

MEDIAWEEK

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Fox Warms Up Its Pitch

Network tries to put positive spin on mediocre '96 MLB ratings **PAGE 5**

RADIO

Westwood, CBS Eye A Merger

Network combine would rival ABC

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WASHINGTON

McCain Outlines Agenda

MSOs, spectrum and Jack Valenti are on his hit list

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NEWSPAPERS

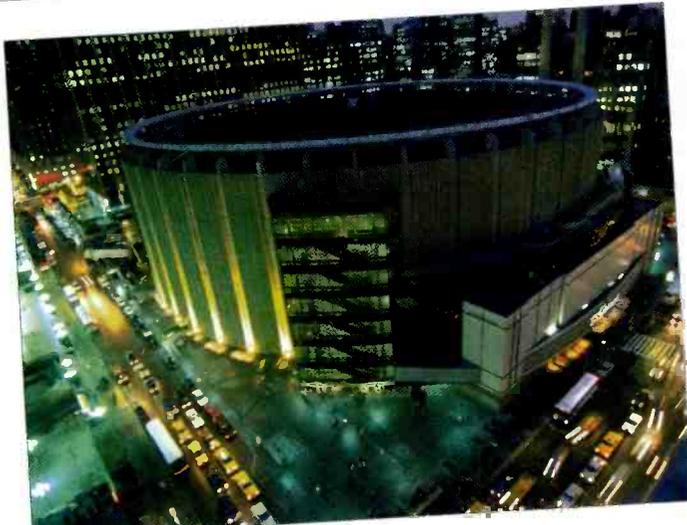
Other 'Times' Makes Mark

'Moonie' paper has the President on the run

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Madison Square Garden For Sale, Again?

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Owner(s) Anxious

Major metropolitan indoor entertainment and sports center with two pro teams and a cable TV network.
Location, location, location!

MARKET INDICATORS

National TV: Perky

With kids done, buyers and sellers turn to second quarter. There is plenty of money working. Bullish nets are asking plus-30 or -40. Late night is a bit soft.

Net Cable: Moving

First quarter still needs a few weeks to wrap. General entertainment nets are said to be running out of steam with inventory left, except USA, which has had to fill in with some make-goods. Niche nets are getting CPM increases in the 10 percent range.

Spot TV: Busy

Some Southwest and Mid-Atlantic markets are tightening. AT&T may touch off a new flurry of buys in the long-distance wars.

Radio: Mixed

Local radio gods are busy playing poker while worshippers look to them for help. Network is going great guns in all categories.

Magazines: Solid

Business books take heart in increased corporate advertising. "When things are bad, those image efforts are usually the first things to go," said one satisfied publisher.



Maher's Invading Late Night!



- Beats CBS and NBC affiliates in the 35 overnight markets.¹
- Time period up 17% over one year ago.²
- Reaches over 3 million viewers every weekday.³
- Clearance already upgraded in 11 markets.



**POLITICALLY
INCORRECT**
With Bill Maher

¹Source: Weighted average of the 35 Overnight markets where Politically Incorrect airs.

²Source: NSI, WRAP Overnight share in live markets, 1/8/96-2/2/96 Monday-Friday averages vs. 1/6/97-1/31/97 Monday-Friday averages.

³Source: NTI 1/6/97-2/7/97.

Laura K. Jones FEB 25 1997

AT DEADLINE

Pro Bowling Is Rolling to CBS

CBS is close to a deal with the Professional Bowlers Association that will end the PBA's 30-plus-year relationship with ABC after the current season. A CBS official confirmed the network's interest but said that nothing has been inked yet. Though bowling's audience is dwindling and skews old, at least ABC's \$52,000 weekly rights fee will not break the bank at free-spending CBS. ABC moved bowling from a winter to spring schedule last year.

Ducks Sitting With Fox Sports West 2 (for Now)

Fox Sports West 2, the regional sports network owned by News Corp. and Liberty Media, has won the first round of a legal battle with the Mighty Ducks of Anaheim NHL franchise, owned by the Walt Disney Co. FSW2 won the round in the Orange County, Calif., Superior Court to keep Ducks games on the channel. Disney had sought a restraining order against FSW2, which reaches only 350,000 cable homes, in order to move the games to Fox Sports West, which reaches 4.2 million homes. Judge Ronald Kline turned down the Ducks' request but set another hearing for Feb. 25 to further consider the matter.

Evans Named 'U.S. News' President

Tom Evans has been promoted from executive vp and publisher of Mort Zuckerman's weekly *U.S. News & World Report* to president and publisher. Evans will be responsible for day-to-day operations. Fred Drasner, formerly president and ceo, will retain ceo status and oversee overall strategic business direction. Eric Gertler was named executive vp.

Disney Signs Lovitz for Sitcom

Disney has made an overall deal with Jon Lovitz that will see the actor/comedian star in a sitcom as early as the fall. The agreement sews up Lovitz to Walt Disney TV exclusively but also means he will work nonexclusively for the studio on big-screen projects. The first program for Lovitz will re-team him with Al Jean and Mike Reiss, creators of *The Critic*, the animated series for which Lovitz provided the main character's voice, now seen on Comedy Central. Details are still being hammered out for the sitcom, which could land on Disney-owned ABC.

AudioNet's a Sound Investment for Hickses

AudioNet, an Internet audio content broadcaster and distributor, last week received an equity investment from Thomas Hicks,

chairman of venture capital firm Hicks, Muse, Tate & Furst Inc., and his brother R. Steven Hicks, ceo and president of Capstar Broadcasting Partners. The amount of the investment was not disclosed. The year-and-a-half-old AudioNet, based in Dallas, broadcasts the live audio of radio and television stations and networks, live play-by-play of professional and college sports, live concerts and other programming to Web denizens.

Universal Outdoor to Take Penn in Handoff

Chicago-based Universal Outdoor last week signed a letter of intent to buy the Baltimore market operations of Penn Advertising from Lamar Advertising Co. for \$46.5 million. Lamar had purchased Penn Advertising earlier in the week. The transaction involves approximately 1,450 display faces in the Baltimore area.

Zip2 Adds Paper Partners

Zip2, the on-line service that partners with local media to get Yellow Pages content on the Web, last week announced new newspaper partners. They are: Times Mirror's *Newsday*, Media General's *Tampa Tribune* in Fla., McClatchy Newspapers' *The Sacramento Bee* in Calif., *The Raleigh News & Observer* in N.C., Scripps Howard's *The Knoxville News-Sentinel* in Tenn., the *Naples Daily News* in Fla. and *The Rocky Mountain News* in Colo.

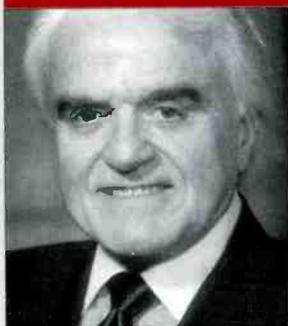
Plus-Size 'Mode' Hits Stands

A sophisticated fashion magazine targeting plus-size, professional women aged 25-49 is hitting newsstands this week. *Mode*, published jointly by book publisher Pantheon International and New York-based Lewit & LeWinter, will distribute 550,000 copies of its premiere issue. Its rate base will settle at 250,000. The magazine will publish quarterly this year and 10 times in 1998; *Mode's* cover price is \$3.

Addenda: BSkyB, the News Corp.-owned direct broadcast satellite service that covers much of Europe, is reportedly launching a music-video service that would compete against MTV Europe. BSkyB currently carries MTV Europe as part of its program package...

North Jersey Newspapers Co., the Dean Singleton-owned affiliate of MediaNews Group, last week agreed to purchase *Forbes Newspapers* for an undisclosed price. Total circulation of the *Forbes newspapers* is 86,000. The New Jersey papers include the *Somerset Messenger-Gazette*, *The Journal* in Warren-Watchung, *The Reporter* in South Plainfield and others in Somerset, Middlesex and Union counties.

INSIDE



Valenti awaits D.C. hearings on TV ratings 6

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MEDIA WIRE

Sen. McCain Takes Aim At the FCC's Chong

Sen. John McCain (R-Ariz.), the new chairman of the Senate Commerce Committee, said last week that he is looking over Michael Powell, a Justice Department attorney, for a spot on the Federal Communications Commission. And it's not necessarily for a vacant position. Asked at a press conference last week about the future of one of the current FCC commissioners, Rachele Chong, McCain said bluntly: "Sometimes...it's time for a person to move on."

It is highly unusual for senators to publicly acknowledge that they are trying to remove a member of a federal regulatory agency, unless that regulator has been a public thorn in their side. Chong has been a faithful Republican representative, dutifully opposing FCC Chairman Reed Hundt on the the commission's involvement in the regulation of alcohol advertising and children's TV.

On Feb. 13, Chong's office released a statement saying that she is seeking reappointment to her FCC seat. A source close to McCain indicated that this may not be a wise move on Chong's part. For now, neither side is talking about why or how Chong alienated fellow Republican McCain. Sources in Hundt's office noted only that Chong does not favor spectrum auctions (McCain does). —*Alicia Mundy*

Viacom Radio Station Winners Expected Today

Individual winning bids for Viacom's 10 radio stations are expected to be announced today. Viacom put the properties up for sale individually after failing to find a buyer for the group as a whole. For the group, Viacom was seeking approximately \$1.4 billion. CS First Boston is handling the sales.

Viacom's top station is WLTW-FM in New York, which generates approximately \$30 million per year and consistently finishes at or near the top of Arbitron's rating book for the market. Analysts said WLTW should fetch at least \$250 million. The other Viacom stations up for sale include WAXQ-FM, New York; KIBB-FM and KYSR-FM, Los Angeles; WLIT-FM, Chicago; (continued on page 6)

Fox Loose in the

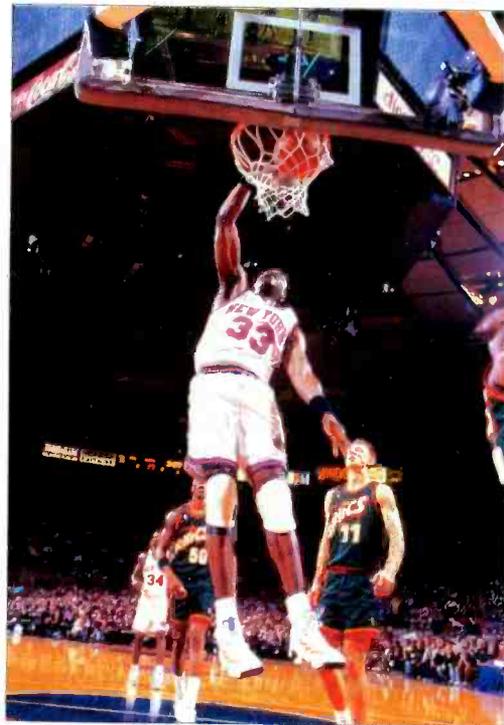
If ITT sells, Murdoch is said to be first in line

TV SPORTS / By Michael Bürgi

It now seems inevitable: Madison Square Garden, which runs arguably the most successful regional sports network in the country, MSG, will again change hands to some degree in the coming months. It marks the second time in as many years that the Garden, which owns the New York Knicks and Rangers as well as the network, will have changed hands.

The Garden, which is controlled by ITT Corp. with partner Cablevision Systems Corp., could be formally put up for sale as early as this week. While no sale price has been established, ITT and Cablevision paid slightly more than \$1 billion for the Garden and its assets in 1995. Analysts believe the most likely buyers would be News Corp.—perhaps jointly with Liberty Media, its partner in Fox Sports—and the Walt Disney Co. But either party would need to go through Cablevision, which as technical half-owner (technical because it has yet to pay ITT for the equivalent of a 50 percent stake), has right of first refusal to buy out ITT.

ITT is in the midst of a takeover battle with Hilton Hotels, which is trying to buy out the



GEORGE KALINSKY

hotel and casino chain. Hilton has said that if it succeeds in taking over ITT, it would sell off all non-hotel and casino operations. Last week, ITT officials indicated it would do the same to raise cash to fend off Hilton.

Should News Corp. end up buying all or half

TNN, CMT Won't Transplant Eye

CABLE TV / By Michael Bürgi

Westinghouse last week agreed to spend some \$1.55 billion in stock to purchase The Nashville Network and Country Music Television from Gaylord Entertainment Co. The acquisition gave Westinghouse's CBS unit the presence in cable that analysts believe it has needed, but it also set off speculation that CBS' yet-to-be-launched Eye on People network would not reach its first telecast.

Don Mitzner, president of CBS Cable, said unequivocally in an interview with *Mediaweek* that the acquisition will not affect Eye, which is set to launch March 31. A memo to employees from Westinghouse ceo Michael Jordan seemed to indicate that the company was not solidly behind Eye, given that it has been cleared in only 3.5 million homes, 2 million of them satellite TV customers. In that memo, Jordan stated, "Building a solid subscriber base is

essential to the success of the new channel." Some staffers took that to mean less-than-full support.

"We're all concerned with the environment that exists," said Mitzner of the cable operator community, which has not exactly rushed to embrace Eye on People. "But at the end of the day, operators understand good programming and good marketing."

Mitzner said it's too early to say how TNN and CMT contract renewals could help in getting more distribution for Eye. "We haven't looked at that yet," said Mitzner, noting that the deal to acquire the two country services is expected to close this summer, at which point such tactics could be considered.

TNN reaches 70 million homes; CMT reaches 38 million. According to Paul Kagan Associates, in 1996 TNN had \$220 million in ad revenue and \$110 million in affiliate revenue. CMT had \$15 million and \$3 million, respectively.

Garden?

of MSG, it could cause major upheaval in New York City. If News Corp. ceo Rupert Murdoch got his hands on the MSG network, he could use it as leverage with Time Warner, which has steadfastly refused to run his Fox News Channel on its systems in the city. It also could affect the city's newest broadcast station, WBIS, which ITT co-owns with Dow Jones and Co. WBIS, known as S+, relies on MSG for a good portion of the live sports it carries in prime time (MSG owns the Knicks basketball and Rangers hockey franchises). It also has an affiliation agreement with Fox Sports (the News Corp./Liberty Media joint venture) for sports and sports news programming. That connection would most likely disappear, said an official with knowledge of News Corp.'s strategy, because News Corp. would have a full-time sports presence in the market. Without that link, S+ would lose half of its programming (WBIS does news and business programming by day).

WBIS could go back to what it was doing before last month, when it began airing basketball and hockey games. A sports media buyer who would not speak for attribution said the station was successful as a prime-time affiliate of the Classic Sports Network before it began airing MSG events. "They did just fine running 20-year-old Knicks games," he said.

For its part, Cablevision put out a statement last week that said, "The Madison Square Garden properties are important assets...we will maintain our ownership position in these entities." Analysts do not believe the company could afford to buy out ITT since it already labors under heavy debt.

An executive at the Garden said Cablevision and ITT are proceeding with a planned merger of MSG Network with Cablevision's SportsChannel New York, a cash-less deal that would satisfy part of Cablevision's debt to ITT.

"From a distribution standpoint, it would make sense," said Bob Gutkowski, former president of the Garden and currently head of the Marquee Group, a sports representation, TV and marketing consultancy. But News Corp. sources disagree, citing the abundance of New York sports teams (in every major sport, New York has at least two teams).

Executives at WBIS, Dow Jones, Cablevision, ITT and News Corp. all declined to comment for the record. ■

Spring Training Begins

Fox starts the process of proving baseball's worth, NBC waits

NETWORK SPORTS / By Eric Schmuckler

As players begin to report for spring training, buyers and sellers of TV sports are likewise limbering up for negotiations for the upcoming season of Major League Baseball. At this very early point, neither side shows much urgency in what is usually a drawn-out selling process. Buyers said Fox faces a difficult road after less-than-stellar ratings in its maiden season with baseball. A fresh element in the mix this season is the new chunk of national inventory available from fX and Liberty/Fox Sports Net.

Fox has quietly begun canvassing for its baseball sales, with its first Game of the Week set to air May 31. Regular-season inventory is limited by low ratings—the network had estimated a 4.0 but pulled a 2.7, down from a 3.8 in 1993, CBS' last year of Saturday ball. While Fox had the crown jewel of the World Series last year, now the All-Star Game and American League Championship Series are its top draws. NBC has the World Series as well as the NLCS.

The network goes into its second season without a base of long-term commitments. "They only sold the NFL for one year [in its first season], and it worked for them," said a buyer, "but the baseball ratings were a lot worse than they thought." A sports sales source added: "They took a position to see if they could Fox-ify baseball, but any American youth watching baseball on a summer afternoon should be locked up."

NBC's baseball won't begin running until October, and the sport has yet to register on the sales department's radar screen. Certainly NBC will make the most of the Fall Classic, but buyers continue to wonder about the network's long-term commitment to baseball, given its love-hate relationship with the game: NBC Sports president Dick Ebersol talked trash on baseball shortly before cutting a deal, and West Coast president Don Ohlmeyer publicly complained about how low baseball ratings hurt the net's prime-time performance. An NBC Sports representative labeled that speculation untrue.

One new wrinkle in the market is the addition of fX and Fox Sports Net as national players during the regular season. fX, with more than 30 million homes, will have a Monday-night game

and FSN, in about 40 million homes, will offer a Thursday-night game. The latter window will frequently air before or after a local game on FSN's various regional sports nets. Fox recently tapped longtime Turner exec Lou Latorre to handle baseball sales for both outlets.

It is unclear if Fox has made much headway in the bellwether automotive category. General Motors has been the dominant player, but not the exclusive one—other domestics had a crack at World Series inventory last fall. Toyota, formerly the big import car, did not have much presence last season.

What's shocking is how much the beers have



The green grass of home: The Ballpark at Arlington, headquarters of the Texas Rangers

backed off from baseball nationally. Anheuser-Busch apparently bought no national spots last year, though it continued its hefty local baseball efforts. Intriguingly, A-B bought a national sponsorship last year and became the official beer of baseball but then did very little with it. Miller bought some regular season last year, but with the AOR assignment moving to Burnett in April, that commitment is hard to predict. Coors bought a little post-season. None of the buyers on these beer or auto accounts returned calls.

The big question: Has baseball recovered from the self-inflicted wounds that cost it the 1995 World Series? The ratings say no, suggests a report by BKJE's Steve Sternberg. He noted that last fall's exciting Yankees/Braves matchup became the third-lowest-rated World Series ever. "Baseball still hasn't come out of that funk," said a sports buyer. "On Madison Avenue, it's the third sport [behind pro football and basketball]—actually, it's fourth, behind golf." ■

MEDIA WIRE

WDRQ-FM, Detroit; and WBZS-AM, WZHF-AM, WJZW-FM and WMZQ-FM in Washington, D.C.

The buyers? "Disney/ABC and Evergreen have good matchings in those markets," said Dennis McAlpine, media analyst for Josephthal Lyons & Ross. Evergreen is a company enamored of top 10-market radio stations. Chancellor Broadcasting would become a dominant player in Los Angeles with a buy; other likely suitors include Cox Communications, Bonneville, SFX Broadcasting, Emmis Broadcasting and Greater Media. Less likely are Westinghouse/CBS, because it already owns several stations in each market, and Jacor Communications, because most of its previous acquisitions have involved swaps or stock deals. Viacom is seeking cash. —Mark Hudis

Granite Looking to Become A Bigger Player in Radio

Granite Broadcasting is in the market for radio stations. Granite chairman/ceo W. Don Cornwell said in an interview last week that the New York-based company "will look at trying to pair, on a low-cost basis, our television stations with radio [stations in the same market]."

Granite currently owns just one radio station, WEEK-FM in Peoria, Ill. The company owns 11 television stations, in markets including Detroit, Peoria and Fresno, Calif.

Granite has "no fears about the future of the broadcast television industry," Cornwell said. The broadcaster will be looking to program stations that it acquires with news and information formats, to pair with its TV holdings.

Cornwell would not speculate on the next market in which Granite will buy radio, but Fresno is a likely candidate. Former WEEK-TV general manager John Deushane, who recently transferred to Fresno to run Granite's KSEE-TV, set up and managed the WEEK-TV/WEEK-FM operations in Peoria. —Claude Brodesser

CNN Leading the U.S. Media March Into Havana

As of last Friday, CNN was the only media entity that had been approved by Cuba to open up a (continued on page 8)

Westwood/CBS Meld Seen

Westinghouse expected to merge two networks in efficiency move

RADIO / By Mark Hudis

Westinghouse Corp. is expected to acquire a larger stake in Westwood One this year as part of an effort to combine Westinghouse/CBS and Westwood One radio network businesses under one umbrella. According to Westwood One sources, Westwood will likely swallow CBS Radio Networks. Westinghouse, which currently owns 25 percent of Westwood, will receive additional shares in the company in exchange for CBS Radio Nets.

The deal would play out as a stock-for-property exchange, sources said. Westinghouse acquired its current stake in Westwood One when it purchased Infinity Broadcasting last year.

Mel Karmazin, chairman of CBS Radio and president/ceo of the California-based Westwood One, would neither confirm nor deny reports that Westwood will add CBS Radio Nets. "If there were anything happening, we would announce it when it happened, not before," Karmazin said last Friday.

CBS Radio Networks, according to analysts, generates about \$60-\$70 million in ad billings per year. Due to the networks' high overhead, a multiple is difficult to establish, analysts said. CBS has several active comp deals with advertisers and expensive sports rights fees that substantially cut into its margins. The anticipated

deal would shift all CBS Radio Nets' production costs over to Westwood One. Westwood's value is about \$700 to \$800 million, analysts said.

Wall Street observers say bringing CBS Radio Networks into the Westwood One fold makes sense and is a more likely scenario than an outright purchase of Westwood by Westinghouse. "That would make perfect sense, a really good fit," said Chesley Maddox Dorsey, a director with SouthCoast Capital Corp. in New York. "The network radio business is dominated,

to a large extent, by size. The combination of CBS Radio Networks and Westwood One would bring CBS closer to ABC [Radio Networks] in terms of mass."

Tom Wolzien, an analyst with New York-based Sanford Bernstein, agreed, though he said the benefits would be largely invisible to the public. "The ABC Radio Networks have done well with multiple networks, but a CBS-Westwood One consolidation would probably just amount

to a reduction in overhead," Wolzien said.

Westwood had some ratings slippage in the Fall 1995 RADAR survey, put out by ABC Radio Networks. Westwood bounced back in the most recent survey, released last September.

Westwood One's talent stable includes Don Imus, Larry King and G. Gordon Liddy. CBS Radio Nets personalities include Mary Matalin, Gil Gross and Tom Snyder. ■



Karmazin, chief of both CBS and Westwood

McCain at the Microphone

Commerce Committee chief sounds off on TV ratings, spectrum

REGULATION / By Alicia Mundy

Sen. John McCain put his stamp on the Commerce Committee that he now chairs with his first press conference last week. Although invitations to the Feb. 11 session went out only to reporters, a lobbyist for the National Association of Broadcasters attended, sitting quietly in the back until watchful staffers forced him to reveal his presence.

McCain (R.-Ariz.) said that TV violence ratings will get a hearing before the Commerce Committee on Feb. 27. "Mr. Valenti will put on

his usual spectacular show, so don't miss it," the senator quipped. Jack Valenti, Motion Picture Association of America president, met privately with McCain on Feb. 13 to gauge what kind of reception he and Hollywood producers supporting the ratings system will get from senators. McCain told reporters: "There have been many complaints from parents and organizations about the ratings...we want to know how this system came about."

On the thorny matter of broadcast spectrum auctions, McCain noted: "The NAB is very

MEDIA WIRE

Havana bureau. President Clinton last week said that nine other U.S. media organizations—the Associated Press, ABC, CBS, Univision, Knight-Ridder's *The Miami Herald*, Dow Jones News Services, Cuba Info, Tribune Co.'s *Chicago Tribune* and the Ft. Lauderdale, Fla., *Sun-Sentinel*—have the U.S.' permission to establish Havana bureaus.

The last American news organization to have a Cuban bureau was the AP in 1969. Clinton's decision was a move to open communications between Havana and the U.S. and to increase possibilities for democratic reforms. Maria Garcia, foreign editor at the *Miami Herald*, said the onus is on Cuba now to accept the other U.S. news organizations. CNN plans to open its Havana bureau in March.

NBC's 'Homicide' Gets Another Life On-line

NBC is expanding the crime-solving activity of *Homicide: Life on the Streets* on the Web in what is likely to become the first of several episodic sites based on the network's series. The new *Homicide: Second Shift* Web site will follow cases in the Baltimore squad room handled by detectives who are not on the TV version. The site launched last Friday, supported by an NBC on-air promotional campaign.

NBC executives would not identify which other shows are likely to get expanded identities on-line, but the NBC Interactive division already has begun gearing up for additional production. The network hopes to attract advertisers to the sites.

Homicide, which airs Fridays at 10 p.m., was chosen as the first show to spin off in part because NBC owns and produces the drama. Many of the series' loyal followers are cyber-literate. The site has been designed with a gaming element and may focus more on murder cases than on character studies of the detectives solving them. "We want to appeal to the core fans and to people who love mysteries," said Tom Hjelm, producer of the project, dubbed *Homicide: Life Online*.

The TV version will take a six-week hiatus after the February sweeps, with on-line stories filling the void. Each Web episode will be archived, so fans can catch up on story lines at any time. —T.L. Stanley

powerful, more so than Sen. John McCain and what few allies I have." But, thanks to President Clinton's budget, which calls for auctions, "I think the playing field is being leveled," McCain added. The chairman has introduced legislation calling for auctions of channels 60-69. "I don't see how we can balance the budget without auctioning off the spectrum, which is owned by the American people," McCain said. He added that he is not planning to introduce more legislation, but intends to hold hearings in May.

Those hearings, Committee sources said, will bring the matter in front of the public and show how broadcasters are getting billions in free spectrum from the government. "We want to raise the level of embarrassment here," said a source close to McCain. Yet McCain does not yet have the support of Sen. Majority

Leader Trent Lott (R.-Miss.).

Free TV time for political candidates, part of McCain's campaign finance reform bill, got another plug at last week's session. And McCain likely raised the level of comfort in FCC Chairman Reed Hundt's office when he said: "It's not my crusade...to do away with the FCC."

Finally, McCain indicated that he is not opposed to duopolies in larger markets. But he said he is "mildly concerned" about the rash of radio mergers. And he made it clear that the fallout from the telecom bill has not pleased him: "I pick up the paper and see cable rates going up...the consumer is not benefitting." So in April, Commerce will hold hearings on why things are not going as predicted by supporters of that bill, such as Vice President Al Gore, who "should not have hyped it," McCain said. ■

Newscast-for-Hire in Orlando

Cox's ABC affiliate to produce 10 p.m. show for indie WRBW

LOCAL TV / By Claude Brodesser

Cox Communications' WFTV-TV (ABC), the top-rated news station in Orlando, Fla., in early April will begin producing a 10 p.m. newscast for privately held WRBW, the market's UPN affiliate. Joseph Rey, majority owner and general manager of WRBW, said the WFTV-produced *Eyewitness News at Ten on UPN 65* is "a way to grow the station [by] having a first-class newscast."

Rey said that the newscast will "be clearly recognizable as a WFTV product," using the WFTV set and talent and likely displaying both WFTV and WRBW station logos.

Neither station was willing to discuss the financial details of the arrangement. WRBW's Rey said that WFTV will retain "the bulk of the commercial airtime" for the newscast.

Other station sources in Orlando said that WRBW will retain just one minute of ad time. The deal has led to some speculation in the market that WRBW and WFTV will seek to form a local marketing agreement.

Susan Jaramillo, station manager of WRBW, refuted those reports. "Absolutely not," Jaramillo said about the LMA scenario. "We're just doing a newscast together."

Andy Fisher, executive vp of affiliates for Atlanta-based Cox, said: "I can tell you categorically that there will be no LMA with WRBW."

David Lipoff, WFTV vp and gm, declined

to comment on the newscast's on-air look and ad-time split beyond saying that if WRBW "thought [this] was a bad deal, they wouldn't have done it."

Two years ago, Cox sought a link for WFTV with a planned Orlando station, WZWY-TV, in a time-brokerage agreement. WZWY was unable to obtain a transmission tower permit and never signed on.

Both stations deny market speculation that the arrangement is a prelude to an LMA.

"We believe WZWY will eventually get built, and we will eventually enter into an LMA with them," said Cox's Fisher. "This is a very litigious market. I can see why it might look like WRBW could be an LMA [with WFTV]—it will not."

Orlando has one other newscast-production arrangement. In 1991, Press Broadcasting's WKCF, a WB affiliate, hired Meredith's WCPX-TV, the local CBS affiliate, to produce its 10 o'clock news. Following initial viewer confusion, changes were made and the WKCF 10 p.m. broadcast currently bears little resemblance to WCPX's news shows.

"We now think of it [the WKCF newscast] as their show," said Brooke Sectorsky, WCPX gm. "It gets a different set, has its own anchor, own weatherman, its own mic flags."

WKCF gm Mark Lass said of the tinkering: "We changed the ad split. We now get six minutes of air time and pay for the anchors; they get five and produce it. The extra minute we got more than offsets the cost [of talent]." ■

'Buffy' to Slay Small Screen

Toning down the kitsch, revving up the action for new WB series

TV PROGRAMMING / By T.L. Stanley

At first, Joss Whedon was afraid he might be asked to turn his script for the hit movie *Buffy the Vampire Slayer* into *Goosebumps Lite* for television. But Whedon says he has been pleasantly surprised that *Buffy*, which will premiere March 10 on The WB, will be faithful to his original dark-and-creepy story line for the 1992 film.

"The network got what I wanted to do right away, and they've been wicked supportive," says Whedon, who is executive producer of the series. Still, a few changes were made. Gone is *Buffy* as a vacuous, two-dimensional Valley girl; also gone is the kitsch factor that defined the movie. What will emerge, Whedon says, is an action thriller laced with comedy. The hour will owe a lot more to *The X-Files* than it will to, say, *Sabrina*, *the Teenage Witch*.

"I wanted to make little horror films with a touch of whimsy," says Whedon, who earned an Oscar nomination for his *Toy Story* screenplay and wrote the script for the upcoming *Aliens 4: The Resurrection*. "You're not sure where [*Buffy*] will go from week to week or minute to minute. You're not sure if someone will burst into song or burst into flames."

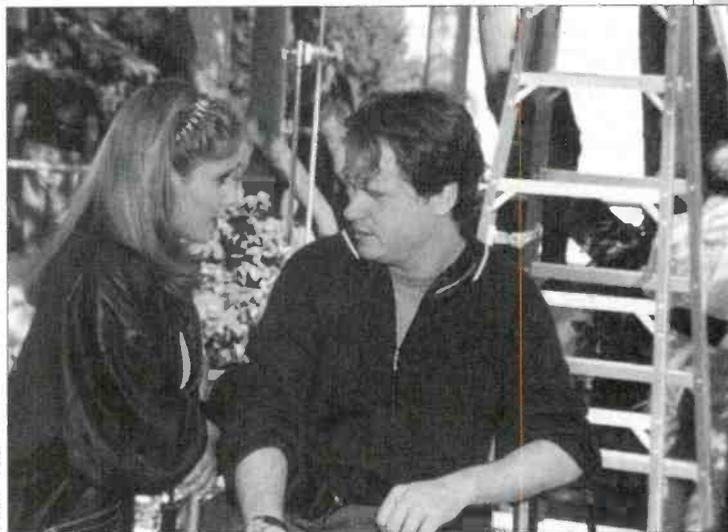
Buffy is set in an unnamed Southern California town built atop a hole leading directly to hell, which causes all manner of mayhem. In addition to what the title suggests, *Buffy* slays more than just vampires. As "the chosen one," she combats everything from giant bugs and witches to her own personal demon—cheerleading.

Emmy-winner Sarah Michelle Gellar (*All My Children*) stars as *Buffy*, who tries to balance a "normal" high school life with saving the world. "She's 16, so she's not a child, but she's not an adult, and she's trying to figure out where she fits in," Gellar says. "*Buffy* is pulled between wanting to be normal and go to the prom and wanting to kill monsters."

The series, which recently wrapped shooting of its 13-episode order, will be an amalgam of teen angst and giant horned monsters. To Whedon, being horrified and being a high school student are inextricably intertwined.

In addition to producing, Whedon wrote four of the 13 episodes and directed one, a first for him. He says creating and running *Buffy* is the most fun he's had on any project. "It's much more fun to do something that's your own, rather than putting a few brush strokes in here and there," he says.

Though there was a time when Whedon thought he would work strictly on features, he says television is a great medium for a writer. He misses big-screen budgets, but says the storytelling does not suffer because of television's more limited dollars. "I've had to scale



On TV, *Buffy* will be "little horror films with a touch of whimsy," says creator Whedon, on the set with star Gellar

back some of the scenes I wrote [for *Buffy*]," Whedon admits. "People told me, 'That's great, but you can't have 90 vampires in that scene. You can have, like, two.' But then you rewrite, and you realize it doesn't have to be so much about spectacle."

The WB plans to run *Buffy* in the 9-10 p.m. slot on Monday nights. *Savannah*, the drama now in that slot, wraps its season later this month.

"We want to do more shows with empowered female leads," says Garth Ancier, The WB's head of programming. "And you can't underestimate what it means to have a major

CABLE TV

Several Turner Broadcasting units went on a programming shopping binge last week. TBS Superstation acquired second-run off-network rights to *The Cosby Show* and *Roseanne* from Carsey-Werner Distribution. Each show will have a five-year window on the channel, with *Roseanne* starting in 1998 and *Cosby* in '99. TBS and TNT will also have first crack at several theatrical titles once they have passed their pay-cable window. Titles, currently in theaters, include Miramax's *The English Patient*, Hollywood Pictures' *Evita* and Fine Line Features' *Shine*. Others include *Mighty Aphrodite* (Miramax), *The Island of Dr. Moreau* and *Jackie Chan's First Strike* (both New Line). And Turner's Cartoon Network has reupped with Children's Television Workshop for another 26 episodes of *Big Bag*.

Geraldo Rivera last week threatened to leave CNBC, only days after delivering the largest audience in the cable network's history. Rivera, upset about NBC News's decision to promote MSNBC's coverage of the O.J. Simpson civil trial verdict following President Clinton's State of the Union address instead of his CNBC show, said that he will probably not renew when his contract expires in December. Even without a promotional push from NBC, Rivera's show on March 4 drew an average 3.2 universe rating (representing 1.9 million viewers), according to Nielsen Media Research. From 9:30-10:30 p.m., *Rivera Live* delivered a 5.1, or 3.1 million homes.

MTV has finally given the green light to *Oddville*, a sort-of talk show created by Rich Brown, a veteran trade reporter who covers the cable industry for *Broadcasting & Cable* magazine. *Oddville*'s roots spring from a public-access show Brown hosted on Time Warner Cable, featuring such offbeat guests as Ron "Horshack" Palillo and WNBC anchor Sue Simmons. The show has received a 65-episode commitment and will premiere this summer.

Comedy Central's newest original series, *Town Hall*, will launch on March 12. The first episode will tackle the subject: "What's wrong with sports in America?"

—Michael Bürgi

RADIO

The National Association of Broadcasters says it is urging the FCC to make several changes to ownership regulations in light of the Telecommunications Act of 1996 and the "breathtaking transformation" of local media. Among moves supported by the NAB: elimination of television-radio cross-ownership rules; deregulation of station ownership; liberalization of the waiver criteria for the radio-newspaper cross-ownership rule; and adoption of the FCC's proposal, first made in 1992, to increase the benchmarks for attribution of holders of voting stock and of certain classes of passive investors.

An Edison Media Research study, commissioned by Arbitron, found that radio's image among advertising decision-makers is consistent with "delivering younger demographics" than other media, "reaching people repeatedly," and "best allowed for last-minute copy changes." The perception that radio is able to target a young audience was a surprise, according to Arbitron. Direct mail was found to be a strong competitor to radio. Said Pierre Bouvard, general manager of Arbitron Radio: "Radio needs to step up its effort to document its audience based on the trading area of local areas."

Alan Fuller, former vp of West Coast radio sales for the CBS Radio Network and former manager of SBI, is moving into radio production. On the drawing board for Los Angeles-based Fuller and partner Media America are syndicated talk shows featuring Debbie "Mom on the Run" Nygro, currently host of a syndicated weekend show; Tom Martino, currently heard on Jacor's KHOW-AM in Denver; and Sunday-morning TV shout-fest staple John McLaughlin. No date has been set for the shows' rollouts.

Jerome Navies, a veteran of CBS Radio, has been appointed director of affiliate relations and Newsfeed for CBS News/Radio. Navies will oversee the production of daily and customized newsfeed services for affiliates. Newsfeed is designed to augment hourly network newscasts with up-to-the-minute news items. Since 1985, Navies has served as director of CBS Radio Stations News Service.

—Mark Hudis

writer attached to this project, who is putting all his passion into it. That makes it an interesting piece of product." Ancier notes that *Buffy* will provide strong counterprogramming in its time slot, a trademark of the young network.

Elsewhere on its midseason slate, The WB has a sitcom, *Smart Guy*, and a game show, *In the Dark*. The network's develop-

ment roster for next season so far includes three drama pilot pickups: *Dawson's Creek*, a teen-age *Northern Exposure*, created by Kevin Williamson (*Scream*) and produced by Columbia TriStar; *Three*, a modern-day *Mission Impossible*-meets-*It Takes a Thief*, from Paramount; and *Seattle Emergency*, a cop/paramedic/firefighter series from the creator of CBS' *Nash Bridges*. ■

Classified Info Proves Valuable

If you can collect the content, you can probably make money

NEW MEDIA / By Anya Sacharow

The Internet—because of its search and user-preference capabilities—has proved itself a phenomenal medium for classified ads, which the online world is increasingly eyeing as a source of revenue. Problem is, it takes a relatively large staff to sell and compile classified ads, and such ads are inherently local. The question facing online purveyors

of classifieds has become whether to build in-house classified sales operations or to partner with newspapers, which are the primary medium for classified advertising.

The marketplace is huge. The daily newspaper industry alone takes in some \$15 billion a year from classifieds, which accounts for about 50 percent of total industry profit.

The online classified business, while growing, is still infinitesimal compared to newspapers—revenue may reach \$200 million this year and hit \$1 billion by the year 2000, according to Steve Brotman, ceo of the AdOne online classifieds network.

"I'm on the side of newspapers," said Brotman, whose AdOne.com is a partnership of some 300 small-to-medium-size dailies. "The print product can take a loss online for years. But an online company needs to make a profit right away."

Yahoo! last week announced it would go it alone with its listings on Yahoo! metro sites in San Francisco, L.A., Chicago, New York, Washington, D.C., Boston and Austin. The 250,000 listings come from Yahoo! users in addition to larger companies and some partners for real estate. Ellen Siminoff, director

of Yahoo! Communities, doesn't see Yahoo! as a competitor to newspapers. Yahoo!'s model relies on the strength of its heavy traffic to generate classifieds, which are free. Revenue comes through banner ads.

Digital City, a venture of America Online and Tribune Co. that maintains local metro sites in 13 cities available on AOL and soon on the Web, has gone the newspaper route. So have

larger classified networks such as AdOne, CareerPath.com, and Match.com (personals), each a consortium of newspapers and online companies.

Oddly, classifieds are an area that Microsoft, which seems to be trying to corner every market on the Web, has decided not to pursue. The company looked into classifieds for its Sidewalk local metro sites, which will launch in Seattle and

New York in March. The *Seattle Weekly* and *The Village Voice* are partners in the Sidewalk sites, but not for classifieds.

"Online players go in with a lot of fanfare," said John Neilson, vp, Interactive Service Media Group, Microsoft. "But delivering content is much more difficult than they thought."

Most online companies recognize that and are including newspapers in their business plan. "Everybody is looking at this differently," said Paul DeBenedictis, ceo of Digital City. "We're friendly to the newspaper industry and open to partnering with them. Other people are saying we'll do it all ourselves. But it's their franchise."

"[Online companies] believe if it's online, people will turn on their computers and put their ads online," says Brotman. "But I don't think we're there yet." ■



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FORUM

Westinghouse's deal to acquire TNN and CMT finally makes CBS a major player in cable. How will it help the network?

Bill Croasdale

President of National Broadcast Western International Media

"It was a very wise move on CBS' part because they're a major player in broadcast, cable and several other areas. CBS is strong in syndication, and the move into cable—buying two established networks—was a smart one. It remains to be seen how they will program [The Nashville Network and Country Music Television]. Will they continue to offer the same formats, or will we see some changes?

The ink's not even dry on the contract, but if I were a betting guy, I'd think, depending on what their long-term broadcast strategy is, they would change one of the networks. I doubt they would change both, though."

Ellen Oppenheim

Senior VP/Media Director Foote, Cone & Belding, N.Y.

"The buy is interesting on a couple of levels: It shows the value of branding in television properties. What's curious is that CBS states it is interested in a 25-54 audience versus what they have today, which is perceived as an older skew. But now they have bought cable networks that are older-skewing while claiming to seek that 25-54-year-old audience. On the other hand, the fact that [both TNN and CMT] are oriented toward a similar target audience can be an advantage if they figure out a way to package it...and there are a couple of options. Country music has been seen as a hot topic, so CBS may be able to merchandise that in a positive way. Another possibility: There are many packaged-goods advertisers whose consu-

mers are middle America, and CBS has the opportunity to look at the totality of their properties and create something that specifically recognizes the heartland."

Joel Segal

Executive VP of Special Projects McCann-Erickson

"Of course, CBS was already a part of the cable world. Westinghouse was the sales agent for these cable networks. But the buy certainly gives CBS more shelf space. Just as NBC,

ABC and Fox have been doing, CBS needs greater exposure. I think it will probably be an involved process, and in the short term CBS will probably stick with [CMT's & TNN's] existing formats."

Steve Grubbs

Executive VP of National Broadcast Buying, BBDO

"CBS has been interested in participating in the cable business, and this is one way to do it very quickly: Go in and buy existing networks versus starting them up. It's much easier to take an existing network today and change it instead of starting a cable network from scratch. That's just extremely difficult to do unless you already have existing leverage, like Turner or ESPN. It's

very much the right move. And if I had to guess, I'd imagine CBS will fiddle with the networks' existing formats. Not immediately—they will take a look at what they have initially and look at growth potential."

"It's a good move. CBS didn't overpay, and TNN and CMT should help, through package deals, gain distribution for Eye on People. With this purchase, CBS continues to gain strength in the older demos, which is their goal."

Dan Rank

Exec VP/Dir. of Nat'l TV DDB Needham

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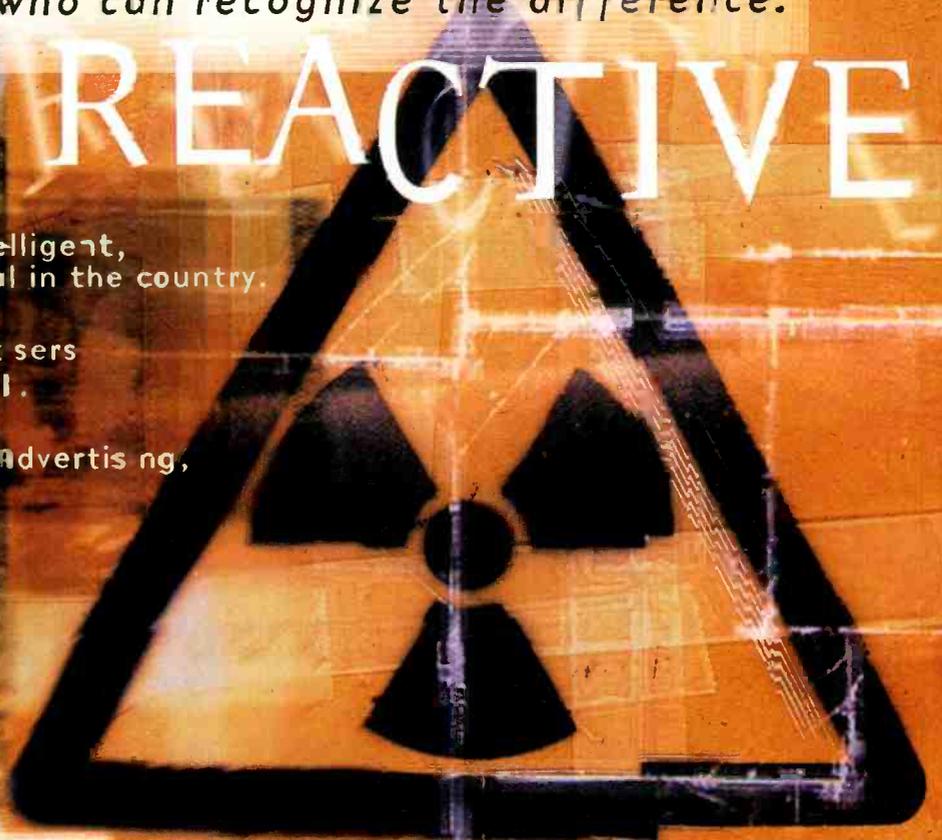
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HOLLYWOOD

Betsy Sharkey*TV News on Trial*

The media's role
in shaping national
events takes center
stage in HBO's 'The
Second Civil War'



For anyone caught up in the recent drama of the broadcast collision between President Clinton's State of the Union address and the verdict in the O. J. Simpson civil trial, watching HBO's ambitious and provocative new movie, *The Second Civil War*, will at times feel surreal.

Consider this scene in the black comedy, which was directed by Joe Dante (*Gremlins*, *The 'Burbs*) and premieres on the premium cable channel March 15 at 9 p.m.: Inside the White House, the president (Phil Hartman) and his advisors (including a public relations specialist played by James Coburn) are discussing a response to the governor of Idaho's (Beau Bridges) decision to close his state's borders to an oncoming surge of Pakistani orphans a charity group intends to relocate there. The president issues an ultimatum—either Idaho backs off in 72 hours or federal troops will be sent in to keep the borders open.

"If the s--- hits the fan, it's going to end up spilling into *All My Children*," one of the advisors cautions the president. "It's Susan Lucci's final episode, and she's about to leave her husband and run off with Antonio."

"The gardener?" asks Hartman.

"Yes."

"Erica's going to run off with the gardener?"

"Yes. It's due to air in three days, right smack-dab in the middle of our deadline."

Cut to a shot of the president addressing the nation.

"I am therefore declaring a deadline of 67½ hours..."

Another scene in *The Second Civil War* unfolds in the belly of broadcast news organization NN (NewsNet), which has all the trappings of CNN, including a deeply resonating "This is NewsNet" introduction from the voice of James Earl Jones, who performs the same duty for the real CNN. Jones also plays an on-air reporter in the film. Actor Dan Hedaya, who plays veteran news producer Mel Burgess, watches a bank of monitors on which various verbal and physical skirmishes from Washington to Idaho are unfolding, then sends his staff into red alert with the pronouncement: "Come on people, I smell a 20 share."

What began for *The Second Civil War* writer Martyn Burke as a piece that would operate on the edge of plausibility, has, over time, become eerily real. "The headlines keep catching up with the script," Burke says.

Immigration is a central theme of the film. As Bridges' Gov. Farley explains during a news conference on why he has closed the borders: "There's no way I'm going to let Idaho go like other small-population states, like Rhode Island, which became almost totally Chinese in six years when it was swamped by refugees." Burke obviously wrote this line long before Californians began approving measures to stem the immigrant tide into their state.

With immigration as the starting point, *The Second Civil War* also looks hard at racial and ethnic issues. It is an idea that novelist, documentary filmmaker and screenwriter Burke, who immigrated here years ago from Canada and ultimately settled in Los Angeles, had been contemplating for some time.

"In the late '80s I was doing a documentary for [French network] TF-1 on all different aspects of American life, and one was illegal immigration," Burke says. "I was standing on a place called 'The Soccer Field' that lies between Tijuana and the American border. Every



RANDY TEPPER/HBO

day the same thing happens—there are thousands and thousands of Mexicans, El Salvadorians, Ecuadorians, all these people who start gathering around noon and wait for the sun to go down. When it does, this huge mass of humanity moves toward the border. On the other side is the INS, helicopters, dogs. I would be on one side one night and the other side the next."

What occurred to Burke as he watched this same scenario develop each night was that both parties tended to treat it as a game. Despite the serious undercurrent, it was like one gigantic game of hide-and-seek, Burke says.

"It was not only quasi-comedic, but the historic significance was enormous," Burke says. There were ready parallels in history for him to draw on.

"It's not that the Roman Empire was ever conquered; it just stopped being Rome," he says. As *Second Civil War* began to take shape, Burke decided he wanted to take "a *Dr. Strangelove* approach to something very serious."

On the other side of town, HBO had become intrigued by an idea put forth by a Washington think tank. The thesis was that if U.S. policy on immigration did not change, within roughly 40 years the U.S. would become a Third

how the media, broadcast in particular, tries to make national events work to fit their needs, and how the pace of national events is so often set by TV news deadlines.

Burke's experience includes work for several large media organizations doing documentaries in the U.S., Canada and France. "The media love a feeding frenzy, and if they can take something that's not quite boiling and make it boil, they will," he says.

Burke began writing *The Second Civil War* shortly before the O.J. Simpson criminal trial began. What gives the film an often uncomfortable currency is how closely it mirrors the difficult truths that are dividing the country today and the media's role in shaping public opinion.

One recent example: Dan Rather got an exclusive interview with Bill Cosby after the murder of his son. The interview, with bits fed to local news shows and to Rather's

"The media love a feeding frenzy," Burke says. "If they can take something that's not quite boiling and make it boil, they will."

network newscast and a chunk saved for *60 Minutes*, began to feel like a sweeps promotion. In the face of severe criticism, CBS decided to dump the *60 Minutes* segment.

One telling scene in *The Second Civil War* that does not seem like much of a stretch features Denis Leary, who plays Vinnie Franco, a gonzo producer for NN. Leary, trying to sound sympathetic to the Idaho farmers' cause, is encouraging a hastily formed militia to go on the air. In one sentence, he pushes all the hot buttons as he pleads for an interview: "Let's take this opportunity to jump right over those left-wing liberal, East Coast media elite types and bring your story right to the American people."

They bite. But on camera, instead of crazed militia men, they look like armed farm boys, totally naive as they hold their rifles and man a missile launcher. When one of the boys, wearing a high school letter jacket, says, "I knew it was time for me and my brother Allen here to start firing missiles to defend our farm," it is as chilling as it is absurd.

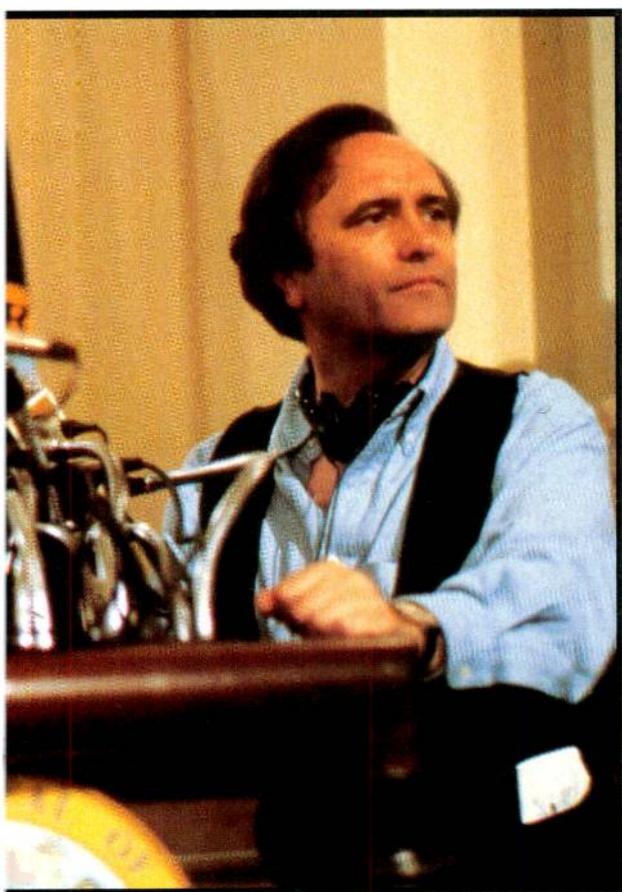
In another scene, Amelia Sims (Catherine Lloyd Burns), an organizer in the highly political group behind the orphan airlift, complains about the lens that one of the TV news cameramen is using.

"All you do is use the wide-angle lens that makes it look like less orphans than there really are," Sims says.

"I'm using a normal, everyday lens," the cameraman counters.

"Yeah, yeah, yeah. If we were the Save the Children Fund, you'd use a telephoto."

The Second Civil War moves deftly between society,



Greet the press: Bridges' Gov. Farley (left, with director Dante) plays to the cameras in *Civil War*

World country.

"We had ideas on what form a movie could take,"

says Richard Walters, executive vp of HBO Pictures. "At one time the idea was to do a faux documentary set in the future and looking back. Then Barry [Levinson, the film's executive producer] came up with the writer, and from that came the idea that this would be a dramatic film with a darkly satiric sense of humor...from the point of view of how all these different groups react to this crisis."

One of the central themes of *The Second Civil War* is

HOLLYWOOD

the media and the characters' personal lives, with the same stress fractures being uncovered on all levels. NN, with its ethnically diverse staff, finds it is not above the fray. Gov. Farley learns too late that his decision to close the borders destroys his relationship with his lover, a Hispanic television reporter played by Elizabeth Pena.

Reactions following preview screenings took Burke by surprise. "It's like a Rorschach blot," he says. "We've had people from either side of the political spectrum get equally offended."

"I don't think this movie poses any answers, but hopefully it will cause people to talk about the issues

and the role of the media," says HBO's Waltzer. "We want you to be entertained and disturbed."

HBO will spotlight the media again in May in another original, *Weapons of Mass Distraction*. Starring Gabriel Byrne, Ben Kingsley, Mimi Rogers and Jeffrey Tambor and written by Larry Gelbart, it's a satirical comedy about what happens when two media tycoons' "personal and business rivalry turns into an all-out media war."

Though *Weapons* is fiction and was in the works before their feud became a major media event, one has to believe that Rupert Murdoch and Ted Turner (vice chairman of HBO parent Time Warner) should prepare to be skewered. ■

Last week, while Hollywood's creative community celebrated independent filmmakers' domination of the Oscar nominations, more than a few TV execs were trying to gauge the impact on ABC's Academy Awards broadcast on March 24.

Among the five films nominated for Best Picture, only *Jerry Maguire* (starring Tom Cruise) can be considered main-

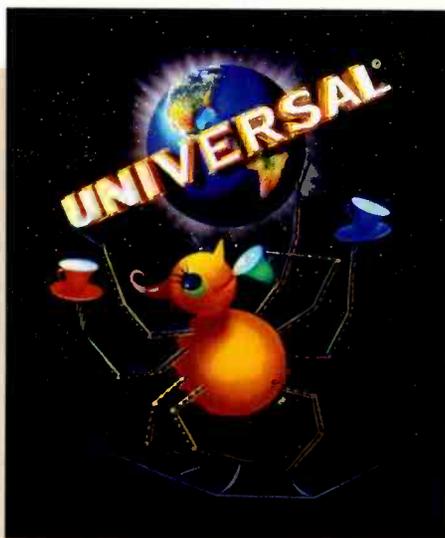
The Backlot...

stream. And consider the Best Actress category: Brenda Blethyn for *Secrets & Lies*, Diane Keaton for *Marvin's Room*, Frances McDormand for *Fargo*, Kristin Scott Thomas for *The English Patient* and Emily Watson for *Breaking the Waves*. Odds are the only name that a typical Nielsen family could match with a face would be Keaton's.

"We're certainly rethinking what we're putting up against [ABC]," says a source at a rival network. "You never concede, but the reality is that Oscar night is usually right up there with the Super Bowl. This year, it's not such a given."

"The Academy members may be sending a message to the studios [with their Oscar votes]," says an executive who saw several of his studio's much-promoted films get passed over. "But they may be in for a rude awakening when the American public casts its votes."

Universal appeal. Another piece of the strategic equation that Sandy Climan, executive vp of Universal Studios, is



Spinning a wide web: *Miss Spider* gets a multimedia deal at Universal

devising to make Universal more competitive on the sizzling kids entertainment front emerged from a new deal with author/artist David Kirk, creator of the *Miss Spider* storybooks.

The arrangement will take Kirk's characters into virtually all Universal domains, including movies, TV, video, CD-ROM, music and interactive. A film script is in the works. Kirk and publisher Nicholas Callaway retain the book rights, in association with Scholastic.

With an eye toward creating another *Goosebumps* phenom, these sorts of deals are heating up the marketplace for any unattached children's-book authors that come to the table with a following.

Climan characterizes the *Miss Spider* cast as contemporary, endearing and one that will become "a cornerstone of our children's entertainment business." *Miss Spider's Tea Party* and *Miss Spider's Wedding* have sold more than a million copies

in two years. A third book, *Miss Spider's New Car*, is due in September.

This is definitely a property that has legs.

Speaking of kids: Nickelodeon continues its international push with the launch this month of a channel serving Sweden, Norway, Denmark and Finland. (Nick already has dedicated international channels in Germany, the U.K., Australia and Latin America.)

Although many of Nick's existing animation and live-action shows—including *Rugrats* and *Clarissa Explains It All*—will have a home on the Scandinavian outlet, the network also is

working with a local production company to produce special segments, called Nick Kids, in Sweden. Nick is also on an international-programming buying spree, having recently picked up a range of European and international series and shorts.

Prior to Nick's expansion into the region, Borrell Market Research conducted an extensive study of Sweden. The study looked at the viewing habits of kids and parents, as well as their attitudes about television programming. Among the findings: On average, families in Sweden have two television sets per home. Younger kids tend to watch with parents. Older kids tend to watch alone. Parents want more quality programming for their kids, including shows with nonviolent, pro-social content. Kids want more variety, and just plain more programs than they are getting.

Those potential Nordic Nicksters sound a lot like ours here in the U.S.

WASHINGTON Alicia Mundy

Moon Over Mr. President

'The Washington Times,' often derided as a "Moonie" paper, has become a must-read in D.C.



The duties of a President can be irksome indeed. Take the night at the 1995 White House Correspondents' Dinner. Bill Clinton was handing out the coveted Barnet Nover Award for investigative reporting before some 2,100 journalists and A-list guests in tuxedos and sequins. The winner, the MC announced, was Jerry Seper of *The Washington Times*. Seper walked up onto the dais as people in the crowd alternately applauded, giggled and cleared their throats. The President stretched out his arm to give Seper a handshake and the \$1,500 check, both men momentarily looked down, avoiding each other's gaze. Then Seper grinned and Clinton beamed one of his flash-frozen smiles, the kind that's supposed to mask annoyance, but held too long becomes a rictus. "Congratulations," Clinton said, loudly enough so the crowd would know he bore no grudge. Seper's coup, the MC reminded the audience, which needed no such prod, was the Whitewater scandal story.

Whitewater became a watershed for *The Washington Times*. As Clinton enters his second, already pockmarked

term, and the federal Whitewater investigation nears its climax, critics of *The Washington Times* can still complain about the paper's unremitting, unrepentant right-wing bias, but they can't complain about its results. Like it or not (and many folks don't), *The Washington Times*, founded in 1982, has become a paper to reckon with.

This statement still comes as a shock to hoi polloi at papers in other major cities. New York and Boston newshands routinely dismiss *The Washington Times* as the Moonie paper, the official record of the world as radical Republicans see it. Founded by the Rev. Sun Myung Moon, a Korean businessman and evangelist (who made a fortune in the business of evangelism), *The Washington Times* has tended to be a mouthpiece for anti-Democrats, for the Christian Coalition, for the Ronald Reagan fan club, for the gun lobby and Waco conspiracy theorists, and, until the collapse of Communism, for the hottest of the Cold Warriors.

There was a time, says one veteran *Washington Times* reporter, while the rest of the world was celebrating the fall of the Berlin Wall in 1989, that the paper's editor, Arnaud de Borchgrave, worried that there would be no more great battles of good and evil to cover. Luckily, along came Clinton.

Now, on any given Sunday,



WASHINGTON

viewers may see Tim Russert, host of *Meet the Press*, waving a copy of the paper as he fires salvos at the White House Chief of Staff or the Democratic leadership. Has the paper fixed all the problems with its credibility? Not at all. For every two straight-arrow stories on the White House or Congress, there's another on the latest in Vince Foster mythology. For every two scoops on Islamic ter-

bash the Inside the Beltway mentality has become the town crier of Capitol concupiscence. Stories have landed on the front page not necessarily because of their "newsworthiness" in the grand scheme, but because they cater to the audience of politicians and lobbyists. Smart move? Coca-Cola should learn such marketing.

"They made themselves be taken seriously by going after stories that had been ignored often in the past," says Jack Limpert.

rorists, there's one on linking the National Organization for Women with the death of the West. But at least the proportions of sane to strange now favor the former.

What's fascinating about the saga of *The Washington Times* is not that it's taken more seriously now than a decade ago, but how that happened. "Why are we so successful?" asks *Times*' White House reporter Ralph Z. Hallow, rhetorically. "Because it's Washington. Because we're here. Because we're clued-in."

Basically, *The Washington Times* editors and management made the decision to embrace and revel in their Washingtonian identity. Yes, the paper most likely to

"They made themselves be taken seriously by going after stories that had been ignored often in the past," says Jack Limpert, editor of *Washingtonian* magazine. "You have to read them every day because they often cover things the [Washington] *Post* and the [New York] *Times* miss." Or skip.

For instance, trivial items about Congressional blunders began to be treated with unusual gravity. Is Barney Frank's lover entertaining men at his home, possibly for money? Is there stamp-selling at the House Post Office? Business as usual became the fodder for more federal investigations under the watchful eye of this *Times*, and now, it's just not safe to put payoffs on the payroll anymore.

There's more. *The Washington Times* geared itself up for a Republican Congressional takeover. When the GOP won in 1994, the newspaper was ready to cover the party's every move, every utterance. *The Washington Post* and *The New York Times* found themselves with

Below the Beltway...

It's a shame Pamela Harriman couldn't be around for her funeral. It was a true Washington media blitz. Members of the fourth estate were given press packets as they entered the Washington National Cathedral. Some 20-odd press liaisons with cell phones whispered logistic commands under the Gothic arches, as the entire White House press corps, and many other working reporters, cameramen and photographers were led to the official media section. By the time the funeral began (to the strains of the carillon), there were more than 100 reporters on hand. The press kits contained a beautiful photo of Harriman, copies of the remarks of the President, President Chirac of France (with a translation) and Madeleine Albright. Also included were clips of Richard Holbrooke's recent piece on Harriman in *The Washington Post*. The funeral program took 14 pages.

In the end, it must be acknowledged that the grand dame of the Democrats

and Ambassador to France got one of her wishes. "She upstaged [W.] Averell Harriman [her deceased husband]," said Chuck Conconi, a social scribe at *Washingtonian* magazine. Conconi, who attended Averell's funeral in 1986, said this ceremony surpassed that one. "More media. Press kits, for God's sake. The President spoke. Five priests and a bishop. She went out with style," Conconi said.

Among the dignitaries was Katharine Graham, owner of *The Washington Post*, and the person who played matchmaker to Pamela and Averell. Also present were her two unauthorized biographers—Chris Ogden and Sally Bedell Smith. Fortunately for Smith, her book, *Reflected Glory*, hit the stores only two months ago, making the author the most sought-after speaker by media outlets. "I was just finishing the book tour in Texas when we got word about her stroke," Smith said. "I think I set records for doing 12 interviews in a day."

A press hoard of a different sort gathered last week in a snowfall in Greensboro, N.C., looking much like the personal injury lawyers they are so faithfully following. There were there for the federal court hearing on the Food and Drug Administration's proposed rules on tobacco.

The FDA wants to name tobacco (nicotine) a drug, and define cigarettes as drug-delivery systems, thereby giving the agency the right to control how cigarettes are made, sold and advertised. What makes the media circus odd is that the legal briefs had already been filed, and the judge had made it clear that he would not issue any decision that day.

But the sight of a hundred tobacco lawyers and lobbyists declaring war on the FDA on the courthouse steps was great film. Elsewise, there was little of newsworthiness at the courthouse, except of course the irony that there were so many ambulance-chasers in Greensboro for the trial that there were no hotel rooms left for the press corps. Anybody got a smoke?

what they thought was an unlikely competitor for stories and quotes.

Furthermore, *The Washington Times* positioned itself as a newsmaker—a tact it certainly learned from *The New York Times* and the *Post*. Got a gripe with your fellow Republicans on the budget? Don't tell them, tell *The Washington Times*. Got a complaint about the (choose one) Food and Drug Administration, Federal Communications Commission or Jocelyn Elders? Sure, tell the Democratic Senate leaders—but do it through *The Washington Times*. That's how Washington works, how politicians operate here, and how, if you're a publication, how you get clout. Eventually, you get the stories to go with it.

Outsider status in an insider's city has helped *The Washington Times* more than it has hurt the paper. For instance, it used to be that a job at the local paper, *The Washington Post*, was more coveted than sainthood—and about as obtainable. Hustling reporters did time in the Carolinas hoping for a chance to move north just to cover Fairfax, Va., zoning hearings. But *The Washington Times* provided another outlet for aggressive young reporters. As Hallow explains, "Reporters can maximize their talents here. If you are good, you can end up covering Congress, and your stories get read by the leadership, by the White House. Think about how hungry that makes reporters for stories," he laughs.

Michael Barone, author of *The Almanac of American Politics*, a holy book in Washington, rates *The Washington Times* high on his list of sources of news these days. "It's very influential in Washington," he says. "It was not taken seriously at first, partly because of the issue of its ownership." But, he adds, by playing the Washington card, it has gained legitimacy.

That image hasn't been completely erased. Coverage of all things Korean tends to fall into news of the world—odd stories, oddly placed. Other negatives include the use of Arnaud de Borchgrave as a mascot. About as retiring as Liberace, de Borchgrave wears his right-wing bias like a French military medal. You expect him to show up at a reception with a ribbon around his neck and a garish hunk of metal bearing the inscription "Death to Liberals" or some other such rightism.

Then there's the newspaper's "Commentary" pages. Among the most widely followed in town, there are four—count 'em—four full pages of op-eds. Jeremiads, screeds, tirades and demonology, they are the breakfast of champions for Washington politicians. "Commentary" editor Mary Lou Forbes, a Pulitzer Prize-winner from the late *Washington Star*, says, "That's exactly how we like it. We sought out those views that didn't have any outlet in Washington and brought them to the foreground. We try

to puncture those balloons that other reporters just let float by."

But for every rational piece by Thomas Sowell or Tony Snow or Georgie Anne Geyer, there's a "Feminists are space aliens!" article by Phyllis Schaffly or Gary Bauer.

That presents a problem, as conservative writer

David Brock recently pointed out in *The American Spectator*. He said too many off-the-wall Clinton-bashing pieces had piled on, numbing the American public to the real problems of corruption with the Clinton Administration. The biggest outlet for such pieces, it must be said, has been *The Washington*



"We have to read them, and we have to respond to what they write,"
says a White House staffer, who spoke only on condition of anonymity.

Times, making the paper its own worst enemy.

Still, "We have to read them, and we have to respond to what they write," says a White House staffer, who spoke only on condition of anonymity. "They get scoops. They get some very good stories.

"But I wish they tried as hard with Republicans as they do with Democrats," he adds. "If they went after Gingrich the way they go after Clinton, Newt would be gone by now. They know all the facts, but I don't think they're as...vigilant in reporting when it's their party.

"That's what helps us downplay their stories sometimes," he concludes. "That public image they have for pushing wild stories, crossing the line. They undercut their best stuff."

Times editor Josette Shiner was out of town and could not be reached for comment, and de Borchgrave did not return calls for this story.

Meanwhile, *The Washington Times* continues the battle. Last week, James McDougal, one of the felons in Whitewater and Clinton's former business partner, changed his story to the feds. He turned up the heat under Clinton, and mentioned that his wife, Susan, who is serving time for refusing to testify to the grand jury about the President, had an affair with Clinton. Guess which paper ran that story high on the front page with the sexual allegations right up near the top. Yep. If Whitewater becomes the downfall of the Clinton Administration, *The Washington Times* will have to be given credit for getting the story right. But journalists and politicians will continue to wonder whether it would have become Gotterdammerung without *The Washington Times* playing it up each day, stoking the fires of hell, to the strains of a Wagnerian chorus singing it down in flames. ■

Magazines

By Jeff Gremillion

The Other Oscar Race

Pop-culture titles are holding their own spirited Academy Awards competition for readers and advertisers

It's Oscar season again, and the obvious (and at least one not-so-obvious) suspects are cooking up more coverage than ever. *Entertainment Weekly*—having staked out a strong Academy Awards franchise as the only weekly covering the pre-nomination politics and speculation—in its current issue continues its coverage of the cultural phenomenon that is Oscar. “The Oscars are the closest thing to sports in entertainment,” says Mark Harris, *EW*'s senior editor for movies. “It’s a horse race. People love it, and we’re in an ideal position to bring it to them.” Harris says the Time Inc. book has devoted more

ceremony will be dedicated to Oscar coverage, as will *EW*'s annual oversized special Academy Awards issue, due on newsstands later this month.

“This has gone from being a six-week season of interest—the time between the day the nominees are announced and the awards ceremony—to literally being as long as the football season,” says Harris. “It’s an eight-month guessing game. We’re constantly testing the water to see if we can go a little bit earlier and do a little bit more.”

EW president Michael Klingensmith says the Oscars are good business for the magazine. “Readers really respond to our coverage of the Academy Awards,” Klingensmith says. Klingensmith says *EW*'s Oscar issues generally outsell average issues by about 20 percent. He adds that the special newsstand-only Oscar issue has attracted many “image-conscious” first-time advertisers. Chanel, Armani, Gucci and Hilfiger all ran their first pages with *EW* in past Oscar specials. In this month's special, Donna Karan and Esprit have made their first *EW* buys.

Hachette's *Premiere* has its own spin on Oscar. Editor Jim Meigs, overseeing the monthly's awards coverage for the first time, decided not to rock the boat. “We don't focus so much on the anticipatory part,” says Meigs. “We give a detailed look at what you didn't see at last year's Oscars.”

A nine-page feature of exclusive,

behind-the-scenes text and photos from last year's awards leads the Oscar package in *Premiere*'s April issue, on stands early next month. “We're the only publication that has backstage access at the Oscars,” Meigs says.

The editor says *Premiere* is always Oscar-sensitive in what covers. “Our sense of what's a likely Oscar nominee informs our choices about what to cover for months,” says Meigs, noting a profile in the March issue of off-the-beaten-track best actress nominee Brenda Blethyn. “We roll the dice and go after in-depth stories you can't get if you wait until the nominees are out,” he says. “That's part of the fun of running a monthly.”

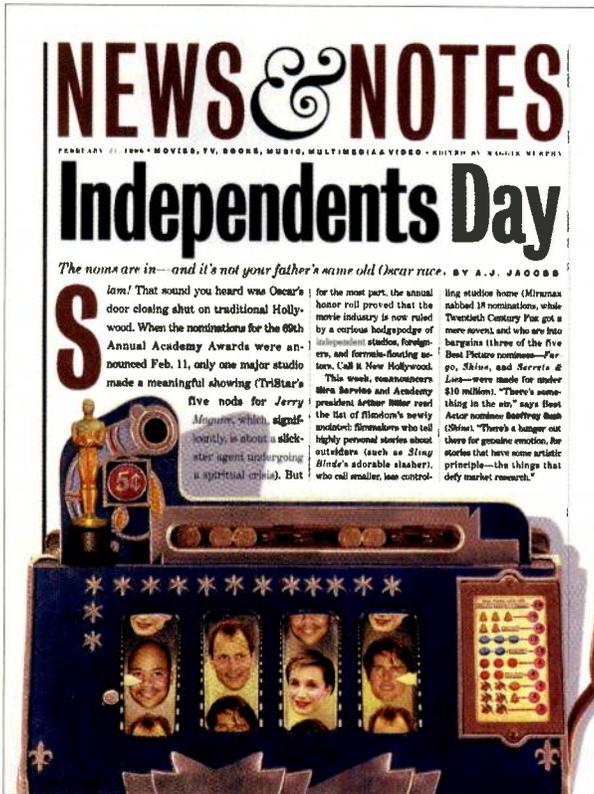
Another big serving of Oscar-related film coverage will come from a new source. *Rolling Stone* has planned its first-ever movie issue, to hit stands a week before the awards. The “Rebel Hollywood” issues spotlight film-industry mavericks.

Longtime *RS* movie critic and senior editor Peter Travers says he “convinced the powers that be” at Wenner Media that independent films are the most-talked-about movies around for the first time since the late 1960s. Not since the days of *Easy Rider* and *The Graduate* have indies been so hot.

“I've been hammering the Academy like crazy for years,” says Travers. “This is the first time I don't have anything to scream about. Four of the five films nominated for best picture are independents. And the fifth celebrates smallness.” The fifth nominee is the Tom Cruise hit *Jerry Maguire*, written and directed by former *RS* writer Cameron Crowe.

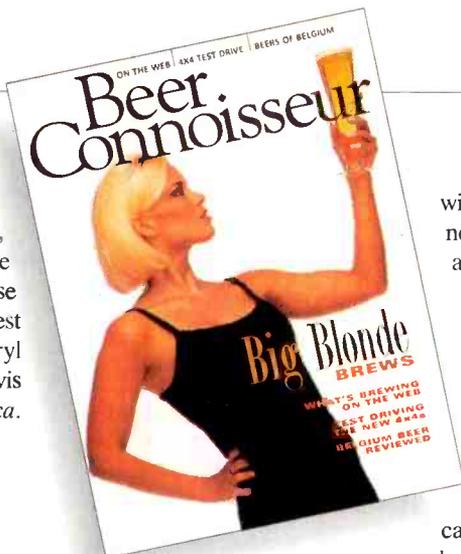
RS has, of course, covered the movies in one way or another from the beginning. The biweekly's first cover featured John Lennon, in character as the star of *How I Won the War*.

The independent, Los Angeles-based film magazine *Movieline* is taking a road less traveled with the Academy Awards. “The Oscars are lots of fun to watch, but in general they're a snore to read about,” says *Movieline* editor Virginia Campbell. The magazine is not offering much traditional



Indie-drivers: *EW* (above) and *Rolling Stone* are taking note of the new powers in Hollywood

space to the awards this time around; the first nominee-speculation items popped up last August in a fall film preview issue. In November, as big holiday films began rolling out, *EW* started giving regular up-front space to Oscar buzz. As usual, issues just before and after the March 24 awards



Brew master: BC will be a guide to brands, bars and travel spots with beer tie-ins

magazine, the upscale *Beer Connoisseur*, for a June launch.

"Readers will be exposed to the best beers, hottest bars and clubs, great travel destinations, technology and the arts," is how editor Anthony Giglio describes the lifestyle book, set to publish nine times per year

with a rate base of 100,000. Food, fitness, sex and celebrity Q&As will also be part of the mix.

"This category is hot, with microbrews and specialty beers booming while sales of imports and popular domestics continue to grow," says Giglio. "The time is right for our publication"

U.S. drinkers spent \$60 billion last year on 2.6 billion cases of domestic and imported beer, notes Seymour Leikind, Adams Media senior vp and group publisher.

Beer Connoisseur hopes to tap the same good-life-loving male demographic that has made Marvin Shanken's *Cigar Aficionado* a hit. *Aficionado's* recent Winter '96 issue posted a 71 percent circ gain over the Winter '95 issue. With the current March/April issue, the oversized book increases its frequency from quarterly to bimonthly. ■

coverage of the event. Instead, the March issue, out this week, includes *Movieline's* "Alternative Oscar" ballot. Readers can choose for themselves who scores the "Best Performance by a Blonde": Meryl Streep in *Marvin's Room*, or Beavis in *Beavis and Butt-head Do America*.

Pro-Social Punditry Stolley and Turner Stray From the Script

Speaking of the Oscars, has one of the bad habits associated with winners at that Hollywood spectacle been co-opted by the magazine world? At two recent industry events, speakers strayed from their topics to champion social justice.

In receiving his Henry Johnson Fisher Award at a Waldorf-Astoria dinner late last month, Richard Stolley devoted much of his lengthy speech to the plight of needy children. Said Stolley, legendary former managing editor of *People* and current president of the Child Care Action Campaign: "We...need you editors and publishers to insist that all children count—not just your own—and to preach that gospel in your pages."

Ted Turner, speaking at an ASME luncheon two weeks ago, also at the Waldorf, discussed almost everything but his assigned subject—synergy between magazines and television. "Magazines and media should be trying to...find humane ways to build a better future for ourselves," said the Time Warner vice chairman. "My main concern is the future of the planet and overpopulation."

Beer Drinkers Get a Mag Celebrating Suds

Beer me! Adams Media, the Cathedral City, Calif.-based publisher of 28 liquor industry trade books, is hoping to hear those sweet words from interested readers. The company is readying its first consumer

60 SECONDS WITH...



Martha Stewart

Chairman, Martha Stewart Living Omnimedia, speaking from a Los Angeles film set a few days after signing her deal to leave Time Inc.:

Q. What film are you working on? **A.** Oh, it's just a project I'm working on. It's not a feature

film. [Laughs.] Don't worry about it. **Q.** Rumor had it that excessive production costs for 'Martha Stewart Living' are part of the reason you didn't strike a deal for backing with an investment bank. True? **A.** Absolutely not. We are profitable in the fifth year of operation, which is extraordinary for a magazine of our size. We are a good company. We have real good earnings and real good potential. [Banks] wanted equity. I didn't want to give up so much equity. And I just want to tell you I've never even spoken to a bank in Canada [as *Mediaweek* reported in December]. Never. Ever. I don't even know a bank in Canada. **Q.** You've said you want to maximize synergy between media and merchandizing. Is there any concern that you could push that too far. Or is the old Time Inc. philosophy of separation of church and state passé?

A. Editorially, we are extremely careful of that, of mixing editorial with product. We have been always very diligent in that respect. Brand extension into merchandizing is just a very smart thing to do. When I say 'merchandizing and print'—that doesn't mean we are going to invade each other's territory. I don't feel that's a problem at all. **Q.** What's next? **A.** We have lots of ideas. We have lots of hopes for the future in terms of publishing, television and the online service. You can expect more announcements in the next few weeks.

Must-Reads

A compendium of recent praiseworthy articles:

Douglas Preston explains how a freed slave unearthed this continent's most important archeological discovery. **"Fossils and the Folsom Cowboy,"** in the February *Natural History*

"What's Dave Up To?" *TV Guide* editor Steven Reddicliffe's alternately serious and silly Q&A with David Letterman, in the Feb. 15-21 issue

Tom Lowry's artful profile of an Amish community, **"The Tobacco Farmers of Lancaster County,"** in the March/April issue of *Cigar Aficionado*

MOVERS

NETWORK TV

Daniel Longest has been promoted to vp of promotion and marketing for ABC Television. Longest joined ABC last August as director of consumer promotion for ABC marketing. Prior to that, he had been at Tracy-Locke as an account supervisor on the Pepsi account.

STATIONS

James Clayton has been named vp and gm of WJBK-TV, the Fox-owned station in Detroit. Clayton worked at WJBK-TV from 1982-1989. He rejoins the station from WLWT-TV, the NBC affiliate in Cincinnati, where he was vp and gm since 1992.

NEW MEDIA

Microsoft Corp. has tapped **Robert Litvak** as manager of talent and casting for the company's interactive media group. Litvak had been managing on-line forums for the Microsoft Network and helping with the launch of the Microsoft Cinemania Connection.

RESEARCH

Bruce Masterson has been named president and ceo of Strategic Media Research, a radio research firm. Masterson comes to SMR from Reuters Holding, where he was most recently ceo of one of the company's information business units.

PRINT

Peter Medwid, former publisher of *Disney Adventures*, has been named ad manager of *Cosmopolitan*. He had been *Disney Adventures* publisher since 1995 and before that was the New York sales manager of the Sunday supplement at *Parade* from 1993 to 1995.

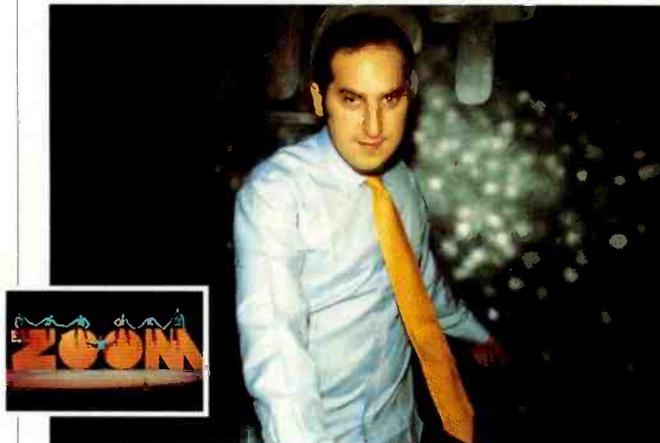
The Media Elite

BY MARK HUDIS AND ANYA SACHAROW

WHERE WERE THEY THEN?

Nicholas Butterworth

Editor-in-Chief and COO, SonicNet



FRANCINE ROMEO/INSET: WGBH

In his first job, Butterworth bounced around WGBH on *Zoom*, the "interactive" pre-teen television show

Most chief operating officers don't speak Ubbi Dubbi. That's because most of them were too old in the '70s to be tuned in to *Zoom*, the after-school PBS TV show for pre-teens produced by WGBH in Boston. But Silicon Alley mogul Nicholas Butterworth, the 29-year-old editor-in-chief and coo of the ultra-edgy music Web site SonicNet, is fluent in Ubbi Dubbi (add ub before each vowel)—because he was on the show. In 1977, Butterworth, then 10, sang and danced around the *Zoom* set as a cast member for one season. Somewhere at his Mom's house in Boston, he still has his *Zoom*-uniform striped Lacoste shirt.

"By the time I was 12 or 13, it was hauntingly embarrassing," Butterworth says. "By the time I got to high school, no one gave a f--- anymore."

Is it a stretch to imagine the sideburned, too-cool-for-school guy who runs SonicNet singing "You got to zoom, zoom, zoom-a-zoo-oo-oom," skipping around the WGBH station, or, during one remote shoot, leading all the Zoomers in a snake dance at a wild animal farm?

"It gave me self-confidence," Butterworth says. "And it was fun."

One of the most important aspects of *Zoom* (which WGBH is planning to relaunch in fall 1998), is that it was developed by kids. All the material sprang from letters from viewers. This is what Butterworth really gets into; he now views his Zoomer days as having new-media roots, because of its interactivity.

"A big part of new media is listening to your audience," he says. "That definitely informs stuff we're trying to do with SonicNet." —AS

Janssen Practices What He Publishes

It has a twin V-8, it's big and sporty, it cruises easily at 45 miles per hour, and if it springs a leak, Peter Janssen will probably be late for work.

That's because Janssen, editor-in-chief and publisher of Hearst's *Motor Boating & Sailing*, prefers to commute to work (when weather permits) via the East River rather than the FDR Drive aboard a 34-foot Formula, "the boating equivalent of a Lexus," he says.

"I head down the Long Island Sound, into the East River, past the United Nations and under bridges and look at all the people stuck in traffic," Janssen says. Often he has coworker company on his hour-and-10-minute commute from the Norwalk (Conn.) Cove Marina. Sometimes it's Erin Kennedy, *MB&S* art director. Or Louisa Rudeen, the book's managing editor.

Human cargo or no, Janssen is carrying on a tradition begun long ago, when money men of the early 1900s commuted to Wall Street from Long Island on private boats, pampered by the sun, wind and a.m. Mai Tais.

But there are no such potables for Captain Janssen. When he docks his vessel at the 23rd Street marina, Janssen heads to the boat's cabin for a quick clothing change, a hair fix ("When you're going fast, your hair goes all over the place") and an Aqua Velva spritz.

And then, Janssen disembarks for the final leg of his commute: "It takes us 45 minutes to cab from 23rd Street to our 57th Street offices." So much for avoiding traffic. —MAH

Mind Capture.

On March 19-20 in Los Angeles, California— The most electrifying set of ways that people, companies, the public or even your love interest can be manipulated, influenced or persuaded, will be revealed to a select group of business insiders. What will you do with this power?

By Steven Dworman

It's a fact!

In your business persuading someone to "buy" directly affects how well you do financially.

Imagine this...In just two days you will learn techniques that can change the course of your life.

These are not theories. These are tried and true principles that are demonstrable, under both laboratory conditions and real life situations, to influence people and even entire companies more powerfully than anything ever imagined.

One of these techniques was recently used by a new catalog company and was reported in *Inc.* magazine to increase their sales by 600% in only a few months!

Regardless of what business you're in, if you don't know the answers to these questions, you're losing barrels of money, and missing million dollar opportunities!

❶ A man enters a men's store to purchase a suit and sweater. Which should you sell him first to make the greatest amount of money?

❷ What "PERSUASION TECHNIQUE" compelled 95% of the nurses tested in a hospital to perform four illegal acts that were potentially deadly and in flagrant violation of hospital policy?

❸ What specific set of information told to your customers on the phone will compel them to purchase six times more product from you?

❹ MCI used this specific "PERSUASION TECHNIQUE" to compel 9 out of 10 consumers to switch their long distance service. How can you utilize the same principle to reap huge rewards in your business? (The answer may surprise you!)

If Coca-Cola had been aware of these principles, they wouldn't have created the biggest marketing blunder in their company's history.

And Barry Diller wouldn't have paid over \$1 million dollars more than he could ever hope to recoup when he purchased *The Poseidon Adventure* for ABC.

USING THESE TECHNIQUES, A SMALLER COMPANY CAN EASILY DEFEAT A LARGER. A WEAKER OPPONENT CAN OVERCOME A STRONGER.

And the beauty is...your targets will never realize that these "HIDDEN PERSUASION TECHNIQUES" are being used on them. They have to assume they're being overcome by natural forces.

Knowing these techniques, and how to use them, will turn you into an instant winner!

A person who doesn't even like you can be compelled to purchase twice as much from you! - The secret of this Cornell University experiment will be revealed during this two day seminar...But to wet your appetite, it involved using a single can of Coca-Cola in a very specific way.

And after failing with two previous attempts, **G. Gordon Liddy** used this specific persuasion technique to finally secure approval for the Watergate break-in. (**For your information, Liddy used the same "Persuasion Technique" used by the Boy Scouts to sell candy.**)

For the past twenty years, universities from around the world have been quietly conducting breakthrough research on persuasion and influence. What they've clinically discovered is extraordinary...The benefits to you are irrefutable!

NEVER, ON THE FACE OF THIS PLANET, HAVE THESE TOP EXPERTS BEEN GATHERED IN ONE PLACE, AT ONE TIME, TO REVEAL SO MANY INSIDE SECRETS!

Dr. Robert Cialdini - is a Regents' Professor of Psychology at Arizona State University. He is author of *Influence - The Psychology of Persuasion*. "Among the most important books written in the last ten years," according to the *Journal of Marketing Research*.

He is the foremost expert in the world on influence and persuasion. He has shared his persuasion skills with: IBM, Merrill Lynch, Texas Instruments, Kodak, the Stockholm School of Economics, and in closed door sessions of NATO.

His findings, quite literally, may be the most important and relevant information to your success you've ever had the opportunity to hear!

Dr. Stephen Gilligan - a internationally recognized expert in Unconscious Communication and Ericksonian Hypnosis. He is the author of *Therapeutic Trances*, and *Brief Therapy*. Now, for the first time, Dr. Gilligan will personally take you through the most powerful unconscious techniques of influence and persuasion that have ever been revealed outside of the psychological community. He will show through powerful demonstrations and examples how you can personally harness these methods for your own personal gain and enrichment!

Joseph Sugarman - With nothing more than paper and a pen, he created a vast fortune. He has literally used print to rake in millions of dollars. But it wasn't always so. Joe spent years, and

thousands of trial-and-error experiments to discover the real success secrets of persuasion. Individuals that have taken his private seminars have gone on to create \$200 million dollar companies. If you market anything this is information you must have!

Joe Girard - is the world's greatest salesman, according to the *Guinness Book of World Records!* He has sold a lifetime total of 13,001 automobiles at retail. He sold a record 174 cars in one month—**THAT'S AN AVERAGE OF 6 CARS PER DAY!** No one has ever come close to this astonishing sales record...and there's a reason. Because Joe Girard developed a real-world system that works beyond anything else ever attempted. He'll teach you his powerful secrets in this special closing session. This session alone is worth 10 times the registration fee...We guarantee it!

DON'T GIVE YOUR COMPETITORS THE OPPORTUNITY TO MASTER THESE TECHNIQUES...AND THEN YOUR CUSTOMERS!

ALL THE IMPORTANT PEOPLE WITHIN YOUR COMPANY NEED TO BE HERE!

Cost: Individuals from all over the world have paid \$8,000 to hear Dr. Cialdini speak alone. Your cost for the entire seminar is only \$1,495.00.

Early Bird Discount: Before February 28th your cost is only \$995.00. (Additional discounts for five or more.) This event will sell out quickly.

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MEDIA DISH

'Penthouse' Pair Host NAACP Gala



A reception for the New York City branch of the NAACP, held at the New York City home of 'Penthouse' publisher Bob Guccione (second from left) and his wife, Kathy Keeton, honored five people for distinguished community service, including former boxing champion José Torres (second from right) and filmmaker Spike Lee.

'Mademoiselle' Causes Mix-ups at Chaos



James Dawymple, account exec at Lowe & Partners, and Amy Hecarr Goldy, consumer products director at 'Mademoiselle', hobnob at the magazine's spirited (Smirnoff cosponsored) Mixer affair last month at the NYC club Chaos.

CBS Previews Eye on People to Ad Community

At a New York preview of the new Westinghouse/CBS cable network (left to right): Stan Moger, president, SFM Media; CBS News correspondent Mike Wallace; and Peter Weisbard, senior vp/ad sales, Group W Satellite Communications.



Elite Scoop

The irony would not have been lost on Pulitzer Prize-winning columnist Herb Caen, who died early on Feb. 1 in San Francisco. While Caen was famous for his decades of covering the city's colorful characters and their lifestyles for the *San Francisco Chronicle*, his death took place too late to make his own paper's Saturday-morning edition. News of Caen's passing was first reported by rival *San Francisco Examiner*, which scooped the *Chronicle* in its afternoon edition with an Associated Press story.

Meals Ticket Delivers Battling Axes



Cable chords: Court TV house band Monkeybone (from left, Jim Valver, Ray Odabashian, Erik Ivan and Anthony Mancebo) blew Kiss tunes at the Media Battle of the Bands

Talk about relentless networking. A crowd of ad salespeople and media buyers kept a constant buzz going during the recent "Media Battle of the Bands," an annual live benefit concert put on to raise money for Citymeals-on-Wheels in New York. Four bands, each comprised of staffers and executives from various cable networks, took the stage at Expo, a creaky midtown nightclub just off Times Square. Only Comedy Central's Three Girls Walk Into a Bar succeeded in getting the audience to clam up and boogie down. The Girls, fronted by the dulcet-toned Marilyn Montero, Dennay Riley and Etsuko Tevis, got the crowd's attention with current faves TLC's

"Waterfalls," No Doubt's "Spiderweb" and the closing number, En Vogue's "Free Your Mind," to name a few.

Other participating bands, including Court TV's Monkeybone, A&E's The Vanishing Rembrandts, and The Big Cats, featuring players culled from several cable networks and ad agencies, stuck to more conventional '70s and '80s cover tunes (that is, if you consider Monkeybone's closer, Kiss' "I Wanna Rock & Roll All Night," conventional).

But the reason for the event isn't really to see which band prevails; it's about raising money for a good cause, and this year's sold-out Battle raised some \$200,000. That will provide about 40,000 meals for New York's homebound elderly. —Michael Bürgi

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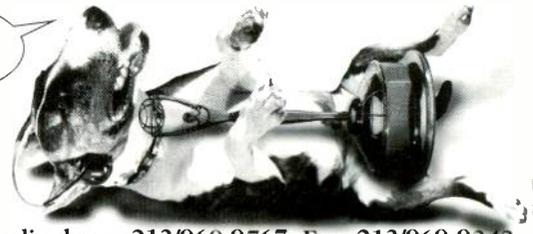
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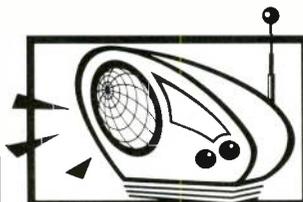
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Carnival Cruise Lines has an opportunity available, at our South Florida Corporate Office, for an Advertising professional with 5-7 years media advertising experience, including buying, planning and strategic applications of print, broadcast and direct mail. The qualified candidate must have a BS in Marketing or Advertising or equivalent work experience, as well as prior supervisory experience. WordPerfect proficiency and strong analytical skills. Primary responsibilities include managing all media schedules and evaluating advertising plans submitted by our outside advertising agencies.

We offer a competitive compensation package and excellent benefits. For consideration, mail/fax or e-mail resume and salary history to: Carnival Cruise Lines, 3655 NW 87 Avenue, Miami, FL 33178-2428, Attn: Herb Schleier, MSEB-410N, Fax: (305) 599-8619, e-mail: hschleier@carnival.com. All applicants must pass a post-offer background check & drug screening. EOE

**Account Supervisor
on National Brands**

Major Atlanta agency seeks experienced Account Supervisor for national client and products. Individual must have 5-7 years experience at strategic agency along with proven leadership and supervisory skills. Excellent growth opportunity. Competitive compensation and relocation.

Fax resume to Warren Greene,
Adair Greene Advertising
Atlanta, GA
(404) 351-1495

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

CALL 1-800-7-ADWEEK

**TRUE NORTH'S
PHILADELPHIA OFFICE
TIERNEY & PARTNERS**

#1 agency in Phila. has immediate openings for top-notch advertising professionals.

MANAGEMENT DIRECTOR

Ability to lead on major utility and global managed services company accounts.

ACCOUNT SUPERVISOR

Take charge person to work on fast-paced telecommunications account.

**ACCOUNT PLANNING/
RESEARCH**

In-depth knowledge of qualitative & quantitative research w/good communications skills.

Send or fax resume
w/salary requirements to:

B. Nolan
Tierney & Partners
200 S. Broad St.
Phila., PA 19102
Fax # 215-790-4146
EOE

**LORD OF
THE COPY JUNGLE**

Leading pet products manufacturer seeks creative writer for packaging, ad and brochure copy. Must be highly conceptual, versatile and a team player. Flexible hours; competitive pay. Please send resume and two samples of recent work to

ADWEEK Classified, Box 3948
1515 Broadway, 12th fl.
New York, NY 10036

**ACCOUNT EXECUTIVE/
SUPERHERO**

Yeah, we're ready to admit we need help. Small, fast-paced full-service advertising agency located in rockin' SOHO seeks an account executive with 2+ years experience to manage diverse fashion accounts that are production intensive. Must be MAC literate, detail-oriented and highly organized.

We are very nice people. We even offer the bottomless cup o' coffee! Please fax resume and salary requirements to:

Sandy at: 212-353-8464

FREELANCE HELP!

Financial service, book club, commercial real estate, and web-based accounts in need of superior creative work, general/direct response. Send resume and samples to: Michael Darling, Darling Advertising Group, 26 Bartina Lane, Stamford, CT 06902.

Production Managers

FGI, Inc. is hiring two production managers, one for our Mid-Town NYC office and the other for our Chapel Hill NC office. Candidates should have a minimum of 7 years of experience with agencies or printers, delivering exceptional work from complex designs, and must be an active member of the Creative team. Candidates for the NYC position must actively pursue knowledge of latest printing technology, uncoated paper developments and bindery techniques. Should have strong skills to manage multiple projects, knowledge of electronic prepress and various printing processes, ability to perform on-site press checks, experience in estimating, sharp negotiating skills, a sense of humor and flexibility. Experience in direct mail project management a bonus. Please indicate which location you are applying for, and send your resume and salary requirements to J. Detwiler, FGI, 206 W. Franklin St., Chapel Hill, NC 27516. Or fax to 919-932-8814. No phone calls, please. FGI is an Equal Opportunity Employer.

Senior / Junior Designers

Sametz Blackstone Associates, Boston, is looking for verbally engaging and visually inspiring graphic designers. We work on a wide range of projects—across an equally wide range of clients—in both print and electronic formats, from worldwide corporate identity systems to the perfectly tuned non-profit poster.

Respondents must have a degree in graphic design, awesome computer skills, suits and jeans—and wit. Must enjoy working on teams and have enthusiasm for both new and traditional media. Senior: 7+ years experience, including project management; junior: 3+ years.

Résumés and salary requirements to Will Cook, Sametz Blackstone Associates, 40 West Newton Street, Boston MA 02118, fax 617 266 1937. No phone calls, please.

**INTERNATIONAL
INFLIGHT MEDIA SALES**

Leading international inflight media sales company seeks to fill a sales position in their New York office. Must have minimum of 1 year experience in selling or buying print and/or broadcast media, computer skills and ability to build innovative multi-media proposals. Foreign language is an asset. Fax resume and salary requirements to:

SPAFAX Inflight Media
212-447-0405
bobgarner@spafax.com

MEDIA SUPERVISOR

Interested in moving to the city named as the best place to live by "Money"? RBL&W, one of the Southeast's fastest-growing advertising, marketing and public relations agencies has an opening for a Media Supervisor. Must have 5 to 7 years of strategic media planning experience working on national, regional, and local business for consumer and business-to-business accounts, preferably in healthcare industry. Excellent presentation and documentation skills. Individual should be a team player who possesses ability to think through media issues and resolve them creatively.

Send resume and salary requirements to:

RBL&W
VP, Media Services
P.O. Box 18189
Raleigh, NC 27619-8189
fax (919) 848-2608
or e-mail lrabas@rblw.com.
An Equal Opportunity Employer

**REGIONAL
ADVERTISING MANAGER
Northeast**

Leading magazine with high growth rate and strong client base is looking for a dynamic, independent and ambitious ad salesperson. Ideal candidate has college degree, solid print media sales and agency sales record. Home office situation possible. Excellent compensation package. Be part of a winning team. Send resume to ADWEEK Classified, Box 00403, 1515 Broadway, 12th floor, New York, NY 10036.

ACCOUNT SUPERVISOR

Midtown, full service advertising agency seeks bright, enthusiastic AE with four years account management experience for busy, retail oriented account. Must be highly organized, hands-on and MAC literate. Knowledge of direct, cooperative and interactive marketing a plus. Please send/fax resume with cover letter to:

Director of Account Services
PO Box 916
Murray Hill Station
New York, New York 10156-0916
FAX: (212) 213-0548

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ADWEEK MAGAZINES
TO GET NATIONAL
EXPOSURE

For Classified Advertising Rates

Call M. Morris at 212-536-6493

or 1-800-7-ADWEEK

HELP WANTED

It'll be interesting to see who grows faster. You. Or us.

Bernstein-Rein, a rapidly-growing agency (\$250+ million, and counting) has an immediate need for Account Executives and Account Supervisors.

You'll find an expanding mix of national accounts. A dynamic work environment with 275 dedicated professionals. And the opportunity to grow right along with us.

If you have at least 5 years of agency experience, we invite you to contact us (in the writing medium of your choice) today. We are an equal opportunity employer.



B E R N S T E I N - R E I N
A D V E R T I S I N G

4600 Madison, Suite 1500 / Kansas City, MO 64112

Fax: 816.531.5708 / e-mail: human_res@bradv.com / FILE 671

WRITER

Is The Big Apple Getting Too Hard To Swallow?

Is your career as cramped as your apartment?

Maybe it's time for creative diversity, scenic locale, and rents that make the Apple look rotten. We are a fast-growing, full-service 4-A's agency in the Phila. area—home to great restaurants, galleries, music, shopping—**tel. 610-696-0300, fax 610-696-7036.**

and great clients. If you've got at least five years of solid agency writing experience and a portfolio that will wow us, fax us your resume, we'll fax or phone you the details. The Silberman Group.

DO YOU YAHOO!?

Yahoo! is the leading Internet media company, producing one of the world's most recognized and trusted guides to the Internet. We are looking for a few good folks: self starters, leaders, and evangelists. People with an infectious enthusiasm about the Internet, a sense of humor, and who want to help create our future. Join our dynamic team responsible for marketing the hottest Internet media properties.

ADVERTISING SALES MANAGERS

(Positions available in New York, Chicago, Detroit, Seattle, and the San Francisco Area)

You will manage business development, evangelize interactive advertising and promotions to major advertisers, roll-out new Yahoo! properties and be an expert resource for agencies and reps in your area. These positions require a successful track record in media, publishing or advertising sales, established local media contacts, a working knowledge of interactive services, excellent presentation and communication skills, and a tireless sense of urgency. We are looking for bright, energetic, professional, self-starters that can represent the popular Yahoo! Internet properties and apply creative thinking to exceed our aggressive sales goals. BS degree required.

ADVERTISING RESEARCH ANALYST

(Santa Clara, CA)

Use your research background and experience to analyze interactive advertising effectiveness, define and manage innovative new media research projects. This position requires experience producing demographic, psychographic or lifestyle research and analysis. Strong PC skills and familiarity with the Web/online services is essential. The ideal candidate will be able to manage research projects and produce analysis that is useful for advertising sales and marketeers. BS degree or equivalent is preferred.

So, if you Yahoo!, send your resume via email to resume@yahoo.com or by fax or mail to (408) 713-3301; 3400 Central Expressway, Suite 201, Santa Clara, CA 95051. We offer an exciting, flexible work environment with great benefits and an attractive compensation package that includes stock options. EOE

<http://www.yahoo.com>

Publish

ACCOUNT MANAGER

PUBLISH Magazine is seeking an Account Manager for our Eastern territory. The successful candidate will prospect, maintain, and grow the advertising space, while maintaining a professional and consistent performance in meeting advertising revenue. This position will service and maintain all advertising after the sale is made, including customer support, file maintenance, report generation and credit clearance. Prior sales experience in the electronic publishing industry with a knowledge of its products, marketplace and East Coast territory highly desirable. Office location: Boston, MA or Ramsey, NJ.

Please send your resume to: IDG Human Resources, Attn. Susan Brown, 5 Speen Street, Framingham, MA 01701; Fax: 508-935-4600; E-mail: susan_brown@idg.com. We are an equal opportunity employer...by choice.

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

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

We're A Lot Like The Brady Bunch Only We Don't Date Each Other.

It could make you sick how we get along...whatever. Here we are, this UK-based recruitment ad agency (see <http://www.austinknight.com/>) and we have more new business than Greg had bellbottoms. So we need to bring in more creatives. New York office needs **FULL-TIME, FREELANCE OR PART-TIME:**

- **Copywriter**
3-5 yrs advertising experience required. Recruitment a plus.
- **Mac Production Artist**
1-3 yrs advertising experience a plus.

MUST, MUST, MUST send non-returnable samples, or we can't even consider you. Send it all to:

Austin Knight
29 West 35th Street,
7th floor, Dept. OHMYNOSE,
NY, NY 10001. EOE



SENIOR ACCOUNT EXECUTIVE

Fast-paced, rapidly growing international advertising agency has immediate openings for experienced direct marketing senior account executives in our Baltimore office. Proven track record in financial services a plus. We offer a challenging opportunity with competitive salary and an excellent benefits pkg. **Send resume with salary requirements to:**

ACCOUNT EXECUTIVE
P.O. Box 22399
Baltimore, MD 21203-4399
EOE

FREELANCERS

We currently need mac production pros, multimedia producers and web site developers with agency experience.

Fax resume to:
Artisan-New York 212-448-0408

RESEARCH PROJECT MANAGER

Interactive Research firm needs Project Manager. Requires related college or advanced degree, 5+ years research experience with supplier, excellent communication skills. Extensive client contact, report writing, qualitative/statistical data analysis and management of ongoing projects will be critical components. Good computer skills and a strong desire to learn about the online environment are required.

RESEARCH ANALYST

Interactive Research firm needs Research Analyst. Requires related college degree. 2+ years research experience, excellent computer/communication skills and interest in the online environment. Great opportunity for smart self starter with growing firm!

ADMINISTRATIVE ASSISTANT

Diversity and flexibility is needed to support research and marketing divisions. Phone management, word processing, email and general office skills are a must. Requires related college degree.

Fax resume to 212-227-8482 or email to bertel@northstar.com

NATIONAL TV AD SALES

Account Executive with 2-3 years Experience

NYC based company seeks sales professional with agency contacts to represent syndicated, cable and satellite TV ad sales on both agency and client level. Strong presentation and negotiation skills. Salary based on experience.

Please fax resume to "Account Exec" @ (212) 702-4625.

CLASSIFIED AD SALES MANAGER

Legal Communications Ltd., Philadelphia's leading legal publisher seeks a Classified Advertising Sales professional to manage and motivate an inside sales staff and to sell classified advertising for prestigious legal daily newspaper. Successful candidates must have a proven sales record in ad sales, exc verbal and written comm skills, mgmt exp and must have great people skills! Exc compensation incl salary and comm plus bonuses. Full benefits incl matching 401K. Convenient Phila's Center City location. If you're the quality, proven inside sales professional we're seeking and want to grow along with our co, send your resume and cover letter immed to:

Legal Communications
VP of Sales
1617 JFK Blvd, Ste 960
Philadelphia, PA 19103
Fax to (215) 557-2301
or email: harrya@legalcom.com
EOE

CONTROLLER

Major advertising and communications agency in Atlanta seeks candidates for Controller, with strong management accounting skills and experience, to assist CFO. Must have excellent computer skills - experience with ADMAN and Peachtree Accounting a plus. Candidates should have at least 5 years experience at senior accountant or assistant controller level - CPA a plus. \$40,000.

Fax resume to Mr. Floyd (404)351-1495.

CALL 1-800-7-ADWEEK

ASS'T ACCT. EXEC

HORIZON MEDIA, INC. is one of the fastest growing and most successful independent media services companies. Our account organization is unique. If you are interested in strategic, marketing oriented client services and have good verbal and written communication skills, this may be the job for you. Strong computer skills a must. 6 months to 1 year experience in any media discipline.

Please fax resume to:

Karen Kallins
212-916-8685

JUGGLER

Do you have lightning cognition, eyes in the back of your head, big ears, total recall, finely honed organizational skills, and the fastidiousness of Felix Unger? Can you spell, type quickly and accurately, and handle multiple phone lines simultaneously? Do you live to meet and greet with a sunny disposition and work with appreciative world-class post-production professionals? Then we've got the job for you.

Please fax resume and salary requirements to:
(212) 818-1637

ACCOUNT EXEC/NEW BUSINESS

Team up with unique, small, creative NY shop with top credentials. Send resume and cover letter to:

ADWEEK Classified, Box 3903
1515 Broadway, 12th Floor
New York, NY 10036

CYRK is expanding!

CYRK, a leading provider of promotional marketing services, has produced some of the most successful consumer marketing programs in history. We develop custom-designed apparel, accessories and product collections that promote Fortune 100 companies and leading brand names. Full-time openings and freelance opportunities in Gloucester, MA and New York City exist in the following areas:

- **Apparel Designers/ Merchandisers**
- **Catalog Art Directors**
- **Catalog Merchandisers**
- **Copy Writers**
- **Layout/Mechanical Artists**
- **Industrial Designers**
- **Product Illustration and Rendering**

Please send or fax non-returnable samples and experience history/ resume to: Human Resources, Dept. FT (full-time) or Dept. FL (freelance), CYRK INC., 21 Pond Road, Gloucester, MA 01930 or fax (508) 282-0639. EOE

ACCOUNT EXECUTIVE

Leading marketing service agency (in Stamford, CT) seeks Account Exec. to work on high profile beverage company business. Responsibilities include: creation and execution of national marketing programs. The ideal candidate will possess:

- 2-4 years agency experience
- Excellent verbal, written and people skills
- Strong organizational skills
- Great attitude coupled with the strong desire to learn and grow.

Fax resume & cover letter to:
Ken/Polly (203) 964-8366

GRAPHICS SENIOR DESIGNER

Strong packaging design experience. Must excel on Mac with Quark, Photoshop, Illus. & Web.

MAC PRODUCTION

Strong digital print experience. Must excel on Mac with Quark, Photoshop, Illus. & Web. Supervise small staff, coordinate with designers, service bureaus, etc.

Fax resume (which must include salary requirements) to:
(201) 748-6191 or
e-mail to:
assoc@smithdesign.com
www.smithdesign.com

Catch a Creative Genius ADWEEK CLASSIFIED

HELP WANTED

The Future Isn't So Far Away



Anymore.

At America Online, the global leader in interactive services, the future means new opportunities. Be a part of it by joining us today!

ACCOUNT SERVICE MANAGER

Manage third-party advertising sales support organization including third-party advertising partners and advertisers. BS/BA and 5+ years account/program management experience required. Dept. DU-727B

TRAFFIC MANAGER

Apply your advertising agency experience to manage the coordination and rotation of online banner ads as you develop new, interactive technological processes. Requires a BS/BA, 4 years agency traffic experience including 2 years as Supervisor of Production Coordinators, and strong client management skills. Dept. DU-717B

**PROJECT MANAGERS -
Interactive Marketing**

Oversee the day-to-day activities of developing, launching, and maintaining interactive advertising online campaigns. Troubleshoot production technology issues while educating clients on online brand messages. Requires a BS/BA, 4-8 years project/account management experience, preferably in interactive marketing. Online, web, or CD ROM production experience desired. Dept. DU-728B

Forward your resume, indicating dept. code, to:
America Online, Inc., Attn: Dave Uhly, 8615
Westwood Center Drive, Vienna, VA
22182. Fax: (703) 265-3914. e-mail:
work4us@aol.com. For additional opportunities, visit the AOL web site at www.aol.com/careers. Equal opportunity employer. No phone calls, please. Principals only.

**CORPORATE MARKETING SERVICES MANAGER**

Manager of Corporate Marketing Services wanted to develop and execute marketing and promotional programs, and to create written sales pitches for the advertising team of this prestigious, national African-American publishing and entertainment company.

In addition, person will be responsible for promoting corporate properties, and managing the activity of contracted agencies and individuals as it relates to area of responsibility. This is a proactive position.

Must have a BA in marketing communications, advertising or merchandising, four years solid corporate experience, tenacity and excellent written and oral presentation skills. Computer literacy with WP 6.0, Excel and Powerpoint is also required. Position offers excellent company benefits and a corporate environment conducive to professional growth. Salary \$50M.

For immediate consideration send resume to:

ADWEEK Classified, Box 3950
1515 Broadway, 12th fl., New York, NY 10036

EMPLOYER

SERVICES

**MARKETING
COMMUNICATIONS ANALYST**

Bring your marketing career to the leading edge.

ADP is one of the largest companies in the world providing computerized transaction processing, data communications and information services. Our *Employer Services Division* has become the "gold standard" in payroll and related human resources services to over 350,000 clients. Currently, we have an outstanding opportunity available for a Marketing Communications Analyst to join *Employer Services* in our Roseland, NJ facility.

You will support internal marketing clients in developing all forms of communications including sales collateral, advertising, public relations, trade show materials, and design and copy for special projects using outside agencies and suppliers. You will also manage client budgets as needed.

To qualify, you must have a bachelor's degree (or equivalent in education/experience) and a minimum of 5 years of corporate marketing communications and/or agency experience. The successful candidate will be detail oriented and possess strong leadership, oral/written communication, interpersonal and organizational skills. The ability to develop and lead communications strategies is also essential.

We offer a competitive salary, comprehensive benefits, and a stimulating work environment that is conducive to professional growth. If you have internet access and would like to find out more about us, check us out at <http://www.career mosaic.com/cm/adp>. For consideration, please mail your resume and salary requirements to: Human Resources, Dept. ADW0217, Automatic Data Processing, Inc., MS#248, Roseland, NJ 07068. We regret that we are unable to respond to phone calls regarding this position. Only those selected for an interview will be contacted. ADP believes that diversity leads to strength. We are an affirmative action/equal opportunity employer M/F/D/V.



®

MEDIA BUYERS

McCann-Erickson Worldwide is seeking motivated individuals for Buyer positions in the Houston office. Candidates must have experience buying major markets on spot TV and radio. 3+ years required, computer skills a plus. Send resumes to:

McCann-Erickson
750 Third Avenue
New York, NY 10017
ATTN: Maureen McClafferty

ATTN: FREELANCERS

Growing Adv/Mktg. Design firm seeks top freelance talent with own Mac/studio for exciting projects:

- MAC ARTISTS
- COPYWRITERS

- ART DIRECTORS/DESIGNERS
- WEB DESIGNERS/DEVELOPERS

Send 3 non-ret. samples (copies OK), resume & rates to: THE KRAMER CO. 127 East 59 St. #201 NYC 10022

HELP WANTED

IMEDIA
MARKETING TECHNOLOGY

BUSINESS DEVELOPMENT EXECUTIVE – INTERACTIVE TECHNOLOGIES

Proven business development experience, 7+ years, targeting interactive applications and web based solutions. Marketing communications experience is a plus. Code INCO50

IMEDIA, a New Jersey based, innovator of marketing technology solutions is looking for highly skilled, energetic internet professionals.

If this description fits you – come join our team.

LEAD WEB SITE PRODUCER –

Demonstrated experience managing all aspects of web development: needs analysis, creative direction and superior project management. Detailed understanding of internet technology, project scoping, costing and front end interface design. Show us how you would execute web projects. Code INCO51

INTERACTIVE MEDIA CONSULTANT –

5+ years successfully helping companies leverage the latest interactive technologies to achieve marketing objectives. Interactive media experience, specifically competitive web strategies, interactive media placement and e-commerce development. Code INCO52

www.imedianet.com

Excellent compensation for all qualified candidates.

Send resume and salary requirements to:

IMEDIA, HR 233 South Street, Morristown, NJ 07960,
jobs@imedianet.com or fax 201-267-8977, no calls please.
EEO/AA & M/F/D/V

HELP!

**We're Drowning
In Our Own Success.**

Rapidly-growing top ten high-tech agency, located in Atlanta, urgently seeks smart, motivated people to help us stay on a roll. We need a **Media Director** with 10-15 years consumer and technology experience plus 2 sharp **Senior Media Planners**, **Account Super** and **Account Exec** with high tech experience and an **Asst. AE** with brain cells and enthusiasm. Our clients love us because of the quality of our people. Can you keep that love affair going? Email resume to eric@donino.com or fax attn: HR at 770.668.5707.

Donino&Partners, inc.

SALES-DRIVEN

MARKETING DIRECTOR

High-growth publicly traded marketing company is looking for an individual who can sell non-traditional direct-to-consumer promotional and media programs to Fortune 500 packaged goods and Rx/OTC client base. We're looking for an aggressive, articulate and entrepreneurial sales and marketing professional with 5-8 years sales experience, preferably in media/promotional sales to senior client level. Position is based in our Purchase, NY office with responsibility primarily for NY/Northeast. High level compensation package commensurate with experience.

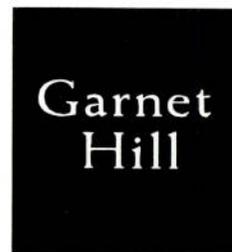
Please forward resume and compensation history to:
SCI, Dept. 105

6903 Rockledge Drive, 15th Floor
Bethesda, MD 20817
FAX: 301-571-1242

SENIOR GRAPHIC DESIGNER

Garnet Hill, The Original Natural Fibers Catalog, is seeking a senior level graphic designer for the start-up of our new in-house graphics department. This exceptional career opportunity involves being part of a creative team made up of leaders in the industry while living in the beautiful White Mountains of New Hampshire. Garnet Hill firmly believes that a unique and creative merchandise presentation contributes to the success of the company.

Candidates must have 3+ years of experience, preferably in the catalog industry. Strong layout, typography and Mac skills a must. Please send resume and cover letter, (no telephone calls, please), to:



Production Manager
Garnet Hill
262 Main Street
Franconia, NH 03580

CORPORATE RESEARCH DIRECTOR

Communications organization: specializing in publishing and entertainment. Employees: 125

Prestigious African-American communications organization seeks mature individual with corporate level research experience to lead this department. Responsibilities include providing research support to all sales and marketing services areas to optimize magazine competitiveness in the advertising market place. Using computer syndicated research data (e.g., MRI-J.D. Powers, STC, Telmar-SMRB), you will field surveys, focus groups and use other methodologies to measure/monitor image, social trends, brand equity, usage and attitudes, viewership, internet and consumer behavior.

Your master's degree (bachelor degree minimum) in marketing research or communications is a plus. At least 5 years minimum experience in national marketing, research, advertising or communication research, coupled with superb computer skills (Powerpoint, Excel, Microsoft Office). Analytical skills and excellent written and verbal communication skills will give you entry to this dynamic company. We offer excellent company benefits and an environment conducive to professional growth. Salary \$60M.

For immediate consideration send resume to:

ADWEEK Classified, Box 3950
1515 Broadway, 12th fl., New York, NY 10036

SENIOR COPYWRITER

Top Atlanta ad agency seeks experienced copywriter with well-rounded portfolio. National accounts, print and broadcast.

Fax resume to Marjorie Glippert at Adair Greene (404) 351-1495.

Account Supervisor

National Hispanic advertising agency in South Florida is looking for an Account Supervisor with at least two years experience. Excellent benefits and salary package. Send resumes to: P.O. Box 347110, Coral Gables, Florida 33234.

Use ADWEEK MAGAZINES to get National Exposure

HELP WANTED

PROMOTION AEs

Leading promotional/marketing services company seeks two detail-oriented professionals with demonstrated ability to straddle both sides of the strategic-creative fence. Strong applied knowledge of promotional marketing for consumer package goods, entertainment products and special events preferred. Superior written and oral communication skills plus strong analytical and conceptual abilities required.

AE, STRATEGIC ALLIANCES

Working with the Director of Strategic Alliances, position combines new business solicitation with management of existing client base. Ideal candidate will have 2+ years experience in tie-in partner negotiation and must be very comfortable with cold calling. Tremendous opportunity for someone with lots of drive and initiative.

AE, ENTERTAINMENT

Position requires a highly organized individual, committed to executional excellence, with some background in entertainment marketing, who can handle clients and go to meetings all by him/herself. We have exciting clients and a terrific opportunity for an entrepreneurial type who knows that impeccable account service is the basis of any successful program.

Send/fax resume to:

Mary Cioffi

GB! Promotions

130 Fifth Avenue, New York, NY 10011

Fax: 212-645-0618

Two Suits Who Know The Scoop

Two Regional Account Managers needed to work on field marketing for the Baskin-Robbins Account. These Senior AE-types will be based in our St. Louis and New York offices to service the field marketing needs of America's largest ice cream franchiser. Candidates should possess strong strategic skills, broadcast media planning knowledge and local store marketing background. As well as five years experience working on retail issues with a wide range of clients.

No calls please. Send resumes to: DMB&B/LA
ATTN: Carol Cave - RAM, 6500 Wilshire Blvd. Suite 1000,
Los Angeles, CA 90048 FAX: 213-658-4592

SR. ACCOUNT EXECUTIVE, CABLE NETWORK

Leading interactive music television network seeks a high-energy, self-starter to develop key advertising accounts. Based in New York, this individual must have 3-5 years cable network selling experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Send resume with cover letter and salary expectations to:

**175 Fifth Avenue
Suite 700
New York, NY 10010
Attention: Jennifer Ceglia**



IMEDIA, a New Jersey based, innovator of marketing technology solutions is looking for highly skilled, energetic ACCOUNT EXECUTIVES.

If you have client and/or agency experience, solid project management skills, motivation and you like to have fun - come join our team.

www.imedianet.com

Excellent compensation for all qualified candidates.

Send resume and salary requirements to:

IMEDIA, HR 233 South Street, Morristown, NJ 07960,
jobs@imedianet.com or fax 201-267-8977, no calls please.

EEO/AA & M/F/D/V

**Regional Sales Manager**

PC Games, a publishing and new media leader in the fast-growing computer games market, seeks a "take charge", dynamic professional to sell magazine and web space throughout the Eastern United States.

In this key position, you will sell advertising space in PC Games and impressions packages on our Web site; work with established customers & develop new accounts; and develop/deliver sales presentations to the PC Games community. Requires a proven track record of success in advertising sales and territory management; excellent interpersonal & written/verbal communication skills; and the ability to grow & excel in a competitive, deadline-driven business environment. Travel required. Knowledge of the entertainment software market a plus.

Come join our team and start having fun now! Competitive salary and progressive benefits package. Send resume to: **C. Yam, PC Games, 951 Mariner's Island Blvd., #700, San Mateo, CA 94404. Fax: (415) 349-5279; email: cyam@pcgames.com. Equal Opportunity Employer**

ADVERTISING SALES

Junior-level advertising sales position available. Fast growing new media company seeks jr.-level advertising sales rep. Rep. will be selling ad space on our America Online area and our Website. Salary = base + commission -- \$35,000 to \$50,000. Resumes:

**The Knot
480 Broadway, Suite 403
New York, NY 10013
Attn: Erik Herz**

CREATIVE DESIGNER

Award winning Annapolis, Md. agency with national clientele looking for hands-on creative designer with 5 years experience. Position requires thorough knowledge of Macs and related software. Design experience with blue chip service institutions a plus, but out-of-the-box creative most important.

**Fax resumes and salary requirements to
301-261-1529**

HELP WANTED

Internet Ad Sales

TEN, the premier interactive entertainment network for game playing consumers, is looking for a Regional Sales Manager or National Accounts Manager based in SF (preferably) or NY. Minimum 3 - 5 years ad/sponsorship sales experience, Internet and/or PC/Video game experience a plus. Highly competitive compensation package.

Submit resume to:



www.ten.net
 Email: resumes@ten.net
 Fax: 415-778-3512
 500 Howard St., Ste. 300
 San Francisco, CA 94105
 Attn: Human Resources
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SALES ASSISTANT

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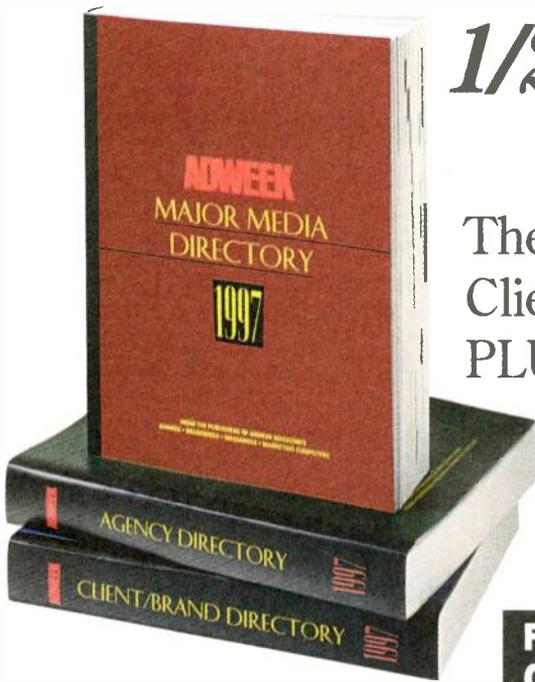
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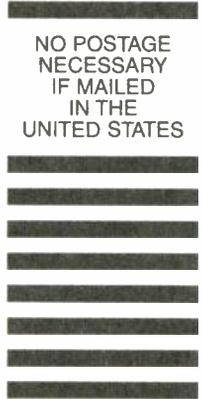
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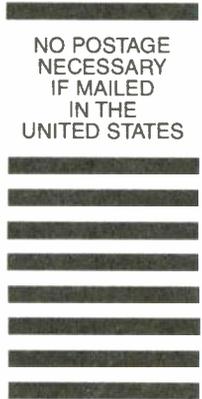
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CALENDAR

"Marketing Magazines: The Retail Conference," cosponsored by Magazine Publishers of America, will be held Feb. 22-24 at the Windham Anatole Hotel in Dallas. Contact: 212-872-3700.

Suburban Newspapers of America will hold its **Spring Publishers' Conference** March 2-5 at The Buttes Conference Resort in Tempe, Ariz. Contact: 312-644-6610.

The National Cable Television Association annual convention will be held March 16-19 at the Ernest N. Morial Convention Center in New Orleans. Contact: 202-775-3669.

The Internet and Electronic Commerce Conference & Exhibition, sponsored by the Gartner Group, will be held March 18-20 at the Jacob Javits Convention Center in New York. Contact: 203-256-4700, ext. 115.

Variety magazine and international investment bank Schroder Wertheim will cosponsor a conference entitled **"The Business of Entertainment,"** April 1 at the Pierre Hotel in New York. Keynote speaker: Time Warner ceo Gerald Levin. Contact: 212-492-6082.

The Television Bureau of Advertising will hold its annual **marketing conference** April 7-8 at the Las Vegas Hilton. Contact: 212-486-1111.

The Association of American Advertising Agencies will hold its **annual meeting and management conference** April 9-11 at Turnberry Isle Resort in Aventura, Fla. Contact: 212-682-2500.

Media Notes

NEWS OF THE MARKET

Fox Stations Taps Cicha

Frank J. Cicha has been named vp of programming for the Fox Television Stations group. Cicha, who moves up from senior vp/research and marketing, fills the void created last November when Fox Broadcasting Corp. hired away Suzanne Horenstein, then vp of programming and promotion, as senior vp of scheduling at Fox Broadcasting Co. There is no word yet on whether Fox will hire a new vp of promotion.

'Parenthood' Pair Writes for ABC

Feature-film makers Babaloo Mandel and Lowell Ganz will return to television with a sitcom pilot for ABC. The two wrote the short-lived 1990 NBC show *Parenthood*, based on their hit film of the same name. They are best known for their movies *City Slickers*, *Splash* and *Night Shift*. Their sitcom for ABC will be produced by Brian Grazer and Ron Howard's Imagine Films, responsible for a number of the duo's movies. The show is said to focus on two men as they deal with fatherhood. Casting for the pilot is not yet set.

CBS Plans Spirited Fall

CBS has ordered some "spiritual" pilots on its way to putting together a fall schedule. *The Travel Agency*, produced by Warner Bros. TV, is said to be *Touched by an Angel*-meets-*Early Edition*, while *Rag & Bone*, based on an idea from novelist Anne Rice, features a ghost as one of its main characters. The network also has ordered pilots for a couple of cop and firefighter shows—*Southern Cross*, a "Southern Columbo" from Rysher, and *112*, a firehouse series from Paramount. CBS also has ordered the previously announced Steven Bochco series, *Brooklyn South*.

Daniels to VP CBS New Media

Dean Daniels has been named vp and gm for CBS New Media. Daniels, who had been CBS director of interactive services since March 1996, will be responsible for all CBS activity on the Internet, including the efforts of stations and affiliates on the Net.

Attkinson to Host PBS Show

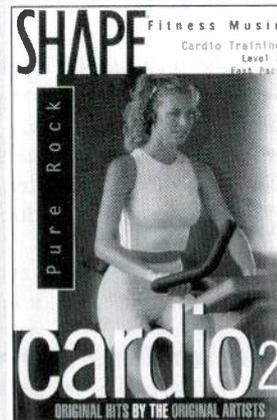
CBS anchor Sheryl Attkinson has been hired to host *HealthWeek*,

TV, debuts Feb. 27 at 9 p.m. *Vital Signs* is a reality show about doctors who unravel medical mysteries to save their patients. It will travel the country in search of cases, which will be told by the doctors themselves. Marley Klaus, an eight-year veteran of *60 Minutes*, executive produces the series.

Latest Cast Changes at WCBS

WCBS-TV is doing the cast shuffle again. The New York flagship O&O station has hired Gerry

The Shape of Tapes



Sound strategy: Weider extends its Shape mag to an audio format

Weider Publications' *Shape* has extended its brand name to a new line of audio workout tapes. *Shape* has partnered with EMI-Capitol to produce six audiocassettes that are currently available in sporting goods stores, fitness chains and department stores including WalMart and Target. The tapes include hits from the '60s through the '90s by the original artists, following a predetermined tempo with different grades of workout difficulty.

premiering in May on PBS. The show will focus on medical, health and relevant environmental issues. Attkinson will stay on with CBS News' Washington, D.C., bureau as replacement weekend anchor.

Urich's Back With 'Vital Signs'

Robert Urich, whose *Lazarus Man* syndicated series was ditched while the actor battled cancer, is going back to work as host of ABC's *Vital Signs*. The show, produced by Buena Vista

Grant as "a main anchor for one or any combination of newscasts starting at 5 p.m.," a statement said last week. Grant comes from *Entertainment Tonight*'s O.J. beat and has served as the lead anchor for stations in Boston, San Francisco and San Antonio. Also, the station's current weekend forecaster, Linda Church, will move to weekday morning and noon newscasts. According to sources familiar with the station, a new weekend news anchor will soon be hired as well.

Media Notes

CONTINUED

Brown to Create for KTLA

Tribune's KTLA-TV, the Los Angeles WB affiliate, has a new director of creative services. Gracelyn Brown comes to the post from another WB affiliate, Boston's WLVI-TV, where she was programming director. Brown replaces Lee Gonsalves, who has moved on to Twentieth Television as vp of program development.

Progressive Delivers Net Video

Progressive Networks last week released RealVideo, a cross-platform delivery system for distributing video over the Internet. C-SPAN, the Fox News Channel and ABC will all use RealVideo to broadcast real-time programming over the Net. A beta version is available at www.real.com by downloading RealPlayer.

Imagine Deals With Disney TV

Imagine Television, a division of Ron Howard and Brian Grazer's Imagine Entertainment, will produce half-hour comedies, one-hour dramas, TV movies and miniseries exclusively through Walt Disney Television. The multiyear TV agreement, which is said to be worth more than \$10 million, comes after Imagine Entertainment and the studio have partnered successfully on several feature films, including last year's \$133 million grosser, *Ransom*. Imagine TV produced the NBC series *Parent-hood* for the '90-91 season, based on the company's feature film. The production house also has two sitcom pilots in the works for Fox.

Fox Ups 'Casper' Order

Universal Cartoon Studios and the Harvey Co. will produce an additional 26 episodes of the animated hit *Casper* for Fox Kids

Network. The order brings to 52 the total number of episodes produced for the top-rated kid's net. *Casper* launches as a Monday-through-Friday strip beginning in September while continuing its Saturday run. The additional episodes will carry the series through 1997. *Casper* recently pulled in a 6.1 rating/23 share in kids 2-11, making it the third-ranked show on Saturday-morning TV.

Henson Signs 'Coneheads' Guy

Director/producer Steve Barron (*The Coneheads*) has signed a two-year first-look deal with Jim Henson Productions to develop television projects. The deal also includes Jim Henson Pictures, for which Barron will develop features. Barron worked on the Henson series *The Storyteller* and directed three episodes. He also directed the live-action version of *The Adventures of Pinocchio* and *Teenage Mutant Ninja Turtles*.

Lancit Does 'Danger' for Disney

New York-based production company Lancit Media has made a series development deal with The Disney Channel for *Danger Guys*, based on action-adventure books by Tony Abbott. *Danger Guys* is planned as a weekly, live-action series to launch this year. The book series, published by Harper Collins, has six titles. Lancit produces the Emmy-winning *Reading Rainbow*, *The Puzzle Place*, *Seekers* and *Backyard Safari*.

Burnett's a First at @Media

@Media, a division of Management Science Associates, has signed up Leo Burnett as the first ad agency to use its new proprietary electronic data interchange (EDI) software. @Media is used by several cable networks,



The Cartoon Network is getting into the game

Toons Tour for Tennis

Time Warner's Cartoon Network, the Association of Tennis Professionals and the Tennis Industry Association are putting together a traveling tournament called Cartoon Network SMASH Tennis, designed to introduce children to the sport. The 12-city tour will start in tennis heaven, Hilton Head, S.C., April 2-6 and will visit other cities including Atlanta, Cleveland, Chicago and Washington, D.C. Though it's the tour's third year, it's the first time Cartoon Network has been involved. The ATP Tour's players plan to donate more than \$1 million of their prize money this year to support and fund youth tennis programs. The SMASH Tennis program will include a truck equipped with transportable tennis courts, inflatable characters and interactive games. And the TIA will run TV spots hyping the tour on Cartoon and sister networks TNT and TBS Superstation.

including A&E Networks and Discovery Networks, which are all moving toward a paperless advertising buy through EDI.

Good as Goldman

Elissa Goldman, known to many in the media business as the voice of broadcasting at Lowe & Partners/SMS in New York, has been promoted. Formerly senior vp/director of broadcast buying, she is now executive vp/director of broadcast buying. She retains responsibility for all buying for television and radio at the agency, whose clients include Mercedes-Benz, Citibank, Sony, Braun and Western Union. No word yet on when she gets the new Mercedes.

CNN, Time Boost Airline

CNN International and Time Inc. magazines have partnered to create a marketing campaign for Cathay Pacific, the Hong Kong-based airline. The year-long effort, which takes flight in

March, includes TV and magazine cross-promotion. Cathay Pacific will be the exclusive sponsor of CNNI's new show *Asian Edition*, which begins in April. And it will insert advertorials called "Asian Edition" and ads promoting the program in *Time*, *Asiaweek* and *Fortune* magazines in Europe and Asia.

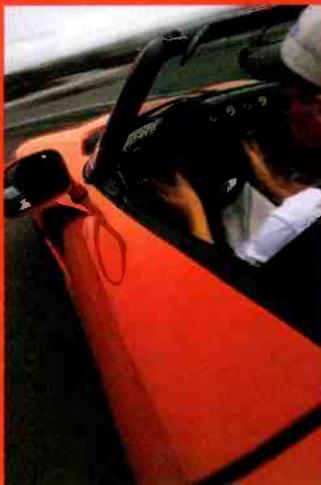
Mattel Gets More Nick Toys

Nickelodeon and Mattel have furthered their strategic partnership that grants Mattel exclusive licensing rights across major toy categories to Nickelodeon's original characters and properties, excluding Nick's preschool elements. The deal covers both animated and live-action programming, including characters from *Rugrats* and *Hey Arnold!*. The new agreement, which expands a deal the two companies first struck in 1991, expands the toy line to also include action figures, board games, puzzles and plush toys.



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BIG DEAL

'The New York Times'

Agency: Bozell Worldwide
Began: Early February
Budget: \$20 million
Media: TV, print

The *New York Times* has launched a national campaign with the tagline, "Expect the World." Created by Bozell Worldwide, the work includes three 30-second TV spots with complementary print ads that trumpet the paper's expanded distribution.

One of the spots, "Backwards/Forwards," guides viewers through a series of disparate images linked together by anagrams, visual metaphors for looking at both sides of a story. The ad ends by linking the past to the future with a newsreel image tagged "Fate," showing Bill Clinton shaking hands with JFK, followed by a more contemporary shot of President Clinton taking the oath of office with the word "Feat." —*Hank Kim*

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

THE DIFFERENCE

Advertiser: Etonic
Agency: Greenberg Seronick O'Leary & Partners, Boston
Begins: Now
Budget: \$3 million
Media: Print
 Etonic puts its best foot forward in a series of print ads introducing The Difference, a golf shoe designed to provide maximum traction without metal spikes. Now breaking in golf magazines nationwide, the ads open with a letter from an official of the fictitious Royal Oaks Country Club. The letter notes: "During the past six months, we've heard com-

"lasting energy," depict runners, hikers, cyclists and other sports enthusiasts. The copy takes a lighthearted approach, rather than a serious sports focus.

All the print ads carry the new tagline, "PowerOn," and will appear in March issues of general-interest and sports enthusiast magazines.

The campaign appeals to the "weekend warrior—to broad groups of people who aren't necessarily athletes," according to CHB chairman Tom Bedecarré.

Humorous radio spots, also featuring the "PowerOn" tagline, are airing in major markets including San Francisco, Boston, Dallas, Chicago and New York. TV spots with the lasting energy theme are in the works, according to Bedecarré.

—*Teresa Buyikian*



New Etonic ads spotlight the spikeless

plaints from many of our members concerning the increased number of rounds played and its impact on our greens...we've voted that... our club, like many others around the country, will officially become a spikeless club."

This is the first of three inserts that will run in golfing books, said Gary Greenberg, a co-creative director at Greenberg Seronick O'Leary & Partners in Boston. A TV campaign is expected to break in the spring, he added. —*David Gianatasio*

POWERBAR

Agency: Citron Haligman Bedecarré, San Francisco
Begins: Now
Budget: \$7 million
Media: Print, radio, TV
 In its first advertising effort for PowerBar since winning the account last October, brings humor to the sports nutrition category in a new print, radio and TV campaign. The print ads, unveiling the theme of

MIZUNO USA

Agency: Hyett, Broadbent & Heimbrodt, San Francisco
Began: Feb. 6
Budget: \$3 million-plus
Media: TV
 In its first TV ads for Mizuno USA sports equipment, Hyett, Broadbent & Heimbrodt reminds consumers

that practice is a big part of the game. The spots feature Mizuno's new spokesman, baseball player Chipper Jones, to convey that message. Along with Mizuno's established tagline, "serious performance," the new campaign also uses the new phrase "Step up to Mizuno."

Two spots broke last week in Atlanta and Miami on news and sports cable TV programs. The ads will be rolled out in other markets later this year, said agency officials.

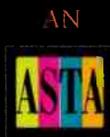
Hyett, Broadbent & Heimbrodt is also placing ads in national and regional baseball as well as running publications through the fall. Jones, a player for the Atlanta Braves, is featured in the baseball magazine ads.

While Mizuno makes a variety of sports products, the latest ads reflect its new marketing emphasis on baseball gear and running shoes.

Chipper Jones is a suitable choice to promote Mizuno as the product for "serious athletes who know the game," said agency copywriter Michael Neiderer. "He is known as a

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POINT OF VIEW

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CMR Top 50

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

Week of Jan. 27-Feb. 2, 1997

| Rank | Brand | Class | Spots |
|------|--|-------|-------|
| 1 | WENDY'S RESTAURANT | V234 | 33 |
| 2 | TACO BELL RESTAURANT | V234 | 27 |
| 3 | PEPSI | F221 | 24 |
| | SPRINT LONG DISTANCE--RESIDENTIAL | B142 | 24 |
| 5 | COCA-COLA CLASSIC | F221 | 22 |
| 6 | DOMINO'S PIZZA RESTAURANT | V234 | 21 |
| 7 | AMERICAN DAIRY ASS'N--MILK | F131 | 19 |
| | BAMBI--VIDEO | H330 | 19 |
| | MCDONALD'S | V234 | 19 |
| 10 | BOSTON MARKET RESTAURANT | V234 | 18 |
| | INFINITI TRUCKS--QX4 | T118 | 18 |
| 12 | 1-800-COLLECT | B142 | 17 |
| 13 | UNIVERSAL--DANTE'S PEAK MOVIE | V233 | 16 |
| 14 | CAMPBELL'S SOUP | F121 | 15 |
| | HALLMARK--GREETING CARDS | B321 | 15 |
| 16 | FORD AUTOS--TAURUS | T111 | 14 |
| | OLIVE GARDEN RESTAURANT | V234 | 14 |
| | PEPCID AC--TABLETS | D213 | 14 |
| | SATURN CORP--AUTOS CP | T111 | 14 |
| | WALT DISNEY WORLD | V239 | 14 |
| 21 | NISSAN MOTOR CORP--CP | T112 | 13 |
| | U.S. ARMY | B160 | 13 |
| 23 | DURACELL--ALKALINE BATTERIES | H220 | 12 |
| | TRIMARK--MEET WALLY SPARKS MOVIE | V233 | 12 |
| 25 | ALASKA--VIDEO | H330 | 11 |
| | LADY SPEEDSTICK--INVISIBLE DRY AP/DEOD | D124 | 11 |
| | POST--WAFFLE CRISP CEREAL | F122 | 11 |
| 28 | ADVIL--COLD & SINUS CAPLETS | D212 | 10 |
| | ADVIL--PAIN RELIEVER TABLETS | D211 | 10 |
| | ALKA SELTZER PLUS--COLD LIQUI-GELS | D212 | 10 |
| | BAKED TOSTITOS--BITE SIZE CHIPS&SALSA | F212 | 10 |
| | BURGER KING | V234 | 10 |
| | GRAMERCY--GRIDLOCK'D MOVIE | V233 | 10 |
| | KELLOGG'S--CRISPIX CEREAL | F122 | 10 |
| | M&M CANDIES | F211 | 10 |
| | MILLER LITE | F310 | 10 |
| | MIRAMAX--SCREAM MOVIE | V233 | 10 |
| | TRISTAR--PEST MOVIE | V233 | 10 |
| | TRIDENT--SUGARLESS GUM | F211 | 10 |
| 40 | 1-800-CALLATT | B142 | 9 |
| | BAKED LAYS--POTATO CRISPS | F212 | 9 |
| | CADILLAC AUTOS--VARIOUS | T111 | 9 |
| | CHILDREN'S TYLENOL--COLD PLUS COUGH | D212 | 9 |
| | DIET COKE | F221 | 9 |
| | NESTLE 100 GRAND--CANDY BAR | F211 | 9 |
| | NYQUIL--LIQUID COLD REMEDY | D212 | 9 |
| | RED LOBSTER RESTAURANT | V234 | 9 |
| | ROLAIDS--ANTACID CALCIUM-RICH TABS | D213 | 9 |
| | AT&T COMMUNICATIONS--BUS. NTWK ON-LINE | B143 | 8 |

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

player who busts his butt all day in practice.”

In the ads, “Chipper comes across as honest and unapologetic in [his concern] about his performance,” added Neiderer, who worked on the campaign with art director Scott Shern. —*Joan Voight*

DOLLAR RENT A CAR

Agency: Earle Palmer Brown, Philadelphia

Begins: Now

Budget: Undisclosed

Media: TV

Dollar Rent A Car breaks two 30-second television spots this week from Earle Palmer Brown that feature actor/comedian Chevy Chase. The Philadelphia agency's new commercials target both business and leisure travelers on behalf of the Tulsa-based rental car company.

In a spot called “Business Vacation,” Chase performs his typical antics, including greeting his Asian business guests with a big “Bonjour!” and fumbling with chopsticks. “Couples Vacation” similarly depicts Chase making foul plays while vacationing with a lady friend.

The voiceover is: “Dollar can make anyone seem intelligent and sensible. . .with a few notable exceptions.” —*Teresa Andreoli*

VISIX SOFTWARE

Agency: West & Vaughan, Durham, N.C.

Begins: Now

Budget: \$1 million (est.)

Media: Print

Computer nerds are people, too. That's the concept behind new product-specific ads for Visix Software, which strives to reach computer programmers via race-car decals in consumer publications.

The purpose of the four-color ads is to sing the praises of Visix Software's new product, Vibe, a Java-based Internet and intranet programming tool—specifically, Vibe's rapid programming and debugging features. The speed concept led to the race-car theme.

The decal ad broke this month in consumer publications like *PC Weekly* and computer and Internet periodicals such as *Java World*. It will be followed by two additional product-specific ads, now in development. —*Katy Eckmann*

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Down With 2000

IN A SEARING, EYE-OPENING AND IMMENSELY courageous column two months ago, Media Person revealed to the world the truth about that shabby fraud, the millennium: that it is going to be the greatest anticlimax since Michael Jackson's honeymoon. And yet, incredibly, the media hype rolls on. People are still being informed that this meaningless, substance-free non-event, this arbitrary calendar flip, will be a very big deal. Why, it's almost as though no one heard Media Person's thunderous roar of righteous wrath. The fools! The worst offender so far has been *Newsweek*, which had the temerity to launch something its editors proudly call their "Millennium project." This consists of a series of special editions that will "look ahead to the year 2000 and beyond" as well as a new section, running, one fears, every single week for three years and titled "2000: The Millennium Notebook." The magazine enlisted such luminaries as Henry "Hey, What Say We Bomb Cambodia" Kissinger to make such stunningly original 21st Century prophecies as 1) China will emerge as a great power and 2) the Middle East will be unstable.

Not to be outdone, *U.S. News & World Report* has taken to running a "Millennium Watch" (sounds like a gigantic Timex designed by Stephen Hawking). And the Los Angeles Times Syndicate disseminated an op-ed piece by Kevin Phillips, well-known print pundit and TV talking head, who declared, if you can believe it, or even if you can't:

"Let no one underestimate the millennial wave that will sweep the West over the next three years. Our coming psycho-voyage to the year 2000 stands to be among the world's most important cultural, economic and political phenomena."

Oy oy oy, as Madeleine Albright probably says in her sleep. Media Person loves that ringing "let-no-one" opener, a favorite ora-

torial cliché of self-important politicians, which launches a fierce pre-emptive strike against would-be dissenters. Darn, I was just gonna underestimate the millennial wave, but now no one's allowed to. And what does that second sentence mean, anyway? Our passage through the next three years will contain meaningful events? Doesn't every three-year period? Actually, what rings truest here is the term "psycho-voyage,"

This millenium trip truly does shape up as a voyage for psychos, occultists, New Agers and head cases of every stripe.

though perhaps not in the intended sense. This millennium trip truly does shape up as a voyage for psychos, occultists, New Agers and head cases of every stripe. It's basically a superstition festival writ large. It's Woodstock for the supernaturally inclined.

Phillips warns of vast political, economic and cultural upheavals that will come around the turn of the century (starting about, uh, now), based primarily on a reading of history that tells him such things have happened at previous millennium shifts. What he neglects to mention is the fact that vast upheavals also frequently occur in between millennial junctures. In fact, since the Twentieth Century has been virtually one long political, economic and cultural upheaval, the only real surprise

would be if such eruptions stopped happening during the next few years.

Now that would be a gutsy prediction. But predictions are always a silly game. Every once in a while a newspaper or magazine runs a list of prophecies made by eminent, learned personages on some momentous occasion, and always they are overwhelmingly wrong. (The reason is that predictors extrapolate out from the present in straight, logical lines, while the actual course of human life usually swerves onto irrational paths.) Yet these same newspapers and magazines keep doing the prediction thing anyway. They are addicted.

What is even more ridiculous than the certainty that most millennial predictions will turn out to be wrong (as well as forgotten) is the fact that even if they were right, they wouldn't do us any good anyway. Say that by some bizarre coincidence, one of those wacko groups that loves to climb mountains and await the end of the world actually gets the date right. All the believers know for certain that The End is coming a week from Thursday. So what the hell are we supposed to do about it?

Yes, fellow sufferers, there is going to be a lot of apocalyptic mountain climbing in the next three years. That prediction Media Person can make with some assurance, though the significance of such activity will be nil. And there will be predictions galore. And disaster movies. (Let's see, they've used up asteroids, volcanoes...how about a global flood flick?) But mainly, there is going to be a lot of—no other way to say it—millennial b-----.

Well, Media Person for one is not going to take it lying down, even though that is his favorite position. He is going to fight this thing, that he promises you. Yes, Media Person is going on a crusade and he hopes you join him. He is going to Woodward & Bernstein this issue until the millennium-boosters cry uncle. If necessary, he'll become (if he isn't already) America's foremost anti-millennialist. MP will stop at nothing—he'll even go on Oprah if he has to.

Hey, whatever it takes. ■

AMERICA'S VERDICT

RIVERA *Live*

5,127,000
People*

On Tuesday, February 4, the whole world turned to CNBC. Over 5 million people watched RIVERA LIVE to learn the verdict in the O.J. Simpson Civil Suit, catapulting CNBC to its highest ratings ever. RIVERA LIVE has become the show of record for American Justice.

*Source: Nielsen Media FasTrak. Persons 2+ (10 15pm-10:30pm, 2/4/97)



How to create effective online campaigns



USER PROFILE

pc user - financial industry - sports fan

Are you aware

of the Internet's marketing potential? Marketers were faced with a similar question about TV fifty years ago. They realized the potential and used moving pictures to inform and influence their audiences. The Web has introduced a new set of communication tools. Interactive, multimedia tools that build relationships and strengthen brands like never before. Below are four factors that influence the success of an online campaign.

Targeting. A brilliant ad that's not seen by the right audience is useless. On the Web, you can target individuals. There is no waste. DARTSM, a patent-pending technology, delivers ad banners to your most likely prospects and demonstrates the results with online, real-time reporting. Target marketing has never been so precise and so cost effective.

Creative. Developing effective ad banners on the Web is a challenge for even the best creatives. There are many nuances. TestIt!SM is the first service to evaluate banner creative before executing a complete advertising schedule. Within 48 hours you can see which ads achieve the highest response.

Frequency & Banner Burnout. How many times should someone see your ad? Too few and your message doesn't have an impact. Too many and you're wasting money. After the fourth impression, ad banners burn out and average response rates drop under 1%. To ensure strong response, you should control frequency and rotate banners in a series.

Content. Placing an ad on a site that has relevant content will almost always result in higher click-through and more effective branding. Select the Web pages, sites or editorial your banners appear within. Editorial TargetingSM assists media planners by transparently scanning millions of Web pages. Ad banners are dynamically delivered to pages that match your criteria. A planner's paradise.

The potential is yours to realize. Let's see what you can do.

The tools that are setting the standards for online advertising are being created by DoubleClick. To find out more about how you can effectively reach your customers online visit www.doubleclick.net or call 1 888.727.5300, code dc209.

Building one-to-one relationships millions at a timeSM

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