

MEDIAWEEK

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TV STATIONS

UPN Moves Swiftly To Replace Lost Affiliates

A flurry of buys seeks to cover loss of Sinclair to WB

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SYNDICATION

Creditors Seek Action on SeaGull

Several companies go to court in bid to force bankruptcy

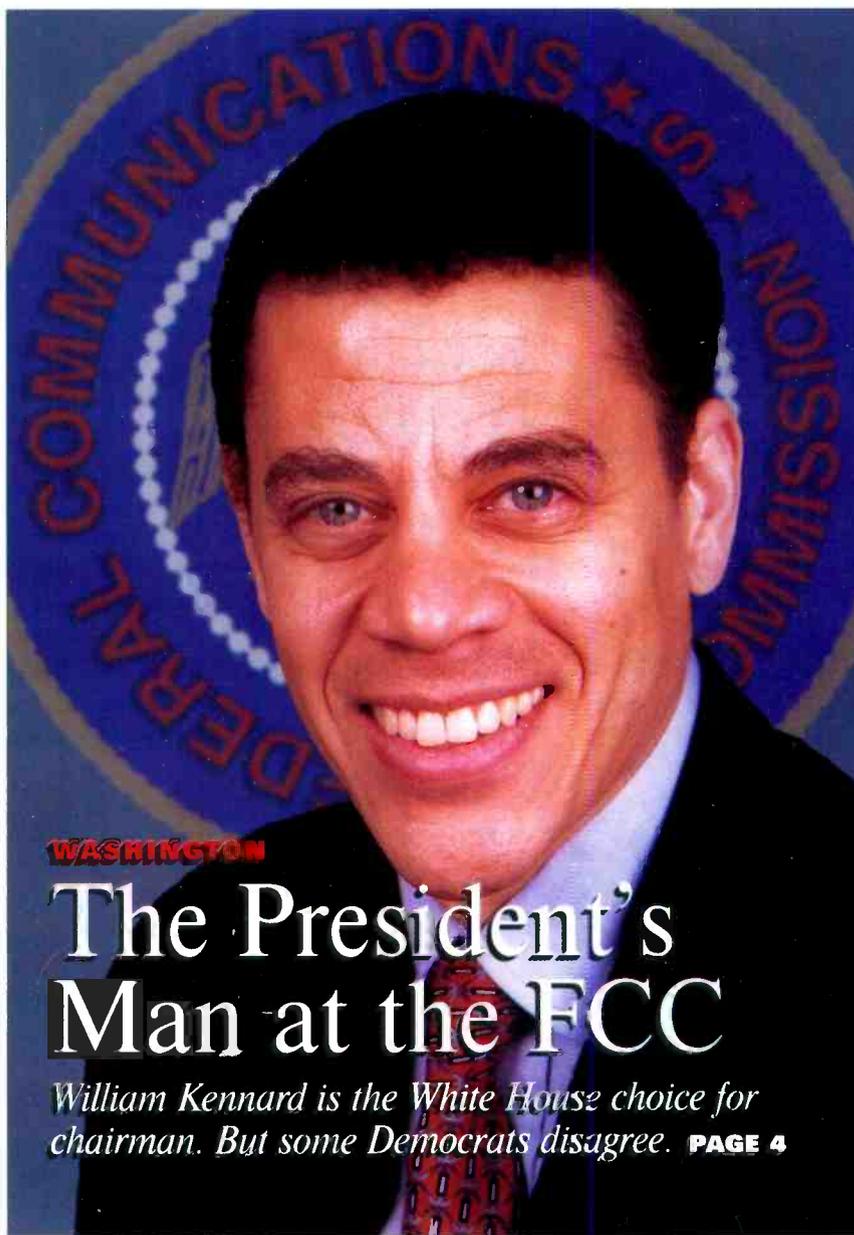
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CABLE TV

CNBC Incurs Double-Digit Ratings Shortfall

Network is under-delivering 25-30% on 2nd- and 3rd-quarter guarantees

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The President's Man at the FCC

William Kennard is the White House choice for chairman. But some Democrats disagree. PAGE 4

Trying Times for 'Times'

New deadlines and color stress the newsroom PAGE 6

MARKET INDICATORS

NATIONAL TV: Quiet

Agencies were busy last week deciding on upfront holds going to order. Buyers said prices were remaining level, instead of the usual downward tracking. September should start moving next week.

NET CABLE: Slow

Cable sales execs try to heat the market up again as dollars start to trickle in for September. Some nets try to clean up makegoods before fourth-quarter breaks.

SPOT TV: Tight

Last of 3rd quarter is going, going...Denver, Dallas, Houston, Tampa and Austin inventory is nearly gone. Computers, automotive, telecommunications and movies drive the market.

RADIO: Strong

Major retail buys are coming down for the holiday season. Beer is flowing; back-to-school accounts for about 35 percent of spending. Detroit, Chicago, Atlanta and the Northeast are all hot.

Magazines: Quiet

Summer doldrums set in. Publishers who've closed huge Sept. issues rest up for a blockbuster fall season.



IN THE WAR AGAINST CANCER, OUR GOVERNMENT IS THE ENEMY.

Why the government tries to bury the *real* cures

Article by Jeff Kamen

The \$200 Billion Scam



Kathy Keeton's successful battle against cancer is more than personal good

She wears fitted black pants and an ivory blouse accented by wisps of silk, which the warm wind wraps tightly around her dancer's body. A man walking his white miniature French poodle directly in her path cannot keep from staring, and she has to tack around him to rendezvous with the sleek limo waiting at the corner for her and the solidly built man who follows a few paces back. • She is one of those graceful women you usually see only in the pages of high-fashion magazines. The angular bone structure, the edgy style, the controlled, hard-bodied personal power, are all hallmarks of her thoroughbred beauty. Such women compel us, but also keep us at a distance. You could empathize with the guy with the dog, who for a moment couldn't move when she appeared out of nowhere and seemed to float straight at him. He probably missed the strange-looking leather case hanging news—it has blown open a Washington scandal of astonishing proportions.

THE MOST SHOCKING THING PENTHOUSE HAS EVER EXPOSED. There is a coverup taking place so monstrous it staggers the imagination. A coverup that's contributing to so many deaths the word "genocide" may apply. It's a coverup of a cancer treatment so effective and safe it's approved throughout much of the world. Influenced by America's multi-billion dollar "cancer establishment", the National Cancer Institute has conducted seriously flawed research designed to reject the validity of this inexpensive medication. In its September issue, Penthouse Magazine exposes the layered lying currently taking place that's denying the American public the use of this remarkable treatment. If you're a reader, you'll find this article as riveting as anything you've ever seen in Penthouse. If you're an advertiser or retailer, this article is yet another reason why Penthouse is so essential. Don't miss September's Penthouse. It's absolutely a life or death issue.

PENTHOUSE
THE NEW MORALITY.

Laura K. Jones SEP 13 1997

AT DEADLINE

Fox Creates a Youth-Skewed Studio

With an eye toward experimentation, News Corp. has launched another television production arm called Fox Television Studios. David Grant, a former Fox exec who recently served as chief operating officer of Tele-TV, will head the venture, which is designed to be a farm team for young writers and producers with ideas outside the mainstream. No other Hollywood studio has such a production arm.

Universal Signs Frankin for Comedy Series

Dealmaking shifted into high gear last week, as it does each year at this time, with Universal Television signing Grammy-winning artist Kirk Franklin to produce and star in a comedy series. Ralph Farquhar, who created *Moesha* for singing star Brandy, will develop the comedy with Franklin. No network is attached yet. Meanwhile, Twentieth Century Fox TV has signed a three-year overall deal with writer/producer John Tinker and director/producer Bill D'Elia, exec producers of the studio's *Chicago Hope* (CBS). The pair will continue to oversee the drama as they develop new projects. And Warner Bros. TV has signed an exclusive three-year deal with Paul Manning, supervising producer on *ER*.

A&E Reorganizes Top Management

A&E Television Networks late last week announced a divisional restructure within its cable networks group. Two executives have been bumped up to manage A&E and The History Channel, respectively. Brooke Bailey Johnson, who has been senior vp of programming and production since 1993, was bumped up to executive vp/general manager of A&E, handling day-to-day management and strategic direction for the network. Dan Davids, who has been senior vp of The History Channel, was promoted to executive vp/general manager of THC. Both will report to Nickolas Davatzes, president/CEO of A&E Television Networks.

BET Makes Cuts In News Dept.

Black Entertainment Television has slashed its news department and canceled its half-hour Friday-night news program. The cable network plans to add *BET Tonight*, a talk and news program that will run Monday-Thursday at 11 p.m. Though it's technically an increase in time, sources close to the network's news department said the new program's news coverage will be "a rip-and-read report." The source estimated that

up to 100 BET News department staffers have been let go, including freelance and stringer reporters in major cities across the country.

Universal Outdoor to Buy N.Y. Sign Companies

Last week, Chicago-based Universal Outdoor Holdings (UOUT) announced its intention to acquire Gaess Outdoor for \$18 million. UOUT signed a letter of intent to take over the company, comprised of Great Outdoor, Media Outdoor, and Media Displays Inc. The Chicago company will pick up 25 Gaess displays as well as several pending Gaess displays, all operating in New York, for a total of \$1.5 million. In addition, Universal Outdoor signed letters of intent to purchase New York Signs, which includes 17 signs for \$9 million, and to form two joint ventures in China.

Addenda: NBC and Warner Bros. TV have reached an agreement to renew the hit sitcom *Friends* through the 1999-2000 season at an estimated \$3 million an episode license fee... Knight-Ridder will swap its Boulder, Colo., *Daily Camera* for two of E.W. Scripps' California papers—*The Monterey County Herald* and San Luis Obispo *Telegram-Tribune*. The *Camera* has a 33,480 daily circulation; *The Herald*, 34,686; and the *Tribune* 34,612... On a recent acquisition and sales binge, group station owner Paxson Communications has acquired TV station WVVI in Washington, D.C., from Value Vision International Inc. Paxson, which is attempting to launch a seventh broadcast network, now claims to own and operate 58 stations representing 59 percent market coverage... Marc Lorber, a former Hallmark Entertainment exec, has been hired to lead Phoenix Pictures' charge into the TV business. The feature film company plans to focus mainly on telefilm and miniseries for network and cable, with an eye toward series.

Correction: Photo IDs on the cover and page 10 of the Special Report in the July 21 issue were incorrect. The photos were of Knight-Ridder's Gary Hardee, editor of the *Arlington Star-Telegram*.

Publisher's Notes: *Mediaweek's* magazine industry reporter Jeff Gremillion will be working out of Adweek Magazines' San Francisco office (850 Battery St., San Francisco, CA 94111) for the next several weeks. He can be contacted via 212-536-6597 or at jgremillion@mediaweek.com. Also, *Mediaweek* will not publish an issue on Aug. 11. The publication date for the next edition will be Aug. 18. ■

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Can he top Arsenio?**
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MEDIA WIRE

In Dispute With Nielsen, Fox Gets SMART on TV Viewing

Fox last week joined the other major networks in Systems for Measuring and Reporting Television, a Philadelphia-based study of TV viewing. The SMART initiative, which launched in 1991, is intended to one day rival Nielsen, which has been criticized repeatedly by network execs who say its methods of gathering information on TV watchers is outdated. "There are a lot of good ideas coming out of Philadelphia, and that's exactly what the industry needs," said Giles Lundberg, Fox's senior vp of research and marketing. "Accurate audience measurement is vital. We depend on ratings; they're our currency." Fox has made a multimillion-dollar long-term commitment to the service. ABC, CBS and NBC already are part of the SMART study, which measures viewing habits in 500 homes. Lundberg said Fox decided to jump in "when we saw real progress being made and the industry embracing the system." The goal is to expand the service, which also has support from advertisers and agencies. —*Terry Stanley*

CBS Nets Tennis Sponsors With Volley of Newcomers

With the 1997 U.S. Open Tennis Championships set to begin on Aug. 25, CBS has sold more than 90 percent of its commercial inventory for the Grand Slam event. Several companies that did not advertise on CBS' U.S. Open broadcasts last year have struck deals for this summer's tournament. Among the newcomers, sources noted: United Airlines, Texaco, Lincoln-Mercury, Mobil, BMW, Ernst & Young and the Principal Financial Group. Many of these transactions are said to be valued at between \$1 million and \$2 million. Companies back from last year's ad roster include American Express, the exclusive credit card advertiser; Mass Mutual; IBM; Fidelity; Fuji; Travelers; Chanel and Infinity. Sources estimated that American Express and Infinity paid upwards of \$3 million and \$2 million, respectively, for their buys. Prudential Securities and Northwest Airlines—two advertisers that (*continued on page 6*)

Fight Looms

Clinton, Hollings disagree over who should

WASHINGTON / By Alicia Mundy

Who will lead the Federal Communications Commission after Chairman Reed Hundt leaves? The White House has said that it will nominate the FCC's general counsel, William E. Kennard, to take Hundt's place. But Kennard, whose nomination signals a major change in direction for the White House, will face some formidable hurdles to get the job.

Only a fortnight ago, the White House was planning to name Kathy Wallman, the former head of the FCC Common Carrier Bureau and a White House attorney, to the post. She was President Clinton's first choice. Kennard was the choice of Vice President Al Gore and Hundt.

Sen. Fritz Hollings (D-S.C.), the ranking minority member of the Senate Commerce Committee, which approves FCC nominees, had his own candidate, former Commerce staff director Ralph Everett. Hollings was particularly concerned that the new chairman be an advocate for rural telephone companies. Hoping to mollify him, the White House nominated Gloria Tristani, a member of the New Mexico State Corporation Commission, for one of the four vacant seats on the five-person FCC.

But the White House, whose congressional relations have a woeful history under President Clinton, failed to give prior notice to Hollings and work out a compromise first, behind the scenes. Now, Hollings is furious, according to Commerce Committee staffers, and intends to do battle over Kennard. A Senate source, who asked for anonymity, said that Hollings would probably get a pass from the Commerce Chairman, John McCain (R-Ariz.), to question Kennard "thoroughly, if you understand me"—and

"thoroughly" does include the word "roughly." Last week, Rep. Maxine Waters (D-Calif.) met with Hollings to assure him of her support and that of the Black Congressional Caucus. Both Everett and Kennard are African American.

One of the hurdles Kennard might face is the nagging case of Asheville radio broadcaster, Zebulon Lee (*Mediaweek*, May 9, 1997). Kennard, as general counsel, oversaw a surprise decision by the FCC to reverse its Mass Media Bureau, which had endorsed

Lee's ownership of WZLS for years, in favor of an ownership coalition that includes Rep. Mel Watt, a Democrat congressman from North Carolina. Sen. Jesse Helms (R-N.C.) has asked for a "hold" on Kennard's nomination, according to Senate sources.

Two weeks ago, Kennard quietly filed a motion with the Federal Court of Appeals in

The President's Choice: William Kennard

Age: 40

Education: Undergraduate Stanford University, Phi Beta Kappa 1978; Yale Law School, J.D. 1981

Career Highlights: General counsel, Federal Communications Commission, since December 1993; partner and board member, Verner Liipfert Bernhard McPherson and Hand, a Washington, D.C., communications law firm; assistant general counsel, National Association of Broadcasters, Washington, D.C.



Cross-Ownership Laws Set to Go

WASHINGTON / By Alicia Mundy

The new budget bill contains a little gift for newspaper owners and broadcasters: a provision that will let them eventually own each other in their local communities.

The "cross-ownership" ban has prohibited such purchases for 50 years. In the nation's capital, for example, *The Washington Post* was forced to relinquish its license to a local network TV affiliate and buy a station in another community instead.

Over FCC Head

succeed Reed Hundt as Commission chairman

D.C., where Lee's case is pending, to recuse himself from that case. Sources at the Senate Commerce Committee say that Kennard doesn't appear to have recused himself from other cases recently, and that the timing is questionable. "It might be a good decision," said one source whose Senate boss is looking into the Lee matter, "But then the question arises, 'If there's reason to recuse yourself now, what about the past two years of your involvement?'"

Lee's case was one of several that have been in limbo since the Federal Court of Appeals ruled in 1993 that the FCC's comparative standards for radio ownership—minority or female ownership, or the integration of management and ownership—were invalid. Since then, the FCC has tried to get players in these disputes to merge their interests, thereby avoiding ownership decisions. The Federal Court of Appeals in D.C. this year told the FCC to come up with new rules

soon. Two weeks ago, the commissioners were asked to finally approve new standards. "It came up pretty suddenly, after sitting there all this time" said one commissioner. The new "Bechtel Rules," named for a court case on which the rules are based, encouraged the FCC to support closed auctions to resolve

ownership disputes, said a Senate source. "Closed" means that no one could bid who was not part of the original dispute. Since Lee's case is now in federal court, FCC staffers said they weren't sure how the new rules would apply here.

Kennard's background includes a successful stint as a partner at the powerful legal and lobbying firm of Verner Liipfert Bernhard McPherson Hand, which has been a strong supporter of Democratic politicians. He was also

an assistant counsel at the National Association of Broadcasters.

But Kennard is now closely affiliated with Hundt's causes, including the fight for children's educational programming, free airtime for political candidates and the elimination of alcohol ads on TV. A high-level veteran at the FCC said: "I don't know what he would say now about those issues, but we know what he has said over here

about them. He's Hundt's guy."

One change associated with Kennard is the increase in the number of court cases the FCC has won, since he became general counsel—up from 55 percent before he joined the FCC to 85 percent now. Kennard did not respond to requests for an interview. ■



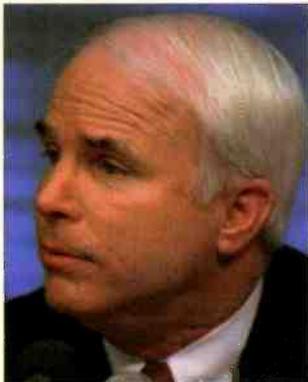
Headed for a showdown? President Clinton is behind William Kennard for the FCC chairman post, but fellow Democrat Sen. Ernest Hollings, and the Congressional Black Caucus, support Ralph Everett.

BOB DAEMER/CHUPNI

However, there's a catch. The cross-ownership ban would not be eliminated until the time when the analog broadcast spectrum now being used in the TV industry is returned to the government (when it would be auctioned). And the budget bill contains another provision, this one giving broadcasters more time to give back that spectrum.

Sen. John McCain (R-Ariz.), chairman of the Senate Commerce Committee, proposed eliminating the cross-ownership ban two months ago. But he's not wild

about the amendments that delay its start or that allow the broadcasters to hang onto the spectrum longer.



McCain: The prime mover for media cross-ownership

Noting that the broadcast lobby is "the toughest lobby in Washington," McCain complained that the extra time was a stall tactic that could lead to a giveaway of the analog spectrum. He persuaded enough members of his committee to vote for a compromise. This would mandate the turnover when 85 percent of the population either has over-the-air digital reception, or has access to it, through cable, Direct Broad-

cast Satellite or converter boxes.

A McCain aide said that broadcasters fought this by claiming that consumers would be forced to buy new equipment or lose TV. If broadcasters were really worried about "losing eyeballs," the aide said, they could run ads for the wonders of digital TV, or distribute converter boxes.

Meanwhile, Sen. Fritz Hollings (D-S.C.) the ranking minority on the Commerce Committee, and Sen. Ted Stevens (R-Ala.) both opposed the cross-ownership permission. They were appeased with another compromise: Only cities with 400,000 residents or more would qualify for cross-ownership of papers and TV stations, or ownership of more than one station.

That would save South Carolina and Alaska, both with smallish cities, from the effects of the new provision. ■

MEDIA WIRE

each had a major presence on the network's broadcasts of the '96 Open, spending about \$1 million and \$2 million each—will not be back this year, sources said. But by no means is the Open a ratings bonanza. In '96, the broadcasts averaged a mere 2.5, a substantial dip from the previous year's 3.2. Through 2000, CBS holds exclusive U.S. broadcast rights to the Open via a \$25 million to \$30 million annual deal. —Langdon Brockinton

Windfall at a Price: TBS Goes Basic but Loses Games

Turner Broadcasting System announced last Thursday that it was officially converting TBS Superstation to a free-market superstation, which is essentially the same as a basic cable network, effective Dec. 31. The company will now be able to collect an affiliate revenue fee from cable operators rather than handing it over to the Copyright Tribunal. Terry McGuirk, TBS chairman, president and CEO, estimated that in five years the network will contribute about \$100 million in additional cash flow to company coffers. And cable operators will be able to insert local ads onto the network once the conversion is official. But TBS also will incur considerable costs with the shift. McGuirk said that a deal with Major League Baseball (and both Fox Sports and ESPN, the two holders of MLB national cable rights) to allow TBS Superstation to continue to run Atlanta Braves games comes with "a fee greatly in excess of what we were paying" before the conversion. And that's for 30-35 fewer games than before; TBS will carry only 90 games beginning in the 1998 season, none of which will conflict with either Fox's or ESPN's games. McGuirk said that TBS' movie and series acquisition binge throughout the year "works out about right" scheduling-wise with the decrease in Braves games. TBS owns the Braves. —Michael Bürgi

'Mirabella' Publisher Quits Amid Continuing Shuffle

Audrey Arnolds, publisher/vp of Hachette Filipacchi's *Mirabella*, abruptly resigned last week after the company restructured the (continued on page 8)

The 'Times', It Is A'Changin'

Color, new sections augur later deadlines—but also staff dissent?

NEWSPAPERS / By Valerie Burgher

Managing editors at *The New York Times* are bracing staffers for a comprehensive scheduling shakeup intended to introduce color reproduction and allow later-breaking news and sports results into the paper.

In a July 22 internal memo to *Times* staff obtained by *Mediaweek*, managing editor Gene Roberts, business/finance editor John Geddes, assistant managing editor Al Siegal and assistant to the managing editor Marty Baron declared that the *Times* "is going to change in more ways in the next six months than in any similar period in the last quarter century." While outlining the difficulties in this imminent transition, the memo's authors also admit "the specific impact on the news department has remained somewhat foggy."

Closing times will be pushed back beginning Aug. 4. On Sept. 15, New Yorkers will receive the *Times* in its new, colorized, six-section form. Throughout October, Science Times, Front Page, Business Day and finally, Metro,

will each go color. And the national edition, rather than the city edition, will close first. Heidi Pokorny, *Times* director of public relations, would say only that "Nothing is set in stone."

But some changes are inevitable. "A late-breaking color page has to lock up 30 minutes earlier...Our new deadline results in a much narrower printing window...With new printing plants and editions, our paper's distribution is more targeted to readers in Washington...than readers in New York," reads the memo in part.

One *Times* editor, who spoke on condition of anonymity, discerned a tone of "incipient disaster" in the descriptions of the remodeling. "It seems like more work, later hours," and, added the editor, a 2-year-old promise of wage increases remains unsettled with all the guilds at the *Times*. "■

Higher-ups at the paper did assuage one fear: "Our expectation," read the memo's last line, "is that the cafeteria is going to function on the same hours and in the same way as it always has." ■

Of Paramount Importance

TV STATIONS / By Claude Brodesser

In the escalating distribution battle to become the fifth major TV network, UPN returned The WB's fire last week. UPN agreed to purchase three WB affiliated stations, in Sacramento, Calif.; Providence, R.I.; and Columbus, Ohio. Just three weeks ago, UPN lost five top-100 market stations to The WB when Baltimore-based Sinclair Broadcast Group announced it would leave UPN for The WB in 1998. The WB-Sinclair pact marked the first time that one of the weblets made public a payment for affiliates; Sinclair will receive \$84 million for switching stations in those markets—Pittsburgh, Baltimore, Cincinnati, San Antonio and Oklahoma City.

Station execs in those markets say it's unlikely that UPN could regain a presence in those cities. Tony Cassara, president of the Paramount Stations group, predicted at least three more station acquisitions "within the top 50 markets by the end of next week."

Added David Leibowitz, a managing direc-

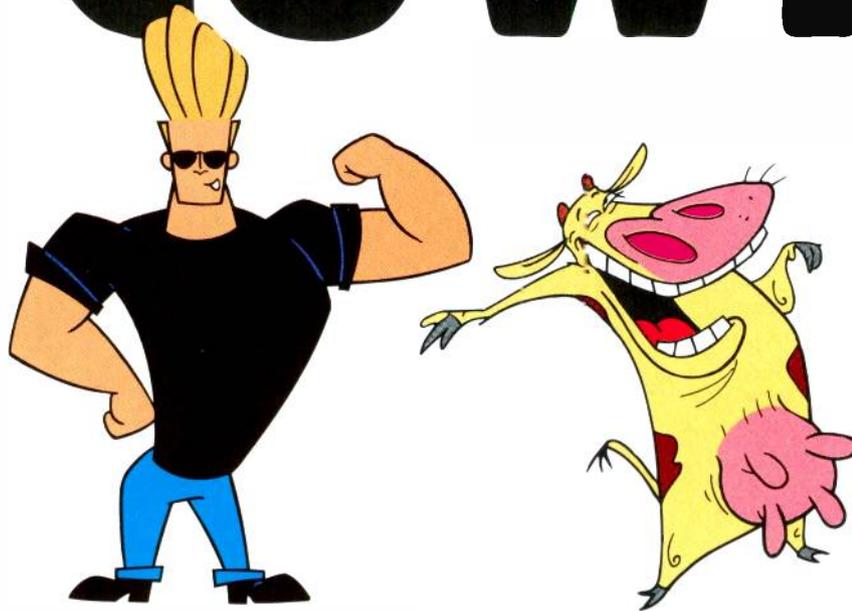
tor at New York-based Lambert Securities: "The game of musical affiliates is likely to go forward, possibly at an accelerated pace."

Leibowitz and other Wall Street analysts also contend that the key issue remains obtaining successful programming to attract—and keep—viewers. "The real question is whether they can create a programming hit like Fox did with *21 Jump Street*, said Dennis McAlpine, an analyst with Josephthal, Lyon & Ross in New York. Lambert's Leibowitz agreed, saying that "anytime you've got empty seats cleverly disguised as viewers, you got a problem."

In UPN's acquisitions last week, Paramount Stations agreed to sell WVIT, its Hartford, Conn., NBC affiliate for an undisclosed cash amount. As part of the deal, NBC will also purchase, then immediately swap to Paramount two stations it runs under LMAs: Alabama-based Fant Broadcasting's WB affiliates WWHO-TV in Chillicothe, Ohio, and WLWC-TV in New Bedford, Mass. The FCC still must approve these deals. ■

The kids screamed, “BRAVO!”

And then they screamed, “COW!”



**Cartoon Network originals are creating a lot of noise:
KIDS DELIVERY HAS JUMPED AN AVERAGE OF 83%.***

Ever seen a 4' 2" standing ovation? A couple of weeks ago, Cartoon Network premiered two brand-new shows, and the results were phenomenal. Johnny Bravo's premiere boosted delivery with kids age 6-11 a whopping 91%,* and Cow & Chicken's premiere grew the same audience by 77%.* The moral of this story? If you build hilarious original shows, the kids will come.

**CARTOON
NETWORK**



MEDIA WIRE

magazine's chain of command that put Arnold reporting to new "executive publisher" Steven Binder. Arnolds could not be reached; a Hachette spokesman said, "[Arnolds] has left the company, and we have no further comment." Arnolds' departure is the latest of a series of high-level personnel changes in recent months at the fashion bimonthly for mature women. Editor Amy Gross, who had been with the magazine since Grace Mirabella launched it as a Rupert Murdoch property in 1989; resigned in the spring, just a few months after she was relieved of her role as top editor of Hachette's *Elle*; it was a post Gross had held simultaneously with the *Mirabella* position. Binder formerly served as vp/ad director of *Elle*. *Mirabella*'s ad pages through June were up 16.8 percent, to 153.6, according to PIB. Its circulation for the last six months of 1996 was up 6.7 percent, to 611,763, said ABC. Hachette acquired *Mirabella* in 1993. —Jeff Gremillion

GM Makes Sports History With \$900M Olympics Sprint

General Motors last week agreed to spend \$500 million to sponsor the Olympics on NBC through 2008. GM's deal, the biggest sports sponsorship in TV history, also calls for the automaker to spend an additional \$400 million with the Olympic Committee in exchange for GM getting use of the symbolic Olympic rings in its advertising. Phil Guarascio, GM's vp and gm/North American operations marketing and advertising, said that GM agreed to the huge deal for three reasons: growing importance of big events in the increasingly fragmented TV landscape; GM's positive experience at last year's Atlanta Olympics; and the auto company's ability to lock up such a lengthy contract. Guarascio said that, for example, if GM wished to launch a new brand for the 2002 Winter Games in Salt Lake City, the company would have plenty of time to create a campaign. NBC, meanwhile, plans to close three or four more multiyear Olympic sponsorship deals of comparable size to the GM deal in the fourth quarter, said Dick Ebersol, president of NBC Sports. —Richard Katz

Creditors Pursue SeaGull

Siegel brothers call claims in Chapter 7 bankruptcy filing 'baseless'

SYNDICATION / By Michael Freeman

Some two-dozen former contract laborers and several creditors have begun an effort to force independent syndicator SeaGull Entertainment into involuntary Chapter 7 bankruptcy. In a petition filed July 22 with the U.S. Bankruptcy Court of the Central District of California in Los Angeles, three major creditors and 18 contract laborers are seeking to recoup about \$500,000. Named in the filing is SeaGull Entertainment and its syndicated home shopping series, *Hollywood Connection*, with participants in the filing seeking back pay and other fees.

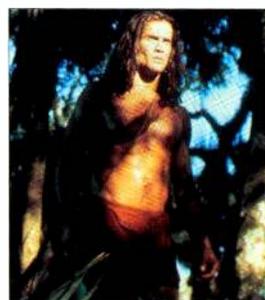
The largest claim comes from Alice Entertainment, a Los Angeles-based international program supplier and consultancy, whose vice president, Harry Donenfield, claims to be owed \$400,000 for overseas sales, consulting services, the rental of convention booth space at last October's MIP-COM conference in Cannes, France, and other incidental business/travel expenses. Production rental house West Coast Video claims \$40,530

is owed on rental of a TV production truck for five weeks of taping of *Hollywood Connection*, and Kekuewa Lighting & Grip Co. has a \$10,000 claim. Another 18 contract laborers have claims ranging from \$150 to \$3,000.

Henry Siegel, chairman/CEO of SeaGull and parent New York-based holding company Kaleidoscope Media Group Inc., along with

his brother Paul, both dismissed the Chapter 7 filing as "baseless and without merit" and said SeaGull is solvent.

Separately, several sources said production has been delayed on SeaGull's struggling action hour *Tarzan: The Epic Adventures*, which has posted a 1.6 rating (NSS, Sept. 2, 1996–July 20, 1997). KCAL in Los



Tarzan may be late for the new TV season.

Angeles has pulled *Tarzan* from its schedule. However, both Siegels insist that new production on the series will soon resume, with new episodes expected to be aired next March. ■

CNBC: Double-Digit Drop

But how will the net make up its Q3 shortfall to advertisers?

CABLE / By Michael Burgi

CNBC is moving quickly to handle an underdelivery situation in the third quarter that has the network's post-ratings analysis falling 25-30 percent below its guarantees to advertisers. "They're horribly underdelivering," said one agency media buyer who declined to speak for attribution. "They're indexing in the 70s."

Though it's not uncommon for networks to fall short of ratings guarantees—USA Network handled major underdelivery problems during the upfront—it rarely reaches double-digit percentage points below its stated guarantee.

CNBC's ratings dropped right after its sales staff had aggressively sold second- and third-quarter inventory. According to sources within the company, CNBC sales executives early in the year implemented a commission-

based salary structure which caused the sales staff, led by vp/sales Mark Miller, to sell out second-quarter (\$40 million) and third-quarter (\$40 million) inventory. Bill Bolster, CNBC president, said that is a company record.

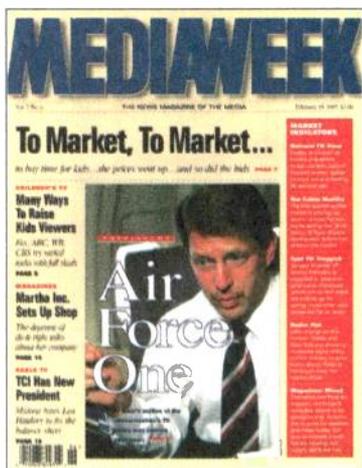
To Bolster, however, the shortfall is a sign of success. "You never want to overdeliver your numbers," said Bolster. "If anything, you want to underdeliver," but then see to it that your advertisers are accommodated, he added.

The mode of accommodation is a point of contention. One agency has asked for the make-goods in cash, but Bolster swears no agency has yet asked for cash back. As for the Nielsen postings, Bolster said he has asked for Nielsen to recalibrate its numbers to more accurately reflect CNBC's increased distribution. To handle the issue with Nielsen, Bolster has hired Marshall Cohen, a veteran research executive. ■

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Dailies Urged To Improve Color Printing

NEWSPAPERS / By Valerie Burgher

Emily White-Keating, vp/advertising for Macy's West, had a litany of pet peeves to deliver to executives at the recent Newspaper Association of America marketing conference in San Francisco. High on her list: poor quality of color reproduction. It's an issue that the NAA recently tried to remedy with the launch of an "International Newspaper Color Quality" initiative.

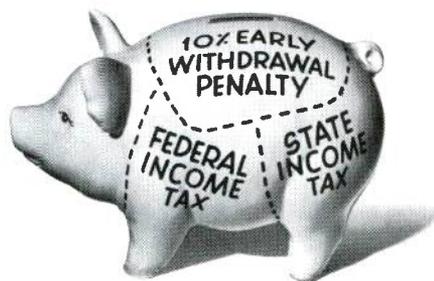
A collaboration between NAA and international research group IFRA, the color project aims to apply international standards of copy and ad reproduction to all participating American newspapers. It is set up as a "club;" publications with the highest marks from the club become members. The NAA hopes that the global seal of approval will give club members an edge with advertisers—which they desperately need.

White-Keating begged conventioners to take a look at "retail marketing, the department stores' way" and understand why mistakes in color reproduction in ads were intolerable. She noted the investment retailers put into each precious ad, including the cost of hiring a model and photographer, reserving a location site, the airfare bill, makeup-artist fees and film development. After retailers dump thousands into a visual, seeing it on newsprint as a multicolored mess does not inspire confidence.

"We all benefit from better color reproduction," declared NAA marketing communications director Julie Newhall during the conference, which was held July 20-23.

This year in particular, newspapers have a vested interest in keeping retailers happy. The first quarter of 1997 was encouraging for newspapers overall. Nationwide ad revenue jumped 8.9 percent over the same period last year for a total of \$8.9 billion. Retail had the highest overall revenue, \$4.2 billion; classified placed at \$3.5 billion; and national showed at \$1.2 billion. But retail's 7.1 percent rise over last year lagged behind classified's 9.8 rise and national's 12.7. ■

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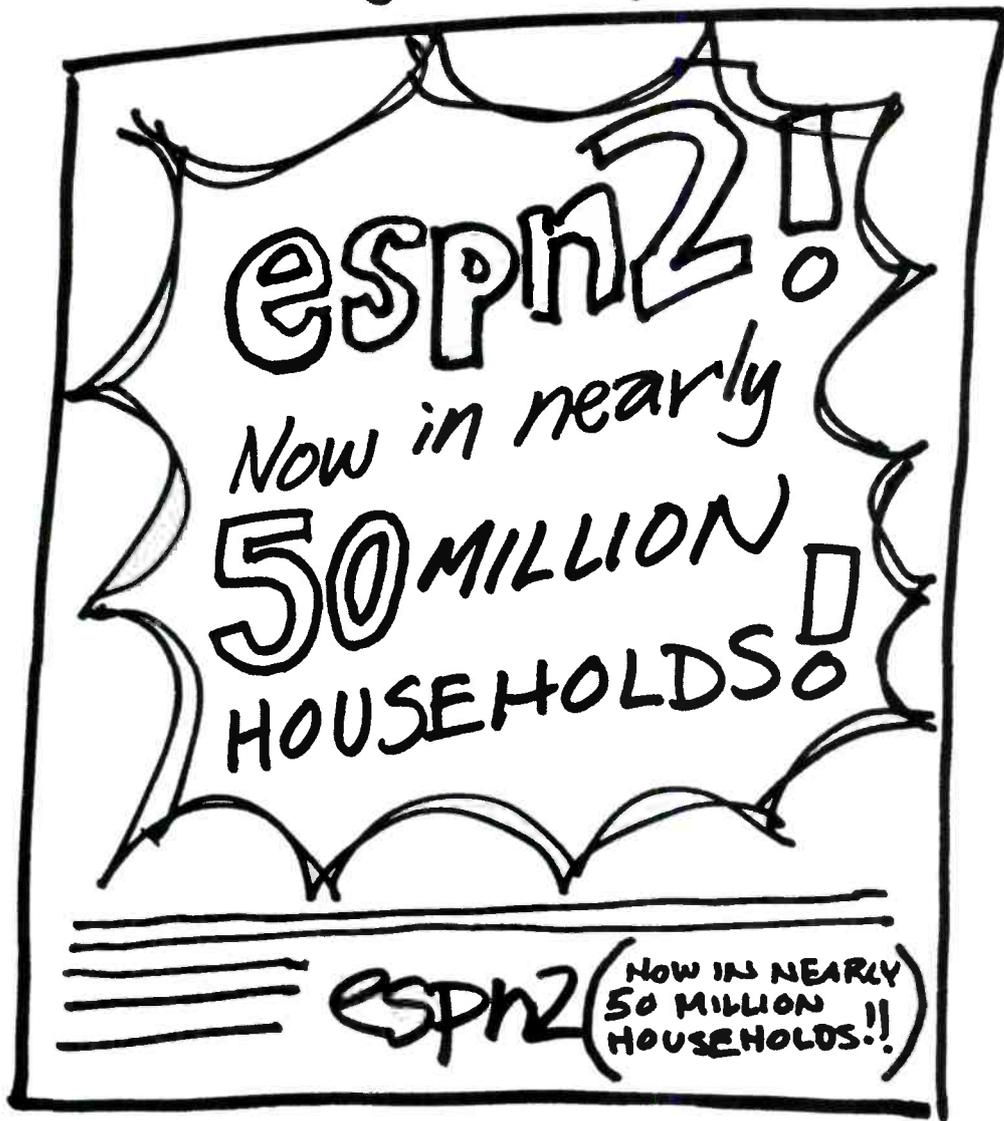
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(10,000 cat Giveaway)
Concept!



Dear Media Person - Act now!!

Our ESPN2 client wanted an ad to say they're now in nearly *50 million. So we came up with the "10,000-Cat-Giveaway." That's right, we want to people like you. That way, every time your cat is hungry, or needs its ESPN client couldn't handle the bigness of "The Giveaway" and wanted and tell him which idea you like better?

(their ad)



households. And what do households have?! Cats!! That's what they have!
give away 10,000 Siamese, Calico and Burmese shorthairs to media
litter box changed, you'll be reminded of how cool ESPN2 is. But our
to do their ad instead. So can you call Evan Sternschein at 212-916-9848

* July Nielsen: 49.5 million (lawyers)

(Please tell them this highlighting thing is totally overkill.)

SYNDICATION

Former NBA star Earvin "Magic"

Johnson, who is being groomed by Twentieth Television as another late-night talk-show host for early 1998, is seeking advice from Arsenio Hall, late-night syndication's one-time wunderkind. During the recent taping of the pilot for *The Magic Hour*, Arsenio stopped by for an audience warm-up at the soundstage on Paramount's Hollywood studio lot—the same locale for his old show. According to a source at Twentieth, Arsenio, a longtime "friend of Magic," has been giving the former Lakers star hosting pointers, although the source stresses that Hall has not been hired as a consultant. The advice must have come in handy, says the source, noting that Twentieth execs were "floored" by how well Magic conducted interviews with a parade of celebrities that included Mel Gibson and Laurence Fishburne, actress/singer Cher and supermodel Tyra Banks. With production of the pilot under way, New York station rep sources are puzzled about why Twentieth has yet to make rep or station group sales presentations for the projected January 1998 entry. Several rep sources suggest that Twentieth is playing a waiting game to see if higher-ups at sister Fox Broadcasting Co. call on *The Magic Hour* to do a network run instead. While Twentieth sources say their intent is to launch the talk show into syndication before the end of September, they also concede that Fox execs are waiting to see how Buena Vista Television's *Keenen Ivory Wayans Show* and Columbia TriStar Television Distribution's *Vibe* projects fare in late night (see related story this page).

Paramount Domestic Television's sales push for the mid-1998 launch of *The Howie Mandel Show* is marching on, with CBS' WCBS in New York and KCBS in Los Angeles buying the hour-long talker. The deal with CBS Television Stations signifies a deepening relationship with Paramount, which already has *Entertainment Tonight*, *Hard Copy* and *Real TV* cleared on many of its major-market stations. To date, *Mandel* has been picked up in 49 markets representing 42 percent U.S. coverage.

—Michael Freeman

Staying Up for the Count

Lofty projections meet equally high hopes for 'Vibe', 'Keenen'

TV SYNDICATION / By Michael Freeman

They're the young and the elusive. They're a guiding light of late-night. And in the search for tomorrow's riches, theirs is a key demographic largely unfulfilled. No more, say some network and syndication execs.

In a deliberate attempt to woo vacationing teens and college students, *Vibe* and *The Keenen Ivory Wayans Show* debut in late-night syndication this week. The two shows share the lofty goal of trying to fill the void left years ago by Arsenio Hall's departure from the late-night circuit. It was Hall, better than any other late-nighter, who captured the ever-elusive "hip, urban" demo groups.

Borrowing its title from the ultrahip pop-culture/music magazine, with creative impetus from music-industry icon Quincy Jones, *Vibe* is targeting a broad cross section of young adult viewers. Chris Spencer, a relative unknown, will host *Vibe*, which is cleared largely on TV stations affiliated with the United Paramount Network and The WB Network. "The whole idea of doing *Vibe* from the very beginning came out of the void Arsenio left from the scene," says Barry Thurston, president of Columbia TriStar Television Distribution, the studio syndicating the hour-long strip.

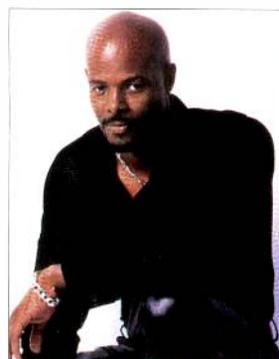
Similarly, Buena Vista Television syndication executives believe that they have a bankable star in Keenen Ivory Wayans, whose previous series effort (Fox's *In Living Color*) makes him an attractive draw for younger demos. Adds Mort Marcus, president of Buena Vista Television: "During Arsenio's prime, he was doing high- to mid-3 ratings, so we would consider anything approaching a 3 rating a grand slam."

Several media-buying sources say both Buena Vista and Columbia TriStar went into last May's syndication upfront market with "Arsenio-type" projections. One buyer said that ColTriStar's sales team went so far as to

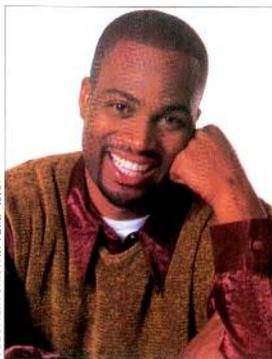
project a 3.8 rating in households for *Vibe* but was selling on 18-34/18-49 and teen demos based on a projected 1.5 to 2 rating average with those groups. ColTriStar said such younger-skewing advertisers as Calvin Klein, Pepsi and Nike were among major ad sponsors. (Meanwhile, Jones and David Salzman, partners in QDE Entertainment, decided last week to dissolve their Los Angeles-based production company. However, ColTriStar officials stressed that both will remain executive producers at *Vibe*.)

Buena Vista was said to have a 2.9 projection in households and was selling on similar 1.5 to 2

rating projections for the 18-34 and 18-49 demos. Sources said *Vibe* and *Keenen* each were fetching about \$20,000 per 30-second unit nationally—roughly half that earned by the *Tonight Show With Jay Leno* on NBC



BUENA VISTA TELEVISION



COLUMBIA TRISTAR TELEVISION

Hip shoulders: Chris Spencer (l.) and Keenen Ivory Wayans each seek to tap young audiences.

and CBS' *The Late Show With David Letterman*.

Vibe, which is sold in 202 markets (representing 97 percent U.S. coverage), goes head-to-head with *Keenen* in just three of the top 10 markets at 11 p.m. (New York, Los Angeles and Atlanta). Notably, all seven of the remaining top 10 markets are giving *Vibe* earlier start times—four of those coming in prime time either at 9 or 10 p.m. (in Chicago, Philadelphia, Washington and Dallas). *Keenen*, which is sold in 150 markets (87 percent U.S. coverage), will be airing 11:30 p.m. or post-midnight in five of the top 10 markets.

Most of the new shows' start times will come within 10 p.m.-midnight broadcast windows—to avoid overlap with *Leno* and *Letterman*. Yet, if there is a place to be grabbing 18-34 and 18-49 viewers, some buyers suggest *Letterman* is slightly more vulnerable.

"*Letterman* is still an expensive buy, even though there's been some erosion," one New York buyer said. "You know they have to be concerned about pricing if there's more competition down the line." ■

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SmartMoney

CABLE TV

Comedy Central has opted not to renew the contract of its No. 2 executive, evp Sarah Miller, who left the network last week. Though Comedy Central honchos would not comment on the record about Miller's departure, sources at the network described her as "smart and very capable but not necessarily a team player."

Comedy Central president Doug Herzog made the call to pass on Miller's contract renewal and got the blessing of the Comedy Central board, which comprises execs from both Viacom and Time Warner, CC's owners. The move means that the highest-ranking executive with connections to the HBO side of Comedy Central's owners is now out (the network was formed in 1991 from two competing services, HA! owned by Viacom, and the Comedy Channel, by HBO). The board has given Herzog a strong vote of confidence by approving the move. Herzog became president in 1995, coming over from Viacom, where he was head of programming for MTV. Miller's departure means little will change operationally at the network, which is preparing to roll out fall programming. Sources said it is possible that another executive will be tapped to do long-term planning for the network.

MTV's breakout animated series,

Beavis and Butthead, is finally coming to an end. Last week MTV and *B&B* creator Mike Judge decided to kill the series, which has run since 1993 and amassed 220 episodes. It could end up being stripped on MTV or going into syndication, but MTV parent Viacom and Judge are negotiating a deal to produce a sequel to Paramount theatrical release *Beavis and Butthead Do America*, which grossed \$63 million domestically last year.

Veteran sports television producer

Geoffrey Mason, executive producer for ESPN International, has taken on more duties. Mason has become executive producer of ESPN Regional Television (formerly Creative Sports) and OCC Sports (formerly Ohlmeyer Communications), splitting his time between ESPN's Bristol, Conn., headquarters and OCC base Charlotte, N.C. Mason also will oversee ABC Sports and ESPN coverage of World Cup Soccer next summer.

—Michael Bürgi

TV SPORTS

By Langdon Brockinton

Turning Gold Into Green

As NBC announces its Olympics deal with GM, CBS nears sellout

The big sports business news last week was, of course, the \$900 million megadeal among General Motors, NBC and the U.S. Olympic Committee that will stretch into the next century. The deal was ample evidence of how important the Olympics have become to major marketers. Here's more evidence. Six months before the start of the 1998 Winter Games, CBS has already moved about 90 percent of its Olympics inventory. At this time four years ago, the network had sold only about 70 percent to 75 percent of its 1994 Winter Olympics ad time, sources close to the network recalled.

Deals with Domino's, KFC, Wendy's and PrimeStar are among the more recent Olympics transactions. The network Olympics buy is a first for Domino's and PrimeStar, the sources said. For KFC, the deal is part of the company's strategy to have a presence in high-profile network events. "KFC wants to have the look of a leader," said Peter Foulds, the company's vp/advertising. "[The Olympics] are what people are going to be watching; there are only a few events on television that garner such a huge audience."

To supplement its media buy, KFC will create an in-store, Olympics-related marketing/merchandising program. Because the details of that program have yet to be finalized, Foulds declined to comment further, except to say that it would include some "incentive contests." Additionally, KFC will use the Olympics broadcasts to launch a new product; again, however, Foulds declined to elaborate.

Foulds also would not say how much money KFC paid for its sponsorship. But sources estimated that the fast-food marketer doled out between \$5 million and \$10 million for the package. Wendy's, which advertised on CBS' broadcasts of the '94 Winter Games (in Lillehammer, Norway), is said to have spent a similar amount. The roster of advertisers in the so-called "quick-service restaurant" category for the '98 Games (in Nagano, Japan) includes McDonald's, Wendy's, KFC and Domino's. Only McDonald's and Wendy's advertised in '94.

So far, the network is said to have signed up

about 30 sponsors. Among them: Ford, Chrysler, Toyota, Nissan, Nike, Anheuser-Busch, Visa, AT&T, Xerox, Eastman Kodak, Coke, IBM, Northwestern Mutual Life Insurance, John Hancock, Johnson & Johnson, Home Depot and UPS. Only a couple of CBS' deals have totaled less than \$5 million, the sources said.

While CBS' sales strategy is intended to expand the ad revenue above that of the 1994 Winter Games, the network also is looking to cut deals with far fewer advertisers than it did for the '94 games—a move designed to produce much less competitive clutter. CBS has struck many more category-exclusive deals this go-round. And whereas more than 80 companies purchased network commercial time on the '94 Games, CBS will likely sell between 40 and 50 sponsorships for Nagano.

New U.S. TV contracts for the French Open Tennis Championships could be in place by early September, according to Donald Dell, chairman and CEO of ProServ Television,

which is representing the French Tennis Federation in the rights negotiations. Now that the exclusive negotiating periods for both NBC and USA, the incumbent broadcast and cable rights holders, have expired, ProServ has begun talking to other

networks. Initial talks have taken place with CBS, Fox and ESPN, Dell said. But NBC and USA, he added, still hold "first refusal" rights. ProServ is looking to strike new deals in the three-to-five-year range. Dell declined to specify how much money the French Tennis Federation is seeking. Ratings for tennis' grand slams, including the 1997 French and Wimbledon Championships, are off of late. NBC averaged a 1.7 with its coverage of the '97 French Open, down from a 1.8 in '96. And in its cable universe, USA averaged a 0.3 for the first week of French Open telecasts and a 0.5 for the second week of coverage—compared to an overall 0.5 in '96. One reason for the drop: American players fared poorly this year.

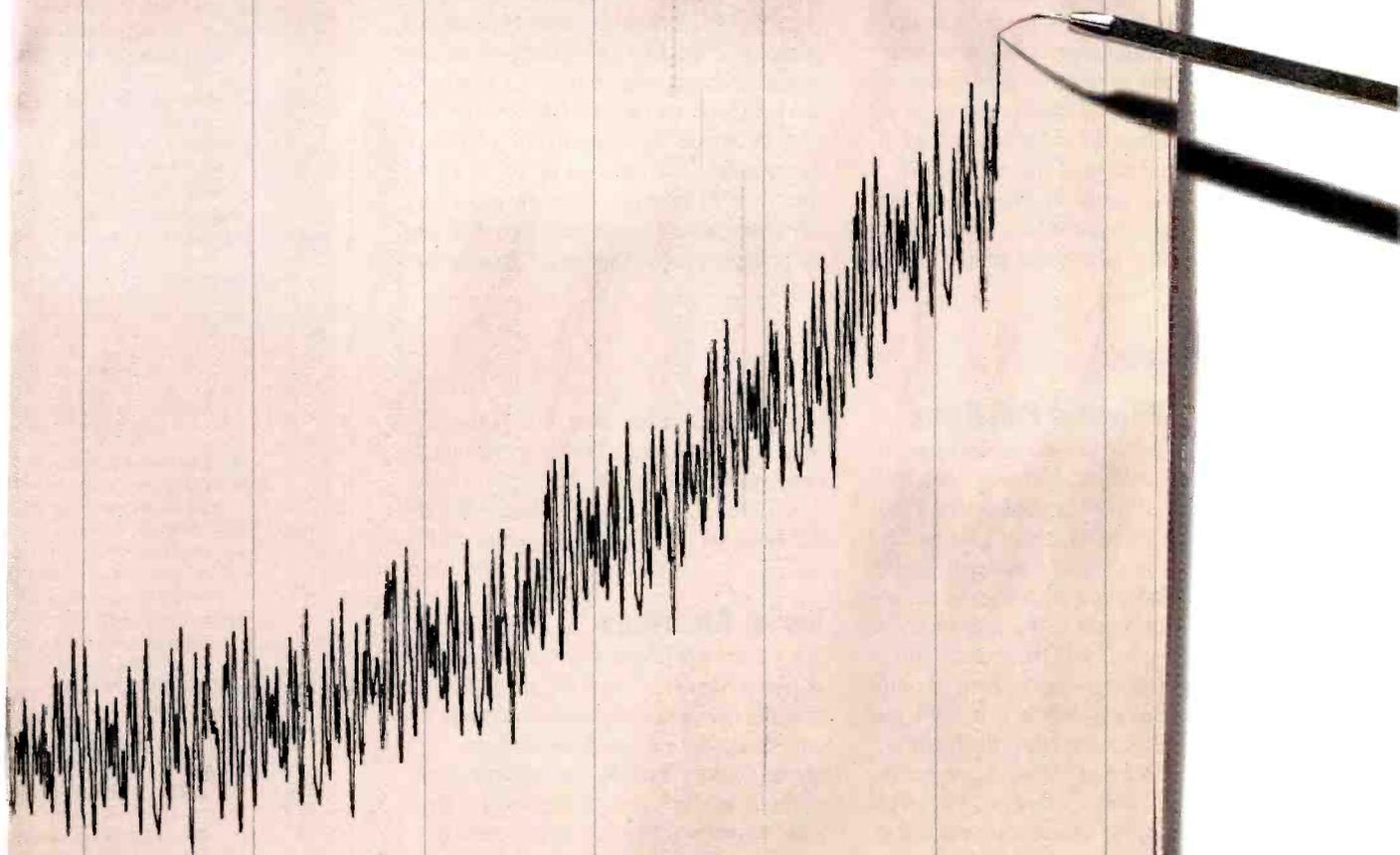
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Los Angeles Times

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FROM THE EDITOR'S DESK by W.F. Gloede

Some Praise for NBC

The refusal by NBC to adhere to the new TV ratings system that has been foisted upon the industry by a passel of public interest groups and their political allies was an act of courage and, at the same time, of common sense. While we certainly agree that the intentions of these groups are noble,

we also believe ratings of any kind are a first step toward content control. Given the proclivity of government to insinuate itself into the lives of the people it is supposed to serve, it is only a matter of time before interest groups and their lackeys on Capitol Hill demand that certain types of programs be banned and others forced upon us in the name of the public good.

There are many in Washington who believe television could be a useful tool in "teaching" the public the proper way to

think and act. In an age when social norms are dictated by an unelected political and academic elite, TV is the perfect classroom. Outgoing FCC chairman Reed Hundt has proven that the FCC is willing and able to impose teaching requirements on commercial television; witness the rules on kids TV.

NBC should be supported by the rest of the industry. The function of TV in a free society is to inform, entertain and carry advertising, not to indoctrinate the public into the politically correct agenda of the moment.

LETTERS

A Whole Different Ball Game

I was shocked to see the terribly inaccurate comparison of full-year 1990 data to first half of 1997 in your article "Big Nets Need Geritol" (July 21) for which I was interviewed. This is misleading and utterly useless when trending the performance of ESPN due to the seasonality of our sports coverage and the impact of these sports on our ratings—particularly in prime time. By referencing whole year 1990, you include our NFL schedule—the highest-rated series on cable—which improves our ratings considerably for the year. The fact is that ESPN's prime-time average rating for the first six months of 1990 was 1.9, not 2.1—still not a fair comparison.

While prime time is important, ESPN has broadened its ratings success throughout the broadcast day with popular programming such as *SportsCenter*, *Baseball Tonight* and *NFL Countdown*. As a live-feed network, this is an important objective. In fact, in 1996 ESPN delivered its highest 24-hour rating of the past six years. You also failed to print that with the introduction of espn2 in 1993, our dual 24-hour sports networks have not only kept ESPN viewers "in the fold," they have increased our prime-time audience 28 percent since 1994 on a total U.S.

basis. The net effect: more U.S. households are watching ESPN programming and live events than ever before.

*Arthur Bulgrin
VP, Research and Sales Development, ESPN
New York, N.Y.*

Social Securities

In a recent *Mediaweek* article ("Age of Discrimination," June 30) about the growing use of arbitration in employer/employee disputes, you misstated an important fact. Fidelity Investments does not require employees to sign an employment agreement which requires them to agree to arbitration in the event of a legal dispute. Only those employees who are NASD (National Association of Securities Dealers) or NYSE (New York Stock Exchange) registered are subject to arbitration. This is a securities industry requirement, not a Fidelity Investments requirement.

*Karen Ernst
Managing Director, Fidelity Capital
Boston, Mass.*

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Where Family Values Meet the Press

• FOR YEARS, THE BLETHENS FAMILY—beginning with Colonel Alden Blethens in 1896 and carried on today by cousins Frank, Robert and William Blethens—managed the seemingly impossible: keeping their afternoon paper, *The Seattle Times*, ahead of the morning competition, the *Seattle Post-Intelligencer*.

Today, the *Times* is still strictly p.m. But it is now entering its 14th year in a joint operating agreement with the Hearst Corp.'s *Post-Intelligencer* under which the papers share business functions, including sales. The family still is actively involved in the management of the newspaper and the JOA agency, and it is finding that times are getting a little tougher. The two papers do have a stronghold on Seattle's Kings county, but recently, the afternoon slot that once made *The Seattle Times* a rarity in an industry that has been converting to morning publication for decades has shown signs of erosion.

The *Times*' afternoon success was built upon Seattle's predominantly blue-collar, shift-worker market. Companies such as Boeing employed large numbers of people who got their first opportunity to glance at the news late in the afternoon. Though that segment still exists, other 9-to-5 industries, including the ubiquitous Microsoft, have begun to radically change the economy and its work patterns. Though Seattle's population is booming, daily circulation numbers for the *Times* have been creeping southward (from 235,963 in March 1996 to 229,169 in March 1997). The morning *P-I* also has been losing circulation,

although at a slower rate (198,065 in March 1997 compared to 202,156 in March 1996).

"They can't be everything to everyone," says Dennis Chandler, a marketing consultant for Seattle's Fisher Broadcasting, which owns KOMO-TV (ABC) and three radio stations in the city. Indeed, the area that rings Kings county is overflowing with print. Every county in the *Times-PI* Designated Market Area has its own daily newspaper. Competition, particularly for the "buffer areas" around Kings county, is fierce. Though the *Times* pushed hard and maintained a presence in the Eastside and in nearby Snohomish County, it has

something besides competition to contend with: traffic. Like most p.m. papers, its expansion has been inhibited by highway congestion.

The closest competitor in terms of circulation numbers is the *Tacoma News Tribune*, which has been holding steady at just under 129,000 circulation weekdays. "Growth belongs to the strongest morning newspaper," says Kelso Gillenwater, *TNT*'s president and publisher.

He realizes that the *Times* "has locked the afternoon slot." The *Times* afternoon dominance is part of the reason that the Tacoma paper switched from afternoon to morning publication in 1985. If the *Times* has not been a presence in neighboring Pierce county, Gillenwater says, "it's not because they haven't tried." Though the single-copy price of the *Times-PI* is 50 cents within Kings county, the Pierce county newsstand price is just half that. But the paper has made little headway. For his part, Gillenwater says the *News Tribune* serves the Tacoma area and has no designs on Seattle proper.

Though circulation has not kept up with Seattle's overall growth, the *Times-PI* can still afford to take a hard line with advertisers, mostly because it's the only game in town. "We don't come off our rate," says Robert C. Blethens, *Times* corporate communications marketing director. "We offer some very good terms but we work strictly off the card." Chandler agreed: "It's a 'take it or leave it' situation. There isn't much negotiation that goes on." —VB



All in the family: (l. to r.) Alden, Robert, John and Frank Blethens. Inset: William Blethens.

SEATTLE/NEWSPAPERS

These Times Demand A Bow to the East

• FOR CAPTURING READERS IN THE LAND OF Microsoft, *The Seattle Times* picked up the

WHERE THE DOLLARS GO IN SEATTLE

Total local ad spending by media (in millions)

	Newspapers	Spot TV	Radio	Outdoor
1995	192.5	260.0	125.4	14.7
1996	166.4	274.2	132.5	17.2
% Change	-13.5	+5.5	+5.7	+17.0

Source: Competitive Media Reporting, BIA Research

Marketing Achievement Award at the Newspaper Association of America's San Francisco conference last month.

In February the *Times* launched its "Eastside Initiative" to court readership in Seattle's elusive Eastside zone. Though the 223,169 weekday-circulation paper had a presence in the area, it spent \$100,000 on outdoor and transit advertising; sponsored Eastside art and business events; and tailored the paper's editorial to reflect the Eastside's local news.

For nearly a decade the area has been home to high-tech companies. Along with the rise of the computer industry came a highly desirable but elusive demographic—affluent, young and highly computer literate. The area boasts a population of 276,020, among which 53 percent have household



The "Eastside" campaign was honored by the NAA last month.

incomes of \$50,000 or more, two out of three own their homes and 47 percent occupy houses valued at more than \$150,000. The neighboring *Bellevue Journal-American* changed its name to the *Eastside Journal* in pursuit of these cybersefers. Even the alternative *Seattle Weekly* created an Eastside edition to net these netizens.

When *Times* marketers conceived the idea for the marketing blitz, the paper had the benefit of 53,000 Eastside readers but needed to fend off the competition. NAA recognized that the initiative did exactly that—it boosted home subscriptions by 1,500 copies and *Times* Eastside ad inches by 8.5 percent. —VB

SEATTLE/TV STATIONS

TV Dial Has Come Full Circle

• OVER THE PAST TWO YEARS, SEATTLE'S TV marketplace has resembled the bazaar at Marakesh. Myriad changes in ownership, management and affiliation at the city's TV stations have thoroughly spun Seattle's TV dial. Now, however, it appears to viewers much the way it did two years ago.

Back in early 1995, A.H. Belo owned the market's then-UPN affiliate, KIRO-TV. The Providence Journal Corp. had KING-TV, the market's NBC affiliate. And Gaylord Broad-

casting owned the market's CBS affiliate, KSTW-TV. In 1996, Belo announced it would buy the Providence Journal Co., and in doing so had to choose which one of the two stations it would divest, due to FCC rules forbidding ownership of two stations in a single marketplace (the deal closed in February 1997). Belo chose to drop KIRO, which it swapped for Viacom's KMOV-TV in St. Louis.

In January of this year, Cox Communications purchased KSTW, the CBS affiliate, from Gaylord. Then, Cox, believing that it would be more successful operating a CBS affiliate on KIRO than on KSTW (KIRO had been a successful CBS affiliate for many years prior to a switch to UPN in 1994), agreed to swap stations with Viacom. Cox exchanged KSTW and an undisclosed amount for KIRO. The stations' affiliations

switched as well.

Most recently, the station to reap the benefits of these marketwide changes is the now-Viacom-owned KSTW-TV, which has seen three owners and two affiliations (it's now a UPN affiliate) in three years. In July, it switched owners and changed affiliations, from CBS to UPN. That change has taken it out of a bruising 11 p.m. dogfight in local news, one that it regularly lost. It now enjoys its status as the only 10 o'clock news in the marketplace, and heightened ratings.

"KSTW's news was doing very poorly, with bad ratings. It had a very weak lead-in from CBS prime. But that was more a function of KING and KOMO having very strong newscasts than KSTW's being qualitatively bad," explained Janice Jack, a media director at Zenith Media in Portland.

The station's late news numbers have gotten better since the switch, media buyers said, with preliminary July ratings giving the new 10 o'clock news a 6 rating/12 share, almost where its numbers were before the painful switch to CBS in 1995. "They realized that they were going to be in there with the big boys, A.H. Belo and Cox. They realized that they were going to have a lot of competition. It was a strategic move to get out of 11 p.m. news," said Jan Hill, a senior broadcast buyer at McCann-Erickson Worldwide in Seattle.

But while ratings are up in late news, KSTW might not have the spotlight to itself

at 10 p.m. for all that long. Kelly Broadcasting's Fox affiliate KCPQ in nearby Tacoma has just completed a \$22 million all-digital studio and has plans to begin a half-hour 10 p.m. newscast at the first of next year. "We're in search of a news director and in the process of finding out what a Fox viewer would want from news," said Roger Ottenbach, vp and gm at KCPQ. —CB

SEATTLE/RADIO

Rapid Consolidation Raises Buyer Concerns

• JUST FIVE COMPANIES ARE NOW IN CONTROL of virtually all of Seattle's radio ad revenue, due in large measure to a flurry of acquisitions within the past 15 months.

Crediting Seattle's robust economy, as well as ad price increases tied to that brisk marketplace, industry experts project the \$132.5 million market to grow 10 percent to a sweet \$145 million this year. Rates are up at a 12 percent to 15 percent clip in the past 24 months, estimated Gordy Bryson, president of KSL Media West, a media buying service.

Entercom-Seattle, Boston-based American Radio Systems and Sandusky Radio of San Francisco have led the consolidation—virtually sleepless in Seattle—by striking several major deals to stretch their presence in the Emerald City.

But all of this consolidation has made some Seattle media buyers a bit edgy, fearful that a boost in ad rates will be an eventual consequence. Several local buyers said they haven't yet been forced by the radio groups to "buy combos"—purchasing time on stations that clients don't want in order to secure more-efficient deals for the stations they do want. "But I can foresee more drastic things happening—price increases, forced buying," maintained Janice Trantow, vp, media director at Elgin DDB in Seattle. Stations, she said, "don't need to do that now because the market is so strong."

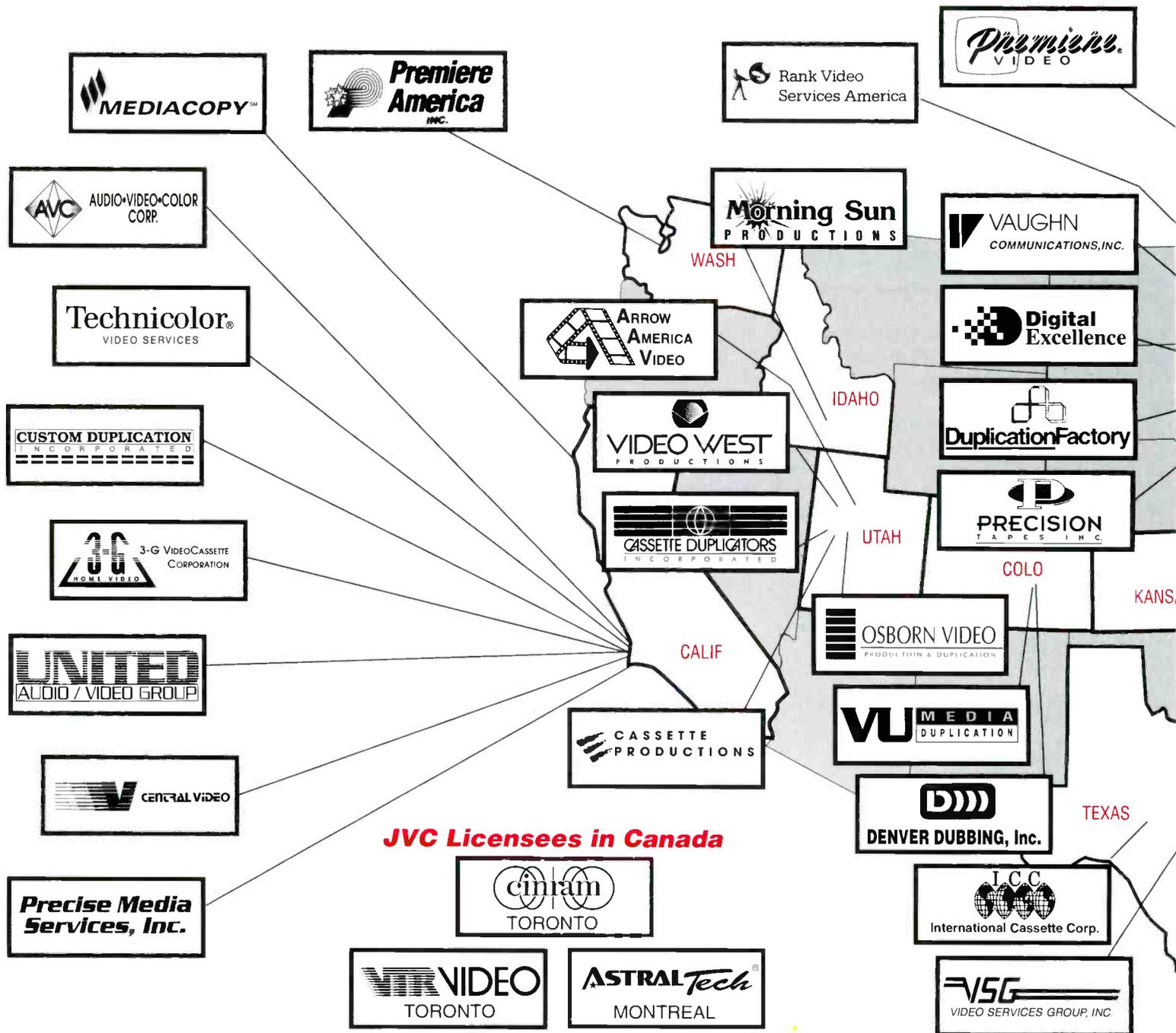
With eight radio stations and a hefty 40 percent of the market, privately held Entercom is the undisputed leader in Seattle. Entercom concluded its buying spree last March, snagging the Bonneville-held properties (KIRO-AM/FM and KNWX-AM). One month later, American Radio Systems completed its purchase of EZ Communications, obtaining four FM properties (KMPS, KZOK, KYCW and KBKS). Currently, ARS has five Seattle stations and 20 percent of the market. And in mid-1996, Sandusky bought KEZX-AM and KWJZ-FM from

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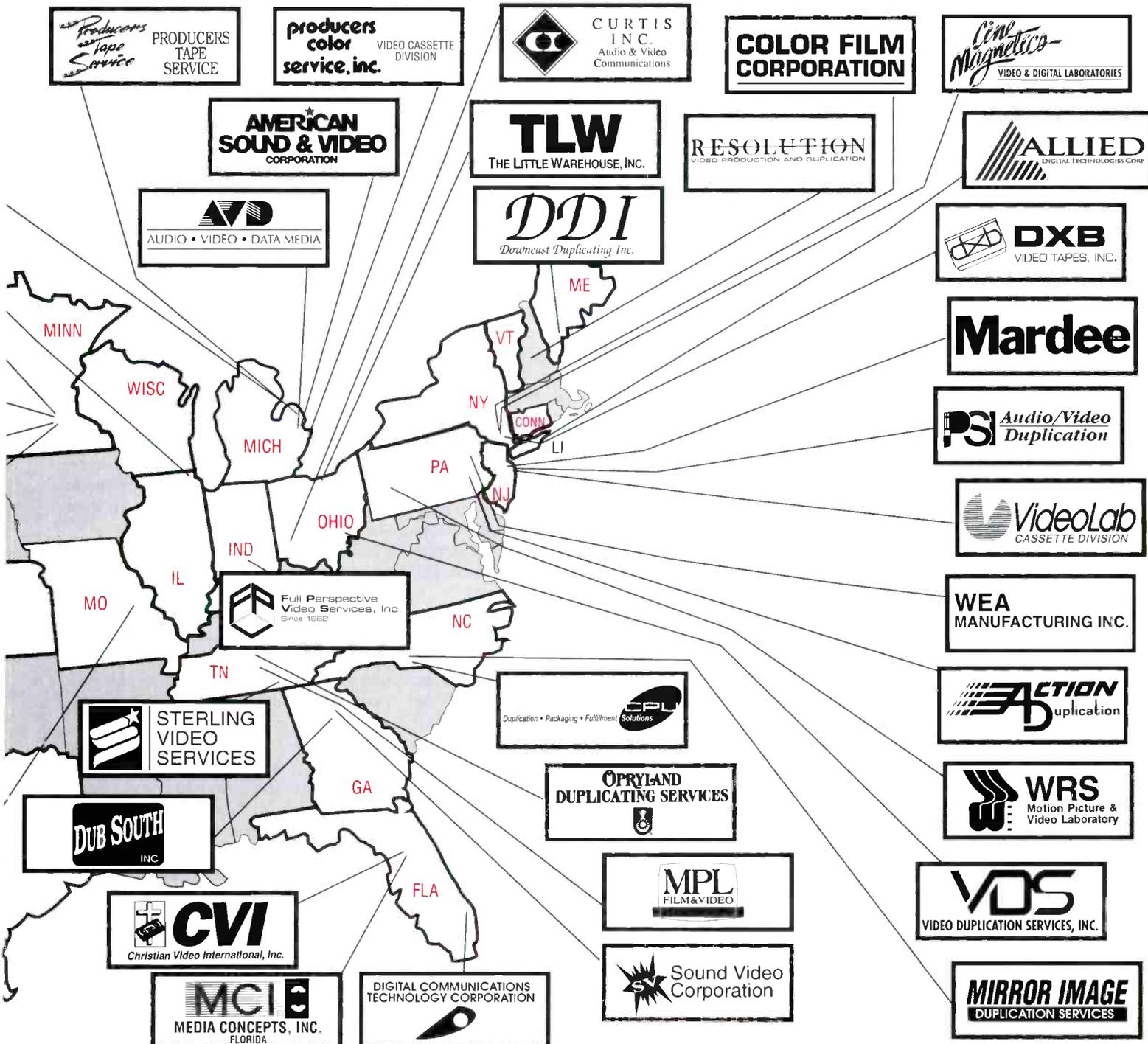
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Local Media

Park Communications as well as KRWM-FM from Brown Broadcasting. Currently, Sandusky controls five stations in Seattle, with an estimated 11.5 percent of the market. Fisher Broadcasting (holding a 13.3 percent share) and New Century Media (11.7 percent) complete the Seattle Five.

The consolidation wave is buoyed in part by the simultaneous resurgence of the city's downtown area, with a huge boost coming from the aerospace and computer software industries. Seattle is home to Boeing, and nearby Redmond has Microsoft and a passel of smaller software firms. Those companies' employees have helped fuel the growth of new restaurants and other businesses, such as Planet Hollywood, GameWorks and Nike

KBSG-AM/FM, KNDD-FM and KISW-FM) and its news/talk/sports properties (KIRO-AM/FM and KNWX-AM) are each aimed primarily at a male audience. Donovan oversees the day-to-day operations at the music group. And just a couple of weeks ago, Entercom hired a new vp and gm for its News/Talk Group, tapping Dick Carlson, who had been the general sales manager of Jacor Communications' talk stations in Denver.

A number of the acquisition-happy Seattle radio owners, having incurred heavy debt loads in making their deals, are maintaining local sales departments while beefing up efforts to generate revenue beyond mere commercial sales. Said Donovan, "What radio does best has much more to do with promotions. We are able to mobilize and rally people."

Meanwhile, ARS has assigned three people to seek "nontraditional revenue streams" for the company's Seattle stations, explained Fred Schumacher, vp and general manager of ARS/Seattle. The group, which targets promotional dollars traditionally earmarked for other media, is expected to surpass "seven figures" in revenue this year, added Schumacher.

And though it has local sales managers at each property, Sandusky Radio recently created the new position of director of sales, whose main mission is to pitch the group's Seattle stations—which

primarily reach female audiences—to potential clients. "We're targeting department stores and auto dealers," said Marc Kaye, vp and general manager for Sandusky's Seattle properties. —LB

ORLANDO/CABLE TV

Time Warner, Tribune Align for 24-Hour News

• TIME WARNER CABLE AND TRIBUNE CO.'S *Orlando Sentinel* newspaper said last week they will put their joint venture, 24-hour, local news channel on the air by fall. Tribune has

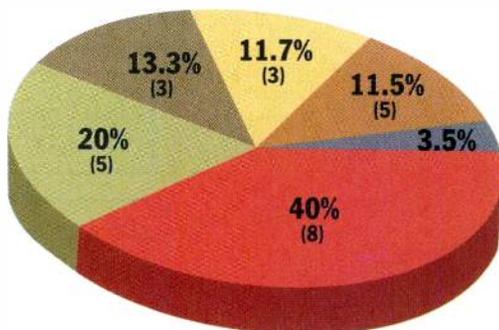
enjoyed success with its own "Chicagoland" round-the-clock local news cable channel, which draws in part on the Chicago *Tribune's* resources. The news channel, "Central Florida News Channel 13," will employ 65 to 70 new news personnel. But it will also simultaneously attempt to harness the reputation and resources of the *Sentinel's* 350-person editorial staff to report news while promoting the *Tribune* paper to those who do not read it.

"We're going to try to eliminate duplication of resources—two reporters, one print, one broadcast, covering the same story. We're undergoing a change in what the company is—from a newspaper company to a multimedia corporation with internet, TV and newspapers," said John Haile, editor-in-chief of the *Orlando Sentinel*.

The endeavor has already benefited from its association with Time Warner Cable, which has guaranteed it the widest potential audience by giving it a favorably low channel position. In doing so, it will be part of the system's basic service which reaches its largest group of subscribers—about 400,000 households. It is also "a vehicle that drives people to the newspaper, and readers to the news channel," said Haile.

This would be good news to the *Sentinel*, which saw its weekly circulation fall by 8,500, from 273,688 in 1996 to 265,187 in 1995; its Sunday circulation also fell by 7,200, from 396,244 in 1996 to 389,036 in 1997. However, a source who would not speak for attribution said the decline reflected a pull back from peripheral markets and an upcoming audit would show circulation gains.

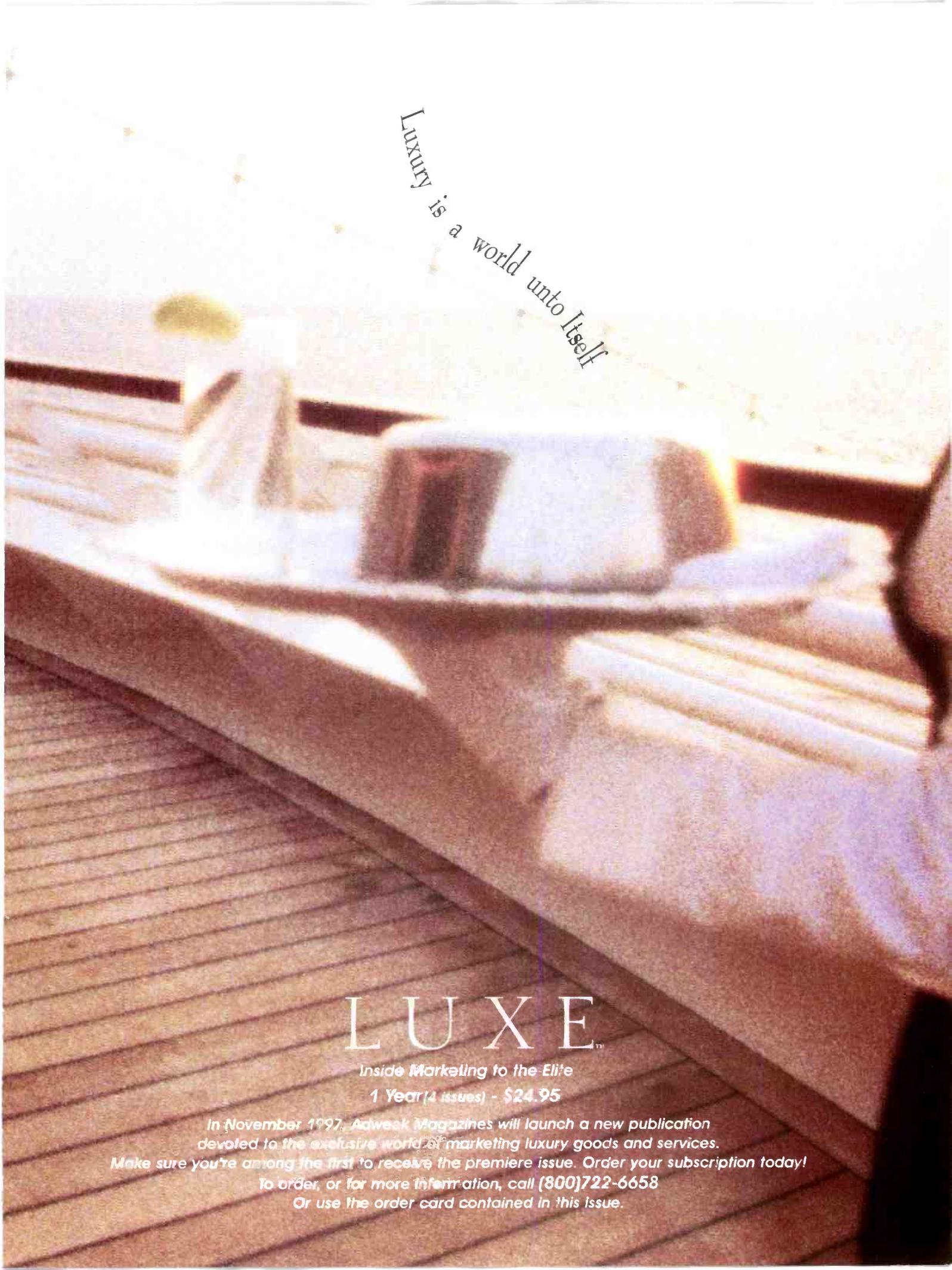
Meanwhile, the newschannel is receiving a warm reception from some media buyers, and a chillier one from some broadcasters. "What hurts many local papers is their tendency to provide too much national news. What the *Sentinel* is doing will provide a lot more local news," said Pete Barr Sr., a partner at Fry, Hemmond & Barr, a local ad agency. That the channel's parents include the *Sentinel* has raised one station gm's eyebrows. "I don't believe they'll take a lot of audience from local affiliates. I do wonder that they might be in a conflict of interest when writing about TV stations," said Bill Bauer, vp/gm at Pulitzer-owned ABC affiliate WESH-TV. —CB



Source: Duncan's Radio Market Guide

Town.

Additionally, radio stations are benefiting from local television's changing landscape; New Seattle TV station owners are buying commercial time to tout their programming fare. Amid such development, several radio companies have paid handsomely to expand in Seattle. For its part, Philadelphia-based Entercom has adopted a straightforward strategy for acquisition: While seeking to de-emphasize its presence in the nation's top 10 radio markets, the company wants to "build meaningful, synergistic combinations in markets 10 through 20," said G. Michael Donovan, president of Entercom-Seattle. Entercom-Seattle's rock stations (KMTT-FM,



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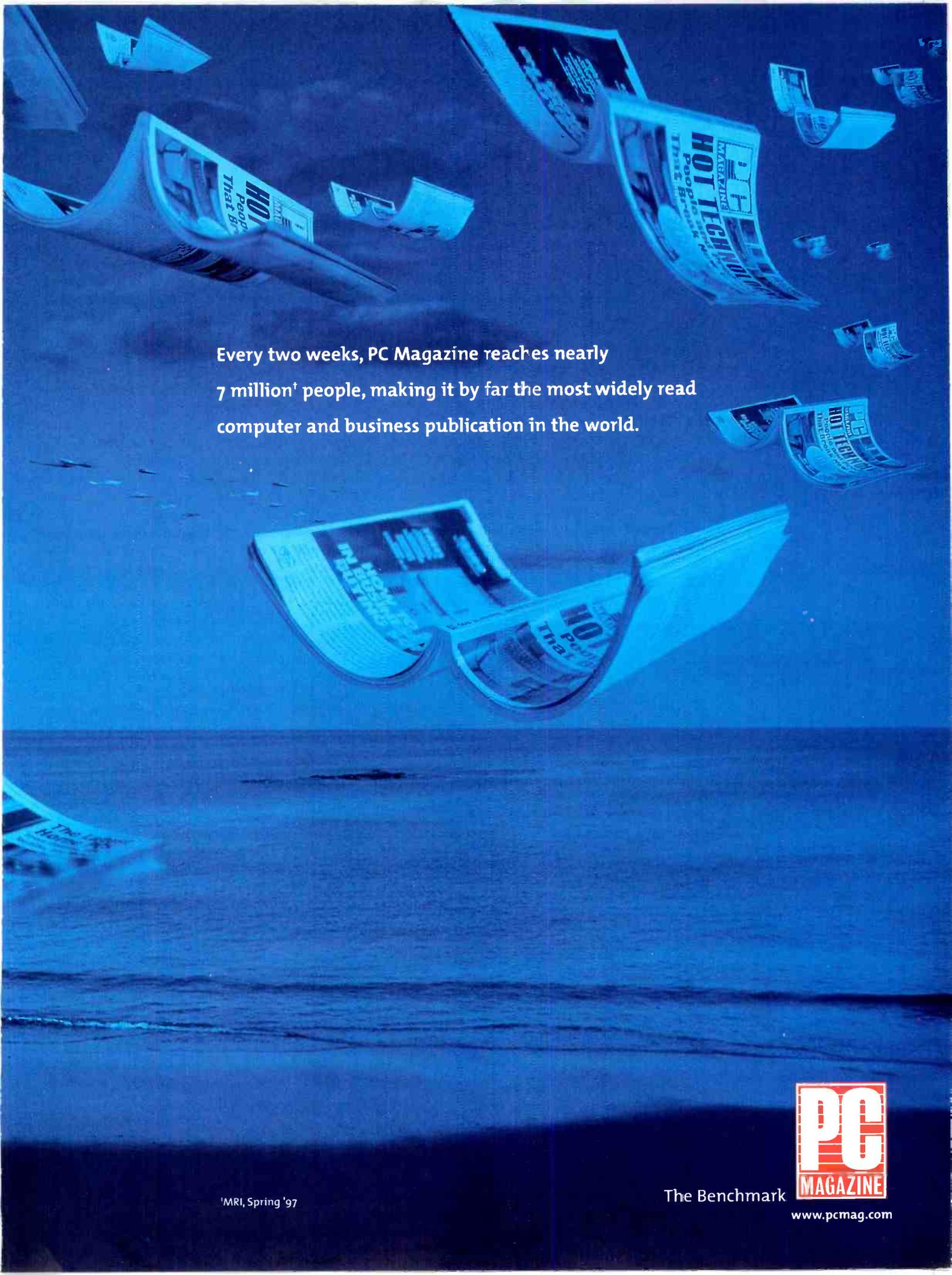
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WASHINGTON Alicia Mundy

Can I Get A Witness?

There's been little live television coverage of the Senate campaign-finance hearings. Why?



In the doldrums of this summer, the only issue that gets people to open their eyelids in Washington is the media's seeming bias against airing the daily Senate hearings on campaign financing. One wonders: Is it the result of A)

a conspiracy of liberal media moguls to cover up the White House's fundraising faux pas? or B) a conspiracy of network bean counters to preserve profits rather than fritter away free time on a boring story? or C) the inability of TV execs to acknowledge their duty to the public interest?

If you're like Brent Bozell, who runs the conservative Media Research Center, the answer is clearly choice A. But if you are more comfortable with reality, like, say, Chris Matthews, the Washington columnist and host of CNBC's *Hardball*, the answer is a mix of B and C.

Matthews devoted his nightly half-hour show to the

hearings during their first week. "We committed to this story and we're sticking with it," he said. One reason is that the hearings play into the theme of his show. "*Hardball* conveys a contest," Matthews explains. Winners and losers in the Washington tradition. "This is what our viewers count on."

But there's a stronger reason. "In the last ten days of the presidential campaign, this [issue] is what stopped Clinton from getting 50-plus percent of the vote, and the Democrats from retaking Congress," says Matthews, a one-time aide to former House Speaker Tip O'Neill. "More importantly, America has had a long history trying to influence other countries' policies. But this is the *first time* someone is trying to influence us. And it's not an ally—it's the enemy!"

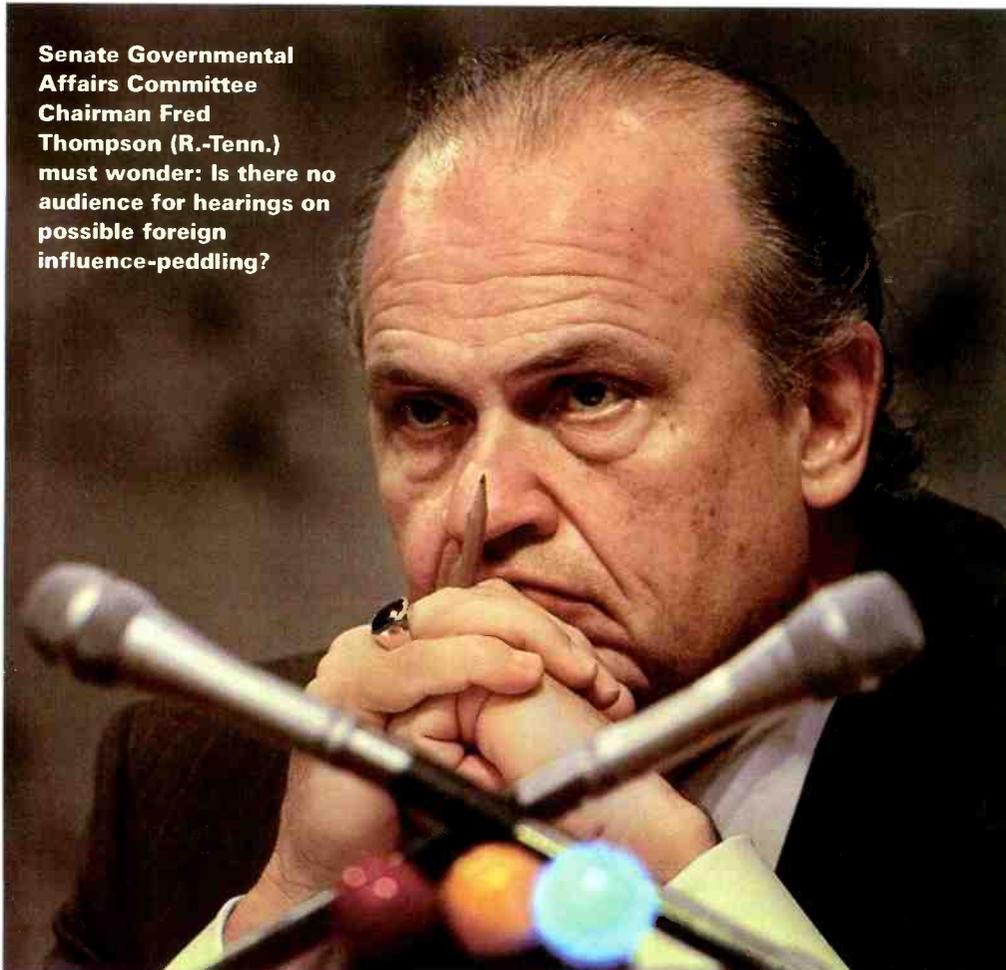
But Matthews concedes that the hearings themselves are often hard to follow and, yes, boring. The second week, when politicians began repeating the evidence of the first, *Hardball* spent less time on the hearings but still synopsized their highlights each night and identified the winners and losers.

But not C-Span nor CNN nor the major nets have been running the hearings live. Only Fox News Channel, the cable network, has carried the hearings live during the day. And on the evening news, the hearings are M.I.A. There are brief updates some of the time, but they're just part of the news mix. Michael Kelly, editor of *The New Republic*, is very disheartened by the lack of interest by TV. "The standard in Washington is theater," says Kelly. "Look at *Newsweek's* conventional wisdom on the hearing—It's a *bomb*. That's Frank Rich talk."

Yep, the hearings are getting reviewed like plays and movies. Two weeks ago, *The Washington Post* ran an article on the hearings' chairman, Sen. Fred Thompson of Tennessee, a one-time Hollywood actor who's played strategic bit parts in films such as *In the Line of Fire* and *Hunt for Red October*. The paper's headline read: "A Lead Actor in Search of a Plot." *Nightline* followed with a show about "why the hearings are a bust."

Kelly wonders if there's more than TV-fare judgment at work. "Much of the media has accepted the White House line that 'there's nothing new here,'" he says. "It's hard to argue that there's no element of bias.

Senate Governmental Affairs Committee Chairman Fred Thompson (R.-Tenn.) must wonder: Is there no audience for hearings on possible foreign influence-peddling?



AP/WIDE WORLD PHOTO

"The saddest part," says the editor, who himself has been called a soft-hearted liberal, "is that this issue is about the kinds of things Democrats and liberals were always against. Holding hearings on corruption—this is what liberals should be *for*," says Kelly in an exasperated tone. "I want to ask them: When did you stop caring?"

Corruption is the big issue for Matthews as well. "It impassions us as a people. The voters are angered by corruption," he says. But he can explain the big hurdle to keeping viewers locked in. "There's a total skepticism, total distrust of one politician attacking another today. It's viewed as pure politics. So you tune in and see Republicans sitting in judgment of Democrats."

What surprises Kelly and Matthews both is that the nets won't just admit that they don't want to preempt daytime shows, with their high profit margins, for the hearings. Instead, TV execs have tried to justify their decisions based on lack of viewer interest in the hearings. Sources at CNBC in Washington and Fort Lee, N.J., say that Matthews made the decision to stick with the hearings



PHOTOFEST

story, and Matthews says, "That's the tension one lives with. But [CNBC president] Bill Bolster thinks it's a very important story, too."

It turns out that *Hardball* and the Fox News Channel have been rewarded for their judgment. *Hardball's* ratings are as high or higher than they were in January. CNBC has received more than a thousand letters from viewers praising the coverage. And Fox's minimal ratings have also risen during this period. "Did Roger Ailes or Brit Hume make the decision?" asks Matthews. "Either way, it was gutsy."

As for the evening news shows, producers at the three nets have repeatedly said that they have covered the news of the day in their nightly broadcasts—but hardly in detail, or in a way that conveys the gravity of the central issue. If the nightly news boxed the day's hearings segment, ran it in roughly the same spot as a regular update, the key ques-

The testimony during the Senate hearings should have caused national security reporters a collective stroke.

tions of corruption and attempted influence by a hostile foreign government would remain in the spotlight.

Steve Scully, the political director of C-Span, could not be reached for comment. But a source at C-Span said that the cable network that covers Congress dropped the hearings from live coverage because "we saw that most of the surprises happened in the first day or so—after that there was a lot of repetition and political grandstanding."

Well, excuse me, but if political grandstanding and repetition are the criteria for refusing coverage, then C-Span should be running 24 hours of Bugs Bunny cartoons. What else happens on Capitol Hill? The point is not that our politicians are a yawn and sinking in their own or-

tundity. The point is that the issues involved are critical. When lobbyist Johnny Chung, who doesn't want to testify, told a reporter, "The White House is like a subway. You put in your coins and go through the gate," there should have been convulsions in the news media.

When a CIA analyst testified that he had briefed John Huang 30 times, there should have been a rush to find any other such flagrant examples. As a former defense analyst with security clearances working on contracts for the Defense and State Departments, I remember that it was damn near impossible to get briefings from the CIA's research shop, even though my think tank and the CIA's unit were both working on

the same project under the auspices of the same government department. The testimony about Huang's access to the CIA during the Senate hearings should have caused national security reporters a collective stroke.

As to media executives' arguments that viewers aren't wild about political news, here's the answer. "You can't get women and the young interested in politics if you don't cover it," Matthews says firmly. "Sure, for the demographics, the nets are looking to women and the next generation—so they cover lifestyle. But if you only give them lifestyle stories, they won't care about political stories." ■

Thompson, (center) playing the president in *In the Line of Fire*, 1993



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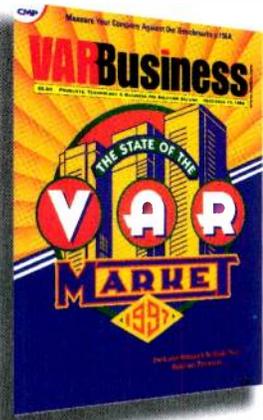
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MOVERS

CABLE TV

Dan Scher joins Fox Net, Fox Broadcasting Co.'s cable programming service, as director of national sales, reporting to Dan Kendall, Fox's vp, network distribution and cable operations. Scher will be based in New York, responsible for budgeting, forecasting and agency and client relations, as well as managing the in-house sales team...MTV Networks, a unit of Viacom, Inc., has promoted **Tricia Lynch** to director of market development, affiliate sales and marketing from her position as manager of market development. Lynch will continue negotiations with DBS affiliates, U.S. Satellite Broadcasting and Echostar Communications and develop and execute distribution strategies for all of MTV Networks' services and Comedy Central...Raycom Sports has promoted **Joe Gallagher** to senior vp, sales and marketing and **De Cordell** to vp, regional sales. Gallagher, who leaves his post as vp, corporate development, will head up Raycom Sports' expanding advertising sales, marketing and sales representation ventures, and Cordell leaves his post as director of ACC Properties to take on the responsibility of directing the ad sales team for Raycom Sports' Regional Sports Network.

TV STATIONS

Mike Cavender has been named vice president news for Gannett Broadcasting-owned WUSA Channel 9, Washington, D.C., Cavender was vice president news at Tampa, Fla., station WTSP, also owned by Gannett. He

(continued on page 32)

The Media Elite

Edited by Anne Torpey-Kemph

Chuck D Challenges 'Vibe' at Convention

Controversy about Tupac Shakur's murder swirled at last month's National Association of Black Journalists convention in Chicago. As panelists discussing violence in rap music, rapper-turned-Fox News Channel-contributor Chuck D and *Vibe* managing editor Jesse Washington collided about *Vibe*'s coverage of the 1996 Shakur murder. At the time, *Vibe* subscribed to the East Coast/West Coast grudge theory—which Chuck D claims never existed. “I go down to Kentucky—Kentucky!—and hear brothers talking 'bout East Coast/West Coast this, East Coast/West Coast that, when they ain't never been east of Nashville,” Chuck D said. He suggested that hyping the rivalry angle might have contributed to this year's murder of Brooklyn-born artist Notorious B.I.G. Washington responded that *Vibe* continues to “stand behind our writers,” but later blundered: “The pool of black journalists who can do this kind of work [hip-hop coverage] is pretty shallow.” —*Valerie Burgher*



Chuck D: Mag's rivalry hype spread bad vibes

SPOTLIGHT ON...

Scott Webb

Executive creative director and senior vp, Nickelodeon Media Works

Meet the principal creative force behind Nick at Nite's just-launched Web site—and all the other non-TV elements in the growing Nickelodeon family, including *Nick-*

Webb built his current status on cutting-edge, on-air promo work, such as *Inside-Out Boy* and *Face*, that lured tens of thousands of kids. What makes his creative juices flow? “I was the kid that didn't want to grow up,” explains Webb, who still shrugs when his wife asks him when he's going to stop reading comic



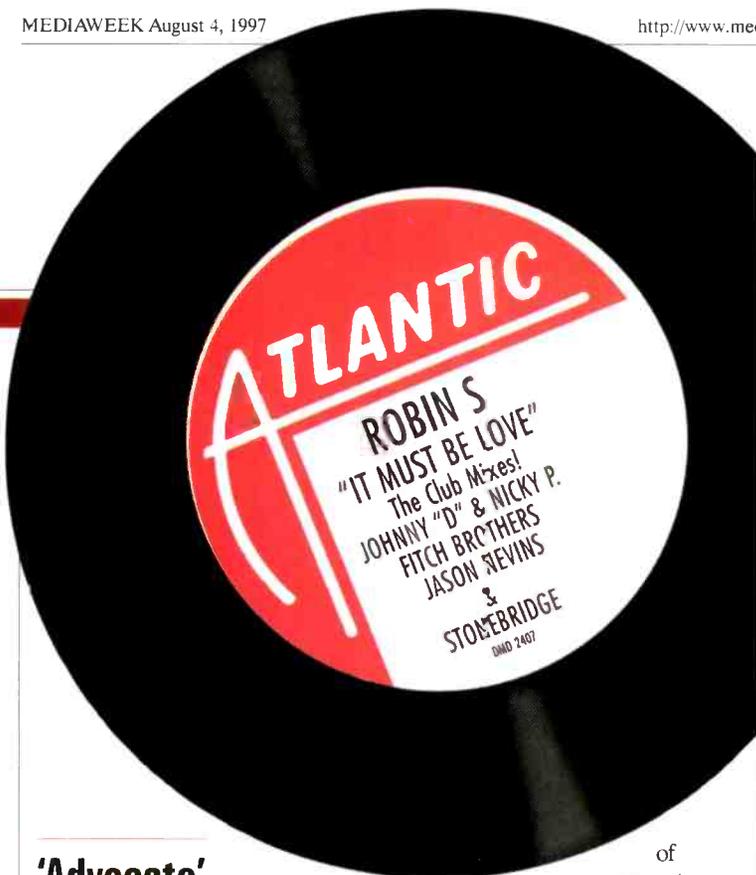
Does this look like the face of someone who could've dreamed up Nickelodeon's Inside-Out Boy?

elodeon magazine, Nick Movies, on-air positioning, consumer products and promotional support for Nick retail stores. All that came with Webb's promotion last month. Now the 13-year Nick veteran is focused on the NAN Web site (www.nickatnite.com), taking care to promote the year-old TV Land service there without detracting from Nick at Nite.

“At the moment, the real difference is in the programs” on the cable networks, says Webb. “Nick at Nite focuses on classic TV, where TV Land focuses on the good, the weird and the wonderful. The sites will eventually diverge.”

books or lose the collection of action figures at home. He tries to foment that playfulness among his staff. “It's important for people to be able to play together, and we have a great group that enjoys that. If it...makes us laugh, chances are our audience is going to like it too.”

Webb recalls the time Nick met with Mattel execs to discuss joint projects. “We said to them, ‘Show us the stuff you have no idea what to do with,’ and from that came *Gak*,” says Webb, referring to the gooey substance that put Nick-branded Mattel products on the map in toy stores in the early '90s. —*Michael Bürgi*



'Advocate' Editor Spins Down Memory Lane

Judy Wieder hung up her disco-queen crown some time ago, but memories of those times recently came back to the *Advocate* editor-in-chief in a retro rush with the re-release of *It Must Be Love*.

An amateur songwriter in the late '70s, Wieder struck gold with *It Must Be Love*. Recorded by Polydor artists Alton McClain and Destiny, it became a staple on the disco scene. Royalties from the deal still come in regularly, Wieder says.

But Wieder recently learned that her song has been remade, by house-music diva Robin S. for Atlantic Records. And it's gold again: The record climbed to No. 1 on the *Billboard* charts a few weeks ago.

"It's a miracle and wonderful that [Robin S.] has remade the song. She did a great job



Judy Wieder has found new Love.

of recapturing it to fit the music of today," says Wieder.

Though Wieder says she doesn't often make the club scene anymore, she hasn't given up songwriting; she is currently working with new artist Suzanne Vuirgy on an acoustic rock album.

Coincidentally, Wieder is also included in a new documentary film, entitled *Pride Divide*, which focuses on issues that have divided the gay and lesbian communities. In her segment, Wieder recalls the days when she couldn't even get into discos to see people dancing to her song because the predominantly gay male establishments dis-

criminated against women. The film is currently showing in select theaters and being considered for a run on PBS.

"Music is a part of me, and it's nice to know that while I'm battling the issues at the *Advocate*, people are still out there dancing to my song. —Amy Sims

MEDIA DISH

Cuomo Takes Newspapermen to Court



At New York's new Basketball City, the Facts team, led by former New York Governor Mario Cuomo, matched up against media types on the Allegations Squad. From left: Brian O'Donoghue, Cuomo's son-in-law; Pat Hannigan, *The New York Post*; Andrew Stengel, former Cuomo aide; Cuomo; and Ira Berkow, *The New York Times*. Cuomo's outside shot helped the Facts to victory.

'Cosmo' Covers Anniston in August



'Cosmopolitan' feted August cover girl Jennifer Anniston (l.), star of NBC's *'Friends'*, at a cocktail party at New York's Le Cirque 2000 restaurant. At right, *'Cosmo'* editor Bonnie Fuller.

'Fortune' Explores Black Power in Business



At a recent luncheon celebrating *'Fortune's'* Aug. 4 issue, headlining "The New Black Power," were (l. to r.) Norman Pearlstine, Time Inc.; Roy Johnson, *'Fortune'* Hugh Price, National Urban League; and John Huey, *'Fortune'*.

MOVERS



MTV Networks lifts Lynch



Ferris is big wheel at GH



Wild joins Am. Benefactor

(continued from page 30)

replaces Rob Mennie, who has been tapped as vp news for Gannett Television...

Renay San Miguel has relocated to A.H. Belo Corp.'s Washington, D.C., bureau, to be senior reporter and full-time host of the weekly bureau-produced public affairs program *Capital Conversation*, which airs on WFAA-TV in Dallas and KHOU, the CBS affiliate in Houston. San Miguel leaves his positions as noon anchor of WFAA and host of the local show *La Vida*.

RADIO

Bob Ferro has moved to the Bay Area to take the post of general sales manager for CBS Radio-owned KYCY AM/FM. Ferro had been sales manager at KRTH in Los Angeles, and before that general sales manager at KOIT AM/FM, San Francisco...Elsewhere in the Bay Area, Susan Seifert has been appointed general sales manager of CBS Radio station KLLC-FM in San Francisco. Seifert was director of sales for Chancellor Broadcasting-owned stations KNEW/KSAN, KBGG-FM and KABL...**Clara Carneiro** has been named to the new position of manager of Hispanic Radio Services for The Arbitron Co. Carneiro had been manager of market development for Arbitron's advertiser/agency services department.

AGENCIES

Heidi Currier Ferris has been promoted to a vp position at Gearon Hoffman. Ferris will continue her duties as media director...DDB Needham Chicago has a new senior vp in **David Wilcox**, who has been with the agency his entire career. Wilcox joined Needham Harper & Steers in 1982 as a media agent, and in 1992 moved to DDB Needham in Los Angeles as vp/media director, before returning to Chicago in his most recent position as group media director.

PRINT

Robert Calandrucchio has joined the Reader's Digest Special Interest Magazine group as marketing director of *The Family Handyman*. Calandrucchio comes over from CBS Radio Network, where he was vp of sales...Bill Reis has been named director of sales for American Express Custom Publishing. Reis was the founder and owner of DMR, a database marketing/publishing business in Newport Beach, Calif...**Kay Wild** has been appointed East Coast associate publisher of *The American Benefactor*, where she will assist West Coast publisher Tracy Nichols in the fashion and marketing needs of the magazine. Wild joined Capital Publishing in June from *The New Yorker*, where she was beauty director.

USA CEO Escapes by Helicopter

For some power execs, the dream getaway is a week in the Hamptons; others flee to the mudbaths of the Two Bunch Palms spa in California. For Kay Koplovitz, whose USA Networks hangs in the balance as its two parent companies (Seagram and Viacom) fight for control, the ideal escape is a "helicopter hike" in the Bugaboo mountain range of northwestern Canada.

The very athletic cable-net CEO took off last week with hiking partners Billy (her husband), Christie (Hefner, vice chairman/CEO of Playboy

Enterprises), and Billy (Christie's husband). It's the second time the two couples have vacationed together; they went to Hawaii last Christmas.

"For me, this is a pretty tame trip," says Koplovitz, who has glacier-hiked in Patagonia and canoed in the Arctic Circle. "Billy and I are devotees of the wilderness." But a *helicopter* hike? "What's beautiful about that is it drops you off on whichever range you want to hike that day," says Koplovitz.

Wilderness devotion notwithstanding, they'll be bunking at a lodge at day's end. —MB



Wilderness devotee Koplovitz atop Bugaboo spire in Canada

WLS' Goudie Aids Cunanan Case

While in pursuit of America's alleged serial killer du jour, Chuck Goudie became an important contributor to the case against Andrew Cunanan. Goudie, an investigative reporter at Chicago's ABC O&O WLS-TV, uncovered a piece of evidence that would help the FBI and Miami Beach's police trace the trail of the suspected murderer of fashion designer Gianni Versace and four others: a receipt that placed Cunanan in New York City in early May. Goudie discovered the receipt while searching a Miami hotel room once occupied by Cunanan. It was evidence that the FBI had apparently missed

when it searched the hotel and questioned its employees two days earlier. Goudie called Miami police and the FBI, but neither offices returned his calls, a WLS spokeswoman said.

The authorities became interested when Goudie broadcasted his findings in a series of reports on WLS on July 18. That's when Goudie was contacted about supplying his own fingerprints to help distinguish them from others found in the room. Miami police didn't return *Mediaweek's* calls, but a spokeswoman for the FBI did, calling the evidence "an important learning tool as we focus on putting together a timeline" on Cunanan's travels.

—Claude Brodessor

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SPECIAL CORPORATE AND EDUCATIONAL PACKAGES AVAILABLE

The screenshot shows the Mediaweek Online website layout. At the top left is the 'MEDIaweek Online' logo. Below it are three main navigation sections: 'On The Cover', 'Headlines', and 'Creative'. The 'On The Cover' section features a thumbnail of the Mediaweek magazine cover with a 'Click to View also' button and links to 'ADWEEK', 'BRANDWEEK', and 'MC'. The 'Headlines' section includes 'IQ Daily News Updates' with three news items: 'AT&T WorldNet Launches Golf Page', 'Microsoft Debuts Boston Sidewalk', and 'The Times@Toyota Site Re-Released'. Below this is an 'IQ News' section with a headline about the gaming industry and a 'More' link. The 'Creative' section has 'Best Spots' (LIPTON BRISK ICED TEA) and 'Portfolio' (PFALTZGRAFF CASUAL DINNERWARE). A 'Newswires' section at the bottom left lists 'Adweek', 'Mediaweek', and 'Brandweek'. A 'member login' and 'about membership' link is in the top right. A 'Special Report: Upfront 2' link is also present. At the bottom, a welcome message for the Adweek Online Web site is displayed with contact information for Bryan Gottlieb.

MEDIaweek Online

On The Cover

Headlines

member login
about membership

IQ Daily News Updates

- AT&T WorldNet Launches Golf Page
- Microsoft Debuts Boston Sidewalk
- The Times@Toyota Site Re-Released

IQ News:

Online Waiting Game: The gaming industry isn't aggressively playing online ... NBC and Wink Sign Interactive Television Deal ... Internet Marketing Soon to Be Snuffed Out ... More

Mediaweek Feature:

The Age Of Discrimination: Broadcast News - Vertical Hold ... More

Brandweek Feature:

Co-branding: Card Issuers Eye Insurance Partners ... More

Adweek Feature:

MVBMS to Break National Print Campaign for Evian Spring Water ... More

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Oh, to be in computer training. Was that the message to be gleaned from Eagle River Interactive's decision to sell off its interactive unit and concentrate on its training business? Or does it have to do with the soured IPO prospects of most new media agencies? According to a company statement, it may simply have to do with the age-old ups and downs of the agency business. Web development, it seems, "does not yet provide shareholders with predictable. . . results."—Catharine P. Taylor

@deadline

TN-Poppe-Technologies?

As a result of **True North Communications'** \$440 million acquisition of **BJK&E** last week, their new media units, True North's **TN Technologies** and **BJK&E's Poppe Tyson**, will be housed under new holding company **True North Diversified Companies**. TN officials denied that the units would merge, but sources said an initial public offering is expected following the combining of the two units. Together they are valued at \$60 million.

Eagle Clips Web Wing

Eagle River Interactive, Scottsdale, Ariz., has begun acquisition talks with **Omnicom Group** about yje company buying its interactive advertising services division. Eagle River wants to sell the unit in order to concentrate on its computer training business, which garnered some \$21 million in 1996. The interactive unit was projected to bring Eagle River some \$30 million in revenue this year and has done work for such clients as **Disney**, **Toyota**, **Prudential** and **McDonald's**. Omnicom executives could not be reached.

PowerAgent Launches

The highly anticipated debut of online advertising firm **PowerAgent** is expected today. The Menlo Park, Calif.-based company will form a direct marketing network with technological support from **EDS**. Its executives include David Carlick, former **Poppe Tyson** executive vice president.

Pepsi Sips the Web

By Bernhard Warner

epsi will embark on a new frontier on the Internet this week with a 3-D, animated banner dubbed Pepsi's "First Can on Mars." The ad, an eight-second animation, resembles a commercial more than a static Web advertising banner. It features a Pathfinder-like space vehicle that bumps into a Pepsi can while scanning the red planet.

The campaign launches today with banner buys on the **GeoCities** and **Progressive Networks** sites, and also on some sites represented by the **DoubleClick** advertising network. The online marketing effort is believed to cost less than \$50,000, with financing by **Silicon Graphics' Cosmo Software**. The **Mountain View, Calif.**, technology company has developed **Cosmo Player**, the browser needed to view **Virtual Reality Modeling Language, or VRML**, animation. The banners are an example of graphics that are easy to download, that some expect advertisers to use increasingly.

For industry watchers, the campaign may prove significant because it could lead the way to a greater promotional online investment by the **Somers, N.Y.**, soft drink marketer, which thus far has not done any ad buys online. "The Web is our next way to reach consumers where they're hanging out," said **John Vail**, Pepsi's director of new media technologies. The campaign could expand to other young adult-orient-

ed sites if it proves successful, he added.

Some soft drink marketers, such as **7Up**, have bought banners, but arch rival **Coca-Cola** has avoided doing online buys. "The sites picked we're confident will deliver the **VRML** banners," said **Vail**. "That was our first criteria. . . . The opportunity is enticing because it hits upon our technological imperative."



Pepsi launches an eight-second animated banner ad, its first of the genre, on select Web sites this week. The ad spoofs the Pathfinder vehicle that has been roaming Mars.

Cosmo Software's VRML marketing manager **David Frerichs** said that currently 7.5 million Web users can view the banners with the **Cosmo Player** browsers. That number could increase to more than 10 million by year-end.

Pepsi has placed the brunt of its promotional emphasis behind **Pepsi World**, **www.pepsi.com**, by tagging the Web address on traditional ad executions, cans and packaging. The site averages about 500,000 daily visits, said **Chris Hess**, creative director for **DDB Interactive**, **Dallas**. **Pepsi World** attracts mainly young adults or Pepsi's "GeneratioNext" crowd, via concert simulcasts and movie previews.

Pepsi worked on the campaign with **DDBI**, **Silicon Graphics** and **Out of the Blue Design**, the **Mill Valley, Calif.**-based Web shop that designed the banner creative. ■

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[MARISA BOWE'S ALTERNATIVE WORD](#) p. 37 | [PC METER RUNS FOR COVER](#) p. 39 |

bits

▶ **ESPN Internet Ventures**, the Starwave and ESPN joint venture, is expected to soon add **Major League Baseball** to its stable of professional sports league sites. A representative for ESPN Internet said that the company has been in ongoing talks with MLB, but would not confirm that a deal is imminent. ESPN Internet produces sites for the **National Basketball Association** (www.nba.com) and the **National Football League** (www.nfl.com).

▶ **George Penner**, vice president and general manager at **Rubin Postaer Interactive**, Santa Monica, Calif., and **Joseph Shak**, who was vice president and director of interactive communications services there, have left the agency to form new media company **Atomic PSR**, Venice, Calif., with **Matt Reinhard**, formerly a vice president at **Foote, Cone & Belding**, Chicago. The agency's first client is **Sony Pictures Entertainment** (www.spe.sony.com), a former RPI client. The venture has backing from **DDB Needham**.

▶ Work is under way for a September relaunch of the **AT&T WorldNet** home page, www.att.net. The redesign is in response to the Internet service provider's subscriber growth, which now stands at more than 900,000 members. The fresh look, featuring new and repositioned content channels, is being designed in-house.

▶ **Time Inc. New Media** and **America Online** have also launched a redesigned look for their jointly-produced Thrive site on AOL. The new version of the site combines content on outdoor activities, health and an expanded commerce area. Additional advertisers have also signed on, including **Avon**, **Quicken**, and **L.L. Bean**.

Darwin to Spur Saatchi's New Media Evolution

BY LAURA RICH—Saatchi & Saatchi Advertising is expected to make public its plans for a new online media unit, called Darwin Digital, next week.

Saatchi is planning to announce, among other developments, the hiring of former Saatchi new media executive Audrey Fleisher as the unit's executive creative director, and an online alliance with an educational firm so that it may offer kid- and education-oriented Web sites for clients.

As expected [*Adweek*, May 5], Darwin Digital will be run by Saatchi & Saatchi Interactive vice president Coby O'Brien, who will report to Tony Dalton, who is vice chairman of Saatchi & Saatchi North America. O'Brien's title is not yet known. Dalton is heading up Saatchi & Saatchi Vision, a holding company that may acquire or develop other new media companies in the future.

"As any agency [does], we are looking at all sorts of media," said Dalton.

O'Brien and his staff have worked mostly on the creative side of new media, developing large Web sites, for clients such as Procter & Gamble, General Mills and Toyota. Most technological work has been outsourced. With the launch of Darwin Digital, however, all interactive work is expected to eventually be handled in-house, and the department will be expanded depending on the number and types of clients, said Dalton.

Saatchi clients are expected to move their interactive assignments to Darwin from the Saatchi agencies that previously

handled new media projects, except in Los Angeles, where Saatchi & Saatchi Interactive will continue to service Toyota.

To further round out Darwin Digital, other digital media disciplines will be added over time. For now, online media buying and planning duties will be moved from Zenith Media to Darwin, according to Dalton. Zenith has handled online media for Saatchi client Bell Atlantic. Darwin outposts will also be opened in the agency's Los Angeles and San Francisco offices.

In New York, new hire Fleisher will oversee all creative duties and report to O'Brien. The executive is returning to the Saatchi fold following a 21-month stint as director of Deutsch Interactive, which produced the Tanqueray Web site.

The launch of the new Saatchi online unit, especially if it eventually features all Web capabilities, will move it into a competitive arena with the TN Technologies, Poppe Tyson and CKS Group, all of whom boast complete marketing and technological expertise.

Separately, Young & Rubicam announced the formation last week of Brand Dialogue, a partnership between Y&R-owned agencies Young & Rubicam and Wunderman Cato Johnson. The unit, which will have headquarters in New York and offices around the world, aims to provide "digital interactive branding and digital commerce." Brand Dialogue will be headed up by Mike Samet, executive vice president at Y&R. ■



Saatchi executive Coby O'Brien will head the unit.

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Fila Finds Its Way To the Web

Backed by an estimated \$1-2 million budget, Fila is the latest athletic shoe marketer to hit the Web running this year. The Sparks, Maryland-based company introduced its first site in June, and now plans increased online promotion of the venue, which is located at www.fila.com.

Developed by True North units TN Technologies, RGA Interactive and Foote Cone & Belding, which is Fila's agency of record, the site had been launched by Fila with little fanfare. Still, it generated 50,000 visits in the first three weeks, said Stephen J. McGinniss, account director at FCB.

Last week, Fila made its first online media buy with a banner on a new sports site, www.urbansportsnetwork.com. Other sponsorship pacts, tie-ins and banner buys are being planned, McGinniss said.

Fila hopes to capitalize on what thus far has been a weak showing on the Web from athletic shoe makers. Among the site's accoutrements is randomizing software that ensures visitors will see a different entry gateway, or "splash page," the first three times they enter the site.

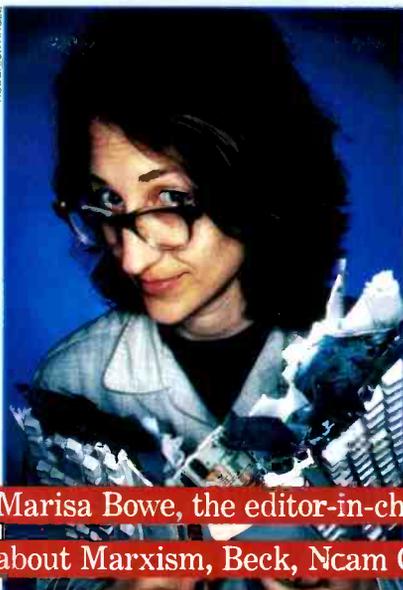
The site contains six content areas including a game area in "Rec Room," a product catalog located in "The Goods" section and "Clubhouse," a members-only area which is being used to build a user database. Fila intends to add merchandising, a retailer locator, plus chat sessions with Fila endorsers such as Grant Hill and Derek Jeter.

Despite the brand's urban appeal, Fila doesn't intend to target specific demographic groups. Rather, the site has been developed to complement Fila's ongoing advertising rotation, which employs the tagline "Change the Game."—*BW*

IQ movers

Rich Rygg has joined GeoCities, Santa Monica, Calif., as vice president and general manager, from general manager of Digital City Los Angeles. **Dick Hackenberg** has also joined the company, as vice president of marketing. He was an account director for interactive advertising at TBWA Chiat/Day, Venice, Calif. . . . **Firefly**, Cambridge, Mass., named **Ben Bassi** as executive vice president of sales and marketing. Bassi was vice president, business development at Lycos. . . . The Electronic Newsstand, Washington, D.C., named **Donald Evans**, former chief technologist at Swerve, director of technology, and **Amy Reiter**, former entertainment editor for CompuServe, senior producer.

RODERICK ANGLE



Marisa Bowe, the editor-in-chief of Icon CMT's Word, talks about Marxism, Beck, Ncam Chomsky and the dawn of the computer age all before noon. The pop/intellectual mix evokes

downtown New York's radicalism and Silicon Alley's populism—as does Word, a Web 'zine that has received kudos from sources as mainstream as a *Newsweek* reader poll and as iconoclastic as *I.D.* magazine (for best Web design). In its two years, Word has developed a strong following among the Web cognoscenti for its literary and graphic achievements.

Bowe's roots are firmly in the alternative media. One of her highlights was an article she wrote for the leftist paper

In These Times about why hipsters wear black. The piece took her a year to research. "My background

never seemed to add up to anything particular until the Web," she says.

Unlike other, much younger, cyber stars, the 38-year-old Bowe has tech credentials that date to the mid-1970s. Her father worked for Control Data Corp., a pioneering computer company in Minneapolis. Control Data invented a version of the computer terminal, giving her access to early networks. While she was chatting online, her brother was playing ASCII-based games with kids from Venezuela. Still, as advanced as her family was, for Bowe the dawn of online was less technological than hormonal. "I just was flirting with all these boys," she admits. "That was my intro-

duction to computers. I've always said I've had this positive emotional connection to computers from the beginning."

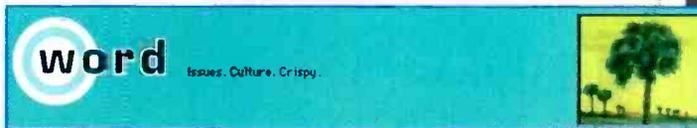
After stints on an alternative paper and a PBS station in Minneapolis, Bowe moved to New York to continue to work in underground TV. All along, she pursued her interests in documentary film, covering aspects of life overlooked by the established media. But she grew tired of preaching alternative culture to the converted. "How do people live?" she asks. "This fascinates me, and you



INSIDER

SPREADING THE WORD

By Anya Sacharow



Word's site is the alternative media hangout for the new media crowd.

never see it. You only get to read about Tom Cruise or Uma Thurman."

In 1991, her interests merged when she discovered Echo, the East Coast version of San Francisco's famed online community The Well. She became hooked immediately and went from being a user to running online conferences and discussion groups.

At Word, Bowe and a staff of six produce a Web site that declares its independence from other media and cultural products. Popular areas include the first-person tales in "Desire" and "Work." As bandwidth increases, Bowe notes, Word will add more pictures and documentary-style touches. ■



On the Right Track?

User-based Web measurement firms are on the way. *By Laura Rich*

CNN.com has always found itself in a comfortable position near the top of the Web audience rankings. According to its own records, it boasts 34 million page views per week, apparently topping such rivals in the news cate-

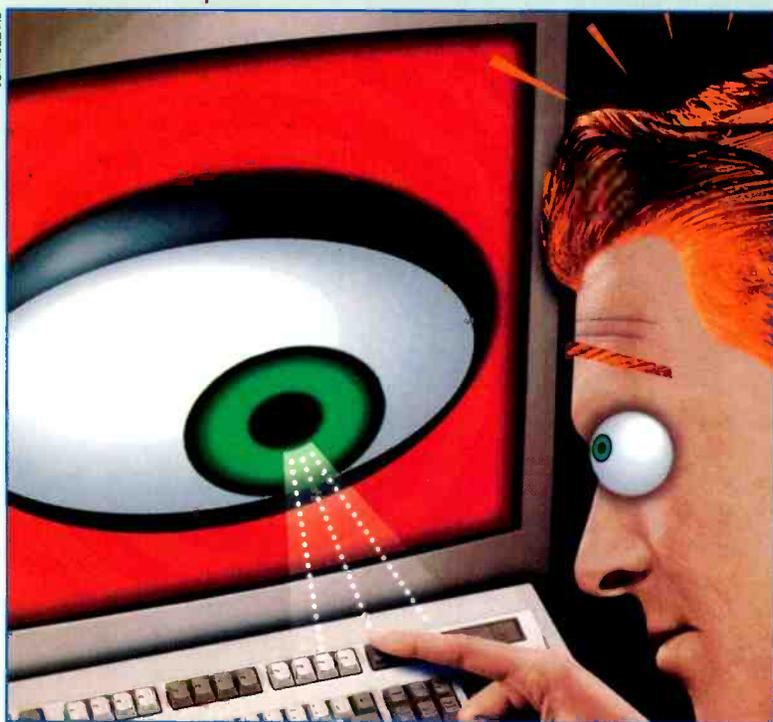
gory as MSNBC.com and The New York Times site. So when PC Meter recently reported CNN's traffic was well below MSNBC's numbers (a finding naturally trumpeted by the Microsoft gang), CNN hotly disputed the data, citing fallacies in PC Meter's methodology.

PC Meter has yet to count Web traffic that flows from the workplace—which is where most CNN addicts get their fix. The controversy was not the first time PC Meter, which renamed its service Media Metrix last month, has come under attack. As the initial firm to take a Nielsen-style audience-based approach to Web measurement, PC Meter has gotten a lot of attention, both positive and negative. It's a division of NPD Group, an established research firm. And absent much other data about Web users as a whole, sites and media buyers and sellers have relied on PC Meter's rankings. But critics charge that its survey base is full of holes, since it covers homes but not offices and PC but not Mac users.

Media Metrix is hard at work plugging its holes and expanding its reach. Hot in pursuit are several startup companies that also are developing user-based Web measurement and planning systems. Such newcomers as @plan, Relevant Knowledge and NetRatings are racing to sign up clients and build relationships with influential new media agencies and buyers.

Like Nielsen does for TV, these firms begin their research at the audience level, monitoring users' paths on the Internet and gathering key demographic and preference tidbits. (How old? How many cars, kids, soft drinks, vacations, credit cards? And so on.) Then their software tools slice and dice such consumers and their Web site habits according to the needs of advertisers.

"Telling someone to advertise on Yahoo! is like telling someone to advertise on CBS," says Mark Wright, chief executive of @plan, one of the measurement newcomers. Wright notes that for the Web to mature as an ad medium, its research must be able to tell advertisers which sites perform best based on specific user interests and activities, such as sports-crazed young males or health-conscious new mothers.



JOHN UELAND

Here's looking at you:

Several startup companies

are racing to track eye-

balls on the Web, based on

user-generated samples,

not site traffic reports.

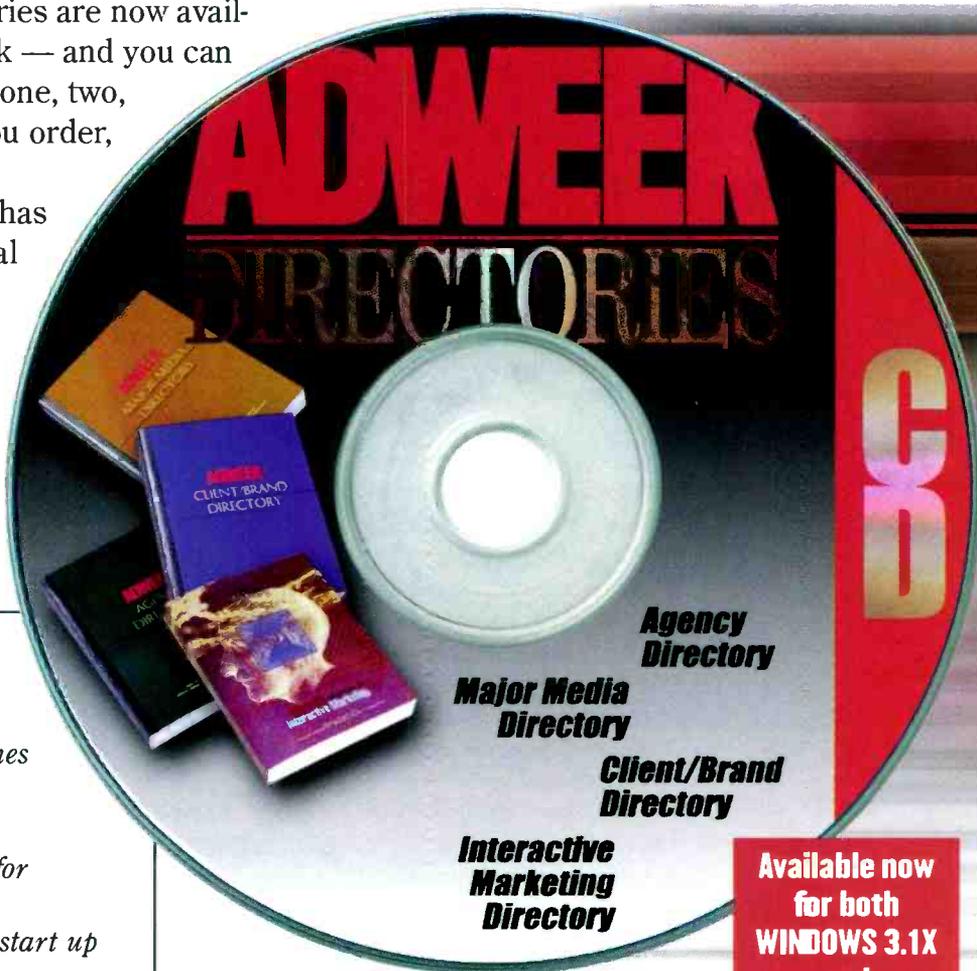
"If you look at page views on a weekly basis, [CNN] is so much greater," says Richy Glassberg, senior vice president for Turner Interactive marketing and sales. "We do not buy [PC Meter] because we don't feel it adequately reflects the marketplace." Most critically, notes Glassberg,

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For now, most Web sites rely on server-based traffic systems, such as I/Pro and NetCount. Such information is helpful in defining the character of a Web site and gauging what gets clicked and what gets overlooked. But media buyers wonder about the veracity of data released by publishers. "For every site measuring its own traffic," asks Steve Klein, media director at Kirshenbaum, Bond & Partners, New York, "how does all that stuff getting collected get policed?" Says Steve Goldberg, group manager of Microsoft's advertising business unit, "Until now, it has been difficult to put third-party data in media kits and presentations," because server log data is susceptible to tinkering.

Thus the movement toward user-based data. But for such systems to be accepted in the ad community, the quality and reliability of the samples and the tracking methods are critical. "User-based measurement is appealing," says Klein. "But why have a sample base if it's ultimately a measurable medium?"

Mary Ann Packo, president of PC Meter, notes that the reformulated Media Metrix has added 800 business users to its sample group, with a near-term target of reaching 2,500 such users. "Our goal is to properly reflect people who have access" to the Web, she says. Media Metrix works by installing software on the computers of its panelists, which tracks their activity on the Web and online services.

The newcomers claim they've built a better Web trap. Atlanta-based Relevant Knowledge, for instance, says it will offer a larger survey base, software that takes up less memory on computers, and real-time "projectable" data. The company was announced in February by two former Turner Broadcasting System executives, Jeff Levy and Rich Cobb. Six months later, the service has yet to begin officially (November is now promised), though it has gathered an impressive beta client list, including CNN Interactive (a Turner Interactive property), Microsoft, Sony Online, NBC Online and CNET.

"Our goal is to properly reflect people who have access to the Web," says PC Meter's Packo. Critics say they don't.

"The new media market has got to fall in line with other media," says Levy. Media buyers and sellers "want the same types of information." Relevant Knowledge plans to gather such data from a base of 25,000 panelists, who will be paid \$25 every six months to use its software.

A larger Web user database is promised by @plan, which was launched on July 1. Based in Stamford, Conn., @plan's executive team includes Wright, the founder of Inforum Inc., a software toolmaker for the health care industry;

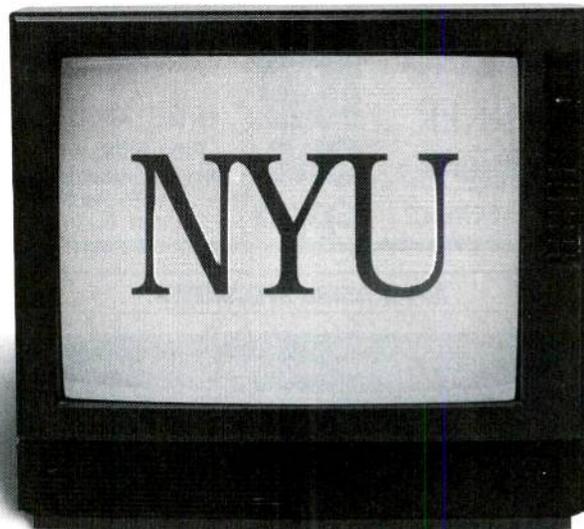
Karl Spangenberg, from Infoseek and *Datamation*; and Susan Russo, who held top positions at Rodale Interactive and Hearst New Media.

To cull its 40,000-strong base, @plan has signed a 10-year exclusive agreement with The Gallup Organization to handle phone surveys and sampling. Each quarter, 10,000 new users will be added, while the oldest 10,000 are dropped. Their demographics are taken over the phone, while a \$2 incentive is used for them to go to a Web site to update their preferences. @plan customers can then match Web site ad rates and specs to the consumer demos, lifestyles and brand affinities they want. Initial clients include CNN Interactive, IBM, Lycos, Microsoft, Modem Media, Starwave and Wired Digital.

NetRatings, in Santa Clara, Calif., is still largely under wraps. Founded by Dave Toth, a former product development manager at Hitachi, the company will begin to form a panel and publish results of a beta test toward the end of the fall. According to Tim Meadows, vice president of marketing, NetRatings intends to offer audience numbers that give a global view of Internet usage. It also will track such areas as e-commerce and product development.

So it's still early in the measurement wars. Others are expected by 1998, such as research firm Millward Brown and Nielsen itself. For buyers and sellers alike, the result should be a system that finally works. Says Glassberg, "we're interested in all the new competition." ■

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Tues. 6-8 p.m., Aug. 26
48 Cooper Square - Room 206

Sports, Entertainment, and Events Marketing

Tues. 6-8 p.m., Aug. 26
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Magazine Publishing

Tues. 6:15-8 p.m., Sept. 9
48 Cooper Square - Room 202

Master of Science in Direct Marketing Communications

Wed. 6-8 p.m., Aug. 20
48 Cooper Square - Room 206

Master of Science in Publishing

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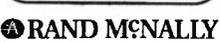
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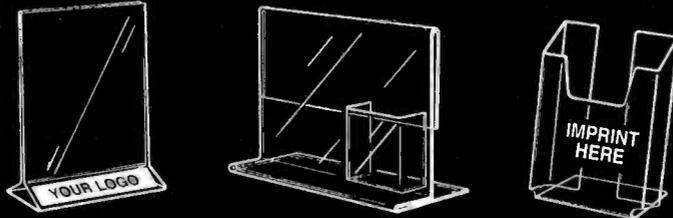
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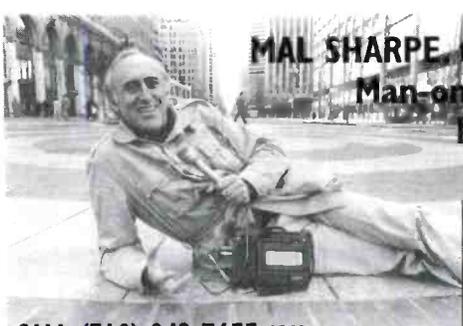


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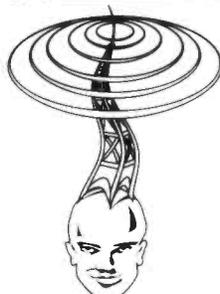
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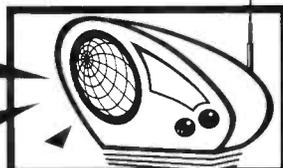
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Making dreams come true is a lot of work. (Even for a staff of 110.) So we've got some new jobs to fill.

ART DIRECTOR

Can you do TV? We want to talk to you. Sure, you'll get your share of print, outdoor and collateral, too. But we need a TV spot hot shot. Now, the gotta haves to get the interview. BA, BFA degree or equivalent. Seven, count 'em, seven years ad agency experience. With a strong TV background. Did we mention TV? Complete graphic and MAC knowledge. And must be able to turn strategies into great creative executions blah blah blah. We're looking for someone with outstanding conceptual skills and an impeccable sense of design. (Send samples and reel.)

COPYWRITER

If you're a concept-driven, TV-savvy copywriter who can bring an idea to life on the tube, on the page or in a presentation, start getting your samples together. We're searching for an all-star writer who's conceptual, clever, and comfortable writing to a range of audiences on a World of magical products. You must have five years agency experience. And know the lyrics to Zip-A-Dee-Doo-Dah by heart. (Send samples and reel.)

ACCOUNT DIRECTOR

Calling all suits! These jobs offer the best of both worlds. Real agency jobs on the client side. We're creating three new positions to manage our expanding new International business, the launch of a new cruise line, the kickoff of our new sports complex and marketing alliance ventures, a host of other product introductions, and the upgrading of our promotion capabilities. If you're a fit, fire off the resume. We're looking for leaders who'll train and develop a team of Advertising Managers, and create strategies that inspire creativity and influence visitation. You must be able to sum up a situation and apply creative and media resources to meet the objective. And always strive to raise the creative "bar." Must have 6+ years of ad agency Account Management. Sports, promotion or international advertising experience is a plus. Also, need to have a knowledge of a variety of media, the ability to lead and analyze advertising research projects. And be skilled at managing and motivating a team.

ACCOUNT MANAGER

Know the nuts and bolts of advertising? Good. 'Cause it'll come in handy every day around here. This job is to plan and coordinate advertising for specific projects and brands. This includes creative development, media planning and direct marketing. You must have 3 to 5 years experience at an advertising agency or equivalent on packaged goods or retail accounts. You should be familiar with a variety of media. And have a proven understanding of the ad process from creative strategy to media strategy.

MANAGER OF BROADCAST PRODUCTION

It's a big job. And you just might be the one to do it. This position is responsible for managing a team of producers who produce TV and radio commercials, long-format videos, and closed-circuit guest information vehicles. Together, with your team, you'll manage every aspect of production—bidding, shooting, music, editing etc. We're looking for someone who'll expand our current resources of directors, production and music companies, and casting directors. To apply, you must have 10 years TV and radio production experience. Minimum 5 years supervising a production area. And a complete understanding of current technical advances, as in special effects and post production.

This is your opportunity to work on the best brand in the world, while soaking up the sunny benefits of Florida in one of the fastest growing U.S. cities. If it sounds like fun, put your most creative foot forward and let us hear from you.

Please send your confidential cover letter and resume to:
 Disney Worldwide Services, Inc., Professional Recruitment XADSAW745
 P.O. Box 10,090 Lake Buena Vista, Florida 32830 or fax on white paper to 407-828-1571



WALT DISNEY Attractions, Inc.

HELP WANTED

The Shared Mail Division of **Western International Media** develops pre-printed insert programs to drive immediate business for our retail and direct clients. We plan media programs in the newspaper, Advo and many other shared mail vehicles. We have a diverse client base with offices nation-wide and have immediate openings for the following positions:

Media Supervisor

Responsibilities include:

- supervision of the planning, buying and implementation of shared mail programs
- development/coordination of client proposals and programs
- extensive contact with clients, vendors and internal departments
- analysis of distribution vehicles
- rate negotiation

The successful candidate will have:

- 3-5 yrs. print media planning and/or buying experience
- working knowledge of shared mail programs
- excellent verbal/written communication and presentation skills

Assistant Media Planner/Buyer

Responsibilities include:

- assisting in the implementation of pre-printed insert programs
- supporting media planner/buyer with the creation of client proposals/programs
- input client proposals and buy orders into computer system
- preparing client billing/invoicing packages
- client and vendor follow-up

The successful candidate will have:

- one year experience or internship in print buying
- Excellent organizational, computer (Word/Excel) and communication skills
- the ability to manage numbers well

a detailed approach to a fast paced environment

Unfortunately, due to the response volume, phone calls will not be accepted. Resumes with salary history information will receive highest priority. For more information please visit us at our web site at: www.wimc.com

Western International Media

Attn: Human Resources - ref: DM08BP

8544 Sunset Blvd.

Los Angeles, CA 90069

Fax: (310) 652-1373

Western International Media is an equal opportunity employer.

V.P. ADVERTISING

Roberds is seeking an energetic, experienced individual to become Vice President-Advertising. Reports to President. Responsible for development of Company newspaper, pre-print, and television advertising strategy and production. Supervises a staff of 17 that produces all print advertising on an in-house Macintosh system. Serves as interface to outside agency that provides strategic assistance and oversees production of electronic media advertising. Responsible for advertising budgets. Negotiates media purchases. The successful candidate must have progressive managerial experience, the technical skills to oversee production, and the ability to relate to all levels of store and merchandising management. The position is located in the corporate headquarters in Dayton, Ohio.

Roberds is a publicly held, 25-store retailer selling furniture, bedding, major appliance, and consumer electronics, with sales in excess of \$340 million. Stores are clustered around Dayton and Cincinnati, Ohio, Atlanta, and Tampa.

Roberds is an equal opportunity employer

Resumes should be sent to:

Ms. Barbara Fogle

Roberds, Inc.,

1100 East Central Avenue, Dayton, Ohio, 45449-1888

or faxed to 937-859-6291

INTERNET ADVERTISING SALES

One of the top 20 sites on the net is looking for seasoned salespeople to sell big/small agency accounts.

New York - Senior salesperson based in NY responsible for all East Coast accounts. Will supervise a staff of three. Must have great reputation and contacts.

Package includes generous base plus commission and bonus. Also includes stock options, insurance, etc.

New York - Mid level salesperson, must have some media sales experience and agency contacts. List includes some big and small agencies. Based in NY or with NE or NY/Mid-Atlantic territory.

San Francisco - Mid to Senior position handling Northwest with emphasis on Tech Accts (MS, Intel, HP, etc.) Based in Bay Area with option to work from home office. Management potential.

Los Angeles - Mid to Senior position responsible for S. Cal and SW. Must have agency contacts. Management potential.

All positions include generous base plus commissions, insurance, etc.

Please email resume to: hr@sunder.com or mail to: **Box 708, ADWEEK, 100 Boylston St., Ste. 210, Boston, MA 02116**

ACCOUNT SUPERVISORS

ARE ALWAYS ON THE DEFENSIVE.

PERHAPS YOU SHOULD WORK IN THE BUSINESS.

If you're currently an Account Supervisor with serious business-to-business advertising experience and know something about the aerospace/defense industry, you may be the person we need to help manage one of the agency's largest accounts. Ideal candidate has a minimum of 10 years' agency experience developing strategic communications programs for major national and international accounts. You're a well-organized self starter and familiar with all aspects of print production. Moderate travel is required and proficiency in Word, Excel and PowerPoint is essential. If it's time for you to make a move, call us to discuss the move of a lifetime.

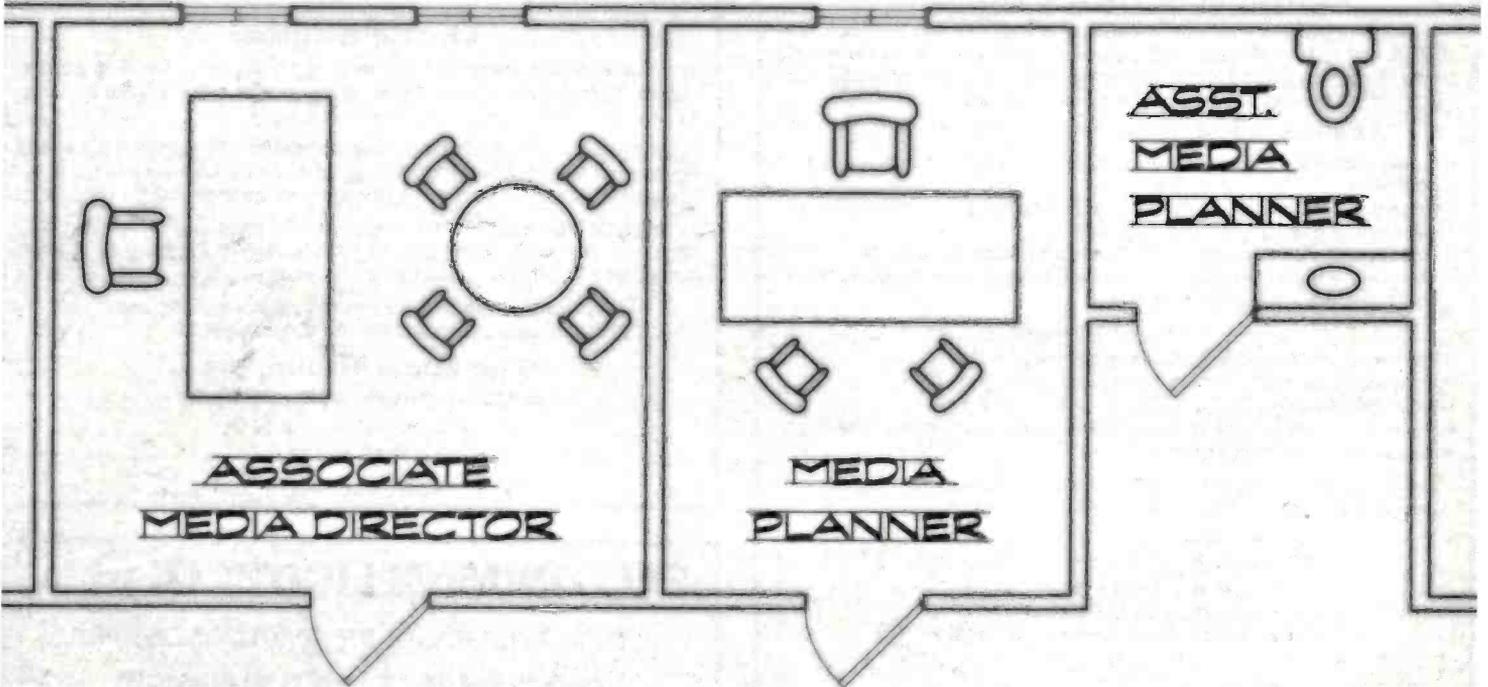
We offer a total benefits package, a great waterfront working environment, plus many rewarding challenges.

Please send your resume to Rebecca Sullivan, VP, Human Resources, Ingalls, One Design Center Place, Boston, MA 02210 or fax it to (617) 295-7514. No phone calls, please. An equal opportunity employer.



INGALLS ADVERTISING

HELP WANTED



We're growing. In fact, we're adding a new wing. And there are several spaces to fill. So if you're an Associate Media Director, Media Planner or Assistant Media Planner who doesn't get distracted by the sound of a hammer, please send your resume and cover letter to Claudia Hennessey at Mullen Advertising, 36 Essex Street, Wenham, MA 01984-1799. Your office awaits.

Mullen

European Imports

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- 2.8 liter V6
- ABS



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in New York, 212-358-1200; Philadelphia, 610-617-0900; Washington D.C., 202-293-5700

<http://www.portfolio.ski.com>

ASSISTANT DEVELOPMENT MANAGER

Time Inc., publisher of some of the world's most popular magazines and a leader in new media and interactive ventures, has an outstanding opportunity for an individual with a keen interest in sports to join our Sports Illustrated Consumer Marketing Division.

This position will assist Sports Illustrated's Development Manager in all aspects of new source and premium development and management. Responsibilities will include conceptualizing, developing, managing, and analyzing new sources of direct response subscription generation, especially via online offers. You will also conceptualize and develop various premiums (i.e. videos, apparel), maintaining extensive contact with the marketing arms of the NFL, NBA, MLB, etc. and their licensees.

To qualify, you must be Internet-savvy with strong organizational, analytical, and interpersonal skills. 1-2 years relevant marketing experience preferred.

For consideration, mail your resume and salary requirements to: **Human Resources, TIME INC., ATTN: L. Morgan/40th Floor, 1271 Avenue of the Americas, New York, NY 10020** or fax (212) 522-4510. Only qualified candidates will be contacted. We are an equal opportunity employer.

Sports Illustrated

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

RESEARCHER/STRATEGIC PLANNER POSITIONS BALTIMORE ADVERTISING AGENCY

The Baltimore office of a national advertising agency now has openings in its Strategic Planning and Research Department. Candidates will be responsible for the marketing research and/or strategic planning functions for several General and Direct Response clients, as well as new business.

Candidates will be responsible for *some or all* of the following:

- Understanding the markets, consumers, competitors, and trends relevant to each client.
- Using that knowledge to develop and apply insights to communications development and strategy development.
- Working with team members to identify research needs and objectives.
- Designing and managing primary research projects such as segmentation, positioning, and communications testing.

Ideally, candidates will:

- Be hungry, smart, persistent, and detail-oriented.
 - Bring insight, discipline, and high energy to the job.
 - Write and present well.
 - Have 4+ years experience in Marketing Research and/or Strategic Planning.
 - Have at least a Bachelor's degree.
- Candidates for the Research position should be comfortable managing and designing quantitative and qualitative Marketing Research projects.

We offer attractive salary and benefits.
Please send resume and salary requirements to:

W. B. DONER & COMPANY
Attn: Human Resources
400 E. Pratt Street, Baltimore, MD 21202
NO PHONE CALLS!
E.O.E.

HOT TECHNOLOGY SHOP SEEKS COPYWRITERS, ADS, PRODUCTION ARTISTS

In order for us to continue to make our deadlines and keep all the promises we make, we are looking to recruit some cavalry. If you are a copywriter, art director, or art production professional with agency experience working on high technology business, we'd like to hear from you. We will not only pay you reasonably well, but we promise you some pretty cool stuff to work on. (Can't you hear the opening strains of the *William Tell Overture*?)

Please fax or e-mail resume, salary history,
and your hearty heigh-ho whatever in confidence to:

Michael Welch 516-741-3966 or mwelch@wngadv.com

BUSINESS DEVELOPMENT

Award winning, strategic communications firm with a focus on the entertainment, promotion, publishing and emerging technology industries, seeks highly energetic, motivated business development candidate with a minimum of 4 years experience in advertising, promotion, design, video and/or new media.

Prospect and develop new business as well as service, grow, and renew existing client accounts. Work with management on sales strategies, promotion and marketing ideas.

Candidates should possess outstanding communication and presentation skills. Base salary with a commission package. Please send salary requirements and resumes to:

Terry Dagrosa
THE SLOAN GROUP
53 West 23 Street, New York, NY 10010
Fax: 212 604-0418
Terry@SloanGroup.com

GRAPHIC DESIGNER

Growing downtown ad agency needs an experienced graphic designer for P.O.P. to packaging to advertising. Great computer and production skills a must. If your book will make us drool, fax your resume to 366-0468.

Jr. & Sr. Art Director

Top Atlanta ad agency, growing fast, wants strong, ambitious creatives on the team. National accounts, print and broadcast. Fax resume and cover letter to Marjorie Gippert at Adair Greene, (404) 351-1495.

PROVE YOURSELF

The Lunar Group, a rapidly-growing NJ-based advertising agency, seeks quality account executives to fill the following positions:

Account Services Manager - To lead our team, win and keep clients, market, manage and present. Show us that you're ready to take this step up from the superior account work you've done.

Account Executive/Ethnic Marketing Specialist - To service the increasing demand for ethnic niche marketing. You'll surely have experience to relate, and ideas to present, and you'll communicate impeccably.

Account Coordinator - To be responsive and responsible; to learn fast, listen well and write better; and to provide high-energy, quality support that will lead you up the career ladder. Show us you can.

If you are willing to prove yourself, drop everything and send your resume with the right letter to:

The Lunar Group, Inc.
9 Whippary Rd. Whippary, NJ 07981
Phone: (973) 887-3500
Fax: (973) 887-3722
ad@lunargroup.com

FALLON McELIGOTT BERLIN

seeks individuals for the following positions:

ACCOUNT MANAGER

5-7 yrs exp in ad agency. Candidate must be strategically focussed and interested in building brands. Must be able to work independently in an entrepreneurial environment. Print and broadcast experience a must. Salary \$55-\$65K.

ACCOUNT COORDINATOR

Recent College Grad with Communications degree. Must have deep desire to learn the ad business. Individual should be independent, articulate, enthusiastic. Salary \$23-25K, depending on exp.

Fax to Kerry Ernst @ 212-206-0750
or send to 79 Fifth Avenue, NY, NY 10003

PRINT PRODUCTION SPECIALISTS

Award-winning Advertising/Communications firm seeks Print Production Managers and Supervisors with at least 5+ years experience with national high quality/profile work. Must have solid experience w/print advertising, collateral & outdoor, as well as excellent sourcing capability. Ideal candidates will be Mac proficient, jugglers of multiple projects, and excel at traditional craft. Excellent communication, presentation, and organizational skills are essential. This is a fast-paced environment that requires flexibility, a sense of humor, and total commitment.

Please fax resume along with salary history to:

(212) 343-5858

or e-mail: HR@arnellgroup.com

BROADCAST BUSINESS AFFAIRS MGR

Heavy retail accounts need person with min of 1 yr exp. Must be able to do session and re-use estimating plus TV/Radio production est.

Send (FAX 212-463-8419) resume with sal req. to:

Bozell Worldwide, Dept. BBAM, 40 W. 23 St., New York, NY 10010
EOE/AA M/F/D/V

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HELP WANTED

MEDIA RESEARCH SALES

We are a leader in the field of media research and we have two openings: one within our syndicated sales and the other in our custom department.

We are looking for people with a min of 3 yrs custom and/or syndicated sales exp at a supplier preferably in media resch. Exp as a Project Dir. a strong +. The Account Mgr will be directly responsible for marketing sales and support of the custom media or syndicated product lines. The positions req an indiv. who can sell innovative custom or syndicated, audience/market studies as well as develop and write proposals for custom media studies, identify new business opptys and service clients.

If you feel you are a match for the challenging pos, please send your resume w/sal req's to: **ADWEEK Classified, Box 4011, 1515 Broadway, 12th fl., New York, NY 10036**

SALES/CUSTOMER SERVICE ASSISTANT

Adweek's Best Spots seeks detail-oriented individual with strong communication and PC skills. Responsibilities will include order fulfillment, database maintenance, prospect research, direct mail projects and general office work.

Please fax resume/salary history to: **212-536-5354**
att: **Nancy Sobel**

No calls please.

We are an equal opportunity employer.

NEW HOLLAND NEEDS A GREAT ADVERTISING MIND

A creative writer with common-sense advertising skills has an excellent opportunity at New Holland, one of the world's leading manufacturers and marketers of agricultural and industrial equipment.

The position is Product Group Advertising Specialist with our in-house agency. You'll be responsible for strategy, creation, writing, budgeting, production and implementation of advertising materials for marketing a line of products. You'll work with product development teams, dealers and customers to develop your strategy. You'll work with artists, photographers, producers and our creative team on national and local print ads, literature, direct mail, videos and TV and radio spots.

To qualify, you need five to seven years advertising writing experience, plus a degree in advertising or its equivalent. You should be thoroughly familiar with advertising disciplines and copy writing. Agricultural writing experience, or a knowledge of farming, is beneficial but not essential.

This a great job with great people and you'll have an opportunity to live in Lancaster County, Pennsylvania - where the quality of life is excellent.

Send us your resume, along with samples of your most effective advertising copy and your favorite projects.

Resumes and cover letters should be forwarded to:

New Holland North America, Inc.
Corporate Recruiting & Diversity Manager
500 Diller Avenue
P.O. Box 1895
New Holland, PA 17557-0903
Fax: (717) 355-3650



NEW HOLLAND

New Holland North America, Inc. Is An Equal Opportunity Employer

At L.L. Bean, we live and breathe quality and service in outdoor specialties and apparel. Our image reflects strong traditions and a way of life our employees value. We're located in coastal Freeport, Maine, close to mountains and lakes - yet only 15 miles from Portland, Maine and just a 2-hour drive from Boston. To become part of this unique environment, take a look at our opportunities.

PRODUCT LINE MANAGER

Your passion for outdoor sporting activities and ability to lead, inspire and motivate a team, are ideally suited for this position. It calls for you to utilize your first hand experience in leading our camping business. To qualify, you must have a BA/BS (MBA a plus); 5+ years' related experience; exceptional communication skills; and the demonstrated ability to lead/build a customer [internal/external] focused business, as well as develop strategic business plans and mobilize resources to accomplish objectives. Overall, we're looking for a high-energy, creative professional to conceptualize/execute ideas — taking complete ownership, as well as risks to turn ideas into reality. The ability to clearly articulate and "sell" your vision for the business is essential. Knowledge of camping products and manufacturing techniques a plus. Job Code: APLM-797

MEDIA BUYER

Using your strong negotiation, planning and trafficking experience in media buying, you will plan and purchase media — ensuring the realization of maximum economics. This involves implementing national advertising plans through negotiation and purchase of print and broadcast media. In addition, you will research and evaluate new media opportunities, as well as analyze advertising media expenditures and monitor against the budget. Three to five years' media buying experience and a BA/MBA preferred. Job Code: AMB-797

ART DIRECTORS

We seek outdoor oriented Art Directors for several product areas. Selected candidates will provide creative direction to the design and layout of assigned pages. Understanding of graphic design and marketing concepts in the execution of location, model and studio photography required. Ability to provide leadership and foster teamwork while overseeing a photoshoot essential. Interest in outdoor activities such as skiing, hiking, biking preferred. Familiarity with Quark, Illustrator and Photoshop helpful. Five to ten years' graphic design and layout experience desired. BFA preferred. Job Code: AAD-797

For immediate consideration, please send a cover letter stating salary requirements and indicating Job Code to: L.L. Bean, Inc., Employment Department Casco Street, Freeport, Maine 04033. So we may review your resume faster we thank you for not calling. L.L. Bean is an equal opportunity employer.

L.L.Bean®

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Paladin Interim Staffing has immediate openings for **print production and print traffic professionals** with 3-5 years advertising agency experience. Work at terrific agencies and companies in the tri-state area; some jobs have the potential for turning into permanent positions. If you're freelancing or available to work now, send your resume today. We'll take it from there.

Paladin Resource Department
270 Madison Ave., Suite 201
New York, NY 10016
Fax: 212/689-0881
E-mail: newyork@paladinstaff.com
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HELP WANTED

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Ponder for just a moment the impact everything mentioned above could mean to you professionally. Now, grab hold of the great opportunities here at Compaq. We are currently recruiting a professional for the following position:

BRAND STRATEGY MANAGERS

Be responsible for the planning, developing, managing and supporting of the implementation of worldwide brand strategies. Qualified candidates should possess a BA/BS degree in a related field or equivalent (MBA preferred), 6-8 years' experience in a global or strategic communications/customer value position, along with strong communication and time-management skills.

TO CHECK OUT THE MANY COMPAQ OPPORTUNITIES, LOG IN AT:

<http://www.compaq.com/jobs>

Compaq offers competitive salaries, comprehensive benefits, relocation assistance and an environment that supports creativity, open communication and team involvement. To find out more about joining the Compaq team, send your resume and salary history, to: Compaq Computer Corporation, Dept. RTHR-BW-0804-MRAB, P.O. Box 692000, MC 050204, Houston, TX 77269-2000; FAX: (281) 518-1657, or e-mail: careerpaq@compaq.com (ASCII format only). All resumes are electronically scanned, processed and distributed. A letter quality resume with a standard typeface is required (no underlines or bold, please). Compaq is an equal opportunity employer m/f/d/v.

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When you run Help Wanted ads in general publications, unsuitable applicants spring up in droves. They're impossible to interview, slow the process down, and you lose time and money. That's why, for important jobs in advertising, marketing and media, it pays to use the industry leader ADWEEK CLASSIFIED.

Fax - (212) 536-5315

OR CALL 1-800-7-ADWEEK

MARKETING OPPORTUNITIES

Hershey Foods Corporation, a leading producer of confectionery and grocery products in the U.S., has exciting career opportunities for exceptional Marketing professionals. These positions are the result of strong growth/expansion within our primary business segments and offer the potential for long term career advancement.

Assistant and Associate Brands Managers

You will assist in the development, execution, and implementation of innovative marketing strategies and programs designed to increase the sales, market share and profitability of assigned businesses. Working closely with other functional areas in a team-oriented environment, you will have the opportunity to assume a broad range of marketing responsibilities while applying your individual skills and talents. Both positions require relevant consumer packaged goods experience and a MBA is preferred.

Successful candidates will possess strong interpersonal, strategic, leadership, and communication skills. You must be able to handle multiple projects simultaneously, have a good balance of creative and analytical skills, be able to see the big picture while managing day-to-day needs and have strong follow-through abilities accompanied by a keen sense of urgency. We offer a competitive salary and comprehensive benefits. For immediate consideration, please mail or fax your resume with salary history to:

Hershey Foods

Human Resources Dept. SR-7

100 Crystal A Drive

Hershey, PA 17033

Fax: 717-534-8053

EOE

M/F/D/V

VOICETRAK

Media Research

VP Market Development

VoiceTrak, a national competitive research firm needs a regional sales/service VP. Approximately 25% travel - based in Tucson. 8-10 years experience in sales, research or account service. Send resumé and requirements to:

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**Graphic Designer**

needed by Manh Ad Agency. Must have 1 yr exp as graphic dsgr or 1 yr exp as graphic dsgr for Chinese language media. Bach-Communication Arts or Graphic Design. Full time position. Respond to: Personnel Dept, Kang & Lee Advertising, Inc. 315 5th Ave, 11th Fl, NY NY 10016.

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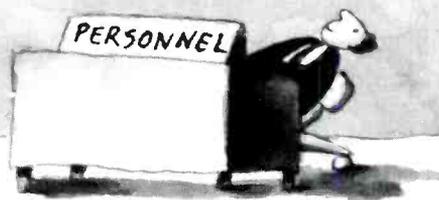
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CULTURE TRENDS

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending August 2nd provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	8	I'll Be Missing You	Puff Daddy & Faith Evans
2	2	2	15	Bitch	Meredith Brooks
3	3	3	6	Quit Playing Games	Backstreet Boys
4	New	4	1	Mo Money, Mo Problems	Notorius B.I.G
5	6	5	5	Semi-Charmed Life	Third Eye Blind
6	4	2	23	Return of the Mack	Mark Morrison
7	8	7	10	Do You Know	Robyn
8	7	7	4	Sunny Came Home	Shawn Colvin
9	10	9	3	Gotham City	R. Kelly
10	9	4	7	Look Into My Eyes	Bone Thugs-N-Harmony
11	5	1	14	MMMBOP	Hanson
12	18	12	7	How Do I Live	Leann Rimes
13	15	3	11	Say You'll Be There	Spice Girls
14	11	8	13	G.H.E.T.T.O.U.T.	Changing Faces
15	21	7	12	It's Your Love	Tim McGraw

© 1997 Billboard/Soundscan, Inc.

MTV Around the World

Week of 7/28/97

MTV Europe

Artist	Title
1. Hanson	MMMBop
2. Notorius B.I.G.	Hypnotize
3. Puff Daddy w/ Faith Evans	I'll Be Missing You
4. Ricky Martin	Maria
5. Bellini	Samba de Janeiro

MTV Latino

Artist	Title
1. Andres Calamaro	Flaca
2. Aerosmith	Hole in My Soul
3. Hanson	MMMBop
4. Luis Alberto Spinetta	Cheques
5. The Wallflowers	One Headlight

MTV Brasil

Artist	Title
1. Jon Bon Jovi	Midnight in Chelsea
2. Titãs	Pra Dizer Adeus
3. Michael Jackson	Blood On the Dancefloor
4. Skank	E Uma Partida De Futebo
5. Claudinho & Bochecha	Conquista

MTV Japan

Artist	Title
1. Hanson	MMMBop
2. Puff Daddy	I'll Be Missing You
3. Prodigy	Breathe
4. En Vogue	Whatever
5. Blur	On Your Own

MTV US

Artist	Title
1. The Wallflowers	The Difference
2. Notorius B.I.G	Mo Money, Mo Problems
3. Prodigy	Breathe
4. Sublime	Wrong Way
5. Will Smith	Men In Black

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www.hollywoodreporter.com

MAAW87

Did you know that on average there's a new product introduced every half hour?

NEW PRODUCT NEWS

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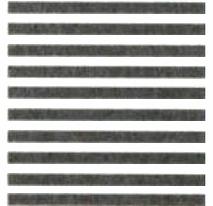
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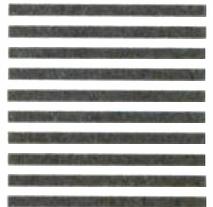
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CALENDAR

The Florida Magazine Association annual conference will be held Aug. 21-23 at the Sanibel Harbor Beach Resort in Fort Myers, Fla. Contact: 407-774-7880.

The National Ass'n of Minorities in Communications hosts the **11th Urban Markets Conference** Sept. 15-16 at the Grand Hyatt Hotel in New York. Contact: 212-370-5483.

MacDonald Communications, publisher of *Working Woman*, *Working Mother* and *Ms.*, will present the **1997 Work/Family Congress and CEO Summit** Sept. 15-16 at the New York Hilton & Towers. Contact: 800-477-2900.

The National Association of Broadcasters radio show will be held Sept. 17-20 at the New Orleans Convention Center. Contact: 202-429-5419.

The Radio Television News Directors Ass'n international conference and exhibition will be held Sept. 17-20 at the New Orleans Convention Center. Contact Rick Osmanski at 202-467-5200.

Suburban Newspapers of America presents the **Fall Publishers'/Retail Advertising Managers' "Focus" Conference** Sept. 21-24 at the Sutton Place Hotel in Vancouver, B.C., Canada. Contact: 312-664-6610, ext. 3296.

Women in Cable & Telecommunications' Greater Texas chapter presents **"Telco 101 and Interconnection Course"** Oct 2-3 at Paragon Cable in Irving, Texas. Contact: 312-634-2353.

Media Notes

NEWS OF THE MARKETPLACE Edited by Anne Torpey-Kemph

CBS Fills Sitcom Cast Slots

Network fall series continue to add cast members, with CBS' *George & Leo* picking up Jason Bateman, who will play Bob Newhart's son. The sitcom, which also stars Judd Hirsch, begins production today and premieres on Sept. 22 at 9:30 p.m. The show is produced by Staley/Long Productions with Paramount Network Television. Among other recent additions on fall shows are Jane Sibbett (*Friends*) and Estelle Harris (*Seinfeld*), who will join The WB's Sunday-night sitcom, *Nick Freno: Licensed Teacher*.

McCann Restructures Media

McCann-Erickson Worldwide has restructured management on the media side. With Ira Carlin adding his duties running Thunder House Online Marketing, several others under him have new positions. Mark Buckman has been named director of worldwide media operations, a new position, but continues also as senior vp/media director on Coca-Cola. Múirne Laffan has been named senior vp/international media director of worldwide accounts, moving up from vp/international group media director. And lastly, Mark Stewart, who is executive vp/media director for McCann-Erickson New York, has taken on additional responsibilities for McCann North America.

ESPN Deals for Carriage, Rights

ESPN announced several deals last week. ESPNNews, its 24-hour sports news service will be carried by DirecTV beginning Aug. 10, bringing the fledgling channel to 5 million homes. Separately, ESPN inked deals with both the Big Ten and the Atlantic Coast Conference. The Big Ten

deal includes national cable-exclusive rights to college football, men's and women's basketball and women's volleyball through the end of 2006-07, and the ACC deal includes national cable-exclusive rights to 100 college football games on ESPN and ESPN2 and ABC Sports through 2005.

Teens Are 'People' Too

Time Inc. is targeting one of the fastest-growing demographic groups, teens ages 12-19, with *Teen People*, set to debut in February. *People* editor Christina Ferrari, developing the title with *People* publisher Nora McAniff, says it will adapt *People's* formula of "covering celebrities and

ordinary people doing extraordinary things." The magazine will publish 10 issues a year with a rate base of 500,000.

Great Week for 'Good Day LA'

For the first time since its June 1993 launch, KTTV's *Good Day LA* morning newscast (7-9 a.m.) out-rated rival *Morning News* on Tribune Broadcasting-owned KTLA. Hosted by veteran L.A. morning-show host Steve Edwards, *Good Day* posted a 2.9 rating/11 share average for the week of July 21-25 in the Nielsen Station Index, nudging out *Morning News* (2.8/11). Compared to the same week in 1996, KTTV has posted a robust 120 percent share gain (a 1.3/5 average),

CBS Fills Key Spot Slots



New evp/sales Berwanger

In a further sign of CBS Television Stations' intent to keep spot advertising sales in-house, two key executive appointments were announced last week. Joseph Berwanger, previously president of CBS Spot Sales, has been named executive vp of sales, CBS Television Stations. Richard Sheingold, executive vp of CBS Television Sales since 1996, has been elevated to president of the new CBS Spot Sales division.

Berwanger, a 27-year sales veteran who became president of Group W Television Sales in Feb. 1993 and continued in that post after the Westinghouse-CBS merger in 1996, will now work with the 14 CBS O&O stations on reaching sales revenue goals, both locally and nationally. Sheingold, a syndication ad sales exec with Group W Productions from 1989 to 1996, will be responsible for all business generated by CBS Spot Sales. The announcement was made by station group president Jonathan Klein, who reports to new station group chairman Mel Karmazin.



Sheingold heads spot division

Media Notes

CONTINUED

while KTLA dropped 8 percent in share (3.8/12). However, in the ongoing July sweeps, KTLA's 2.8/11 still holds a slight edge to KTTV's 2.4/9 (NSI, July 10-28).

CMP Announces IPO

CMP Media, Long Island, N.Y.-based publisher of magazines about technology, announced last week an initial public offering of \$5 million shares at \$22 per share. Goldman, Sachs; Lazard Freres; and Bear, Stearns managed the offering.

'Worth' Ups Perkins, Godfrey

Capital Publishing last week announced the promotion of Richard Perkins to president of *Worth*, a new position, and Missy Godfrey to publisher of the title. The Perkins-Godfrey team has been responsible for a 255 percent increase in revenue, from \$8 million to more than \$28 million, in the four years they served as co-publishers of the investment title. Perkins' new responsibilities will include *Worth* Online, and Godfrey will tackle advertising sales nationwide. *Worth* has a current paid circulation of 540,000.

'GH' Pushes Seal Deal

Good Housekeeping magazine has announced it will extend to two years the guarantee on all products carrying the magazine's seal of approval. The flagship Hearst Corp. title is promoting the extension with \$2.9 million in advertising that started Aug. 1 in Hearst's 10 daily newspapers and its eight TV stations. It will also be advertised on the Lifetime cable network, which Hearst owns with Walt Disney Co.'s ABC division. The Good Housekeeping Seal, now being redesigned, has been around for

88 years and *GH* said it is one of the most widely recognized and trusted consumer emblems.

Fox Sports to Air Nuveen Tour

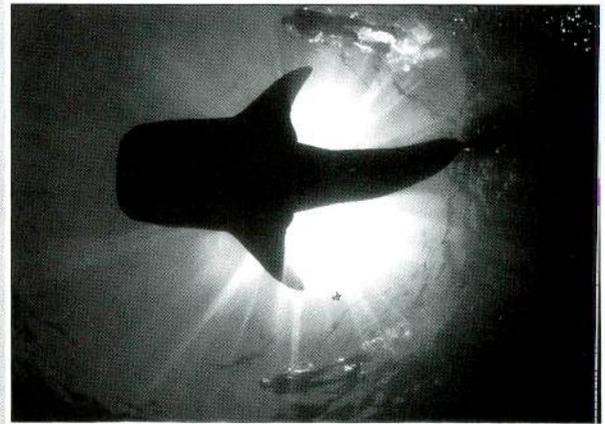
Fox Sports Net will broadcast the semifinals and final of the Citibank Champions tennis tournament during the week of Aug. 10. The Nuveen Tour event, to be held in Purchase, N.Y., will feature Jimmy Connors, John McEnroe, Bjorn Borg and other senior players. In the New York area, the coverage will be carried by Paxson Communications' WPXN-TV.

Agencies Go for Paper Link

Ad agencies Fallon McElligott (New York) and Hal Riney & Partners (San Francisco) and telecom company Western Wireless have signed on as Media Passage clients within the past month. Media Passage (formerly the American Newspaper Network) has added a new feature to its Web-based ad system that allows newspapers and ad agencies to exchange art, copy and receipts electronically. The system provides information on 1,500 papers, including rates, circ, DMA and CPM. Agencies have traditionally referred to a large rate book for such information. "Now," says Carleton Bryant, Media Passage evp of business development, "you just click." For a fee the program signs, seals and delivers the checks, insertion orders and tearsheets. Media Passage has offices in Seattle, Chicago and New York.

MacDonald to Acquire NAFE

MacDonald Communications Corp., which publishes *Working Mother*, *Working Woman* and *Ms.* magazine, has agreed in principle to acquire the assets of the National Association for



For Shark Week viewers, Discovery has fin-essed a vacation giveaway from Tahiti Tourisme.

Discovery Puts Promo Bite Behind Shark Week

The Discovery Channel plans a major promotional push behind its 10th anniversary of Shark Week, its twice-yearly feeding frenzy of shark-related programming, which this summer runs Aug. 10-16. For the first time, Discovery has lined up Tahiti Tourisme to create a promotion giving away to viewers seven trip packages to Tahiti, supported by on-air spots, print ads, collateral, radio and online spots (on Discovery Channel Online, which will also set aside a special Shark Week section). Ads touting Shark Week will appear in *TV Guide*, *USA Today*, *People*, *Entertainment Weekly* and specialty magazines such as *Skin Diver*. Spot TV time has been bought in New York, L.A., Chicago, Detroit and Washington as well as on regional sports networks. And more "enveloped" bus ads will be used in some of the above-named markets.

Female Executives from Affinity Group Inc. NAFE is the largest membership organization for executive women in America, with more than 150,000 members, and this year marks its 25th anniversary. Terms of the deal were not disclosed.

McMullen Buys Auto Titles

McMullen Argus, the Placentia, Calif.-based automotive enthusiast magazine unit of K-III Communications Corp., has acquired CSK Publishing of Saddle Brook, N.J. CSK publishes 35 titles including *Muscle Mustangs* and *Vette*, selling more than 23 million issues annually in more than 60 countries. K-III did not disclose terms of the deal... In related news, K-III has sold its Krames Communications unit to Times Mirror's health sciences and legal publish-

ing unit, Mosby Matthew Bender. Krames publishes consumer-oriented medical, wellness and safety education information targeted at health and wellness professionals. Terms were not disclosed.

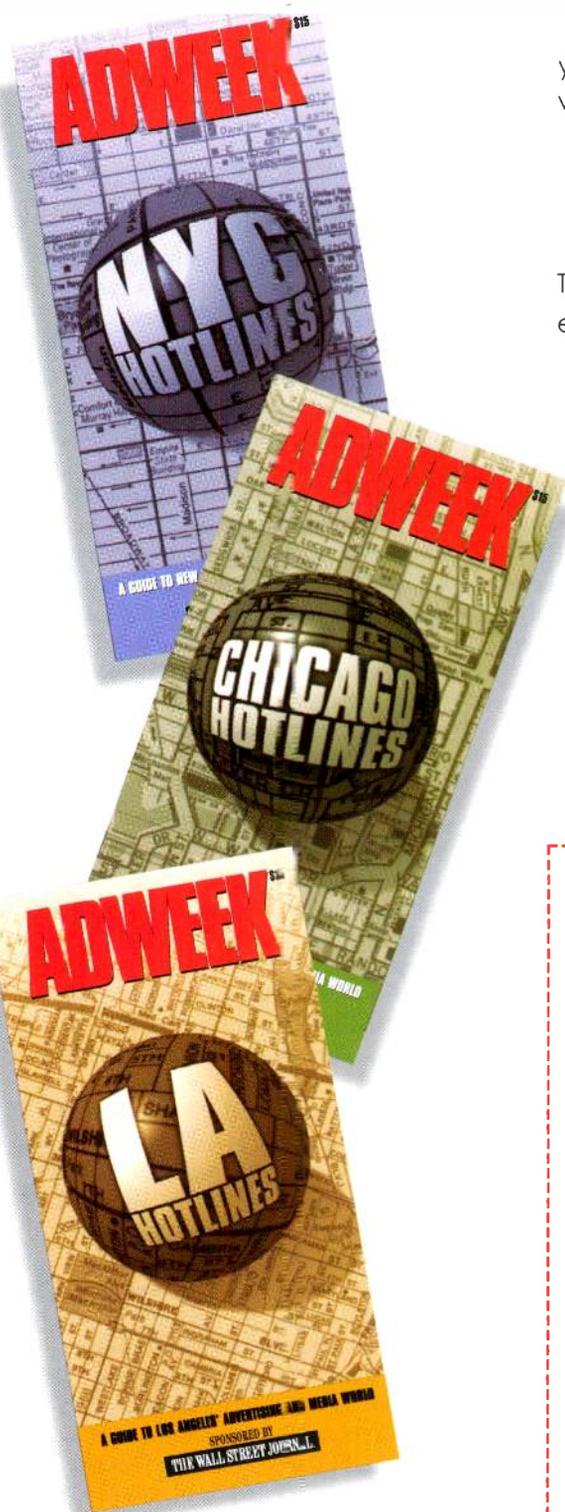
Chase Backs PBS 'Performances'

The Chase Manhattan Corp. and Chase Manhattan Private Bank have pledged a \$4.5 million sole corporate sponsorship for the next three years of production of Public Broadcasting System's *Great Performances* series. Chase Manhattan's participation coincides with the 25th anniversary of the flagship performance series, which is produced by PBS affiliate WNET in New York with additional funding from the Corp. for Public Broadcasting and the National Endowment for the Arts.

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BIG DEAL

Nabisco Snack Products

Advertiser: Nabisco

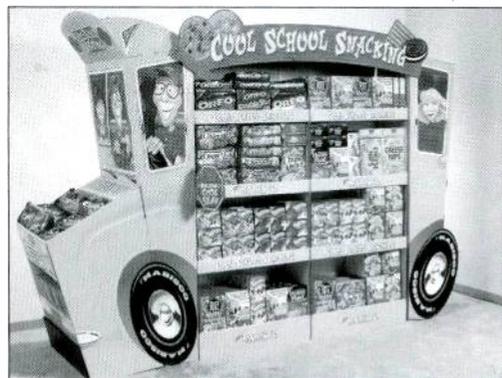
Agency: Foote Cone & Belding, N.Y.

Begins: Now

Budget: \$10 million (est.)

Media: TV, print

Nabisco is spending an estimated \$10 million on its 1997 back-to-school promotion, the "Cool School Bus," which features a sweepstakes offer on 35 million packages of 13 different Nabisco snack SKUs as well as TV and print media that touts the grand prize: a busload of Nabisco products and Tiger Electronics toys. The promo is intended to leverage Nabisco's presence at retail during crucial back-to-school promotions. Implemented by Westport, Conn.-based promotion agency Carlson



This bus is fueled by print and TV.

Draddy Assoc., "Cool School Bus" targets kids 9-12 with a sweepstakes touted on packages of Honey Maid graham crackers, Chips Ahoy!, Dizzy Grizzlies, Oreos, Ritz Bitz Sandwiches, Toastettes and Cheez Nips. More than 120,000 winners will receive select Tiger Electronics toys and Nabisco snacks and 17 grand prize winners will receive a busload of prizes delivered to his or her school, home and a local children's charity. New kids TV ads for Chips Ahoy! Oreo and Ritz Bits Sandwiches, via FCB, N.Y., will run on network and cable stations such as Fox Kids and Nickelodeon with tags touting the on-pack sweepstakes. A print campaign for the three brands in August issues of kids' magazines such as *SI for Kids* and *Disney Adventures* will also tout the "Cool School Bus" sweepstakes. —Stephanie Thompson

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

CAMPBELL HAUSFELD TOOLS

Advertiser: Campbell Hausfeld

Agency: Deskey Associates, N.Y.

Begins: September

Budget: \$5 million

Media: Print

In a campaign that could have been written by Tim "The Tool Man" Allen, professional toolmaker Campbell Hausfeld is launching a new \$5 million campaign, its first in several years, in do-it-yourselfer and auto-racing magazines in the hopes of attracting serious DIYs to the mystique of professional tools.

Each print ad features the lines, "This is a toy," which, for example, appears over a can of spray paint and four little bottles of model paint. The line, "This is an investment (no matter what your wife says)" appears over the Campbell Hausfeld tool, such as the air-compressed paint sprayer.

Ads that will run in *Popular Mechanics*, *NASCAR Winston Cup Scene* and *NASCAR Winston Cup Illustrated*, will be supported by a 16-city Popular Mechanics All-America tour in which Campbell products will be promoted and demonstrated, as well as an interactive exhibit displayed at 15 NASCAR-sanctioned race events and over 100 retail events.

The campaign is part of a brand identity revamp, created by Deskey Associates, N.Y., that includes new graphic design, logo and package design. The broad redesign is necessary, says Deskey managing partner Scott Yaw, because Campbell is going into a new retail environment that includes mass merchandiser Wal-Mart and Home Depot, where merchandising plays a more critical role than in "professional" distribution.

John Brown, CH national account manager said: "Our research showed that brand awareness of Campbell Hausfeld was strong but that our visual identity was unknown with end users." As for the "No matter what your wife says" line possibly being interpreted as sexist, Brown said that 98 percent of CH customers are men, and that a focus group of 50 women was conducted with only a 2 percent negative reaction.

—David Kiley

HANES CASUALWEAR

Advertiser: Sara Lee

Agency: Long Haymes Carr, Winston-Salem, N.C.

Begins: Late August

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

Media: Print

Sara Lee's Hanes brand is launching the first-ever print campaign for its casualwear unit to tout Ever Fit, a new product enhancement that allows sweats to retain their shape and shrink less.

The Ever Fit message will reach consumers later this month through three executions by agency Long Haymes Carr, Winston-Salem, N.C., and showcase sweats for men, women and children.

Each ad contains a photo of an individual or individuals wearing the sweats in an outdoor setting with overlaid text, such as one showing a family and the copy: "After countless trips to the store, umpteen hours of carpooling, all those visits to Grandma's house, all those times hearing, 'Are we there yet?,' washed who knows how many times... And they're still a large, medium and small." All ads carry the tagline, "Shrinks less. Fits better, longer."

"We wanted to depict real-life situations, to bring Hanes into people's everyday lives," said Tim Ronan, senior vp, group account director at LHC. Ever Fit sweats are marketed as part of the Hanes, Hanes Her Way and Hanes KidsWear group of the Sara Lee Casualwear company and carry Ever Fit hangtags.

The buy, estimated at between \$1 million and \$2 million, puts Hanes in family and women-oriented magazines such as *People*, *Redbook* and *Parents*. Women 18-49 are the target, with moms being prime.

Except for its separately marketed hosiery division, Hanes has primarily relied on television advertising via its "Wait'll We Get Our Hanes on You" umbrella campaign. Earlier this year, that strategy was adjusted to include print to inform consumers about specific products and their attributes. Efforts during the first half of the year concentrated on Hanes Her Way bras and panties. The second half continues on the product-oriented theme with the focus on casualwear. —Becky Ebenkamp

CMR Top 50

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

Week of July 14-20, 1997

Rank	Brand	Class	Spots
1	BURGER KING	V234	101
2	MCDONALD'S	V234	84
3	MAZDA AUTOS--626 LEASING	T112	33
4	RED LOBSTER	V234	32
5	KFC	V234	27
6	AMERICAN DAIRY ASS'N--MILK	F131	25
	OLIVE GARDEN	V234	25
8	BOSTON MARKET	V234	24
9	COCA-COLA CLASSIC	F221	23
	NISSAN MOTOR CORP.--CP	T112	23
11	FUN & FANCY FREE--VIDEO	H330	22
	JC PENNEY--MULTI-PDTS	V321	22
13	SPRITE	F221	20
14	TYLENOL--EXTRA STRENGTH GELTABS	D211	19
15	PRIMESTAR--SATELLITE SYSTEM	H320	18
16	1-800-COLLECT	B142	16
	ADVIL--PAIN RELIEVER TABLETS	D211	16
18	BLOCKBUSTER--VIDEO RENTALS	V341	15
19	CLEAR BLUE--PREGNANCY TEST	D222	14
	DR PEPPER	F221	14
	MIRAMAX--OPERATION CONDOR MOVIE	V233	14
	SEARS--AUTOMOTIVE	V321	14
	SEARS--SALES ANNOUNCEMENTS	V321	14
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	14
25	DIET DR PEPPER	F221	13
	GATORADE--RTS BEVERAGE	F223	13
	KRAFT--SALAD DRESSING	F118	13
	MILLER LITE--BEER	F310	13
	ROGAINE--HAIR TREATMENT MEDICATION	D218	13
	ZANTAC 75--HEARTBURN PILLS	D213	13
31	BRITA--WATER FILTER PITCHER	H235	12
	BUENA VISTA--GEORGE OF THE JUNGLE MOVIE	V233	12
	BUENA VISTA--NOTHING TO LOSE MOVIE	V233	12
	JOHNSONS KIDS--NO MORE TANGLES SHAMPOO	D142	12
	PEPSI	F221	12
	VISA--CREDIT CARD	B150	12
37	ALEVE--ANALGESIC TABLETS	D211	11
	AMERICAN EXPRESS--TRAVELERS CHEQUES	B150	11
	COLGATE WHITENING--BKNG SODA & PRX PST	D121	11
	COLUMBIA--AIR FORCE ONE MOVIE	V233	11
	COVER GIRL--COSMETICS	D116	11
	HALLMARK--CORP.	B321	11
	PIZZA HUT	V234	11
	SEARS--MULTI-PDTS	V321	11
45	BISQUICK--BAKING MIX	F113	10
	L'OREAL COLOUR ENDURE--LIPCOLOR	D112	10
	PALMOLIVE ULTRA--DISHWASHING LIQUID	H411	10
	PANTENE PRO-V--SHAMPOO & CONDITIONER	D142	10
	RYDER TRUCK RENTAL	T162	10
	SEARS--BUILDING SUPPLIES	V321	10

SUPER 8 MOTELS

Advertiser: Super 8 Motels
Agency: Gray Advertising, N.Y.
Begins: September
Budget: \$700,000 (est.)
Media: TV

Super 8 is substantially expanding its relationship with Nascar superstar Bill Elliott in the budget motel chain's first-ever television campaign featuring Awesome Bill from Dawsonville, set to run this fall.

The ad follows the greater-than-expected success of the first year of a two-year Elliott/Nascar contract, which was pursued largely because of the matching demographics of Super 8 guests and Nascar fans, and also builds on the HFS-owned company's "Life's great at Super 8" campaign featuring real Super 8 users like "Seargant Bill" and "hallmark guy." Elliott and his crew stay at Super 8 motels when they travel to races.

The campaign absorbs an estimated 10 percent of Super 8's about \$7 million ad budget for this year, according to Mediawatch.

The ad, with creative by Gray Advertising, N.Y, opens with Elliott by his car, which now sports a Super 8 Motels logo under the spoiler instead of the golden arches of McDonald's, the sponsor of Elliott's team. Shots of Elliott's room at Super 8 show a set of Goodyear tires on the luggage rack, racing uniforms in the closet, a portable Snap-On tool chest and a shot of the crew sleeping under the bed with their legs jutting out as if they are working under a car.

Super 8 hasn't yet decided if the ad will run exclusively through September and October or will be rotated with existing Super 8 commercials, said vice president of marketing Thomas McNulty. The spots will run on CNN, CNN Headline News and TNN. A regional radio spot featuring Elliott is also available to franchisees who choose to run it.

People familiar with the tie-in, which marks the first time Super 8 has worked so closely with fast-food giant McDonald's, say it could mean future promotions with the fast-food company.

—Shannon Stevens

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

Source: Competitive Media Reporting

Media Person

BY LEWIS GROSSBERGER



Pig Smells Land

ONCE AGAIN IT IS THAT THRILLING TIME OF YEAR when Media Person packs his duffel bag, pulls on his hiking boots, fills his canteen, checks his passport, smears on insect repellent and adventurously journeys to the corner newsstand to get some travel magazines. Yes, MP's Annual Summer Vacation Column is here! ♦ Back in the safety of his air-conditioned, triple-locked apartment, MP leafs through the brightly colored pages, soon lost in a reverie of exotic climes populated by fierce, dagger-wearing tribesmen and dusky maidens in flowered sarongs who undulate suggestively in the shade of the frangipani while the haunting "Ki-whaaaa...ki-ki-ki-whaaaa" of a pair of rutting snow leopards wafts eerily from the icy cliffs above as the setting sun slips softly below a tropical beach where giant tiger crabs scuttle about, nipping the toes and noses off unwary locals foolish enough to catch a snooze on the burning dunes after a lunch of manioc and roast bandicoot gizzard washed down with just a bit too much home-brewed snakeroot wine.

Not for Media Person the wan, insipid pleasures of rail trips through southern Ohio, family outings to the fall

foliage festival or the alleged "bold new look of Sacramento," as described in *TravelAmerica* (which calls itself "the No. 1 U.S. Vacation Magazine"). You will never catch even a dead Media Person reading an article such as *Travel & Leisure's* cover story "The Maine of My Dreams" in which Heather Smith Macisaac (never trust a three-named writer) burbles psychotically about antique shops in barns, rocking chairs on the porches of country inns, and hotel rooms featuring "a four-poster with a ticking-covered duvet." Feh! Yecchh! What a sissy.

None of this humdrum tourist-tripe for Media Person. He craves the exotic, the dangerous, the faraway and, most of all, the unpronounceable. Only the most daring,

risk-taking, death-defying travel article can truly sate his mad passion for adventure in little-known lands that no one but a complete lunatic or a desperate free-lance writer (usually the same person) would ever really travel to.

The kind of thing Media Person wants is "Falling Through the Cracks" in *Escape* magazine ("The Global Guide for the Adventurous Traveler"), wherein we are transport-

None of that humdrum tourist-tripe for MP. He craves the exotic, the dangerous, the faraway and, most of all, the unpronounceable.

ed to Cappadocia, an obscure region of Turkey studded with "astonishingly phallic rock formations" into which people have been carving their homes since 2000 B.C. and which now resemble giant ant farms. "Hikmet drops to his belly and crawls into the carved darkness, grunting as he bangs his head on the neatly chipped ceiling," writes Hannah Holmes in one of those Classic Travel Writing Sentences (CTWS) that always hook Media Person into a piece despite the fact that he knows from experience that 3,000 words of spelunking later, little will actually be found in these ancient silty caverns except more caverns, for this is one of the mysteries of travel writing: For some reason, nothing much ever seems to happen to these writers

who thrust themselves so gallantly into high adventure, whereas people back home in their own safe suburbs are constantly being shot at by cross-dressing teenage serial rapists while opening the front door to pick up the morning paper.

Even knowing this, Media Person is still pulled in, and some countries can do it again and again. Travel editors seem to sense, for instance, that MP is a sucker for Yemen. All he has to do is spot a photo of a turbaned guy with a djambia (ceremonial dagger) at his waist and Media Person knows he's in for a CTWS like this one in the *July Travel & Leisure*: "The night of our arrival, the three of us wandered through the old city, taking in the smell of charcoal wood fires and bubbling stews fragrant with the pungent scent of fenugreek." Ahhh, nothing like it. MP knows that it's only a matter of syllables before he encounters a reference to frankincense and myrrh, roasted locusts and picturesque Bedouin tribesmen beseeching the blessing of Allah while gunning their Land Cruisers up and down desert drifts. Heavenly!

Another thing Media Person can't resist is natives uttering ancient wisdom in dialect, which is why he froze in pure enchantment while perusing in July's *Condé Nast Traveler*

the 847th piece in his lifetime on how beautiful is the South Pacific isle of Moorea. Here the author, Bob Payne, is told by a Haamatearii

named Roo (or was it the other way around?) how the Polynesians used pigs to navigate: "You take pig and put in the water, and the pig always swim toward land. Because the pig, he smell the land more than man."

Some day, that piece of information could save your life.

The cover of that *Condé Nast Traveler*, by the way, made a significant if inadvertent statement about this whole genre of magazine. With the phrase "That Island Magic" emblazoned across her lovely navel, a gorgeous (not to mention topless) blond mermaid stands (no easy matter with a fishtail) upon a beach taking in the sun. Next to her bare shoulder is the magazine's slogan: "Truth in Travel." ■

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