0	2,951.7
33	AMOCO	3,730.7	2,916.4
34	AMTRAK	2,313.7	2,879.6
35	ABC TELEVISION	2,581.5	2,796.6
36	SHELL	400.1	2,759.6
37	NORTHWEST AIRLINES	2,207.8	2,744.0
38	SOUTHWEST AIRLINES	2,515.3	2,726.4
39	US AIR	2,880.2	2,654.8
40	MEDIA PLAY STORES	417.5	2,502.4
41	WELLS FARGO BANK	111.8	2,477.4
42	TACO BELL	2,819.1	2,471.0
43	WB NETWORK	2,096.8	2,458.6
44	NBC TELEVISION	1,765.4	2,376.9
45	SNAPPLE	1,213.9	2,358.3
46	CANON PRINTERS	333.2	2,350.7
47	CORNNUTS	1,410.2	2,348.5
48	BANK OF AMERICA	2,243.4	2,317.8
49	SHELL/CHEMICAL MASTERCARD	159.1	2,276.8
50	TOYOTA CAMRY	0.0	2,269.7

Source: 1996 Competitive Media Reporting

FM, which serves the New York market, and it also owns stations in Washington, D.C., San Francisco and Los Angeles—the mid-size markets are its forte.

Clear Channel Communications

Headquarters: Memphis, Tenn.

Projected 1996 revenue: \$253 million

"We don't necessarily want to be the biggest," says Lowry Mays, president and ceo of Clear Channel Communications. Well, too bad for him. Clear Channel is by far the largest radio group in the country, with 109 owned stations (160, including joint sales agreement and local marketing agreement stations) in 40 markets. It also has a strong presence in Australia, with eight stations in several markets, including Sydney, Melbourne, Canberra and Brisbane. And Clear Channel's June purchase of 17 Heftel Broadcasting stations gave it significant muscle in the Hispanic market; 15 of those 17 stations have Spanish/Tejano formats.

What Mays wants, like everyone else looking to buy radio properties, is good value. But he thinks his 109-station behemoth is big enough and, like his smaller radio kin, he doesn't want to grow just for growth's sake.

"I want to create additional stockholder value. We're not willing to change our investment criteria in the acquisition marketplace in order to make deals just to get bigger. Yes, we're going to make further acquisitions, but only if they help increase our value," Mays said.

Clear Channel has immense presence in the South, with strong clusters in markets including Louisville, Ky.; Memphis, Tenn.; New Orleans, Norfolk and Richmond, Va.; and Little Rock, Ark. But if the company has a power base, it's Texas. Clear Channel stations literally blanket the state: four in Austin, six in Dallas/Ft. Worth, nine in San Antonio, 13 in Houston, six in El Paso and three in McAllen.

Clear Channel wants to "beef up in markets we're presently in," said Mays. "We're very patient investors, and I do expect to find opportunities."

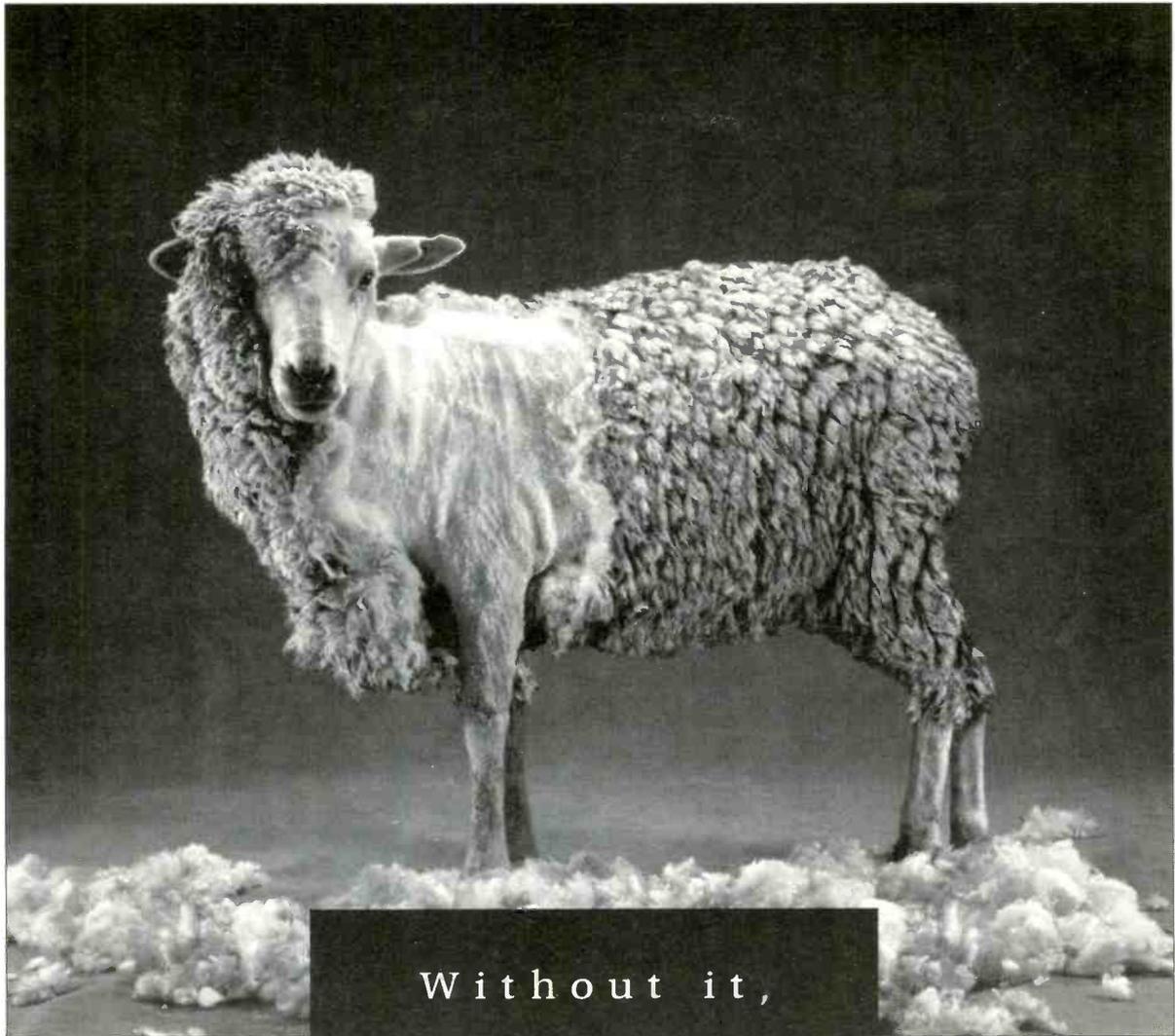
SFX Broadcasting

Headquarters: New York

Projected 1996 revenue: \$215 million

One of the post-telecom bill era's most active radio companies, SFX is dumping its single-station properties and building clusters of strong FMs. The latest example? Last week's exchange with CBS Radio. SFX swapped WHFS-FM, its lone station serving the Baltimore, and Washington, D.C., areas for CBS' KTXQ-FM and KRRW-FM, serving the Dallas market. SFX has a strong presence in Houston and feels the Dallas stations complement its other Texas properties. SFX also recently pulled out of Augusta, Ga., and sold three other D.C. stations to Bonneville International Corp. in May for \$25 million.

"Our emphasis has not been on the mega-billion-dollar transaction. We've been more strategic," said Robert F.X. Sillerman, SFX executive chairman.



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Radio Consolidation

When ownership caps were lifted, it gave Sillerman the opportunity to work a cagey scheme: tailor radio buys to specific advertisers. When SFX bought Multi-Market Radio in April for \$50 million, Sillerman was interested in the latter's New Haven, Conn., stations because it allowed SFX to blanket that state and, as a result, attract one of the country's largest advertisers:

"I wouldn't be surprised if we had the same number of stations in fewer markets or more stations in fewer markets."

McDonald's. With full coverage of Connecticut (SFX already owned three stations in Hartford) comes full coverage of the Connecticut Turnpike, where McDonald's is a serious rest-stop presence.

"Previously, we would not have used up those [Connecticut] slots when there were national [station ownership] limits. [Before the Multi-Market deal], we had been in a position where we didn't line up [with McDonald's ad plan] because we didn't have the tonnage," Sillerman said. The Multi-Market buy helped rectify that.

Sillerman also says he has his eye on certain areas of the country, but judges them market-by-market.

"It doesn't take a genius to see that the Southeast and Southwest are prosperous, but there are considerations. Charleston, S.C., with no disrespect, even though it's an attractive place to live, I wouldn't consider it an attractive radio market—too many stations."

So Sillerman and SFX will continue to pick and choose and make smaller buys. And probably soon. The company two weeks ago upped its credit facility to \$225 million from \$150 million.

Cox Communications

Headquarters: Atlanta

Projected 1996 revenue: \$181 million

With only 17 stations to its name last Spring, Cox had a decision to make. "In this environment, you have to decide, are you going to be a consolidator—a player—or a seller. We were not going to be a seller," said Nick Trigony, president of Cox Broadcasting and chairman of radio for Cox Enterprises.

Cox joined the radio feeding frenzy in May with the \$250 million purchase of Connecticut-based NewCity Communications, "a defining moment for the Cox radio division," Trigony said. The purchase beefed up Cox's radio holdings, giving the company 37 stations in 13 markets. Their current total is 38.

"NewCity had stations in very good growth mar-

kets," Trigony said, including Orlando, Fla., and Tulsa, Okla. "They really helped set us up for the future."

Now, apparently, Cox's principals are itching to spend more dough. Two weeks ago, Cox went public, offering 7.5 million shares at \$18.50 per. But although Cox is eager to buy, it doesn't have the deep pockets some of the other radio groups are blessed with. Accordingly, the money raised through the stock offering will most likely fund buys in mid-range markets, "markets 10 through 50," Trigony said, with emphasis on solidifying Cox's present station base in places like Tulsa, Louisville, Ky., Orlando and Texas.

"The second part of our strategy," Trigony explained, "will be to primarily concentrate on the Sun Belt, in the mid-size markets, where [station] prices are more reasonable. Our real concern, though, is not to be isolated in markets. What's really important is to have a lot of radio stations in individual markets."

Bonneville International Corp.

Headquarters: Salt Lake City

Projected 1996 revenue: \$128 million



Bonneville's Reese answers to no public master, but he also lacks cash for acquisitions

BUSSATI PHOTOGRAPHY

Bonneville, unlike its top-10 peers, answers to no one. It is the only privately held company on this list, and it has no plans to go public. Bonneville, it seems, is happy with the status quo.

"We're in kind of a unique situation. We have no particular urgency about getting out of the business or growing, so there's no rush here, no stockholder demand to liquidate our assets or cash in on the high [radio station] prices," explained Bruce Reese, president of Bonneville.

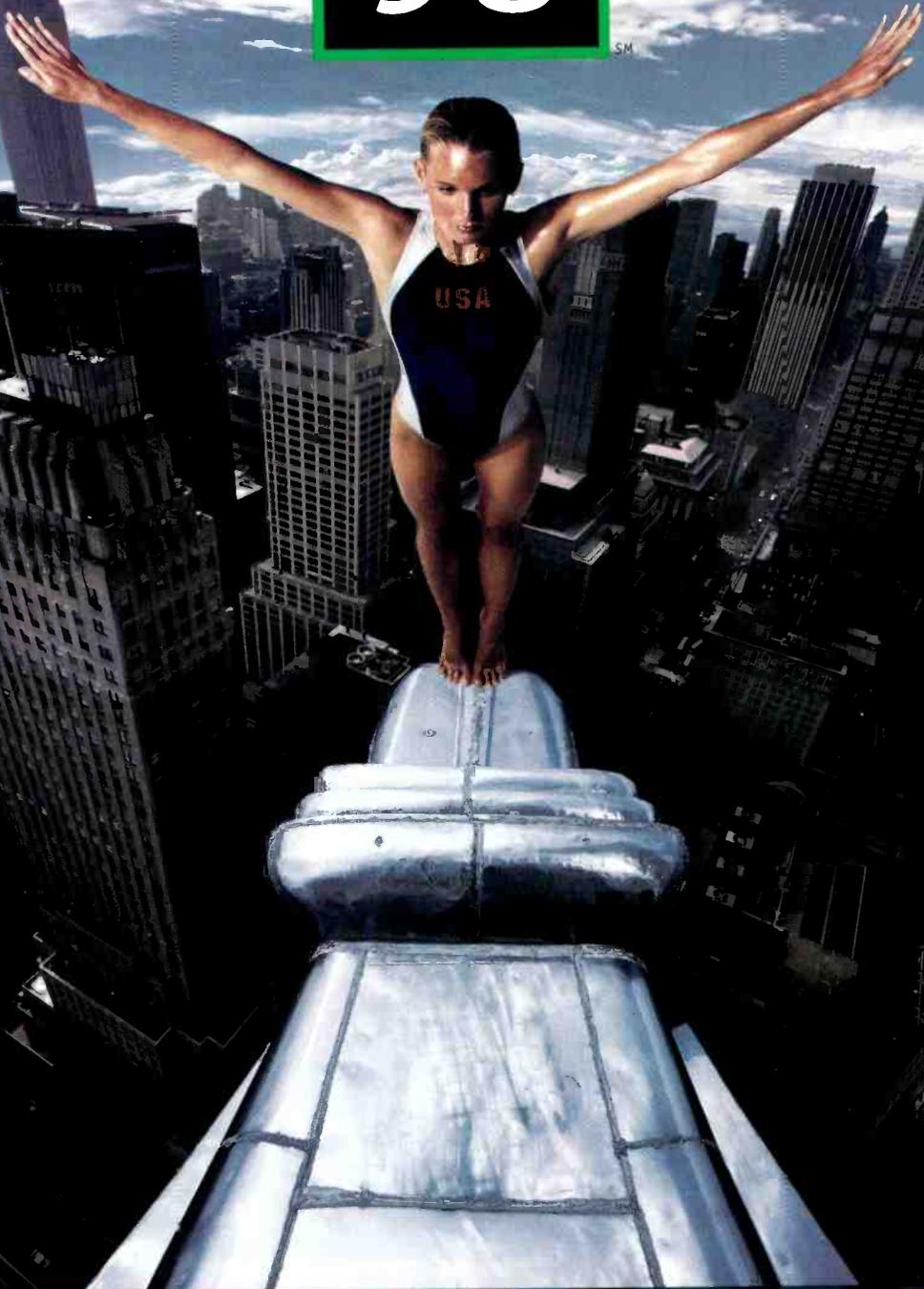
With 21 stations in 10 markets, seven in the top 10, including New York, Los Angeles, Chicago and San Francisco, Bonneville is certainly a

player in the radio industry, just not a particularly aggressive one. "It's unlikely that we'll go to the public markets to finance an acquisition," Reese said, "so it's unlikely we'll grow at the current pricing. We're going to have to make smaller acquisitions, buy what we can."

Since the company has no immediate plans, speculation about the company's future amounts to a daydream. But Reese is game. He says he expects Bonneville to consolidate—eventually.

"I wouldn't be surprised if we had the same number of stations in fewer markets or more stations in fewer markets. But, as you know, the deals are hard to do these days. We've looked," he said. "In some ways, I'd like to eat every station we can find, because we could run them well. But that kind of rapid growth isn't something we can do." ■

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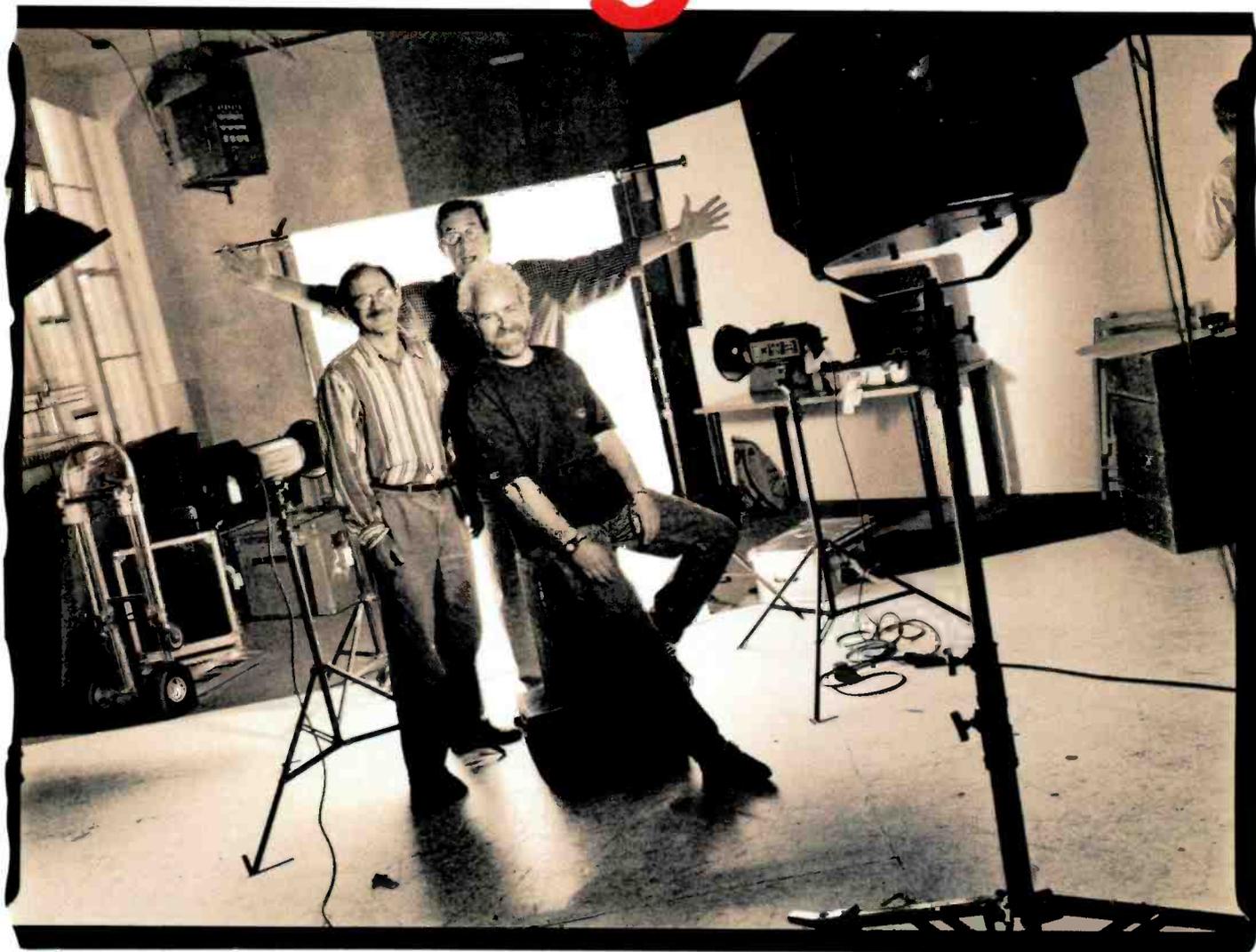


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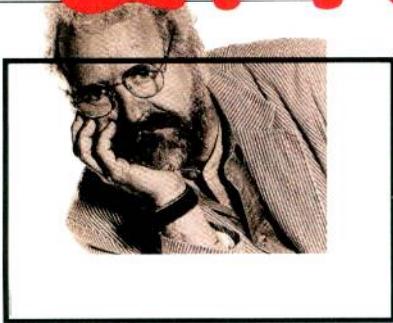


photography © Harry De Zitter

ANDERSON & LEMBKE started working for IBM Sweden in 1973. Back when computers scared people. When they came to the US 14 years ago, they decided to concentrate on business to business, "something US agencies considered dog work at the time."

Today, they're deep "inside the tornado," helping transform the category with a growing roster of high profile high tech clients. Call it love. Call it masochism. But it's a great ride.

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Steve Trygg
Chairman and Executive Creative Director

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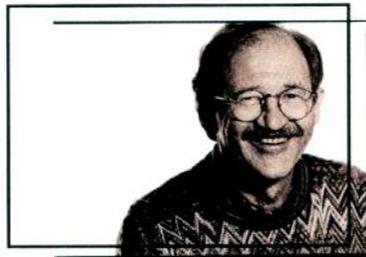
We don't have clients who just want to increase business a point or two. We have clients basically screaming "Blow up the world for me!" We don't work on projects that are due in a couple of weeks or months. Time is collapsed. Everything is now.

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*Today, you have to be smart, quick and flexible. Just to stay the same, you have got to change. And **PC Magazine** really has evolved very well.*

I was reading a list of the 100 top magazines the other day, and I noticed that number 9 is



David Yoder
Media Director

PC Magazine. That's well ahead of all the traditional business books like Business Week and Forbes. That's quite a testament to the power and relevancy of the category. It proves technology is now a vital part of the mainstream conversation.

It's also quite a testament to the power and relevancy of the magazine.



Hans Ullmark
President and CEO

We've done cars too - Volvo and Saab, of course. And what worked for cars in 1964 will probably work again. Technology is different. There's no book of case histories. The Macintosh 1984 launch will not happen again.

The market changes, the product changes, the people at the client change. In the end, you develop your relationship with the brand. Then you try to create that relationship for the buyers.

You live with technology. It's binary, zero or one, you're in it or you're out.



**THE
BENCHMARK**

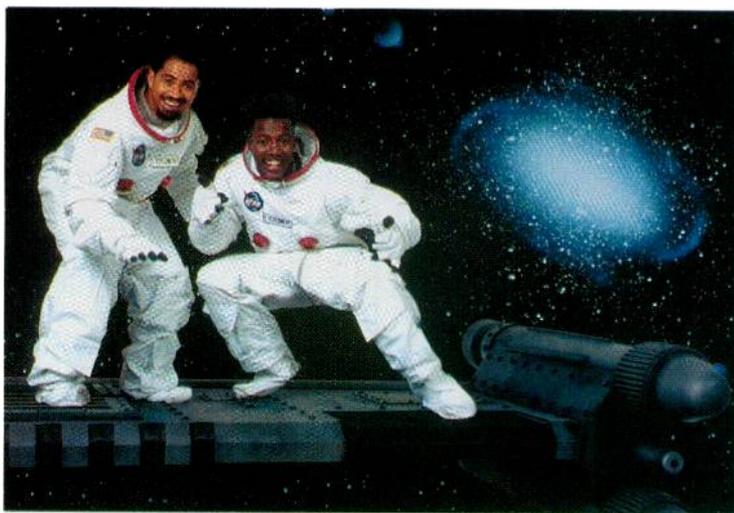
TV Production

By T.L. Stanley

The slightly warped
sitcom 'Homeboys
in Outer Space' has
taken flight as a
surprise teen hit for
the studio and UPN

Disney's Def Astronuts

Without really trying, Erich Van Lowe has created a new TV genre this season: the adventure comedy, a marriage of high concept, special effects and kitsch. Van Lowe, who was executive producer of *Roc* and coproducer for two years on *The Cosby Show*, says he wanted to branch out from family shows for the '96-97 television season. The result: *Homeboys in Outer Space*, the quirky UPN show that has found a strong audience among teens, a tough-to-reach demo for advertisers and a desirable one for the fledgling network, which is looking to



Space cadets: Wacky *Homeboys* stars Bell (left) and Flex

brand itself with young viewers.

So far this season, the Disney-produced show has pulled in a 3.0 rating/11 share in the 12-24 demo and a 3.9/13 with teens, making it UPN's second-highest-rated show with those viewers behind *Mo'Nique's* lead-in on Tuesdays.

Van Lowe, who is also a novelist and playwright, said the ideas for the *Homeboys'* interplanetary world came to him in a rush when he heard the concept from producers Stan Foster and Miguel Nuñez. The series centers on two adventurers and their Space Hoopy, a spaceship modeled after a 1964 Chevy Impala, with wings stuck on the body.

"It's *In Living Color* meets *Star Trek*," says Van Lowe, *Homeboys'*

creator and executive producer. "It's like a giant cartoon."

While most prime-time sitcoms come in two varieties—cheesy and slick—Van Lowe says he wanted to mix it up. A little evidence: The homeys float around in space, with the low-tech wires that hold them up clearly visible to viewers. A little more: In a recent episode, one of the homeboys, Ty (played by Flex) adopted a pet that obviously was a toy ball of fur. "We didn't take the time to make a pet," Van Lowe says. "It's sort of like the Tribbles from *Star Trek*."

Van Lowe says he often draws from his vintage-TV favorites for inspiration and then turns those elements or characters into a loving

spoof. The Jupiter Too, *Homeboys'* solar-system hangout, is named for the ship on *Lost in Space*; Pippen (played by *Trek* veteran James Doohan) sits around reminiscing about his stint on a famous starship; and Loquatia, the homegirl computer, is named for a character in *Red Dwarf*, an action-adventure TV movie.

Van Lowe freely admits that some viewers just won't understand *Homeboys*. He thinks the show is catching on with teens because they are more likely to suspend belief and go along for the ride. "My father watched two episodes and said, 'I don't get it,'" Van Lowe says. "He finally got it on the third try. It's usually a younger audience that embraces this kind of thing first."

Though specific viewer demographics are not yet available, *Homeboys* is believed to have a large following among black teens, a strong target for UPN as a whole. But Van Lowe says he did not set out to do a strictly urban-appeal show. "This kind of comedy should be accessible to anyone," he says, though he thinks UPN is filling a void by programming to ethnic audiences. "Ethnic shows have not been in demand," he says.

Thematically, Van Lowe goes for anything fun. In an upcoming episode, homeboys Ty and Morris (Darryl Bell) get stuck in a bad '70s blaxploitation flick. In a recent show, the daring but sometimes hapless stars land on a planet of white people who have been watching nothing but old sitcoms starring African Americans. They talk to Ty and Morris with goofy catchphrases like, "What you talkin' 'bout, Willis?" The homeboys, earthlings who have taken to space to find their fortune, also have visited the planet Fallopiian, making for some edgy humor and sight gags unique to broadcast TV.

Most of the staff writers for *Homeboys* are serious *Trek* fanatics, with credits from network hits including *The Simpsons*, *Night Court* and *The Fresh Prince of Bel-Air*.

"Their sense of humor is really off-kilter," Van Lowe says of his



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TV Production

scribes. "They're good at turning things on their ear."

Van Lowe promises more of that kind of wackiness from *Homeboys*, even in dealing with some thorny current issues—with a distinct mix of cheeseball meets the 'hood.

Kids Syndication

Tuning Up Old-Time 'Toons

Patrick Davidson was proposing the unthinkable—he wanted to tinker with classic Disney animation. What's more, he pitched the idea in front of Disney chairman Michael Eisner, perhaps the staunchest guardian of the venerable brand.

Surprisingly, "it turned out to be the easiest show I'd ever pitched," Davidson says of *Sing Me a Story With Belle*, the syndicated live-action series that he executive produces. "It's a way to make the



Belle sounds: McLeod and friends make new music with Disney classics in *Sing Me a Story*

library product come alive for young kids."

Sing Me a Story takes Disney classic shorts—such as 1938's *The Ugly Duckling*—and matches them with original music for an FCC-friendly show targeted at preschoolers. Belle, played by Lynsey McLeod, sets up each story and reinforces its pro-social message with a group of youngsters who vis-

it her book and music shop.

The show, which recently shifted production to Hollywood from Disney MGM Studios in Orlando, Fla., will include more performance, choreography and music in its second season. The core, however, remains the 6–10-minute animated shorts.

"There are more than 400 to pick from," says Davidson, who recently was sworn in as a member of the National Council on the Arts, the only television-industry executive to be part of the group. "They're the basis for a story-driven show."

NBC's 'More You Know'

Leeves Joins 'Frasier' Costars in Pitch

Jane Leeves looks into the camera, tilts her head and throws a little attitude. "You've been going to school again, haven't you?" she says accusingly. "Learning stuff."

Leeves tells young viewers that if they go to class and end up well-educated with good jobs, "don't come crying to me."

The stylized, tongue-in-cheek spot is part of the eighth year of NBC's "The More You Know" public-service ad campaign, which recently won a PSA Emmy for a series of commercials that focused on preventing violence. Leeves, star of *Frasier*, joined the effort this

summer by taping two 30-second segments that will air during the current television season.

"It tells kids that it's OK to be smart and to go to school," Leeves says. In her second spot, she talks about the importance of family discussions around the dinner table. "And it's done in a light-hearted way, so I think it can be effective."

Leeves says she was touched a few seasons ago by a "More You Know" spot from her *Frasier* co-star David Hyde Pierce on family get-togethers. "The messages are simple, and they're things people already know, but it jogs you a bit," Leeves says. "It makes you say, 'Oh yeah.'"

Rosalyn Weinman, NBC senior vp of broadcast standards and practices, says the network created the spots to shine a light on some pressing issues of the day and urge viewers to act. Some segments encourage viewers to call toll-free numbers for help and information with problems such as drug and child abuse. A recent spot about voter registration, starring *The Single Guy*'s Jonathan Silverman, prompted more than 32,000 calls to the League of Women Voters.

Weinman says that she had studied PSAs before launching "The More You Know" effort and found them lacking in "the big picture. Many were just floating messages," she says.

Weinman designed the campaign around well-known NBC stars talking about such issues as sexually transmitted diseases, peer pressure, teacher appreciation and violence. This season's participants include Eriq LaSalle (*ER*), Brooke Shields (*Suddenly Susan*), talk-show host Leeza Gibbons and almost the entire cast of *Friends*.

"We want to give people digestible pieces of information," Weinman says, "and do it in a way that's not preachy."

Weinman shapes the look and feel of all the spots, which feature the casually dressed stars against simple backdrops for a one-on-one chat with the camera.

Leeves thinks the campaign is a positive way to use celebrity status. "It's unfortunate, but if you used someone less recognizable, people might think of it as just another commercial," Leeves says. "But when they see someone they know, who's in their living room every week, they're more likely to pay attention." ■



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New Media

By Cathy Taylor

Silicon Valley's
USWeb is helping
businesses
help each other get
their home pages
up on the Net

A Web for Webmasters

Hold the pixels, hold the lettuce/Special orders don't upset us/All we ask is that you let us serve it your way." With a little more work, this could be the beginning of a jingle for USWeb. The Santa Clara, Calif.-based company is hoping to bring a masses-friendly "Have It Your Way" concept to the more complicated matter of building and maintaining Web sites for American small-to-medium-sized businesses, ranging from florists to local TV stations. USWeb, which began recruiting network members last March, now counts 30 affiliated members.

This month, USWeb begins the second phase of its rollout plan, looking to win business from the thousands, possibly millions, of businesses that don't know where to turn as they try to establish a presence on the Internet.

Although there is some concern among digerati types that companies like USWeb will only serve to homogenize the Net—with aspiring Webmasters picking Layout A, Typeface B and the color Blue 25B to design their, ahem, "unique" Web presence—the company vows that it is trying to do more than develop the recipe for special sauce. "We do not see ourselves as

a Kinko's or McWeb," Toby Corey, the company's executive vp of marketing, said in a recent interview at USWeb's Silicon Valley offices. Rather, USWeb fancies itself as an Electronic Data Systems or Andersen Consulting for those who are not yet members of the Fortune 500. (USWeb, although not yet a money-maker, has already appeared in *Fortune*, making the magazine's 1996 list of "very cool companies.")

Although USWeb's 30 clients are united in what the company compares to a franchising setup, the fast-food-chain parallels end there. This affiliate group is note-

worthy for its diversity. USWeb has recruited business from a number of different Internet disciplines. Some clients are new media advertising agencies; others provide hosting services; still others offer Internet access. In return for the anticipated benefits of membership in USWeb, the "franchisees" agree to pay 7 percent of their adjusted gross revenue back to headquarters.

In the near term, most of us will probably come to know USWeb through an advertising push scheduled to run through the end of the year, during which most of the company's 1996 marketing budget of \$10 million will be spent trying to lure prospective customers. As the Web still represents the great unknown to most businesses, this year much of USWeb's advertising will show up off-line, with only 25 percent being spent on the Web. However, in what the company no doubt hopes will be a self-fulfilling prophecy, USWeb figures that it will be worthwhile to spend 80 percent of its ad budget online by 1999.

TV.com' Sends Up Techies

Give Us a Splash Of Bill Gates Perfume

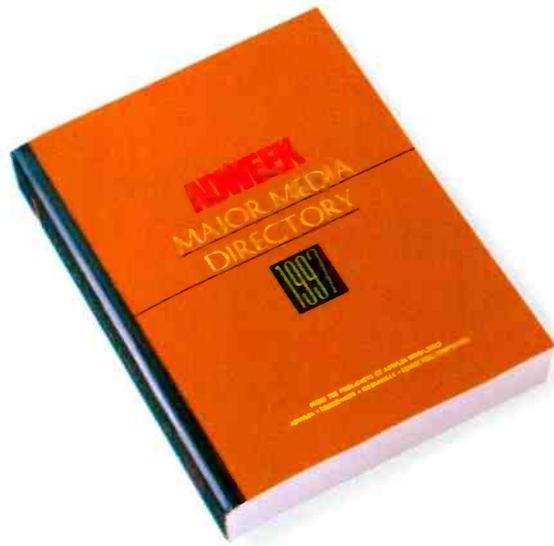
Let's face it. The Internet may be the grooviest thing to come down the pike since tie dye. Which is precisely why its culture, in all of its html-spewing, technophobe-disdaining glory, has been ripe for parody for a long time. Strangely, it looks as though the first ones to pluck from this fertile vine is a comedy troupe associated with C/Net, the technology-focused media company. C/Net's Luddite-friendly new syndicated television show, *TV.com*, has unleashed upon the world the Netwitts, a New York-based group of comics who are trying to ensure that people remember to poke fun at Web browsers, search engines and banner ads.

In their (continued on page 44)



Obsessive: The Netwitts summon up computer angst for C/Net

1/2



1/2

the

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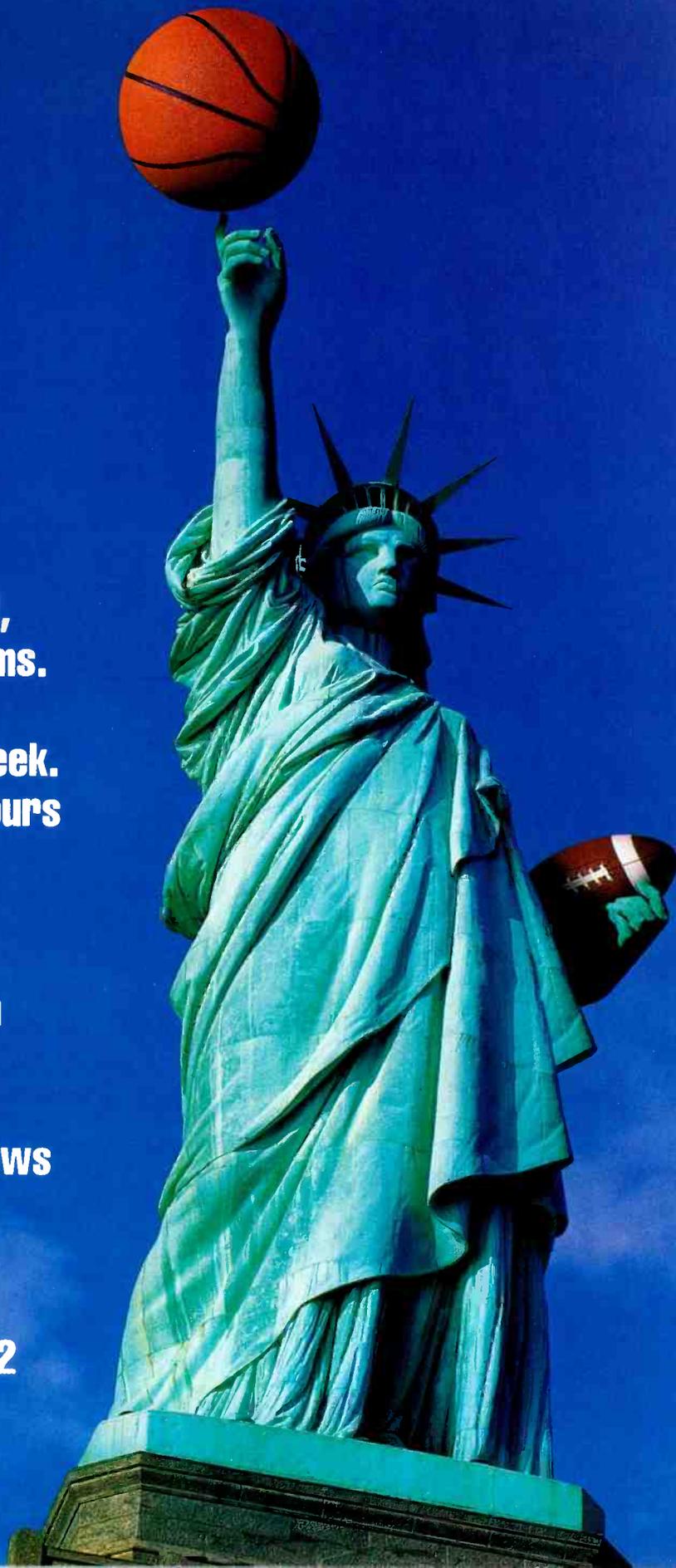
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New Media

(continued from page 40) first spoof, which aired recently on *TV.com*, the Netwitts interview computer devotees standing outside a Software Etc. store, anxiously awaiting "the new Microsoft release." Is the product a revamped MSN? Internet Explorer 3.82? No, it's Meau D'em Pour le Internet, the new fragrance from Bill Gates. Cut to a parodied Calvin Klein Obsession perfume commercial, in which people are stroking trackballs and clutching keyboards as though they were sacred objects. A voiceover intones: "Microsoft has managed to put Bill Gates in a bottle...."

Word is that Bill will be "released" in future Netwitts video bits. In the next Gates-ian spoof, the troupe will promote Bill Gates Action Figures—a product line that comes into existence, of course, when Gates buys out every other action figure currently on the market.

Calendar Conflict

So Many Modems, So Little Time

When media sorts talk about convergence, they're not talking about scheduling conferences to converge over the same set of dates in

different cities. But maybe they should, so that they don't. Because as both the cable and Internet industries hype the virtues of cable modems, they've managed to schedule their major conferences directly opposite one another in December.

Hopefully, there will be enough people around then touting high-bandwidth to cover both bases. Is it Internet World in New York, from Dec. 9–13, at the cavernous Jacob Javits Convention Center? Or the Western Cable Show, to be held from Dec. 11–13, as always at the Anaheim Convention Center?

And this isn't even the first time this year that conference-goers have had scheduling dilemmas. Back in April, aspiring bandwidth hogs were forced to choose between Internet World in San Jose, Calif., and the National Cable Television Association convention in Los Angeles.

Maybe, as cable-modem roll-outs continue, the groups will start to check each other's calendars before scheduling. But right now that doesn't look likely. "I think this is a coincidence of convergence," said Peggy M. Keegan, vp of public affairs for the California Cable Television Association.

Online Zine Rides Again Web Review Revived By Miller Freeman

Passersby of South Park, the park located at the epicenter of San Francisco's Multimedia Gulch, should be forgiven if they thought that an event held there Sept. 24 marked a funeral. After all, what sort of affair would be decorated with black balloons on a late afternoon that was cold enough for one shivering partygoer to head off to a local hardware store in search of gloves for the crowd?

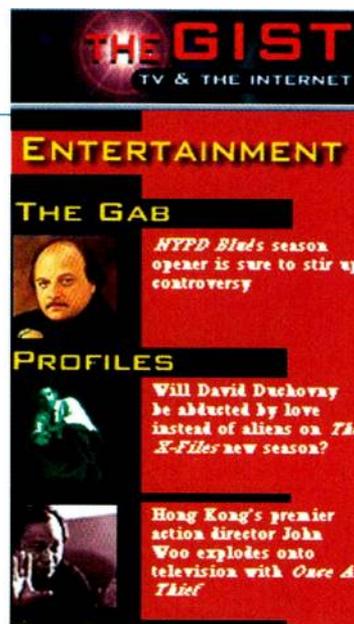
In reality, the party—which also featured computer monitors parked on picnic tables—actually celebrated a resurrection, of the online zine Web Review. The zine last made headlines in May when producer Songline Studios shut it down after less than a year because of a lack of ad revenue. The URL printed on the black balloons would have been the first signal of resurrection. Formerly located at the clunky Web address <http://www.gnn.com/wr> (the site of America Online unit GNN, a sibling of Songline Studios), the venture is now located at webreview.com. Though AOL still has a stake in Songline Studios, Web Review has chosen a different partner for its reincarnation: San Francisco-based Miller Freeman, which publishes Internet-focused magazines and runs Web design and development conferences.

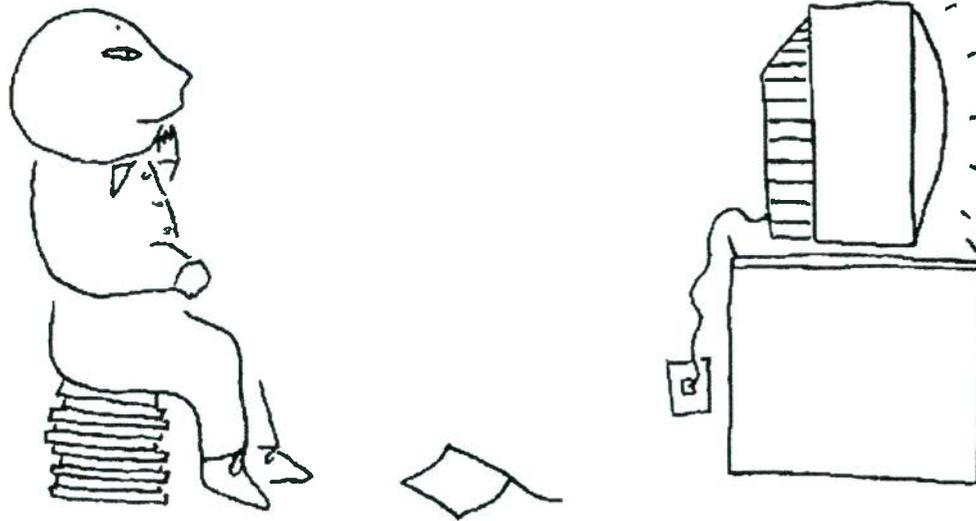
Songline president Dale Dougherty, whom *Mediaweek* chatted with at some point during the long, beery dusk, has obviously learned a lot from being a born-again Web publisher, including that the world may not yet be ready for lots of stand-alone Internet publications, even ones targeted toward Web devotees. The new *Web Review* claims Microsoft as its first sponsor and looks forward to being able to leverage the franchise in conjunction with some of Miller Freeman's properties. Dougherty said he had no role in the decision to go with the black balloons. ■

Site.lines

thegist.com

Though some television executives might get nervous at the suggestion that TV viewers log onto the Internet before they channel surf, a new Web site suggests that people do just that. The Gist looks at the world of TV, along with providing a daily list of recommended Web sites (such as inmate.com, devoted to communication between Netizens and those incarcerated in our nation's jails). Gist also creates personalized TV-viewing schedules based on information given by registrants. Though it needs some fine-tuning, the tool has the potential to ensure that boob-tube junkies will never miss a made-for-TV movie starring Tori Spelling again.





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Boston November 12,13	San Francisco February 19,20,21*
Los Angeles November 12,13,14*	Chicago February 27,28
New Orleans November 18,19	Atlanta March 5,6,7*
Philadelphia November 20,21	Washington, DC March 13,14
New York December 2,3	New Orleans March 20,21
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MOVERS

CABLE

Steve Clapp has been named vp of strategic marketing for The Weather Channel. He comes to the cable network from The Paddington Corp., a division of Grand Metropolitan, where he was group brand director for J&B Scotch and Campari Apertif...Cablevision Systems has named **Margaret Albergo** senior vp of planning and performance. She had been senior vp of operations for Rainbow Programming Holdings, a subsidiary of Cablevision...E! Entertainment Television has hired two new affiliate relations executives. **Wendy Zenchyshyn** has been tapped as regional director, Northwest region, affiliate relations and **Dave Mecham** has been appointed account exec, Midcentral region, affiliate relations... **Michael Ouweleen** has been promoted to vp and creative director for Cartoon Network. He joined the network last March as associate creative director.

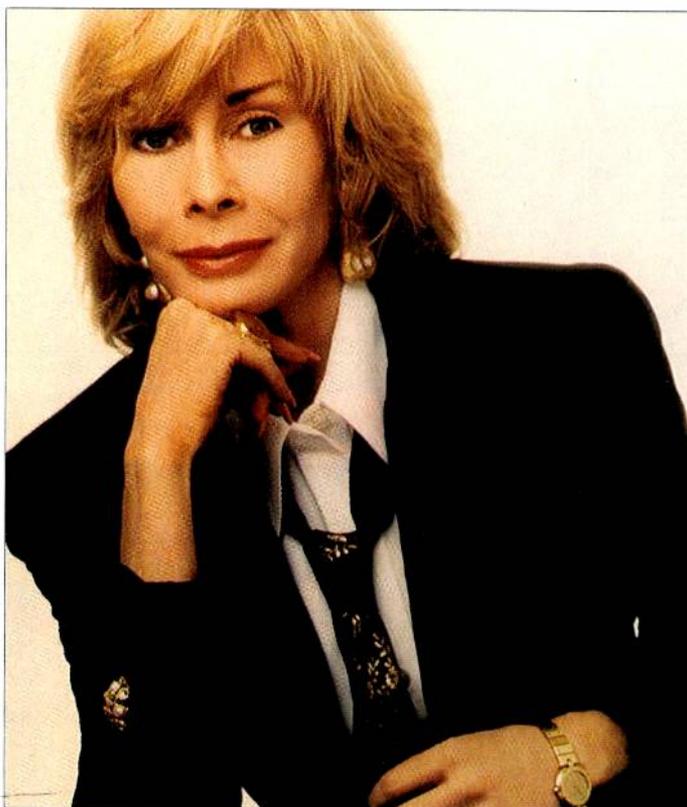
PRINT

Jan Studin has been promoted to vp and publisher of *Woman's Day*. Studin, who has been with the magazine since 1982, was formerly vp and ad director for the title...**Robert Perkins** has been appointed executive vp of marketing and corporate development for Playboy Enterprises, effective Oct. 1. Perkins was senior vp of licensing and marketing at Calvin Klein... *Business Week* has tapped **Beck Phillips** as account manager. Phillips joins the title from Bloomberg, where she was an account manager.

The Media Elite

BY MARK HUDIS AND ANYA SACHAROW

Back From the Brink



BARBRA BORDNICK

Penthouse's Kathy Keeton read about a cure in her own mag

Kathy Keeton is back. The 57-year-old president and coo of General Media International, publisher of *Penthouse*, *Omni* and *Longevity*, and wife of Bob Guccione, was diagnosed last year with late-stage, full breast cancer. Her doctors gave her three to six weeks.

At the same time Keeton was grappling with her illness, the fortunes of GMI were coming unstuck too. The circulation of *Penthouse*, once the best-selling newsstand magazine in the country, dropped off. The company sold its headquarters building on the West Side of Manhattan to developers and moved into a smaller, rented

space—albeit on Park Avenue.

Earlier this year, GMI was forced to close *Longevity* and *Omni* as print products, reviving them as Web publications only. Word was that the couple might have to sell off pieces from their world-class art collection and perhaps even the East Side Manhattan mansion where they've lived for more than 20 years.

Keeton has always been the hands-on member of the couple, running the media empire day-to-day. After her diagnosis with cancer, there were concerns that the company would not survive if she didn't.

But survive Keeton has. She refused chemotherapy, choosing instead a controversial

drug, hydrazine sulphate, that *Penthouse* has been writing about for more than 10 years. "I've read about chemotherapy," Keeton says. "It kills your tumors, but it [also] kills you."

Taking the hydrazine wasn't a very popular decision, she recalls. "None of my doctors believed in it. I had all of them yelling at me to take chemotherapy." Later, "they realized I was getting better," she says. "Now they've reversed themselves and want to do tests."

Keeton's therapy of choice costs maybe \$3 a week, she says, and has cleared her of tumors—without making her hair fall out or ruining her complexion. She expects to take hydrazine sulphate for most of her life—though she'll also have to avoid things like cheese, alcohol, bananas and sleeping pills from now on, she says. "That's the only minor difficulty, but nothing compared to what [other] cancer patients go through."

Both the National Cancer Institute and the Food and Drug Administration say hydrazine sulphate is unproven as a cancer cure. (NCI classifies hydrazine sulphate as a supportive-care drug.) Keeton is speaking out about the drug now because, she says, the American press has completely ignored it. NCI says it receives \$2.25 billion in government research funds every year. Keeton says that hydrazine sulphate threatens that research money.

"If a science editor calls the National Cancer Institute [asking about hydrazine], they [the NCI] says it's not good," so the mainstream media stop right there, Keeton says. "It's the treatment of choice in Russia. But they dismiss Russian science."

Why Denis Leary Doesn't Scare Easy

Denis Leary has never been put off by negative feedback. "I had knives pulled on me, people would get so upset" at his act, he said, recalling his early stand-up days in his hometown Boston. He was doing "what people would consider controversial in terms of their favorite icons—the Kennedys or God. Those are two subjects in Irish Catholic Boston that don't go over well." So the dangers of starting his own production com-

be. "In Boston, the strongest acts hosted the show," Leary explains. "The younger comics would follow. So you had to follow the best act. A lot of comics would bomb immediately." No joke. —AS



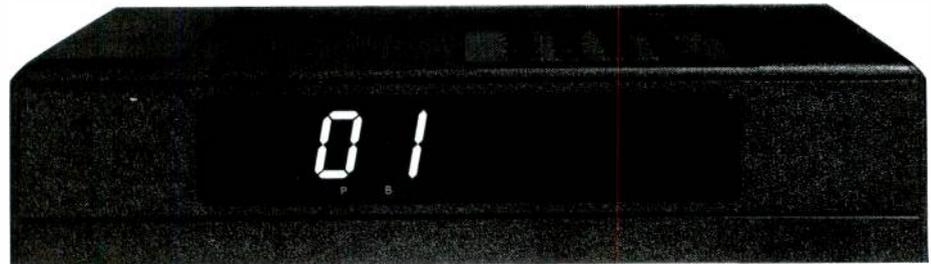
Leary's act made people violent. Next? Producing.

pany—he named it Apostle Pictures—didn't scare him too much. The company grew out of the now annual Comedy Central show *Comics Come Home*, which airs on New Year's Eve. The lineup for this year's show includes Jon Stewart, Janeane Garofalo, Steven Wright, Eddie Brill, Anthony Clark and Lenny Clarke, with planned cameos by Rosie O'Donnell, Conan O'Brien, Jay Leno and Arsenio Hall. The show is filmed in Boston and everyone has some sort of Boston connection. Leary insists, "I'm not excluding people who don't come from Boston." Apparently, he just thinks Boston comics are funnier. They have to

Elite Might Have Been

For one brief, shining moment last week, New York's three premiere city publications were leaderless, all at the same time. *The Daily News*, *New York* magazine and the *Village Voice* have the city pretty well covered. *New York* was invented to cover uptown; same for the *Voice* downtown; and in the outer boroughs, when someone says, "Did you see that thing in the paper today?", the paper they mean is the *Daily News*. And for a few days there, none of them had a sitting editor-in-chief. That's a dubious first and an ominous sign for the old media in New York. Is good help getting that much harder to find? What would have happened if a City Hall sex scandal had broken last week? Just asking.

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MEDIA DISH

'NY Times Mag' Celebrates A Century



The First Family of 'The New York Times' at 100th anniversary celebration for the newspaper's Sunday magazine at NYC's Museum of Modern Art (l to r): Arthur Sulzberger Jr., publisher; Gail Gregg, his wife; Allison Cowles, wife of Arthur Ochs Sulzberger, chairman, The New York Times Co.; and Sulzberger.

Rolex Makes Time for 'Tennis'



Cooling off at the annual 'Tennis' magazine party honoring the Rolex Collegiate All-Stars at New York's Forest Hills (l to r): Sharyn Meaney, media supervisor, DDB Needham; James Sargent, media manager for Rolex; and Barbara Behrns and Jed Hartman, account executives, 'Tennis.'

'Mademoiselle' and MTV Do Something Brick



'Melrose Place' star Andrew Shue (l); his sister, actress Elisabeth Shue; and White House advisor George Stephanopoulos at this year's gala benefit at New York's Chelsea Piers for the Do Something Brick Awards, sponsored by 'Mademoiselle' and MTV. Andrew Shue is the cofounder of the community leadership group.

'Gourmet' Names Restaurant Greats



At the fete for 'Gourmet' mag's restaurant issue at NYC's Guggenheim Museum (l to r): Gray Kunz, executive chef, Lespinasse, and winner of the mag's America's Top Table award; Gail Zweigenthal, editor-in-chief; and Peter Hunsinger, publisher.

Make Way for 'Tots TV'

Actress Lynn Whitfield and daughter Grace at the premiere of itsy bitsy Entertainment's 'Tots TV', a new PBS series, at the New York Public Library.



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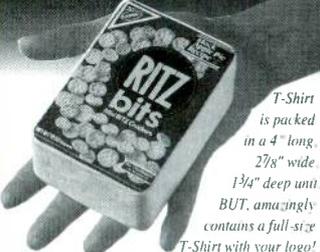
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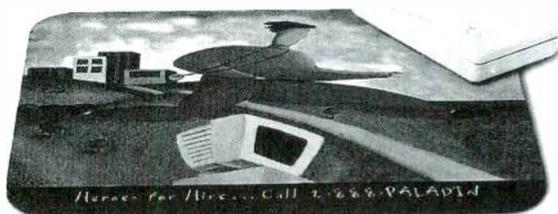
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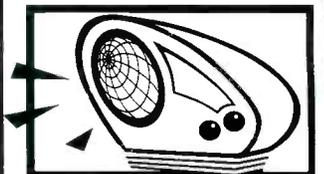
YOU CAN GET TO US BY PHONE, FAX, ONLINE, WEB & BUS. SO IF YOU CAN'T FIND THE RADIO RANCH, YOU CAN'T FIND DICK.

PHONE: 213.462.4966
FAX: 213.856.4311
AOL: DORANCH
CSEVERE: GO CREATE
WWW.RADIO-RANCH.COM
GREYHOUND BUS:
800.231.2222

RADIO PRODUCTION

GREAT RADIO ISN'T CHEAP. CHEAP RADIO ISN'T GREAT.

At least not very often. Heck, even "high-end" radio costs less than the catering budget on a TV spot. Why cut corners when this powerful medium is so **inexpensive** anyway? In radio, you get what you **pay** for.



World Wide Wadio
INCORPORATED
(Formerly Paul & Walt Worldwide.)

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Get Great Radio Without Buying The Ranch.

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Wieden & Kennedy.

Nike.

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Coca-Cola.

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Portland 503-224-9288.

LA 213-658-5027.



Fresh radio. Made from scratch.

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Design through production, we do it
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ADWEEK can offer you the exposure
you need in our Services &
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get your service out to the people
who matter, you need to advertise
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CALL 1-800-7-ADWEEK

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AW 28/96

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Hiring Union Talent?

Sheesley Production & Talent A Business Affairs Company
• Signatory to SAC, AFTRA & AFM • Season & residual payments
• Contracts, Talent estimates • Music rights and negotiation
(805) 287-1667 in Los Angeles • (800) 644-0048 outside Los Angeles



**TRANSLATIONS/
LANGUAGE SERVICES**

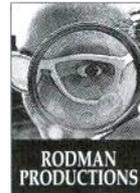
ALL LANGUAGES/VO & TRANS. 888 4VOICE

SPANISH TRANSLATION
Call 307/366-2290 for my client list

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TV PRODUCTION



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35mm & 16mm Film,
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Low budgets no problem
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America, Ysatis De Givenchy
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1-800-564-5448

For Classified Advertising Rates

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or 1-800-7-ADWEEK**

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BUSINESS OPPORTUNITIES

**DIRECT MAIL
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wanted for serious collection of non-
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Discretion guaranteed. Fax descrip-
tion to 805-269-0648

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Free Phone, Fax, & Copier
Move right in. Renewable 3-month
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PR or advertising folks only.
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furnished.

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ADWEEK
CLASSIFIED**

**Looking for the perfect job?
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CALL 1-800-7-ADWEEK

OFFERS & OPPORTUNITIES

PUBLIC NOTICE

LETTER OF INTEREST

NEW YORK CITY DEPARTMENT OF TRANSPORTATION

The New York City Department of Transportation (NYCDOT) is seeking to retain one firm to conduct a market research campaign aimed at promoting the express and local bus services provided by seven local subsidized bus operators. This federally funded project will consist of two parts. Part 1 includes a survey of potential transit users and the creation and implementation of a marketing campaign. In Part 2, the consultant will continue the marketing campaign and evaluate the results. This project will include a study of customer modal selection, market segmentation and target market. The market research will likely include surveying existing customers to determine reasons for use of bus service over auto travel. This preliminary work is intended to provide a foundation of transit marketing materials necessary for automobile users to become transit customers. Upon completion of data collection, the consultant, in conjunction with NYCDOT and the private bus operators, will make recommendations and implement these recommendations at each of the bus companies. As part of this contract, a post implementation survey and analysis will also be conducted.

MARKETING NEW YORK CITY'S SUBSIDIZED BUS SERVICE TO RELIEVE AUTO CONGESTION (PIN# 84196SI685TR)

Interested firms should submit a one page Letter of Interest (LOI) to the address below by Tuesday, October 15, 1996. (Letters submitted after this date will be accepted.) All firms submitting an LOI in response to this advertisement will be sent a Request for Proposals (RFP) when it becomes available. This RFP will contain additional information on the project, as well as the material required to submit the RFP.

For more information, and to submit Letter of Interest, please contact:

Brian Selwyn
Project Manager - Marketing Study
NYCDOT
Battery Maritime Building, 3rd Floor
New York, NY 10004
(212) 806-6900, ext. 6833

EMPLOYMENT

NEW MEDIA WIZ

We're a New England Ad Agency. We need a person who knows the ins and outs of Interactive. You'll work on the creative team conceiving and building attention getting, convincing presentations. You need to be MAC minded and proficient in MacroMind Director and Adobe After Effects.

Relationship and compensation package negotiable. Send to:

New Media Wiz
P.O. Box 887
Branford, CT 06405

!!FREE

INTERNET ACCESS!!

Well, almost. We are a rapidly growing, Manhattan-based interactive media & design firm seeking someone with the right attitude and at least two years' experience in interactive media and account management. You'll supervise accounts, offer creative, technical and strategic counsel and work with our producers and creative staff to deliver Internet solutions to some of America's hottest companies. Care to join us?

E-mail resume and salary requirements to:
Michael@usinteractive.com.

EMPLOYMENT

NATIONAL ADVERTISING SALES DIRECTOR

CCI is a successful publisher of nationally distributed consumer magazines in music, entertainment and custom publishing. We are seeking to appoint a National Advertising Sales Director to help us manage and develop our enterprise.

Applications are invited from proven leaders in the custom publishing and music industries with a successful track record of multiple client sales, with an established ability to work on their own initiative and to control, manage and motivate a small team. Successful applicant will have minimum of 5-7 years experience in ad sales, demonstrate capability to act as product champion and develop a strategic plan for growing core business.

We are an equal opportunity employer offering an attractive salary/commission/bonus package which includes excellent benefits, 401(k) Plan and Profit Sharing. Please send resume and cover letter to **Jayne Engel, Human Resources Director, Connell Communications, Inc. 86 Elm Street, Peterborough, NH 03458.**

MARKET RESEARCH DIRECTOR

Washington, D.C.-based, fast paced marketing/media company seeks well-rounded market research professional for senior-level, hands-on position. Key position provides market research support to Fortune 100 clients and sales support to senior sales executives. Must have 7+ yrs. exp. in methodology design, analysis, report generation and presentations, management of research vendors, project management and budgeting. Media or packaged goods exp. required. Resume and salary history to:

HR
Attn: MRD
Snyder Communications, Inc.
6903 Rockledge Drive, 15th
Floor Bethesda, MD 20817
Fax: 301-214-1496

COPY & CONCEPT/CD National Ad Agency

Get involved at the beginning with innovative concepts & award-winning copy. As part of the creative team, you'll meet clients & present. You must be quick, have marketing savvy and superb presentation skills.

With 15 branches worldwide you'll have high visibility & lots of opportunity to make an impact.

Fax resume with 2 samples
to:

212-599-7460

or send resume to:
Dept WGS

BSA Advertising
360 Lexington Ave, 12th Floor
New York, NY 10017

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)

CALL 1-800-7-ADWEEK

CYBER SALES REP

NY office of web rep firm seeks techno-savvy Internet ad sales person. Agency buyer o.k.

Fax resume to:
Sr. V.P.
212-604-9517

ASS'T MEDIA PLANNER

Small, fast paced Manhattan agency with great clients needs media planner with 2-3 years experience. Must be computer proficient.

Fax one-page resume to:
212-675-4763

RATES for Employment and Offers & Opportunities

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

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$158.00, 1/2 inch increments: \$79.00 week. Rates apply to EAST edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

HELP WANTED

**REVENUE
PLANNER**

Works with VP of Sales Planning on tracking and forecasting Family Channel Ad Sales. Assists in development of upfront & scatter rate cards, inventory control, stewardship & tracking of CPM and revenue growth for the network. Takes part in the development of a computer system for Ad Sales. Requires minimum 2 years in sales and/or agency setting. Strong organizational/analytical skills a necessity, in addition to strong PC skills (Excel preferred). Seeking team player with solid work ethic & positive attitude. Mail resumes to **The Family Channel, John Carrozza, Vice President Sales Planning, Ref. SN 0642, 1133 Avenue of the Americas, 37th floor, New York, NY 10036.**

EOE/No phone calls, please.



Fast Growing Company Blue-Chip Clients Fantastic Growth Opportunities Creative Environment

We're one of North America's largest and fastest growing marketing services companies and we're looking for experienced sales, marketing and promotion professionals to help us continue our record of continued growth. We offer a dynamic entrepreneurial, environment that fosters creativity and provides unlimited opportunities for personal and professional growth.

Director, Promotions -- A strategic thinker who can wow our Fortune 500 clients with masterfully creative ideas and then oversee their implementation. You'll need a 10 year track record of creative promotion development and hands-on experience in both consumer and trade promotions including negotiating partnerships and developing tie-in opportunities. Code: DP896

Manager, Sales/New Business Development -- A closer who knows the ins and outs of developing and selling events and promotions. You'll need at least an eight year track record of proven sales success including development of creative marketing concepts and client proposals and a thorough understanding of program pricing. Code: SNBD896

Director, New Products -- A savvy marketer who can develop and implement new programs and services for our college, high school, sampling, promotions and events businesses. You'll need at a least five to seven year record of leadership and success combining solid marketing and/or advertising experience with creativity, strategic thinking and strong analytical and communications skills. An MBA is a plus. Code: DNP1096

Senior Manager, Marketing -- A dynamic and detail-oriented manager who can provide skilled marketing support to our cooperative and custom sampling programs. You'll need three to five years experience in developing and managing consumer marketing, advertising or promotion programs as well as polished communications skills. An MBA is a plus. Code: SRMM1096

Account Executive -- An aggressive sales professional who can work with existing clients, uncover new ones and dazzle both with insightful, dynamic presentations about our college, high school, cooperative sampling, events and promotion programs. You'll need a three to five year record of sales success, preferably in media, targeted advertising or promotions. Code: DM0916

All positions are based in our Cranbury, NJ headquarters and provide excellent advancement opportunities, competitive compensation and a terrific benefit package that includes: medical, dental, Rx and life insurance; paid vacations and holidays, and a 401k savings plan. For immediate consideration, please fax (609-655-2192) or mail resume and salary history with job code indicated to: MarketSource Corporation, 10 Abeel Road, Cranbury, NJ 08512. E.O.E.

MarketSource

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

Advertising

**AD
SPACE SALES**

Major trade magazine publisher has an excellent opportunity available on specialized computer publication. We seek a motivated Ad Space Sales Profl who can excel in competitive market conditions. Computer/high-tech industry exp ideal but we will consider a top producer from any industry.

We offer a competitive salary & excellent benefits. Mail/fax cover letter, which MUST include salary requirements and resume to: **Sky Box #258-ASS, 235 Park Ave South, NYC 10003 Fax: 212-279-3965**
Equal Opportunity Employer

**MEDIA
PLANNER/BUYER**

Tired of the NYC commute? Leading 4A's agency in Stamford, CT is seeking a media planner/buyer with at least 2-3 yrs business-to-business agency experience. Work in fun, fast paced environment where your hard work will be recognized (and rewarded). Must be proficient in Word & Excel. MM+/Smart+ is plus. No calls please. Fax resume and salary requirements to:

Amy Rowe-Smith
Media Supervisor
Marquardt & Roche
203-353-8487

★ ★ ★ USE ADWEEK MAGAZINE TO GET NATIONAL EXPOSURE ★ ★ ★

HELP WANTED

We're looking for a few **SMART SUITS**

Actually, we're casual. But we're looking for **smart management supervisors and account supervisors**. Very smart. And **strategic**. (Oh, and since we're getting picky, a good sense of humor too.)

If you fit the bill, join **Arnold Direct**, one of the fastest growing divisions of Arnold Communications, Inc. Arnold ranks among the top agencies in the country with over **\$500MM** in billings and clients like **NYNEX, Volkswagen and Boston Gas**.

If you'd like to move to Boston and apply your smarts to big-name clients, send us your resume. We're looking for smarts on all levels.

Send your resume to: Shari Williams, President, Arnold Direct, 101 Arch Street, Boston, MA 02110. Or fax to 617-737-6521. Arnold Communications, Inc. offers an exceptional benefit package and encourages diversity in the workplace.

STATISTICALLY SPEAKING, WE'RE LOOKING FOR 1.0 RESEARCH DIRECTOR.

Research tells us we're shy a Director of Research to supervise our in-house staff. We're looking for a strategic thinker who has 10 or more years of experience in consumer marketing research with an emphasis on brand development and retail. Candidate should be experienced in developing, executing and evaluating primary and secondary research, and have strong written and verbal communication skills. Please send resume and salary requirements to Joan Edelin.

A D W O R K S
2401 Pennsylvania Ave. N.W., Washington, D.C. 20037
FAX 202 739-8204
EQUAL OPPORTUNITY EMPLOYER

**New Business Development/
Account Directors**

Gage In-Store Marketing, the hottest, fastest-growing P.O.P. company in the country, is seeking several motivated new business development/account directors. A division of Gage Marketing Group, we are a leading designer and producer of permanent P.O.P. displays and in-store consulting. With offices in Minneapolis, Detroit and Newport Beach, Gage Marketing Group is the largest integrated marketing company in the United States.

Candidates must have excellent sales skills with an aggressive attitude towards new business development. Must have an understanding of the Point-of-Purchase industry, Marketing, Retailing, Promotion and Advertising. Must have excellent communication and organizational skills, and the ability to think strategically and conceptually. Must be passionate about the potential of integrating marketing strategies. Travel is required. Excellent compensation and benefit packages available. Positions available in Minneapolis as well as other locations.

Interested candidates should forward a resume and salary history to:

● **GAGE**

Human Resources/JM, 10,000 Highway 55,
Minneapolis, MN 55441

Visit our website at <http://www.gage.com> for more information.
We are an equal opportunity employer M/F/D/V

ACCOUNT EXECUTIVE

An industry leader in retail advertising, Promotions and Brand Marketing has an immediate opening for an Account Executive with a leading manufacturer in **New Jersey**.

This person will be responsible for managing the work flow and status of all on-going jobs for this client and assisting the balance of the team in a variety of capacities. Candidate must: be motivated to learn a great deal in a short time, possess a positive attitude, have excellent written and verbal communication skills, be extremely organized, be a self-starter and have the ability to work effectively and professionally on-site with the client. The successful candidate must also be: a college graduate with an Advertising, Marketing or related major, be computer literate (Excel, Word, Power Point), and have an interest in brand and retail marketing. Experience in retail marketing or grocery management a plus. Competitive salary and benefits package will be offered. For consideration, please fax or send resume to:

MARS Advertising

Attn: Doug Clark

24209 Northwestern Highway, Southfield, MI 48075

FAX: 810/354-0412

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.

HELP WANTED

You and your BIG IDEAS

Think of this: Move to **Boston**.
Shape the **direct marketing creative** at Arnold Communications – one of the country's **hottest agencies**. Help build the brand for clients like **NYNEX, Volkswagen** and **Boston Gas**. Work with a talented creative group with big ideas of their own.

Become the **Creative Director** of **Arnold Direct**.

Wow, you do think big. That's why we want you.

Send your book, resume (whatever presents you in a big way) to:
Shari Williams, President, Arnold Direct, 101 Arch Street, Boston, MA 02110. Or fax to 617-737-6521. Arnold Communications, Inc. offers an exceptional benefit package and encourages diversity in the workplace.

MARKETING AND MEDIA RESEARCH PROFESSIONALS

Media Marketing Assessment, a premier marketing and media analytical consulting company is looking to support our unprecedented growth. We are seeking industrious, capable and experienced people at all levels of experience including:

ANALYTICAL SERVICES: Directors, Managers and Analysts
Everyone will need to have good analytical skills, communication (oral and written) skills, computer literacy and statistical experience/aptitude.

ACCOUNT MANAGEMENT: Supervisors, Managers and AE's
Everyone will need excellence in written and oral communication, good analytical thinking, relationship management skills and experience (and even contacts) in account maintenance and growth.

MMA is a leader in decision support for consumer marketing. Our proprietary analyses, software and people have enhanced our clients' businesses, brands and marketing effectiveness year after year. As a result, our business and our client list also continues to grow year after year.

If you have experience in Marketing, Media, Research Account Management and want to work in a dynamic challenging environment, write to us. Tell us how your skills, experience, ideas or contacts will help keep our clients happy and help fuel our growth. Resume to:

Media Marketing Assessment, Inc.

55 Greens Farms Road
Westport, CT 06880

Attn: Human Resources
Fax to: (203) 222-2122



Cahners Publishing Company, a division of Reed Elsevier Inc., is the publisher of more than 85 specialized business and professional publications as well as CD-ROM and on-line services.

Director of Marketing Services

Cahners is looking for a talented, energetic and creative marketing professional to join our Corporate Marketing team. This new position of Director of Marketing Services will work with publishing teams on their highest priority marketing programs; establish a strategy and process for communicating information about Cahners, its products and people, to relevant stakeholders; identify, develop and produce effective marketing materials that support Cahners business strategy; and work with advertising agency, PR and media partners to develop innovative communications programs.

We are looking for a candidate with at least ten years of relevant marketing experience in a sophisticated consumer marketing environment which might include a consumer goods company, advertising agency or marketing strategy consulting firm. A strong knowledge of branding, database marketing, media planning and the creative process is required. Excellent communication, organizational and analytical skills are also required, as is computer literacy and a working knowledge of the World Wide Web. You must be willing to travel about 25% of the time. A Bachelor's degree is required, MBA from a top-tier school highly desirable. **Job Code: BK**

Interested candidates mail, fax or email resumes, indicating job code and salary requirements, to: Cahners Publishing Company, Human Resources Dept., 275 Washington Street, Newton, MA 02158-1630. Fax: (617) 558-4277. E-Mail: humres@cahners.com. We are an equal opportunity employer, M/F/D/V.

 CAHNERS PUBLISHING COMPANY
A Division of Reed Elsevier Inc.

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ADWEEK MAGAZINES

HELP WANTED

**JUST
BE:**

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- ENERGETIC
- SUPPORTIVE
- PROACTIVE
- FLEXIBLE
- MOTIVATED
- ARTICULATE
- ASSERTIVE
- HUMOROUS
- DECISIVE
- DISCERNING
- COMMUNICATIVE

THAT'S ALL.

**Are You A Dynamic
CREATIVE Director?**



Do you have the MAGIC touch?

WE'RE AN INNOVATIVE GAMING COMPANY looking for a highly skilled Creative Director to manage our graphic design team. We need someone to champion conceptual and design-related issues, support art directors and designers, and lead us to new creative levels.

Approach our busy workload with organizational aptitude and zest, while bringing an arsenal of production knowledge and a keen design eye. Lead our designers to produce some of the most exciting game products in the industry, including **Magic: The Gathering®**, **Netrunner®**, and **Vampire: The Eternal Struggle™**.

Candidates must have a BFA or equivalent, 10+ years of art direction, creative leadership, and an impressive book. Knowledge of contemporary comic or fantasy illustration a plus.

Salary DOE/Excellent benefits. EOE.

SEND YOUR RESUMÉ AND COVER LETTER TO:

HR DEPT / CREATIVE DIRECTOR
P.O. BOX 707
RENTON, WA 98057-0707



HELP.

**OUR A.E.'s ARE
THREATENING TO WRITE
SCRIPTS AND THERE'S A
GUY IN TRAFFIC WHO
JUST BORROWED A
STORY BOARD PAD.**

Obviously, we're in dire need of a copywriter and art director. Especially people who understand and love doing TV. If you've got five or more years of experience on your resume and a great reel, send both to Joan Edelin. Quickly

A D W O R K S
2401 Pennsylvania Ave. N.W., Washington, D.C. 20037
FAX 202 739-8204
EQUAL OPPORTUNITY EMPLOYER

**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) 624-624-9550, or sylvia@grizzard.com.

**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

**PRODUCTION
MANAGER**

Theatrical Advertising Agency

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

(212) 391-6480

ACCOUNT EXECUTIVE

Atlanta Ad Agency with National Accounts is seeking an aggressive Account Executive with 3-5 years experience, preferably automotive. Excellent compensation/benefits package. *Qualified candidates, send resume to:*

AE Search

c/o The Ad-Action Group
5582 Peachtree Rd., Suite 220
Atlanta, GA 30341
or fax to 770-451-3253

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CREATIVE POOL

If you're tired of treading water as a freelancer, dive into Artisan.

We fill project and interim assignments with only swimmingly solid and able writers, graphic designers, art direc-

tors, multimedia producers, web site developers and computer production artists.

So please fax your resume and samples to: Artisan, 212.448.0408.



ARTISAN™

For Classified Advertising Rates

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

Use ADWEEK MAGAZINES to get National Exposure

HELP WANTED

Creative Director

Busch Creative Services

One of the Anheuser-Busch Companies

Busch Creative Services, a St. Louis-based creative communications team organization, is in search of a Creative Director to design and develop print materials for grassroots business and marketing communications.

As Creative Director, your responsibilities will include designing and developing sales promotion programs and POS materials, developing and preparing budgets, and working with internal and external resources to ensure execution of projects and to meet customers' strategic marketing objectives.

The ideal candidate should possess a minimum of five years experience in conceptual and creative design of printed materials with superior contemporary elements. Candidate should also be proficient in Photoshop, Illustrator and QuarkXPress. In addition, the ideal candidate should also be able to establish close, long-term customer relationships.

This position offers the opportunity to develop strong creative design while working in a challenging, fast-paced environment. Experience in the beverage industry preferred.

Qualified applicants should forward your resume to:

Busch Creative Services
5240 Oakland Avenue
St. Louis, MO 63110
Attn: Human Resources Department
Equal Opportunity Employer

ADVERTISING OPPORTUNITIES IN NEW YORK

We're looking for a
CREATIVE DIRECTOR and a
MEDIA DIRECTOR
who are looking for a change.

Okay, you've never heard of recruitment advertising, and you're not clear on what that could be. We're Bernard Hodes Advertising, the leader in our field, and part of another leader, Omnicom Group Inc., and we'd be happy to explain it to you if you fit these specs:

CREATIVE DIRECTOR

You've got at least 5 years of creative supervision experience with heavy print emphasis (ideally in corporate, direct response, or business to business) and you're itching to do something new. Maybe we should talk, particularly if you speak Internet fluently.

MEDIA DIRECTOR

You've got at least 5 years of media planning/buying experience, with heavy newspaper and trade magazine emphasis, and you're ready for more responsibility. So why not find out what the country's largest newspaper buyer wants with you.

We're also expecting this dynamic duo to be fun to work with, quick on your feet, computer-savvy, great at presentations, and terrific at juggling. You'll use all those skills in a team of people tackling some exciting new clients and challenges.

There's a lot more to tell. Start the conversation by sending us some information about yourself, including your salary expectations. Write to: Jo Bredwell, Bernard Hodes Advertising, 555 Madison Ave., New York, NY 10022., fax 212/751-6278, or e-mail jo_bredwell@ny.hodes.com. An equal opportunity employer.

BERNARD HODES ADVERTISING

**PROMOTION
PLANNER**

General Mills, Inc. has an immediate opening for a Promotion Planner to join our Promotions Department in Minneapolis to provide Marketing with a source of consumer promotion expertise. Responsibilities include working closely with Marketing to develop promotion objectives, strategies and programs consistent with marketing objectives. Individual must have strong creative skills and numerical aptitude.

Successful candidates will have a BS/BA degree plus a minimum of 2 years of related experience. MBA and/or consumer packaged goods experience desirable.

General Mills, Inc. provides a competitive salary and comprehensive benefits. To apply, please submit resume with salary history and requirements to: **General Mills, Inc., Dept. 558, P.O. Box 1113, Minneapolis, MN 55440.** No Phone Calls Please. An Equal Opportunity/Affirmative Action Employer.



CHAMPIONS

Account Services-Worldwide Web

poppe.com

The dynamic & leading interactive division of **Poppe Tyson** has challenging opportunities for highly motivated & unique individuals. We are looking for strategic thinkers, strong team players & self-starters.

Assistant Account Executives

Strong attention to detail & follow-through skills.

Web Account Executives

Strong project management, presentation & communication skills. Client services experience in direct marketing or advertising; knowledge of the production process. Financial experience a plus.

Web Account Managers

Solid & proven leadership & management skills in addition to above requirements.

All positions require Internet/www experience & working knowledge of PC applications. Traditional advertising agency experience a plus.

Send resume for immediate consideration with salary requirements to:

POPPE TYSON

Human Resources, AS, 28 West 23rd St., 4th fl., NY, NY 10010
Fax: (212) 727-5602 EEO/AA & M/F/D/V

HELP WANTED

AD DIRECTOR

American Park Network (APN) seeks New York based professional to develop sales strategies and broaden advertiser base. This comprehensive media/marketing program is positioned as a brand building/advertising resource for major companies interested in families, active adults and an association with America's premier national and state parks.

Successful candidate will have minimum 10 years of proven results in closing print media and integrated marketing programs.

If you are motivated by the desire and ability to work outside of traditional boundaries, enjoy big ticket media/marketing sales and require a high income, use your skills for this exceptional career opportunity. Send a cover letter, salary history and resume describing your achievements. APN is a wholly owned subsidiary of



Send resume and cover letter with salary history in confidence to:

Mrs. K. Bock
Supervisor, Corporate
Staffing Services/Dept. 184
Meredith Corporation
1716 Locust Street
Des Moines, IA 50309-3023
Fax 515-284-2958

kbock@dsm.mdp.com
Equal Opportunity Employer

ACCOUNT MANAGER

Syndicated study seeks Account Manager for major advertiser and agency accounts. Qualified candidate must be fluent in media research, market analysis, and major respondent database software platforms (IMS, Compass, Tapscan, Strata) and Windows-based programs (Excel, Word, Powerpoint). Position requires public speaking and "thinking on your feet" skills. SPSS and Internet exp a plus. Send your resume with salary requirements to:

VNU
11 W. 42nd Street
NY, NY 10036
ATT: HR Dept. - CE

National Postcard Advertising Company seeks professional salesperson to manage major national accounts. Enthusiasm, professionalism and high motivation required...experience a +!



Fax short letter with career goals, salary requirements and resume to:
Alan @ 212-925-1069.

CALL 1-800-7-ADWEEK

ACCOUNT SUPERVISOR

SBAN&A seeks a world-class Account Supervisor with a minimum of 5 (+) years of progressive advertising agency experience in the General or Hispanic Market... Spanish language skills (a plus)... Excellent leadership and supervisory skills... Ability to recognize and create opportunities.

Please send resumes to: **HR Manager**
321 Alamo Plaza, Ste 300, San Antonio, TX 78205. EOE
Fax: (210) 244-2400 Ph: 210 244-2300

**Sosa, Bromley, Aguilar,
Noble & Associates**

ACCOUNT SUPERVISOR/ACCOUNT EXECUTIVE

Mid-sized NYC Ad Agency seeking AS and AE for exciting national accounts. Strong strategic, analytical and communication skills with ability to manage fast-paced business. 5 years (AS) and 3 years (AE) experience. Full benefits. Send cover letter and resume to:

CHRISTINE MARTIN
445 PARK AVENUE, 9TH FLOOR
NEW YORK, NEW YORK 10022

ADMINISTRATIVE ASSISTANT - P/T Adweek's Best Spots

This position requires an organized, enthusiastic self-starter to provide administrative support to Managing Director, Adweek's Best Spots.

Responsibilities include order fulfillment, maintaining databases, overseeing direct mail campaigns, general office support. Candidate must possess excellent communication skills, PC knowledge (Word, Excel a plus). Great entry level position.

Fax resume and cover letter to:
212-536-5354
No phone calls please. EOE.

ADVERTISING SALES - NATIONAL

Nation's leading visitor market publication seeks experienced Sales Pro to sell to Multi-Market & Nat'l accounts in the Fashion industry. Min five (5) years nat'l account sales experience, proven record of developing new business & experience selling to Fashion industry. Excellent compensation & benefits. Send/Fax resume w/salary history to

Human Resources
Guest Informant
21200 Erwin Street
Woodlands Hills, CA 91367
FAX (818) 716-7583

ACCOUNT EXECUTIVES ASSISTANT ACCOUNT EXECUTIVES

Madison Avenue Ad Agency seeks high energy, entrepreneurial spirited account people to handle a multitude of accounts. AE's must have a solid 3+ years account management experience and be able to work with clients independently. AAE's must have at least one year experience in agency environment, media or production background OK.

Cosmetics or high-tech experience a plus. Please fax resumes to:

Personnel Director
212-308-3517

ASSISTANT ACCOUNT EXECUTIVE PHILADELPHIA

Worldwide agency has a challenging opportunity for a team-oriented professional to join its account service staff. Must be detail-oriented, organized, have excellent communication skills and be computer literate. A BA/BS degree in a related field and two yrs agency exp. preferred. Please FAX or mail your resume to:

Bozell/SMS Attn: JB/PHILLY
535 S. Anton Blvd., Suite #700
Costa Mesa, CA 92626
Fax # 714-708-9299
EOE/AA/M/F/D/V
No phone calls, please.

Mountains of opportunity for the right Art Director

We were recently named "1996 High-Tech Ad Agency of the Year." Our clients are household names. (The kinds of names you'll want to drop at parties.) And we're just 20 minutes from some of the best powder skiing, mountain biking, camping, and hiking in the world.

We're DSW Advertising, and we need a strong, mid-level Art Director (4+ years). One with an eye for design and a head for concept. Tech experience isn't a requirement. Maturity and the ability to break rules at will is. Of course, a four-wheel drive wouldn't hurt.

Send resume and at least six samples, or your URL, to:

Jeff Tobin (jtobin@dsw.com)
Dahlin Smith White
4 Triad Center, Suite 400
Salt Lake City, Utah 84180

ADVERTISING SALES (IMMEDIATE OPENING)

VARIETY

The leading entertainment trade publisher is seeking an account executive with a proven track record in consumer print ad sales, to manage and grow an expanding consumer ad business in Northeast territory. 3-5 years ad sales experience with emphasis in high-end automotive, liquor, jewelry and fashion are a must! To apply, please mail or fax resume with salary requirements to:

Variety, Inc.
Attn. Wayne Roche
5700 Wilshire Blvd., #120
Los Angeles, CA 90036
Fax: (213) 857-1560

PROMOTION MANAGER

Entertainment marketing company in NYC seeks creative individual to implement sales promotion projects/events for Fortune 500 accounts. Must thrive on heavy detailed execution, including print production, POS and fulfillment. Must have 3-4 yrs sales promo. exp. with strong ability to write promotional presentations on Mac/Power Pt. & Excel. Fax resume/salary requirements to:

Personnel Director
516-767-5141

Looking for the perfect job?
ADWEEK CLASSIFIED

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HELP WANTED

On October 15, We're Coming to New York to Shop!

We're a thriving \$45MM full service agency in Richmond, Virginia. Although we operate independently, we're part of and have the complete support of one of the nation's largest agency organizations. We're in the market for superior account service leaders and smart media professionals as we look to continue our impressive growth.

A major part of our success results from our ability to attract the best in advertising from places such as New York, Chicago, London, and Los Angeles. The attraction is simple: the opportunity to continue a strong advertising career while being able to live in a great place like Richmond.

Interested?

Key players from our agency management will be in New York on October 15 talking to candidates for selected positions - see below:

SENIOR ACCOUNT SUPERVISOR

Strong strategic leader for high profile account. Excellent management, writing and verbal skills required; prior experience on broadcast account preferred. 7+ years of account experience with a minimum of 2 years as AS.

ACCOUNT EXECUTIVE

Strategic thinker. Strong organizational skills. Excellent presenter. 5+ years experience.

MEDIA SUPERVISOR

Heavy broadcast buying and planning. 5-7 years experience.

BROADCAST BUYER

2-4 years experience.

Please fax your resume to (804) 697-4327. Must respond by noon, October 11. Indicate phone number where you can be reached as well as your available times for meeting on October 15. We will call you back to arrange a suitable interview time. *No phone calls please.*

ARNOLD FINNEGAN MARTIN

SALES

<http://corp.excite.com/jobs.html>

Account Executive - New York

Based in our Manhattan office, you will be responsible for inside and outside advertising sales, working in a team environment and in cooperation with our Eastern Regional Sales Manager. The ideal candidate has 2+ years of media sales experience in technology publishing, preferably in the New York area. Strong interest in computer technology desirable. Experience in NewMedia or Interactive Advertising sales is a plus. Knowledge and end-user experience with the Web is necessary.

That's our rap. Now it's your turn. Use whatever means convenient but get us your resume asap. These are the preferred methods. But who knows, we may award extra points for originality. FAX your resume to Human Resources at 415/943-1299, E-MAIL to dbridgeman@excite.com, or even snail mail to 1091 N. Shoreline Blvd., Mtn. View, CA 94043.

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**REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES**

*"Get the best people,
stress the importance
of teamwork and fire
them up with the will
to win."*

-David Packard

Those who stand out blend in well at HP.

Join the leader in inkjet technology at the **HP San Diego Site** where we develop, manufacture, and market inkjet multi-function products. Currently, we have the following opening:

Marketing Program Manager

In this position, you will develop and define Hewlett-Packard Marketing programs. You will work with division, sales force and account personnel to develop strategies and programs to maximize sales through our high-volume retailers. Requires an MBA or equivalent education and experience; demonstrated planning and organizational skills; strong verbal and written communication skills; experience working with retailers. Previous experience in managing channel programs or packaged goods brand management desired.

Our excellent compensation and benefits package includes cash profit sharing, stock purchase and retirement plans, flexible work hours, and educational assistance. To apply for this **San Diego Site opening**, please send your resume and cover letter to: **Hewlett-Packard Employment Response Center, Attn: Ad #4514, 3000 Hanover Street, MS20AZ, Palo Alto, CA 94304-1181, fax (415) 852-8138 or e-mail: resume@hp.com** To learn more about HP and our employment opportunities, visit our Homepage on the World Wide Web at: <http://www.jobs.hp.com> Hewlett-Packard Company is an equal opportunity employer dedicated to affirmative action and work force diversity.

HP in San Diego
Innovation through ideals.



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PACKARD**

HAL RINEY & PARTNERS INCORPORATED YOU'RE IN LUCK!!

We are looking for experienced Account Executives and Account Supervisors to work on a major Las Vegas resort account (and two other accounts). If you've got what we're looking for, please send resume to:

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

HELP WANTED

HAL RINEY & PARTNERS
INCORPORATED

We'd like to put another AE on Saturn

Apparently, we need a new suit. And not just any old suit will do. We're looking for one that travels well. Specifically, a field account executive to help out in the Northeast developing quality advertising for our Saturn retail partners. You should have a strong retail background. Automotive experience is helpful. And a commitment to making great advertising is a must. If you'd like to come in and talk, just send us a resume, with salary requirements, to the address below.

Hal Riney & Partners, Inc.
One Park Avenue, 19th Floor
New York, NY 10016, Attn: Sal Triano

**MEDIA
ACCOUNT EXECUTIVE**

Midsize NYC media independent seeks Senior Account Executive or Junior Account Supervisor with minimum 5 years experience. Must be adept at client servicing and relationship building. Candidate should possess strong knowledge of media, excellent communication skills, and have a strategic marketing orientation. Competitive salary and excell. benefits package.

Resume and salary requirements to:

DMI Box 1
460 Park Avenue So.
New York, New York 10016
E-mail: Libsy@aol.com

AD SALES

Established online news and information service (www.nynow.com) seeks ambitious, aggressive ad sales reps. Salary plus 40% commission. Fax resume to:

(212) 965-1303
attn: Jeff Pressman

ACCOUNT EXECUTIVES

Seeking Jr. and Sr. AE's for small dynamic Marketing Communications shop specializing in reaching the African-American consumer. If you're a detail-oriented PR person or mktg prof w/college degree and 3-5 yrs exp, E-mail resume: CorrectC@AOL.com.

**DESKTOP PUBLISHING
PRODUCTION MANAGER**

Min. 3 years of relevant experience, knowledge of QuarkXpress, Photoshop, Excel, Word. Strong grammar/proofreading skills a plus. Will produce presentations, overheads, sell sheets, forms for int'l trading co. Fax resume with salary reqs. In confidence to:

212-490-1619

Attn: MS
No designers please.

**ASS'T ACCOUNT
EXECUTIVE**

Small, established Manhattan agency seeking bright, motivated, detail-oriented individual to handle account management & media planning on national upscale beauty, fashion & home furnishings accounts. Prior agency experience a must.

Fax: 212-979-0125

FILM & TV JOBS

Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For info., Entertainment Employment Journal: (800) 335-4335 (818) 901-6330

TECHNOLOGY INDUSTRY PROs

WE need experienced CREATIVE, PRODUCTION and ACCOUNT MANAGEMENT talent to develop strategy and implement communications programs for our hi-tech clients.

Experience with technology marketing a must.

FAX (212) 727-0098
or e-mail jack@jackmorton.com

jack morton.

**ASSISTANT MEDIA PLANNER/
PRODUCTION COORDINATOR**

Small creative agency specializing in luxury consumer products seeks college grad with 1-3 yrs. agency experience in media placements/knowledge of print production/trafficking/photo shoot production. Individual must be a self starter, organized and detail oriented to be involved in all aspects of media and ad production. Proficient in Windows, Wordperfect, Lotus.

Fax resume to: 212-533-2549, Box 197
or mail resume to: 61 East 8th St., Suite 197, NYC 10003

**PART-TIME
NEW BUSINESS**

Growing media independent seeks take charge new business person. Background in sales, media or account work is necessary. Make your own hours at friendly, mid-town location.

Please fax resume to:
212-685-1125

**ACCOUNT
COORDINATOR**

Midtown ad agency seeks organized, high energy, detail-oriented team player. Ability to work in a fast paced env. is a must. Ideal candidates will have a proactive attitude and be able to juggle multiple projects at once. Opportunity for increased responsibilities. Computer literacy req. Please fax resume to:

212-261-4224

DIRECT MARKETING

Junior through Senior managers for marketing, merchandising, database mgmt. and integrated communications planning positions; agency and client side in NYC & Boston. Fax in strict confidence to Recruiter, NDB Associates, 717-588-3537

**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:

(212) 391-6480

AD SALES

3-year-old consumer magazine seeks ambitious sales exec for NY office. Must have a minimum of 2-3 years experience in face-to-face sales calls. Fax resume:

Attn: Personnel
(212) 683-7895

SUBSCRIPTION QUESTIONS?

Need Information about a subscription to ADWEEK, BRANDWEEK, or MEDIaweek? For fast service, call our subscriber hotline TOLL FREE:

1-800-722-6658.

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For one low price, your Classified ad appears in three different magazines: ADWEEK Classified, BRANDWEEK Classified and MEDIaweek Classified.

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Call 1-800-641-2030 or 212-536-5319

e-mail: adweek@adweek.com

CULTURE TRENDS

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

Billboard's Top 20 Albums

Compiled from a national sample of retail, store and rack sales reports, for the week ending October 5th, 1996 provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	4	1	28	Celine Dion	Falling Into You
2	1	1	2	New Edition	Home Again
3	2	2	2	R.E.M.	New Adventures in Hi-Fi
4	6	1	67	Alanis Morissette	Jagged Little Pill
5	3	3	2	Blackstreet	Another Level
6	18	1	32	2Pac	All Eyez on Me
7	7	1	4	Pearl Jam	No Code
8	11	5	13	Keith Sweat	Keith Sweat
9	8	2	4	Outkast	Atliens
10	15	10	5	Various Artists	Jock Jams Vol.2
11	10	4	38	No Doubt	Tragic Kingdom
12	14	2	14	Toni Braxton	Secrets
13	16	12	29	311	311
14	13	1	61	Bone Thugs-N-Harmony	E. 1999 Eterna
15	12	3	11	Leann Rimes	Blue
16	9	9	2	John Mellencamp	Mr. Happy Go Lucky
17	17	1	32	Fugees	The Score
18	19	1	16	Metallica	Load
19	5	5	2	Rush	Test for Echo
20	21	1	12	NAS	It Was Written

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Nielsen's Top 15 Network Programs

These are the top 15 Network programs for the week ending September 15th, 1996.

Rank	Program	Network	Rating	Share	Rank	Program	Network	Rating	Share
1	Mon. Night Football	ABC	15.8	27	9	Dateline NBC Tues.	NBC	12.2	21
2	Seinfeld	NBC	15.7	26	10	Home Improvement	ABC	11.8	19
3	3rd Rock From The Sun	NBC	14.8	24	10	Single Guy	NBC	11.8	20
4	60 Minutes	CBS	13.5	25	12	3rd Rock From The Sun	NBC	11.6	19
5	1996 Miss America Pageant	NBC	13.1	25	13	E.R.	NBC	11.5	20
5	Touched By An Angel	CBS	13.1	21	14	Caroline In The City	NBC	11.2	18
7	CBS Sun.Movie	CBS	12.9	21	14	Frasier	NBC	11.2	18
8	Friends	NBC	12.4	23					

Source: Nielsen Media Research R=Repeat S=Special

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

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 Kohr

Rather than ignore contradiction, Cake reveals 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: Jurassitoul
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

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending October 5th provided by *Sound Scan*.

<i>This Week</i>	<i>Last Week</i>	<i>Peak Pos.</i>	<i>Wks on Chart</i>	<i>Title</i>	<i>Artist</i>
1	1	1	42	Macarena (Bayside Boys Mix)	Los Del Rio
2	2	2	16	I Love You Always Forever	Donna Lewis
3	3	3	8	Its All Comming Back To Me Now	Celine Dion
4	4	2	16	Twisted	Keith Sweat
5	5	3	30	C'Mon N' Ride It (The Train)	Quad City DJ's
6	6	5	12	Change The World	Eric Clapton
7	9	7	14	Counting Blue Cars	Dishwalla
8	7	3	14	Loungin	LL Cool J
9	11	1	17	How Do U Want It/ Calif. Love	2Pac (Feat. KC & Jojo)
10	8	1	18	You're Makin' Me High...	Toni Braxton
11	10	6	11	You Learn/ You Oughta Know	Alanis Morissette
12	17	12	6	If Your Girl Only Knew	Aaliyah
13	12	3	27	Give Me One Reason	Tracy Chapman
14	18	14	7	Last Night	AZ Yet
15	14	5	13	Who Will Save Your Soul	Jewel

© 1996 Billboard/Soundscan, Inc.

Billboard's Heatseekers Albums

Best selling titles for the week ending October 5th by new artists who have not appeared on the top of Billboard's album charts.

<i>This Week</i>	<i>Last Week</i>	<i>Wks. on Chart</i>	<i>Artist</i>	<i>Title</i>
1	1	15	Paul Brandt	Calm Before the Storm
2	2	6	eels	Beautiful Freak
3	-	1	Cake	Fashion Nugget
4	3	13	James Bonamy	What I Live To Do
5	7	7	Fiona Apple	Tidal
6	-	1	Bounty Killer	My Xperience
7	9	7	Republica	Republica
8	6	6	The Braxtons	So Many Ways
9	11	10	Kenny Chesney	Me and You
10	14	36	Enrique Iglesias	Enrique Iglesias
11	17	4	Fun Lovin' Criminals	Come Find Yourself
12	5	2	Face To Face	Face To Face
13	-	1	3-2	The Wicked Buddah Baby
14	8	32	Ricochet	Ricochet
15	13	24	Jo Dee Messina	Jo Dee Messina

© 1996 Billboard/Soundscan, Inc.

MTV Around the World

Week of 9/23/96

MTV Europe

<i>Artist</i>	<i>Title</i>
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

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

MTV Latino - Mexico

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

MTV Mandarin

<i>Artist</i>	<i>Title</i>
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

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

CALENDAR

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 Garjian 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 **fourth annual research conference, "Controlling Our Destiny,"** Oct. 17-18 at the McGraw-Hill Conference Center in New York. Futurist Watts Wacker will be keynote speaker. Contact: 212-486-1111.

"Interactive Marketing and Public Relations," a two-day conference, will be held Oct. 28-29 at the Hyatt Regency in San Francisco. Contact: 800-420-2145.

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

CBS Vet Joins WB Research

A veteran of CBS has been named head of local market research for The WB. Mary Hall, who spent 15 years at the Eye network, will be responsible for all research and reports on The WB's performance in local markets across the country. The information will be used to track prospective and new affiliates. Hall will report to Jack Wakshlag, WB head of research. Most recently, Hall was director of research at KCBS-TV in Los Angeles.

Silver King Signs Bolter

Silver King Communications has named Howard Bolter senior vp of production for the Barry Diller-owned station group. Reporting to executive vp of broadcasting Doug Binzak, Bolter will be responsible for the "build-out" of production facilities in 11 markets (12 stations total) where Silver King's stations will convert to commercial independent stations. Bolter most recently had his own company, In-House Production Group, where he was responsible for studio production and the hiring of personnel for C:/Net, a broadcast, cable and Internet programming and information provider.

MTV Retries Aussie Turf

MTV is returning to Australia after a four-year absence. MTV Networks is partnering with Optus Vision and ARC Music Television to launch a 24-hour MTV Channel early in 1997 as a pay service and a satellite service. The new service will incorporate some 30 hours a week of locally produced programming but will also feature several MTV standbys like *Beavis and Butt-Head*, *The Real World* and *The Video Music Awards*. In

related news, MTV Latino, which serves Latin America, is launching its own line of apparel, watches and stationery in Argentina.

Big Flower Grows Production

New York City-based Big Flower Press, which produces and markets national advertising circulars, Sunday Comics and newspaper TV listing guides for more

than 300 newspapers, is acquiring Printco., another producer of advertising circulars located in the Midwest. Printco.'s plants in Michigan will expand Big Flower's production capacity in the Midwest.

Fox Kids Heads South

Fox Kids Network announced last week it will launch in Latin America on Nov. 1, to be trans-



ARCHIVEPHOTOS INTERNATIONAL

Sam Kinison was the subject of the first *True Hollywood Stories*, a new series on the E! slate

E! Adds Specials

E! Entertainment TV recently introduced a slate of new and returning programs for this TV season. Fran Shea, E! senior vp/programming and production, said a fresh batch of 60 specials is being produced for the weekends, E!'s most-watched daypart. The specials also will be worked into the 8 p.m. time slot on weeknights once E!'s coverage of the O.J. Simpson civil trial comes to an end. Among the new series are *The E! True Hollywood Story*, one- and two-hour docudramas dealing with celebrity murders and mysteries. Shea likened the series to the theatrical documentary *The Thin Blue Line*. The first installments covered the lives of comic Sam Kinison and Rebecca Schaeffer. *WannabE!'s* is E!'s version of *America's Funniest Home Videos*, and its pilot will run some time in the fourth quarter. Also in the works are pilots of *The Sunday Show*, which previews the week to come; a game show tentatively titled the *E! Game Show*, and *The Model Show*, a day-in-the-life of supermodels. Returning series include *E! News Daily*, *Talk Soup*, *The Gossip Show* and *Howard Stern*.

Media Notes

CONTINUED

mitted in Spanish, Portuguese and English. The channel will introduce three kid VJs in January, and programming will include such Fox originals as *Goosebumps*, *Casper* and *Power Rangers Zeo*. The network, which will be distributed by cable and DBS, will also run an hour of commercial-free educational programming daily and will inherit a kids block that has been running on Canal de Fox, its sibling entertainment service in Latin America.

Makegoods in a Jif

The Direct Agency Rep Exchange (DARE), a partnership formed by Columbine JDS and Donovan Data Systems to promote electronic data interchange between national TV rep firms and ad agencies, began a national rollout of its new system last week. The system incorporates a makegood feature that lets the rep firm advise the agency if a spot's order has changed. The agency can either accept the order or turn it down with the click of a mouse.

Rosen Joins Freemark

Longtime media executive Marcella Rosen has joined Freemark Communications as executive vp/advertising services. Rosen had been president of the Network Television Association and managing director of media services worldwide at NW Ayer & Partners. Freemark, based in Cambridge, Mass., offers advertiser-sponsored free e-mail.

Detroit Cable Going Fiber Optic

National Cable Communications, a unit of Katz Media, announced last week that the Detroit Cable Interconnect will be rebuilt as a hard-wired, fiber-optic cable delivery system, to be completed

May 1, 1997. Serving more than 1.04 million subscribers through such cable operators as Comcast, Continental Cablevision, TCI and Time Warner, Detroit is a top-10 DMA. Barrett J. Harrison, NCC executive vp of corporate development, will become the interconnect's general manager.

Cartoon Net Hits 30Mil

Cartoon Network, which is owned by Turner Broadcasting System, passed 30 million subscribers last week as it hit its fourth anniversary. The cable network said it is also making *Johnny Bravo*, one of its first original cartoon shorts, into a regular series. The network also plans to roll out several more original shorts beginning Oct. 9.

'Oprah' Better Than Ever

The Oprah Winfrey Show, which just began its 10th season last month, posted its highest September overnight ratings since 1993, according to King World Productions researchers. Although the researchers use a "cumed" rating to include double-run airings of *Oprah* in several major markets, the show's 9.2 rating average (NSI WRAP, weighted markets) for September 1996 represents a 21 percent rating increase over September 1995's 7.6 rating average.

MSNBC Hires Kinsella

Jim Kinsella, editor of Time Warner's Pathfinder before he left the venture last February, has joined MSNBC as general manager of interactive. MSNBC is the joint news venture between Microsoft and NBC.

Wired Files Revised Statement

Wired Ventures, which delayed a plan to go public earlier this year, last week filed a revised registra-



Hold the Shmaltz!

To celebrate the 20th anniversary of the New York Marathon, the Carnegie Deli in Manhattan has created a five-decker sandwich, with each deck dedicated to one of the city's five boroughs. Displaying this gastronomic giant were (from left) Alberto Salazar, who won the race for three straight years from 1980-82; Bill Rodgers, winner of the first five-borough marathon, in 1976; and Frank Shorter, who came in second in '76. This year's race will be telecast live on Nov. 3 on WPIX in New York and on ESPN2 elsewhere in the country. The sandwich consists of corned beef, pastrami, roast beef, turkey and peppers and sells for \$20.

tion statement on Form S-1 for its initial public offering. Wired now says it plans to complete the offering in October, with the sale of 4,750,000 shares. Originally, Wired had planned to offer 5,500,000 shares. The shares are expected to be offered at \$12 to \$14 each.

U S West in Local Content Fray

U S West became the latest entity to enter the market for local content last week, launching Dive In, a product planned for 10 markets by the end of 1996. The service plans to include news, weather, sports, and entertainment. U S West plans to carry some of the service over the high-speed Internet access product of Continental Cablevision, which it is in the process of acquiring.

KCAL Gets More Puck-ish

Disney-owned Los Angeles TV station KCAL has reached a deal with Prime Sports West to air nine Los Angeles Kings hockey games during the 1996-97 season.

Prime Sports West, which will soon be rebranded as Fox Sports West, also reached a 49-game cable rights deal with the Kings. No terms of the Kings deals were released.

Garfield Goes to Fox

Fox Broadcasting Co. has named Ronald Garfield as senior vp of network distribution. Garfield, most recently vp of Western distribution for kids syndicator Bohbot Entertainment, fills a post vacated by Adam Ware, who left earlier this year for the Silver King station group.

Fox Plays Air Ball

Fox Sports has partnered with Southwest Airlines to hype its Sunday football franchise this fall, putting Fox NFL T-shirts on 25,000 airline employees in 50 major U.S. cities. Southwest crew members, pilots and flight attendants will wear the shirts each Sunday through October, showing off the NFL on Fox logo to 4 million customers a month.

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ADWEEK



1996 Cannes Showreel

BIG DEAL

LAMAUR

Agency: Campbell Mithun Esty, Minneapolis
Begins: April
Budget: \$35 million
Media: Print, TV

Lamaur will try to make a big splash in the billowing natural haircare market, throwing \$35 million in advertising and promotional support behind the launch of Willow Lake, a shampoo and conditioner line.

Willow Lake, which ships Jan. 1, features seven products: three shampoos, three conditioners and a combination product.

Some \$15 million will go toward print and TV ads breaking April 1 with the slogan "Using nature's prescription for beautiful hair." FSIs and sampling are also planned.

Ingredients range from witch hazel and honeysuckle to cherry bark and Irish moss. Prices approach \$4, putting Willow Lake between the lower-end mass products and the specialty retail outlets that Lamaur says it is targeting.

"This product brings to retail what the boutiques are capturing," said Michele Redmon, vp-retail marketing at Lamaur, Minneapolis.

According to Lamaur's internal estimates, botanical shampoo sales alone now approach \$200 million of the \$2.3 billion haircare category and are growing at a 93% clip, a number that reflects new product introductions. Redmon, who launched VO5 Naturals during a previous marketing stint with Culver, said Willow Lake has a competitive edge.

Of the total marketing budget, \$15 million will go toward print and television ads breaking April 1. The slogan will be, "Using nature's prescription for beautiful hair." FSIs and sampling are also planned as part of the campaign. "This will be the largest launch in Lamaur history," Redmon said.

Last year, Dowbrands, the previous owner of Lamaur, spent just under \$2 million advertising the division's haircare brands, per Competitive Media Reporting. Dowbrands sold Lamaur in November 1995 to Electronic Hair Styling, a Mill Valley, Calif., firm that went public in May.

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

BRISTOL-MYERS SQUIBB

Agency: Gotham, N.Y.
Begins: January
Budget: \$20 million
Media: Print, TV

Starting early next year, Bristol-Myers Squibb will dole out \$20 million on advertising to introduce Keri Anti-Bacterial Hand Lotion, a first-of-its-kind product that represents a daring bid for category leadership by a heretofore marginal player.

Bristol-Myers projects that the germ-free angle will help vault Keri from the No. 9 brand in the \$806 million skin lotion category to No. 5 within one year. The company further predicts that the antibacterial lotion category will hit \$90 million in sales by the year 2000, while not impairing its core lotion products.

Keri A-B, which shipped to retail last week, gives Bristol-Myers a fourth Keri shelf facing after Original, Silky and Sensitive formulas. The antibacterial products contain triclosan, the ingredient commonly found in soaps, body washes and dish-washing detergents.

Print and television advertising for Keri A-B breaks in January, with the company also planning FSIs in the first and third quarters, a direct mail effort to antibacterial soap users and an extensive sampling program through hospitals.

REDMOND PRODUCTS

Agency: Webster Advertising, Eden Prairie, Minn.
Begins: April
Budget: \$12 million
Media: TV, print

CHICAGO—Redmond Products' increased 1997 advertising budget includes an NBC promotional blitz aimed at teens and two new Aussie hair-care products.

The teen push is centered around NBC's Saturday-morning lineup, which includes *Saved By the Bell*. Redmond has done sporadic broadcast advertising in the

past, but the main emphasis has been in print with creative by Webber Advertising in Eden Prairie, Minn. Redmond plans to up its advertising budget from \$10 million in 1996 to \$12 million in 1997, according to Shelly Zimpler, president of Redmond.

The teen campaign running in March and April 1997 will focus on the Aussie brand kangaroo icon with the theme "Ooo! What a Roo Can Do for You," Thomas said.

The new product push includes \$500,000 on Vita'mend and between \$2-4 million on

DewPlex, a conditioner and styler in one. Print support for Vita'mend will kick off in February issues of *Allure*, *InStyle*, *Bazaar*, *Elle*, *Marie Claire* and *Cosmo*. Advertising for DewPlex will begin in April, according to David Johnson, marketing manager for the Aussie brand.

In the year ended June 30, Procter & Gamble's Pantene held

the top spots on both the shampoo and conditioner categories with a 15 percent share, per Information Resources Inc. — *Ellen Rooney Martin and Cristina Merrill*

BOSTON BEER

Agency: Carmichael Lynch, Minneapolis
Begins: Oct. 1
Budget: \$5 million (est.)
Media: Spot TV

Nary a whiff of hops nor hint of heritage is evident in Carmichael Lynch's first campaign for Boston Beer Co.'s Samuel Adams brand.

Three 30-second TV spots—one of which features an angel pushing around kegs of Sam Adams in heaven, another which shows the grim reaper being placated with the brew—are being tested in six small to medium-sized markets over the next sev-



NBC/CHRIS HASTON

Redmond will be pushing its Aussie brand to viewers of NBC's *Saved By the Bell*

CMR Top 50

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

Week of September 23-29, 1996

Rank	Brand	Class	Spots	Prime-Time Ad Activity Index
1	BURGER KING	V234	56	1,196
2	MCDONALD'S	V234	48	1,025
3	RED LOBSTER	V234	26	555
4	DOMINO'S	V234	25	534
5	COCA-COLA CLASSIC	F221	20	427
	DISCOVER CARD	B150	20	427
7	LAST MAN STANDING	V233	19	406
8	DURACELL ALKALINE BATTERIES	H220	18	384
	TOYOTA AUTOS (CAMFY)	T112	18	384
	WRIGLEY'S DOUBLEMINT GUM	F211	18	384
11	KFC RESTAURANT	V234	17	363
	SNICKERS	F211	17	363
	TRIDENT SUGARLESS GUM	F211	17	363
14	METROPOLITAN LIFE INSURANCE	B220	16	342
	TARGET DISCOUNT STORES	V324	16	342
16	HONDA AUTOS (ACCORD)	T112	15	320
	SATURN AUTOS	T111	15	320
18	1-800-CALLATT	B142	14	299
	TYLENOL EXTRA-STRENGTH GLTB	D211	14	299
	ZANTAC 75	D213	14	299
21	ADVIL	D211	13	278
	JC PENNEY	V321	13	278
	NAMCO (GAME SOFTWARE)	G450	13	278
	SEARS DEPT. STORES	V321	13	278
	U.S. ARMED FORCES (ALL BRANCHES)	B160	13	278
26	CORTIZONE 10	D216	12	256
	EXCEDRIN EXTRA-STRENGTH TAB	D211	12	256
	HOME DEPOT	V345	12	256
	JC PENNEY (WOMEN'S APPAREL)	V321	12	256
	OLIVER & CO.	H330	12	256
	SPRINT LONG DISTANCE	B142	12	256
	USSB SATELLITE SYSTEM	H320	12	256
33	ALMAY AMAZING LASH MASCARA	D112	11	235
	ALWAYS ULTRA THIN	D123	11	235
	AMERICAN DAIRY ASS'N	F131	11	235
	BENADRYL	D212	11	235
	MAYBELLINE GRT WEAR LIP COLOR	D112	11	235
	MCI	B142	11	235
	MICROSOFT SOFTWARE	B311	11	235
	OLIVE GARDEN RESTAURANT	V234	11	235
	SNACKWELLS BROWNIES	F162	11	235
	SNAPPLE	F223	11	235
	ULTRA SLIM FAST	F123	11	235
45	BUTTERBALL CHICKEN	F154	10	214
	CLARITIN ALLERGY MEDICATION	D218	10	214
	DIMETAPP	D212	10	214
	EPT PREGNANCY TEST	D222	10	214
	GEN. FOODS INT'L (INST. COFFEE)	F171	10	214
	JELL-O STIR N SNACK	F115	10	214

eral months, employing the new themeline: "Samuel Adams, A Better Glass of Beer." Each spot closes with a shot of a bottle of Samuel Adams next to a glass of the amber-colored beer.

"The campaign is trying to open the brand up to a broader audience," said Jack Supple, president and executive creative director for the agency in Minneapolis. "They are centered on the beer and take what you know about Sam Adams and reinforce it."

John Chappell, vp of brand development at Boston Beer, said the brewery is "intrigued but skeptical" about the benefits of TV advertising for Sam Adams, especially on a small budget.

Boston Beer spent just \$3 million on measured media during the first six months of the year, according to Competitive Media Reporting, compared to, for example, \$12 million by Heineken. Chappell disputed the CMR numbers but would not give corrections. —Ellen Rooney Martin and Trevor Jensen

MR. COFFEE

Agency: Meldrum & Fewsmith, Cleveland

Begins: Nov. 11

Budget: \$1-2 million (est.)

Media: TV, print

Baseball legend Joe DiMaggio once pitched Mr. Coffee coffee makers. Now the company is going the celebrity route for its line of hot and cold tea makers.

Shelly Fabares, one of the stars of TV sitcom *Coach*, was in front of the cameras last week in her new role as endorser for Mrs. Tea and The Iced Tea Pot.

The Bedford Heights, Ohio-based company, which spent \$1.5 million on the tea line in 1995, according to Competitive Media Reporting, said it plans to increase fourth-quarter spending 20 percent behind new TV spots with Fabares.

The first Mrs. Tea spots, from agency of record Meldrum & Fewsmith in Cleveland, break Nov. 11 on prime-time broadcast and cable TV. She'll turn up in spots for The Iced Tea Pot beginning Nov. 24.

The actress will not be featured in print advertising for the two products.

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

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Wed Blankets

MEDIA PERSON IS DESPERATELY TRYING TO GET interested in JFK Jr.'s marriage. Media Person knows

his duty. After all, this is the biggest tabloid story of the year, what with Michael Jackson and Roseanne strangely quiet, Chuck and Di having lost the ability to shock us further and where, pray tell, are the new Buttafuocos and Bobbitts?

But God knows it isn't easy working up a lather over John and Mrs. John. We need our tabloid princes getting messily divorced, not discreetly married. We need them committing perversions, liposuctioning flab off their butts and telling Oprah why they rabbit-punched their mates, terrorized their staff and rifled their kids' trust funds before they found God, repented and dropped 80 pounds.

These Kennedy people didn't even know how to stage a tabloid wedding properly. You are not supposed to have a secret, family-only ceremony in a tiny church with no electricity on an unheard-of island inhabited only by cockatoos and chimpanzees. (See? Media Person is even forced to invent stuff to make it sound interesting.) You are supposed to mob a Hamptons or Malibu mansion with glossy celebrities and have the marital oaths drowned out by wave after wave of dive-bombing choppers filled with telephoto lens-wielding berserkers from the *National Enquirer*. Then your surly, besotted best man should get into a brawl with a camera crew from *Hard Copy* after intentionally running over one of them in his sports car.

The Kennedys provided none of this excitement, leaving the media to piece together patchy accounts of their nuptials from eyewitnesses. It got the media all confused. The *Enquirer* was dismayed by the primitiveness of the whole thing, rattling on about "a tiny, dilapidated wooden church on a bug-infested island," the wedding vows "punctuated by the

grunts of pigs on a small farm a few yards away" and relating the alarming saga of how the guests' convoy of jeeps and trucks "scattered frightened armadillos and wild horses roaming the woods."

Whereas *Time*'s dreamy editors gushed about "how incredibly romantic it must have been" and launched into poetic rhapsodies about candlelight, Spanish moss hanging from ancient oaks and crickets singing in the grass.

Poor *New York* magazine was reduced to running a psychobabbling thumb-sucker on what that new JFK. Jr.'s new bride Is Really Like.

"Could there be," *Time* burred, "a more beautiful and tender place to hold a wedding?" Not a word about the grunting pigs.

This failure to mount a proper tabloid circus was a shocking disappointment from the family that gave us Cousin William's rape trial, Uncle Teddy's bridge, JFK Sr.'s and Grandpa Joe's Hollywood dalliances and Jackie's bizarre union with Ari Onassis. With genes like these, you'd think Junior could do better. Perhaps just because he was once named The Sexiest Man Alive, he thinks he doesn't have to put himself out anymore. Where do these Kennedys get off going classy on us? Who do they think they are?

And when the golden couple sneaked off to honeymoon in an unlikely locale that the

New York Post had to carefully identify for its puzzled readers as "the exotic Mediterranean country of Turkey," and a crack investigative journalism team from the resourceful *Globe* landed and began round-the-clock photography, JFK Jr. didn't even have the decency to punch a paparazzi. So dismayed were the *Globe*'s journalists by his unresponsiveness to provocation that they packed up and went home. It was shameful.

And so dispiriting. Poor *New York* magazine was reduced to running a psychobabbling thumb-sucker on what the new bride Is Really Like. What she's really like, it turned out, is Jackie.

But could Media Person trust *New York* on a matter of such gravity? After all, it also quoted a close Kennedy friend on how sad it was that Carolyn and Jackie had never met because "they would have had a lot of respect for each other." Meanwhile, the *Enquirer* had informed MP that on her deathbed, Jackie made John promise he would marry Carolyn, whom she adored. Now who was Media Person to believe—a magazine that hadn't a single reporter in Georgia or Turkey, or the authoritative *National Enquirer*, dean of the supermarket tabloids? (*Star* magazine, which sends its reporters even farther, was able to

disclose that "Jackie is smiling in heaven.")

Of course, *New York* redeemed itself with its explanation of just why this wedding mattered:

It "provides an occasion for optimism about the institution of marriage." This showed appreciation of the encouraging fact that in living our lives, Americans now look for inspiration and example not to family members, great historical figures or the teachings of scholars and philosophers, but to celebrities.

It fell to *Star* to break the hopeful news that the wedding was of the shotgun variety. A lesser tabloid might have backed off such controversy after having reported the week before that "super-hunk John F. Kennedy Jr. has dumped live-in love Carolyn Bessette." Thank heavens *Star* is living up to its responsibility to make the world a more interesting place even if the Kennedys no longer are. ■

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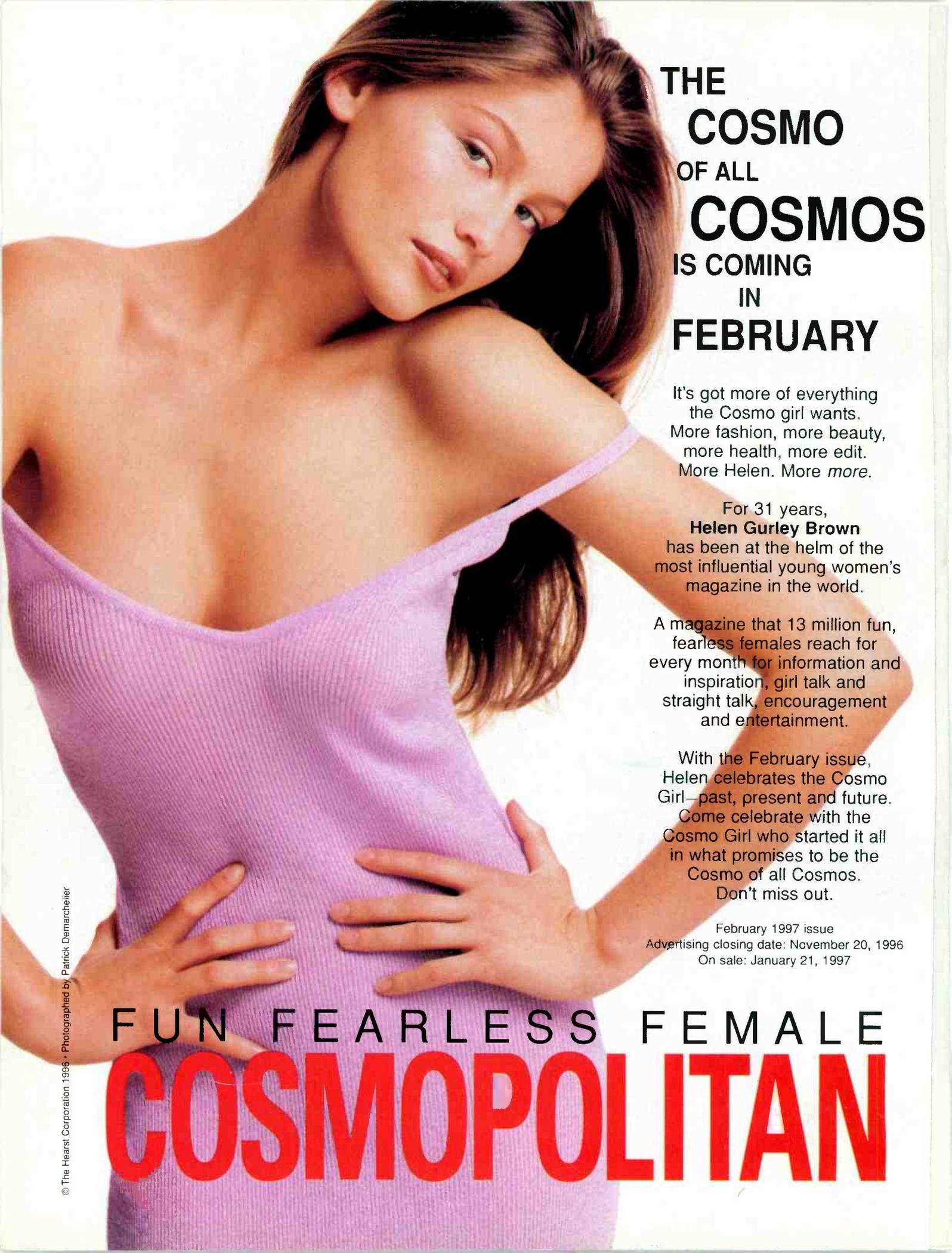
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