

SPECIAL SECTION  
THE NEWSPAPER REPORT  
AFTER PAGE 28

# MEDIA WEEK

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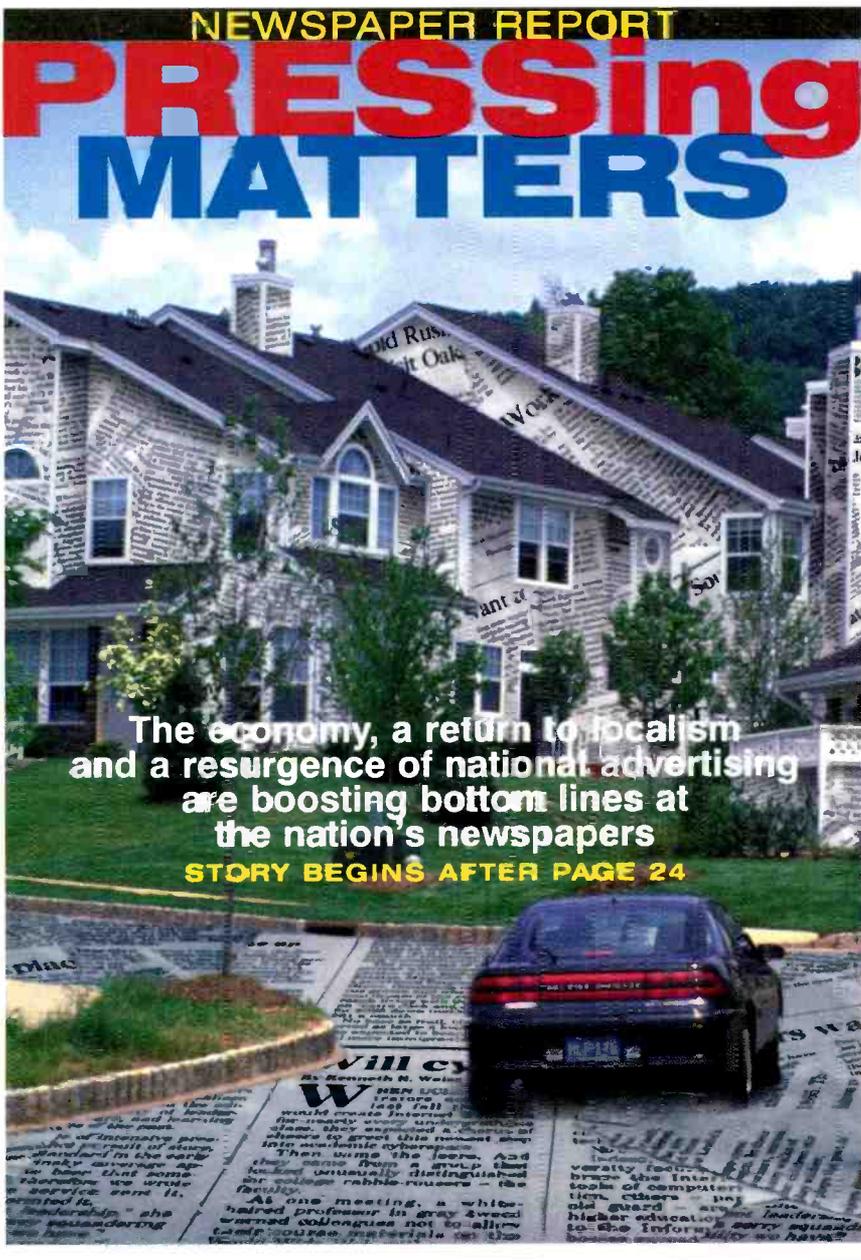
THE NEWS MAGAZINE OF THE MEDIA

April 20, 1998 \$3.25

**NETWORK TV**  
**Tattoo Two?**  
**ABC Eyes**  
**Remake of**  
**Fantasy Isle**  
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**Disney Toons In UPN**  
*Afternoon kids block starts in Sept. '99* **PAGE 4**

**MARKET INDICATORS**

**National TV: Slow**  
Heavy spending on the 1997-98 upfront season and on the Olympics has left advertisers with little left to buy second-quarter scatter.

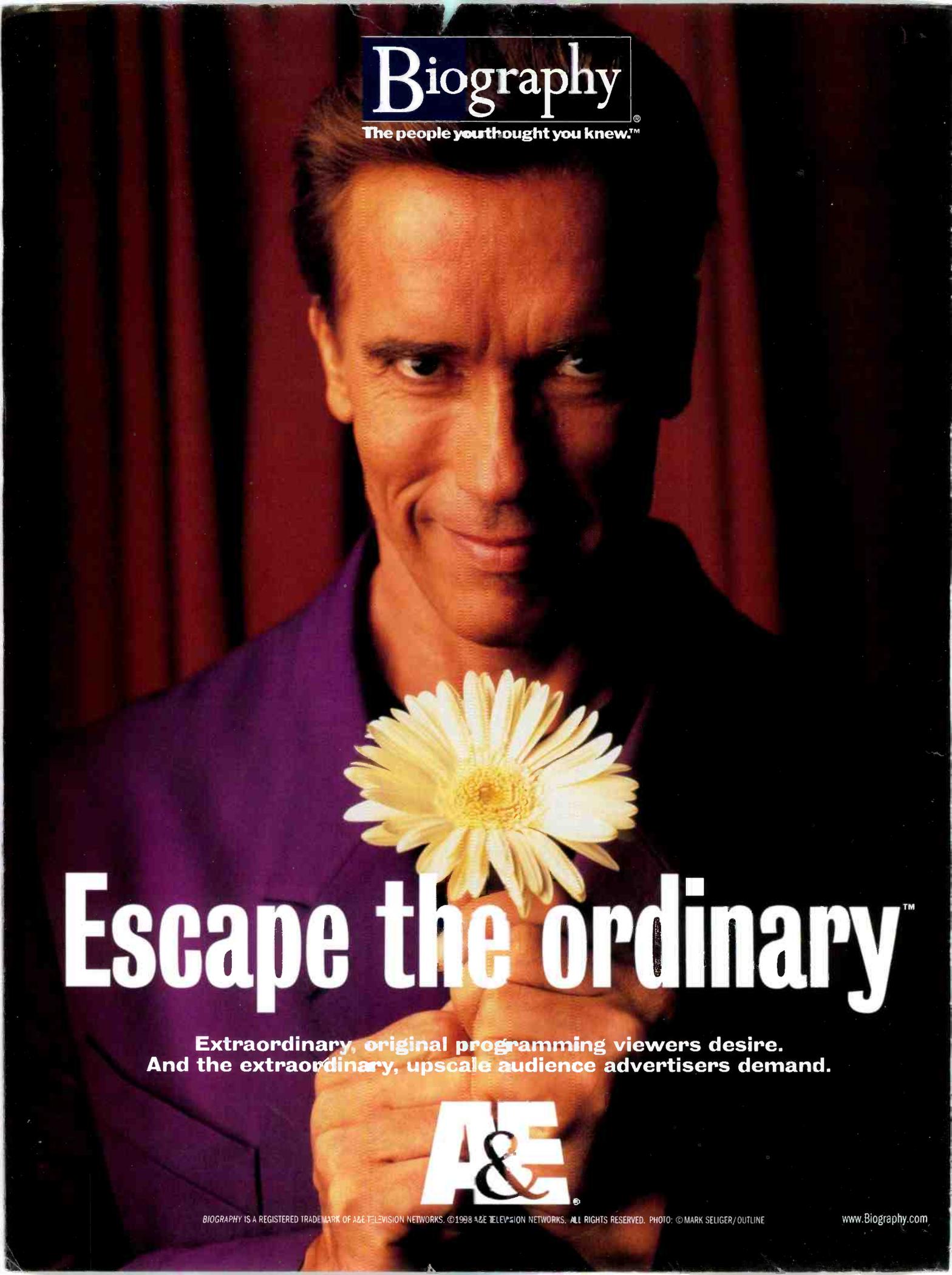
**Net Cable: Strong**  
Opening upfront bell expected to ring this week. Low dcub e-digit increases are expected at minimum. Optimizers expected to funnel more money into cable.

**Spot TV: Robust**  
Spring political buys are strong, particularly in California, Oregon and Washington. Stations booked solidly m d-May to early June. Autos, telecom and financials remain healthy.

**Newspapers: Strong**  
Telecom category heats up as Quest, the Internet phone company, breaks schedule in major-market newspapers. Financial remains strong.

**Magazines: Hot**  
Liquor ads continue to pour in for second and third quarters for all titles. Entertainment books expect a fourth-quarter boost in home-video pages as studios promote their DVD software.

ILLUSTRATION: AMY GOLDBERG, PHOTO: ED PETERS/IMPACT VISUALS/SPH

A close-up portrait of a man with dark hair, wearing a purple suit jacket, looking directly at the camera with a slight smile. He is holding a large, bright white daisy flower in front of his chest. The background is a dark, textured curtain.

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# AT DEADLINE

## TCI Deals for Chicagoland, Sells in 4 States

Tele-Communications Inc. late last week announced it will purchase Jones Intercable's cable systems in the Chicago area, which serve about 255,000 subscribers in the suburbs. The Jones systems will be added to TCI's already large cluster of systems in Chicagoland. In other TCI news, the company last week sold to TW Fanch several systems in Maryland, Ohio, Virginia and West Virginia that serve about 147,500 subs. Those systems will join TW Fanch's concentration of systems in the mid-Atlantic. Terms were not disclosed for either deal.

## Lost Finds Home at Turner

Beating the broadcast networks to the first window of a major theatrical release, cable nets TBS and TNT last week picked up rights to New Line Cinema's *Lost in Space*. Executives familiar with the deal confirmed Turner paid between \$7 million and \$9 million. The film will run on both TBS and TNT and joins the 80-plus theatrical titles Turner has snapped up in an effort to compete. *Lost in Space* has grossed about \$40 million since its release earlier this month. New Line, like TBS and TNT, is owned by Time Warner.

## New Publisher at USN&WR, FC

Patrick Hagerty has been named publisher of *U.S. News & World Report* and *Fast Company*, replacing Thomas Evans, who leaves at month's end to become CEO of GeoCities, an Internet company. Most recently, Hagerty, 38, was vp and national sales director of the two magazines. He joined *U.S. News* in 1987. Also at *USN&WR* and *FC*, Julian Lowin, formerly vp and national ad director of the *New York Daily News*, will become associate publisher and director of business development as of May 1.

## Murdoch Buys Stake in L.A. Kings

News Corp. last Friday confirmed it has taken a 40 percent stake in the Los Angeles Kings hockey franchise and a new downtown sports arena called The Staples Center. As part of the deal, News Corp. and its Fox Inc. group will gain an estimated 10 percent ownership position in the Los Angeles Lakers basketball franchise through an option held by the Kings. Both deals are subject to the approval of their respective leagues. At presstime, no amount had been disclosed. Observers said closure of the deal will give the regional Fox Sports West 1 and 2 cable channels a leg up in retaining local telecast rights to Kings and Lakers games and

keep them out of the hands of The Walt Disney Co.'s planned ESPN regional channel.

## Fahey Named Adweek Editor

Alison Fahey, executive editor/news at *Adweek*, has been promoted to editor, effective April 27. Fahey succeeds Kevin McCormack, who resigned last Monday. For the past four years, Fahey has been overseeing the news operations of *Adweek's* six weekly, regional editions. "Kevin is going to be missed. But with Alison running the show, everyone knows the magazine is in good hands," said Sid Holt, editor-in-chief of *Adweek Magazines*, which include *Adweek*,

*Brandweek*, *Mediaweek*, *MC* and *Luxe*. "I'm honored to be taking over from such an accomplished editor and close friend," said Fahey, 33.



TOM LEGOFF

Fahey takes top *Adweek* edit post.

**Addenda:** *Us* senior features editor **Leslie Van Buskirk** has been named deputy editor of Hachette Filipacchi's *Premiere*. She had been with the Wenner Media entertainment book for 12 years... **David J. Butler**, editor of the *Daily News* of Los Angeles, has been named vp for news of the Los Angeles Newspaper Group, owned by MediaNews Group of Denver... **Dawn Sibley**, chief local broadcast officer at Western International Media, has been named executive vp/corporate media director, a new position aimed at providing strategic direction for Western's clients... **Jody Calendar**, previously deputy executive editor at *The Asbury Park (N.J.) Press*, has joined *The Record* of Hackensack, N.J., as managing editor... **Howard Appelbaum** has been named associate publisher of *Billboard* magazine... **Sinclair Broadcast Group**, owner of 56 TV stations, has gained Justice Department clearance to assume ownership of Fox affiliate WSYX-TV in Columbus, Ohio.

## INSIDE



**Krenek follows historic N.Y. mandate**  
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**Corrections:** In the April 6 issue, an item on Dennis Publishing's *Stuff* should have noted that Keith Blanchard's title at *Maxim* is deputy editor. Mark Golin is the editor-in-chief. An item on *Bon Appétit* reported an incorrect percentage increase in ad pages from 1997. Ad pages in *BA's* May's issue weighed in at 127, a 67 percent increase. Newsstand magazine sales are expected to reach 230,000.

## MEDIA WIRE

### Sony Wonder Said Buying Sunbow Animation House

Sony Wonder, the home video and audio division of Sony Corp. of America, is said by several knowledgeable sources to be close to completing a deal to acquire all or part of Sunbow Entertainment, a New York-based animation production house.

"Sony Wonder has been trying to get into the lucrative direct-to-home children's business, and Sunbow would be a strong in-house production tap for them," said a senior executive at a competing animation house. The animation executive, requesting anonymity, said that Sony Wonder's president, Ted Green, began talks this month with Sunbow at the MIP-TV programming convention in Cannes, France. The exec estimated Sunbow's value at about \$12 million to \$13 million.

Green did not respond for comment, but a Sunbow spokesperson confirmed that the privately held company, founded in 1978 by Joe Becal and Tom Griffin, has been approached by "several interested parties" about entering a "combination of strategic alliances" or being acquired.

With a production studio based in Glendale, Calif., and an overseas sales division in New York, Sunbow has supplied such former network series as *The Mask* (for CBS) and *The Tick* (Fox), as well as *Littlest Pet Shop*, *G.I. Joe* and *Transformers* for syndication. Most notable among its ongoing series is *Salty's Lighthouse*, a live-action and animated educational series with dual-exhibition windows on Public Broadcasting System stations and the Discovery Channel; and *Brothers Flub*, a series about two alien siblings charged to deliver dangerous parcels around the universe, for Nickelodeon cable networks in the U.S. and the U.K. —Michael Freeman

### Direct-Response Ads Propel Hot Month for Magazines

Magazine advertising revenue in March grew by 6.9 percent, compared to March 1997, helping to fuel a robust first quarter, according to the Publishers Information Bureau. Ad pages for March increased by 1.8 percent over the same period in 1997. Meanwhile, first-quarter ad revenue increased by 7.8 percent over the first quarter of 1997, (continued on page 6)

# Disney Drops Kids

*Six-day, two-hour program block will move in*

**NETWORK TV /** By Betsy Sharkey

**C**apping months of talks with both the WB and UPN, the Disney kids block that for several years has been in syndication is moving to the UPN network six days a week. For UPN, the deal locks up a premier kids franchise through 2003.

The deal, terms of which were not disclosed, turned primarily on programming and distribution, but it also had much to do with merchandising. Executives close to the negotiations contend that Disney management, including chief executive Michael Eisner, believed the war for market share in the toy world and the long-term merchandising potential of Disney's animated characters was critical to the decision to go with UPN. Had the WB won, the fledgling net would have not only wounded rival UPN's ability to compete for the afternoon kid audience but also given the parent company another layer of protection in its ability to use its own afternoon animated shows to help promote sales of toys and other merchandise that fill its Warner-themed mall stores. The Disney block would have been relegated to something other than the prime afternoon 3-5 p.m. spot that Warner-produced shows would have retained, executives close to the talks said.

At the WB, spokesman Brad Turrell insisted that the network was not crushed by the news. "We were not in last-minute negotiations with Buena Vista regarding their kids block. This was not snatched away from us."

The UPN-Disney pact, which came within a breath of being signed in January only to be derailed at the last minute, will effectively resurrect the Disney Afternoon with a five-day-a-week strip that includes Kellogg as a guaranteed advertising partner, coupled with a Sunday-morning block of shows. Mort Marcus, president of Disney's Buena Vista Television unit, would say only that "[UPN and Disney] went down different paths, but at the end of the day we went back to each other. It was the best for both of us." He added, "This will be the first time in sev-

eral years we've been cleared in pattern and can really compete [in the animated arena] against Fox and the WB."

"For us as a young struggling network to have the opportunity to work on a continuing basis with the premier children's programmer has a tremendous significance," said Dean Valentine, president and CEO of UPN. "We want to be a

full-service network, attracting everyone into this tent, and an ongoing kids presence is a big part of what this network is going to look like." Separately, Valentine last week announced UPN would add

two nights,

Thursday and Friday, to its prime-time schedule.

Affiliates and advertising buyers were quick to praise the deal. "Disney is a strong animation company, and we certainly like the association," said Rip Riordan, COO of Clear Channel Television, parent of six UPN-affiliated stations. "I'm very positive on it. It's another example of the leadership exhibited by Dean Valentine."



**Doug will dig in at UPN next year.**

## Suddenly Off-Net

**SYNDICATION /** By Michael Freeman

**W**arner Bros.' rollout of its *Suddenly Susan* sitcom into the off-network sales market last week ushered in a new wave of business that affects TV stations' lineups and choices through 2000. Close to a dozen sitcoms and drama series are expected to roll out over the next year in search of big dollars to fill stations' thirst for recognizable programming.

In presentations made to the New York-based station rep firms, Warner Bros. Domestic Television Distribution laid out what reps termed a "station-friendly" marketing plan for *Suddenly Susan*, which currently airs on NBC. The studio is proposing a double-run plan on

# s at UPN

September, 1999

Western International Media's senior vp/deputy director of national television Tim Spengler said of the deal: "It sounds like a good move. I think the Disney product will be a positive for them in the afternoon."

Among existing series that are expected to feed into this block are the shows that have helped propel ABC's Saturday-morning kids block to No. 1, including: *Disney's Doug*, *Disney's Pepper Ann* and *Disney's Hercules*. The new venture will include new episodes of the existing shows as well as new series.

The initial terms of the contract call for a four-year run beginning with the fall 1999 season, with options to extend almost indefinitely, according to executives close to the negotiations. Disney will sell all the ad time and syndicate the strip in markets without a UPN affiliate.

In the weeks since talks between UPN and Disney broke off, UPN explored cobbling a similar programming deal with Viacom sibling Nickelodeon. But the cable net could not quickly meet the programming demand of supplying a weekday strip of shows for UPN, said one executive involved in the talks.

"The door [to work with Disney] reopened, and I said, 'Let's walk through that doorway together,'" said Valentine of restarting the talks with Marcus. "The Disney name with kids is credibly powerful." ■

## Is Hot Again

the Brooke Shields-led sitcom starting fall 2000, where the studio retains one-and-a-half minutes national barter time in the primary run and three minutes in the secondary run for each episode. Warner Bros. is offering stations broadcast exclusivity for the first three years of the off-network deal, after which the studio may consider a cable window that could go to sibling cable network Superstation TBS.

"It is a lot of barter, but this also gives stations more wiggle room to deal with Warner Bros. on the cash [license] fee," said Garnett Losak, vp/director of programming at Blair Television. "I think that Warner Bros. is marketing this for tertiary stations like WB

# Touched by an Ally

'McBeal', 'Angel' clones and remakes populate the fall pilots

**NETWORK TV /** By John Consoli and Betsy Sharkey

**D**reams of the next *Ally McBeal*, *Dharma & Greg* and *Dawson's Creek* are already taking shape as media buyers and rep firm executives head into the May upfront buying season more optimistic than they have been in years about the creative quality of the new shows the networks are developing for the fall.

"From the clips we've seen and what we know at this point—and it's still early—it looks like the networks have taken the criticism about the glut of marginal and me-too shows they put on the air last fall to heart," said one major media buyer, who declined to speak for attribution. "There are one or two shows at each network that are very, very promising."

CBS, NBC and ABC have each committed to buying 13 episodes of one sitcom, according to Marc Berman, associate director of programming at Seltel. CBS has tapped *Me & George*, starring Melanie Griffith as a pregnant New York City publicist divorcee who must raise her child as a single parent. NBC has committed to *Encore*, starring Nathan Lane as a womanizing, prima donna opera star. And ABC bought an updated Mary Tyler Moore show in which she reprises her Mary Richards role, joined by co-alumnus Valerie Harper as Rhoda Morgenstern.

Other new series getting a big buzz on the buying side of the table are *Felicity*, on The WB, described as having an *Ally McBeal*-in-college sensibility; an update of *Fantasy Island*

for ABC, with acclaimed movie director Barry Sonnenfeld (*Men in Black*) producing; *Teenage Wasteland* for Fox, a nostalgic comedy set in the '70s, produced by Carsey-Werner; and several animated shows, led by *Dilbert* on UPN.

Berman sees four trends emerging from the pilots: "*Ally McBeal* clones"; remakes; much animation; and "*Touched by an Angel*-type dramas."

Another trend likely to continue is the practice of networks taking ownership stakes in programming. According to a report by True North Media, NBC has an ownership interest in 12 of the 27 shows in development, Fox has ownership in 10 of 25, and WB in 8 of 17.

UPN, which announced plans to expand its prime-time programming to five nights on Thursdays beginning Oct. 8 and on Fridays beginning Oct. 9, has 19 potential shows in development, equally divided between comedies and drama. The pilots selected confirm UPN president Dean Valentine's stated intent to add more balance to the netlet's current lineup of primarily urban sitcoms. *Just Us Men* is about two twentysomething guys sharing an apartment. *John Dirsta* centers around a transit cop working the night shift to send his daughter to private school. *Nicki* concerns a woman who is reunited with the daughter she gave up as a teenager. *Boston Grace* revolves around two young female detectives. *Legacy* is a post-Civil War drama. And *Mercy Point* could be described as *ER* in outer space. ■

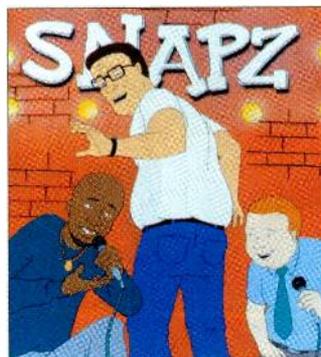
and UPN affiliates, and is not trying to dictate prime-access time periods."

The early entry for *Suddenly Susan* is seen as a preemptive move by Warner Bros. to beat other fall 1999-2002 sitcoms to market. A Warner representative confirmed the studio is scheduling station pitches this week.

Twentieth Television has put bait out for Fox's animated *King of the Hill* in recent teaser ads in the TV trade papers. Rep firm executives said the News Corp.-owned syndication division is negotiating with Fox TV Stations for a deal with the 22 Fox O&Os

starting in fall 2000 or 2001. Once the Fox O&Os are "locked down," as one major-market Fox O&O general manager put it, Twentieth will have 40 percent of the country cleared and can mount the rest of its sales campaign.

Also entering the off-net sales pipeline over the next few months are: Columbia TriStar's *News Radio*; Eyemark Entertainment's *Caroline in the City*; DreamWorks SKG's *Spin City* (with sales to be handled by Disney's Buena Vista Television); and Carsey-Werner's *Cosby*. ■



**King of the Hill hopes to make a splash in off-net.**

## MEDIA WIRE

and ad pages climbed 1.5 percent.

Among March's hottest categories compared to March '97: direct-response companies, up 20.6 percent to \$19.3 million; food and food products, up 17.2 percent to \$10.6 million; and cigarettes & tobacco, up 51.3 percent to \$10.5 million. Categories showing decreases included drugs & remedies, down by 15.5 percent to \$13.3 million; automotive, auto accessories & equipment, down by 5.9 percent to \$8.9 million; and computers, office equipment & stationery, down by 10.1 percent to \$8.4 million.

Additionally, the Magazine Publishers of America, through its contractor Competitive Media Reporting, will now report all major media spending in 57 industry-level categories, as opposed to the old Publishers Information Bureau system of 33 categories. The new classifications will allow advertising agencies, advertisers and publishers to compare these numbers to those in other media, including TV, outdoor, radio and newspapers. —Lisa Granatstein

### 'Come Hell and High Water': N.D. Daily Earns Pulitzer

Knight Ridder's small *Grand Forks* (N.D.) *Herald* (36,716 daily, 37,469 Sunday) won journalism's top prize in the public service category of this year's Pulitzer competition, announced April 14 at Columbia University. Under the banner, "Come Hell and High Water," the paper held the readers of its city together during a devastating flood, a blizzard and a fire that destroyed much of the city, including the newspaper's printing plant.

Bernard L. Stein, publisher and editor of *The Riverdale* (N.Y.) *Press*, a 12,000-circ weekly, was a repeat winner in the editorial writing category for his opinions on politics and other issues affecting New York. And an editorial cartoonist with less than a year of full-time experience at Gannett's *Asbury Park* (N.J.) *Press*, Stephen Breen, won in that category. Otherwise there were few surprises, with some of the nation's top companies and two of its most publicized papers, *The New York Times* and the *Los Angeles Times*, winning five of the 14 prizes, *The New York Times* (continued on page 8) in

# Masters of Their Domain?

'EW' claims 'TV Guide' copied its synopsis on 'Seinfeld'

**MAGAZINES** / By Lisa Granatstein

**T**hough the final episode of *Seinfeld* is still weeks away, the fireworks have already begun. *TV Guide's* "Seinfeld Forever," a special edition hitting stands today, has rankled the editors of *Entertainment Weekly*, who claim elements of the special bear a curious resemblance to a May 1997 *EW* issue on *Seinfeld*.

The "Seinfeld Forever" special, the fourth large-format issue *TV Guide* has published in its 45-year history, features a photo spread on 23 of Jerry's ex-girlfriends, George Costanza's "Top 10 Lies," and recipes for classics like marble rye and the black-and-white cookie. It also contains reviews and ratings for 164 *Seinfeld* episodes, a format that *EW* managing editor James Seymore says are "ripped off" from the May 30, 1997, edition of *EW*, "The Ultimate *Seinfeld* Viewer's Guide." The *EW* issue has been nominated for a National Magazine Award.

"Imitation may be the sincerest form of flattery," said Seymore, "but this time it pisses us off. You can cross the line, and I think this is a bit over the line."

So was *TV Guide* inspired by *EW*? "Absolutely not," said Steven Reddcliffe, *TV*

*Guide's* editor-in-chief and a former *TV* editor at *EW*. "That's a format that's been around for quite some time. I don't think *Entertainment Weekly* invented the episode reviews. The next thing you know they'll be claiming they invented TV reviews and page numbers."

There are similarities between the two. Both magazines highlight several episodes, presenting episode titles in red and black borders between each entry. Both features also include the names of the



There are several similarities between *TV Guide's* package (l.) and *EW's*, including the photographs.

show's writers and directors, a synopsis, a review and a grade.

"There are certain formats that are well established," said Reddcliffe. "*EW* has no unique claim on episode guides or listings any more than it has a unique claim on colors, type or Kramer's hair."

*EW* plans its own *Seinfeld* special, including a revised and updated episode guide, for May 4. Ford will be its sole sponsor. ■

## FCC May Skip EEO Appeal

Agency fears top court could void entire affirmative action policy

**REGULATION** / By Mira Schwirtz and Alicia Mundy

**D**espite calls from major civil rights leaders for an appeal of a federal court ruling that voided the Federal Communications Commission's minority hiring requirements, the agency is privately questioning whether it should pursue a court case that it fears could result in the Supreme Court tossing out its entire affirmative action policy.

Although FCC chair William E. Kennard

publicly deplored the decision and said he is discussing an appeal with the Justice Department, the agency is loath to resume a case that some staffers believe never should have been pursued in the first place.

"We were hit pretty hard by the court's decision...there are some here who think this is a bad case to push if it goes to the Supreme Court," said an FCC lawyer who requested anonymity. "They worry it could become the

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## MEDIA WIRE

beat reporting, criticism and international reporting, the *Los Angeles Times* in breaking news and feature photography. The rest of the best: Cox's *Dayton Daily News*, national reporting; Tribune Co.'s flagship, the *Chicago Tribune*, explanatory reporting. *The Sun* of Baltimore, investigative reporting; the *St. Petersburg (Fla.) Times*, feature writing; the *New York Daily News*, commentary; the *Pittsburgh Post-Gazette*, spot news photography. —Dori Perrucci

### With Gayle's Demise, Is Martha Getting More Room?

Eyemark Entertainment, CBS' domestic syndication division, has notified TV stations that *The Gayle King Show* is ceasing production May 6 and will discontinue distribution Sept. 4.

Despite being renewed in more than 85 percent of the country for next season (along with half-hour lead-in *Martha Stewart Living*), King's freshman talk show scored a slender 2.3 rating/8 share average during the February sweeps. *King* dropped 20 percent in share from *Stewart's* 2.9/10 lead-in average.

The *King* decision has fueled speculation in the station rep community that *Martha Stewart Living* could be expanded to a full hour by January 1999. Given *Stewart's* expansive commitments to producing a print magazine and public appearances, Eyemark executives are trying to find creative ways to expand her TV chores. "Ramping up to an hour wouldn't be a major problem, and we could have guest experts to fill in some of that time," said an Eyemark source, noting that the syndicator has built a production studio in West Hartford, Conn., to accommodate *Stewart*.

Until next January, Eyemark will offer repeat "best of" *Stewart* episodes in *King's* old syndie slots. Nonetheless, some CBS programming executives question the wisdom of giving *Stewart* a permanent hour, since her production company maintains control of national ad sales.

Another scenario being floated is that romance novelist Jackie Collins—who is set to enter a 10-week broadcast test run on KCBS-TV in Los Angeles and WCBS-TV in New York—could get a shot at *King's* vacated slot. An Eyemark representative had no comment. —MF

Piscataway teacher's case."

In that case, a New Jersey school board decided to settle a controversial hiring instead of inviting the possibility of an anti-affirmative action ruling by the Supreme Court.

Last week's appellate court decision was a blow to Kennard, who has made industry diversity a keynote of his chairmanship since his November appointment. Minority leaders, led by the Rev. Jesse Jackson, quickly closed ranks behind the FCC, urging it to take the battle to the Supreme Court, which has only added to the agency's predicament.

The agency may have anticipated the reversal when it attempted to withdraw the case two months before the decision, but the court would not allow it. Arguing that a Lutheran church in Missouri was operating a radio station with an alleged religious bias because it did not rigorously recruit new hires who did not share the church's faith, the FCC found its guidelines on racial diversity open to attack by the court.

Stunned by the reversal of the 30-year-old FCC program, minority journalists are concerned that the removal of federal pressure



The FCC's Kennard is weighing whether to appeal.

on broadcasters may encourage a precipitous decline of minorities in broadcasting.

"We're going to do what we have always done, which is encourage minority recruitment and hiring, but we'll have to see what happens next," said Vanessa Williams, president of the National Association of Black Journalists.

Meanwhile, network executives said aggressive minority hiring policies would remain in place because their business depends on reflecting their diverse audiences. But groups representing minority journalists said market forces could turn broadcasters back to the pre-regulation definition of a white-dominated mainstream.

"I would be afraid to leave it up to the market because the communities that they will go after will be the white-dominated suburbs, so they may not represent inner-city minorities," said Ben Seto, president of the Asian American Journalists Association. ■

## Rep Firm for a Monolith

*News Corp. sets up companywide sales and marketing group*

**CONSOLIDATION /** By John Consoli

**C**oncentration of media ownership has led to individual corporations owning subsidiaries that often compete with each other for advertising and marketing dollars. News Corp., however, has set up a worldwide integrated ad sales and marketing group designed to avoid such conflicts.

The new division, called News Corp. One, is headed by senior vp Kayne Lanahan, who will report to Jon Nesvig, president of sales for Fox Broadcasting and executive vp of Fox Television. The goal is to help advertisers better reach their audience by using a combination of News Corp.'s more than 35 businesses, which include Fox Broadcasting, Twentieth Television, Twentieth Century Fox film studio, Fox TV Stations, *TV Guide*, the *New York Post*, HarperCollins book publishers and several other media properties.

"I think it's a good idea," said Ron Frederick, national broadcast director for J. Walter Thompson. "Fox's own units have been beating each other up, competing with each other.

There's been an assumption from a buyer's point of view that if you buy a number of components, you'll get a discount. But which component will give the discount? This new concept creates a point person to deal with and creates synergy within the company."

News Corp. One reports to Nesvig because News Corp. officials believe the network drives all its other distribution assets, a company official said. Fox has matured to a point where it is competing effectively in several audience demographic areas and has a high visibility, the official said. "The network is being used as a drawing card," he added.

Lanahan possesses both agency and client company experience. She was media director at Omnicom's Merkle, Newman, Harty. She spent five years as director of North America media at Coca Cola, where she managed all entertainment and sports broadcast negotiations, media promotions, and the 1994 and 1996 Olympics. Lanahan began her career at J. Walter Thompson in Chicago, where she spent 10 years in media planning. ■

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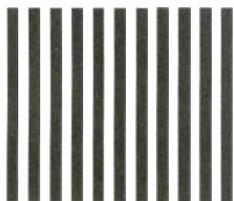
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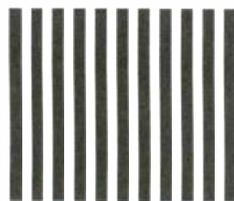
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# The 11.8-Hour Daily Diet

Survey: Media consumption is up, but TV viewing plummets

**MEDIA RESEARCH** / By John Consoli

In a period in which the American adult is sleeping less and consuming media more, daily television viewing among U.S. adults declined by 18 percent since 1995, according to a study on media consumption by Fairfield Research Inc. of Lincoln, Neb. At the same time, the hours spent using interactive media products each day have doubled.

Fairfield interviewed 1,000 adults by telephone and found them spending 13 percent more time with all media than they did in 1995 and that TV and newspapers are the only media that declined in daily usage. But while time spent reading a newspaper is down slightly, according to the study, the time adults spend with books and magazines is up. And time spent with business-focused trade publications and newsletters is up dramatically.

"With the stock market booming, there have been a lot of people reading more financially related newsletters," said Ted Lannan, Fairfield president. Likewise, the economy has spawned record employment, which has in turn helped boost readership of trade magazines. Other categories in which adults are spending more time include movies and prerecorded media (videos and music).

One positive for TV in the study is that while traditional TV viewing behavior is eroding, TV is still the predominate medium used

by American adults. TV, both broadcast and cable, accounts for 31 percent of the total media consumed by adults each day, according to the Fairfield study.

And while adults are using the computer more, this increase is not solely the result of them reading more online. It is a result of them playing more computer games. "On average, in any given day, 10 percent of U.S. adults play video games on a game system," said Fairfield CEO Gary Gabelhouse. "Conventional wisdom would suggest that we, as a society, are moving away from reading books, magazines and newspapers to viewing or printing out and reading what's on our computer screen. This is not true. Americans are reading more than they have before."

The average American adult, according to the study, spends 3.7 hours a day watching TV, down from 4.5 hours in 1995. Time spent listening to radio is 2.2 hours per day, compared to 2.1 in 1995. Time spent reading newspapers, magazines or other print products is 2.3 hours a day, compared to 1.9 in 1995. Average daily time spent watching movies or prerecorded video is 1.6 hours compared to 0.9 hours in 1995. And time spent each day using interactive products is two hours, compared to one hour in 1995.

Overall, adults spend 11.8 hours consuming media each day, compared to 10.4 hours in

**'The sheer volume of media consumed by the average American is staggering and growing.'**

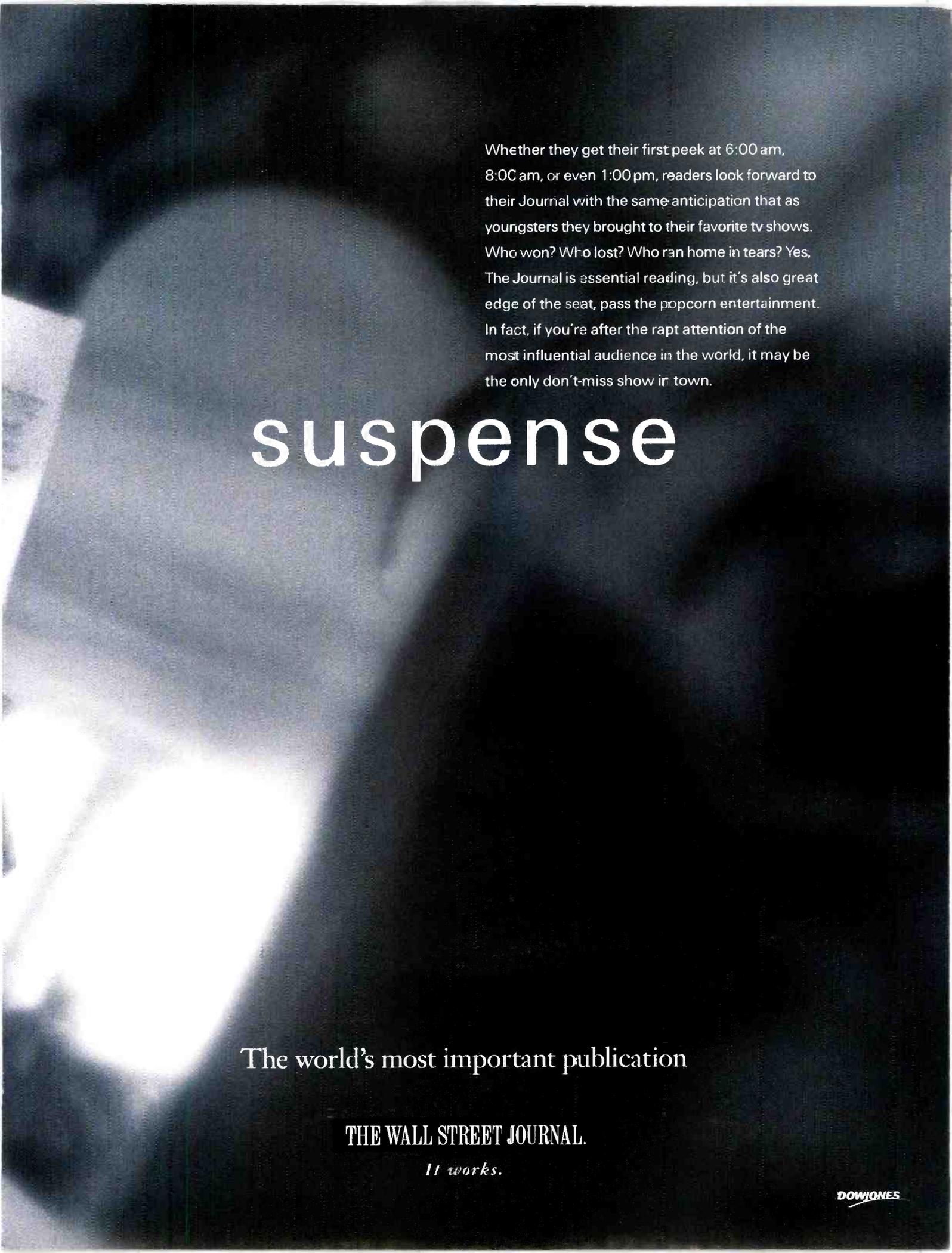
## CABLE TV

**Rainbow Media** last week launched the first local news channel to cover the Bronx borough of New York City. The latest local news programming effort by Rainbow and its parent company Cablevision, **News 12 The Bronx** will be available to Cablevision subscribers later this spring. Roberto F. E. Soto, a 20-year veteran of television news, will oversee operations and a 40-member staff. The new channel has teamed up with *El Diario/La Prensa*, New York's largest Spanish-language daily newspaper, to better cover the Bronx's large Hispanic community. The network will eventually produce in-depth Spanish-language news programming. **News 12 The Bronx** will rely on the resources of the News 12 operations, which launched its first all-news channel in Long Island in 1986 and now operates 24-hour local news networks in Westchester County, N.Y., Connecticut and northern New Jersey. Advertising sales for News 12 The Bronx will be handled by Rainbow Advertising Sales Corporation (RASCO).

**Disney Channel** spinoff **Toon Disney** last week picked up its second satellite carriage agreement, signing a deal with DirecTV. The all-animation network, originally created as a digital cable channel, has already been picked up by Marcus Cable, which will launch the service to 1 million subscribers, and by the EchoStar DBS service. DirecTV, which has about 3.5 million subscribers, is now Toon Disney's largest affiliate. —*Jim Cooper*

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## NETWORK TV

**UPN's *The Love Boat: The Next Wave***, which premiered April 13, drew strong ratings for a debut show on a netlet, pulling in a respectable 8.5/13 in the overnight ratings and a 4.7/8 in the nationals. UPN is hoping that *Love Boat* is the show that "launches" the network in prime time. The new show had been massively promoted, much like the CBS mid-season replacement show, *The Closer*; and like *The Closer*, premiered strongly. What must also be remembered, however, is that *Love Boat*, like *The Closer*, was panned by most TV critics. And *The Closer* has been losing audience since its debut. The big question now: will first night viewers return this week?

**CBS** executive vp of research David Poltrack defended the proliferation of TV newsmagazines, which cost the networks less to produce than the higher budget sitcom and drama programming. Speaking at the Association of National Advertisers forum recently, Poltrack came out strongly in defense of newsmags, not only on his own network. "*60 Minutes* and *Dateline* are high-quality information programs that are consistently among the top 30 each week," noted Poltrack. "Who's to say that because they are cheaper to produce that they are not of high quality?" NBC TV Network president Neil Braun agreed, adding that the Peacock network will be looking to do more "reality programming" in the vein of *Dateline*.

**J. Walter Thompson** senior vp of media research director David Marans told the ANA audience he'd like to see Nielsen Media Research provide advertisers with data concerning TV viewing patterns. Marans suggested that Nielsen ask its sample homes questions such as: Do they own a personal computer? What movies have they attended? What long distance carrier do they use? Have they purchased a car recently and if so, what make and model? Marans, long an outspoken critic of Nielsen's measurement abilities, said if Nielsen does not provide the type of research that advertisers need, each advertiser should set aside 1 percent of its total ad budget. This, he said, could yield a pool of about \$300 million, which could then be used to get the appropriate research. —*John Consoli*

1995. That amounts to 69 percent of the average American's waking hours, according to the study. Gabelhouse said it is important to realize that people can and do consume more than one media source at the same time. For example, working on the computer while listening to a CD or to the radio.

"Regardless," Gabelhouse said, "the sheer volume of media products and messages consumed by the average American adult is staggering and growing."

The Fairfield study interviewed a stratified random sample, projectable to a cross section

of the national population. It has a margin of error of plus or minus 4 percent.

A separate study by Scarborough Research Corp., commissioned by the Newspaper Association of America, shows TV losing viewers and newspapers gaining readers but it does not address the time adults spend with each medium each day.

The Scarborough study shows that prime-time TV audiences declined 3 percent from 1996 to 1997 in the Top 50 markets, while overall newspaper circulation in those markets increased by 700,000. ■

## Cable's Bunker Mentality

*TV Land gets classic 'All In the Family' and keeps growing*

**PROGRAMMING /** By Jim Cooper

**B**oy the way Glenn Miller played..." TV fans will recognize the first few words from the intro to Norman Lear's classic *All in the Family*, and Larry Jones, TV Land's gm, is hoping they'll turn to his network to hear Edith Bunker's nasally refrain when the show debuts on basic cable Oct. 12.

After two years of fighting for ratings and distribution growth it is now enjoying, MTV Networks' Nick at Nite spin off this spring will begin its most aggressive acquisition push to date. In addition to *All in the Family*, which was sold by Columbia TriStar TV, TV Land is also picking up *Adam 12*, *Sanford and Son*, *Dragnet*, *Marcus Welby, M.D.* and *Abbott & Costello*. TV Land will also debut its never-televised Rat Pack special tonight of the only taped live performance and of Frank Sinatra, Dean Martin, Sammy Davis Jr.

and host Johnny Carson at a fund-raising event in St. Louis in 1965. The performance has caused enough buzz that some cable operators have added the network because of the special. Time Warner Cable in New York, which only offers TV Land in a handful of homes, will run the special tonight on a pay-per-view channel. And in May as a tribute/stunt to the last episode of *Seinfeld*, the network will shut down for an hour during the show's finale.

The acquisitions, the special and the *Seinfeld* stunt are the first major moves from Jones and Diana Robina, the network's associate gm, since Rich Cronin, longtime TV Land leader,

left under a cloud of legal wrangling to become president of Fox Family Channel. Jones, a 10-year MTV Nets veteran, said stepping into Cronin's job wasn't easy, but that the transition was quick and that he and Robina have worked hard over the past six months to bring TV Land out of Nickelodeon's shadow. "We're trying to create a network that will stand alone," said Jones.

TV Land's distribution has grown solidly, adding 1 million Comcast subscribers last month to push the 30 million sub mark. "It's a good deal and a lot of people love this old stuff," said Linda Stuchell, vp of programming, Harron Communications, who says her systems often get requests to carry the channel.

TV Land's total day rating of .5 and prime-time average of .8 leads its peer networks such as the History Channel, HGTV, Animal Planet and Fox News Channel. *Hogan's Heroes* remains the net's highest rated show, nabbing numbers as high as 2.0.

The service is starting to accept ads, signing deals with Kellogg, Chrysler and the Subway fast-food chain. "They pull that boomer demo and they've done a good job a packaging the network just like Nickelodeon," said one media buyer who asked not to be named.

TV Land's deal for *All in the Family*, which last ran nationally on CBS, is cable- and superstation-exclusive. The show's 210 episodes will run on TV Land until 2001. ■



Those were the days: *All in the Family* joins TV Land.

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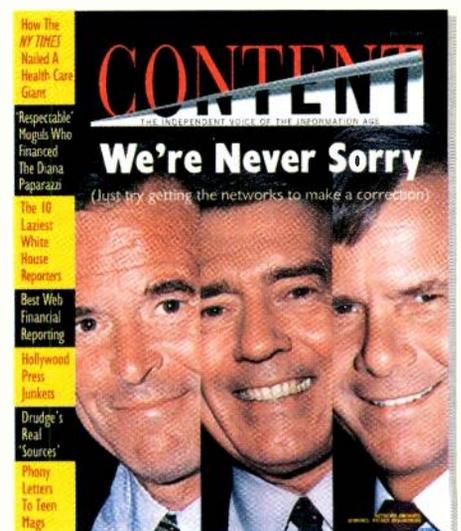
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## Towers as Cash Magnets

*OmniAmerica sees the potential in buying Arch Communications*

**ACQUISITIONS** / By Michael Freeman

**O**mnAmerica Inc. has agreed to acquire Arch Communications' towers and site management business for \$38 million, with backing from Dallas-based investor Hicks, Muse, Tate & Furst. The deal is yet another development in the rapid consolidation of the tower-building business as the era of digital broadcasting dawns.

The deal has West Palm Beach, Fla.-based OmniAmerica taking control of Arch's towers at 134 sites in 22 states, making OmniAmerica one of the nation's foremost erector/operators of digital and analog broadcast towers.

The deal is expected to close by June 30. It comes on the heels of a proposed \$230 million merger last February with Specialty Teleconstructors Inc., a Cedar Crest, N.M., site developer and builder of wireless communications towers, antennas and other electronic components. "Upon completion of our pending merger with Specialty Teleconstructors," said OmniAmerica president and CEO Carl E.

Hirsch, "we will not only have a large and rapidly growing base of tower assets but also be a one-stop-shop, full-service turnkey provider of tower-related services from network planning to site acquisition to build-to-suit for wireless carriers and broadcasters."

Besides deriving broadcast-related revenue, towers are cash magnets in serving wireless paging, cellular phone and PCS services as well. Demand for new towers is expected to be particularly driven by TV station owners who face varying deadlines (through 2006) from the Federal Communications Commission to convert from analog to digital broadcasting.

Corporate consolidation in the industry led to the spinoff of American Tower Systems by parent American Radio Systems, which was acquired by CBS Inc. in September 1997. American Tower Systems, an operator of more than 1,600 tower sites nationally, played a major part in ARS' 110.2 percent surge in sales to \$374.1 million in 1997. ■

## Heaven Finds Place on Earth

*WB family drama draws viewers, advertisers in its second season*

**NETWORK TV** / By Betsy Sharkey

**W**hen the family drama *The Waltons* premiered in 1972, it was facing two solid hits, *The Flip Wilson Show* and *The Mod Squad*. Most of the television industry didn't give it 13 weeks. It lasted nine years and spawned a dozen similar shows.

In the cyclical world of television, that may yet be the long-term legacy of the WB's *7th Heaven*, the only contemporary family drama around. With its Norman Rockwell nuclear family—the Camdens consist of mom, dad, five kids and a dog named Happy—it has become in its second season one of TV's sleeper success stories, with the kind of texture, tone and solid ratings that satisfy mainstream advertisers.

"It's a nice, feel-good drama, people watch it and it plays beautifully at 8," said Marc Berman, Seltel's associate director of programming, of the Monday night show. "It's a realistic teen-oriented drama, and it's got family values."



**7th's Stephen Collins, Beverlyley Mitchell**

DANNY FELD/WB

Last summer, when the WB played the Aaron Spelling drama heavily hoping to help nurture an audience, it became the fastest growing prime-time series and its demographics began shifting as more teens began tuning in. "In the beginning because of its stories, the morality, the moms that we were attracting, we sold it as classic packaged goods and got a lot of those companies—Kraft, P&G, Colgate, Johnson & Johnson," said Jed Petrick, senior vp of media sales at WB. "But then the producers started focusing

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on the teenage stars, and when NBC canceled its teen movies, we watched the teen numbers rise. Now it's doing gangbuster teen ratings."

Ratings, according to Nielsen Media Research, have risen across the country. Advertisers have been surprised to find *7th Heaven* is not just a heartland show. Consider the February sweeps, where New York showed a 55 percent gain versus a year ago, posting a 7.3 rating/10 share; St. Louis was up 26 percent, with an 8.6/13; Dallas, with a 10.1/14 was up 23 percent; and L.A., where the show was an early success, posted an 8.6/12, up 9 percent. Among teens, it's up 140 percent. The ratings increases and growing teen numbers has caused some advertisers to shift products advertised in the show. J&J, for instance, switched from selling soap to acne medicine. Pizza and movie companies have come on board, as has Nike.

Though Stephen Collins, who plays the

dad, is a minister by trade, the show takes a much lighter hand with morality and religion than the CBS Sunday hit, *Touched by an Angel*. Teen and family issues are much more *7th Heaven's* central core. The premise, explained show creator and executive producer Brenda Hampton, is to create the kind of morality plays that were on *Leave It to Beaver* or the *Andy Griffith Show*. "This was more a 'What if there was a family in America that was functional and the family members loved and respected each other?'" said Hampton, who was a supervising producer on *Mad About You*. "I wasn't trying to fill some void in the market—I pitched this show based on the characters."

Hampton's vision, it seems, ended up filling a void. "With *7th Heaven*," said WB's Jamie Kellner, "we are creating a comfortable place where a family can sit down together and watch television." ■

## Discovery Erects Roadblock

*With more viewers aboard, strategy is to sell across its 5 nets*

**CABLE TV /** By Jim Cooper

**T**aking its new "mega brand" strategy to market last week, Discovery Communications unveiled its new programming for its four core services. Discovery has five cable networks to sell: Discovery Channel (which Nielsen Media Research says reaches 73 million subscribers); The Learning Channel (65 million); Animal Planet (40 million); Travel Channel (19 million), whose image and programming are being refitted; and BBC America, which launched March 29.

"We can now call ourselves a true mega brand," said Jonathan Rogers, president, Discovery Networks. The company will harness that strength by selling advertisers into programming blocks that cut across all four services, said Bill McGowan, senior vp, advertising sales for Discovery Networks. For example, science or adventure-related shows on all Discovery's services can be bought at one time. Advertisers will also be able to buy roadblocks of ad time, in which their spots will appear at the same time on the services. Media buyers said the strategy will only work once Animal Planet and Travel Channel grow their

distribution and improve programming.

Discovery Channel's 1998-99 schedule—90 percent original—includes four major documentaries under the "Expedition Adventure" tag. The network will fund and film four never-before-attempted expeditions including *Cleopatra's Palace* which uncovers the submerged Egyptian relic, and *Lost Warriors of the Clouds*, the story of 200 well-preserved mummies in the Peruvian rainforest. The Learning Channel will debut "Adrenaline Rush Hour," an 8-9 p.m. block targeting younger audiences in hopes of continuing to boost the network's prime-time ratings, which have grown 13 percent year-to-date. Travel is adding 250 hours of new programming. Travel's senior vp/gm Jay Feldman said that since Discovery acquired the network, its delivery of adults 25-54 is up 60 percent.

Another positive: McGowan expects basic cable to plunder another \$500 million from the broadcast nets, generating \$2.8 billion or 25 percent more than last year. That's conservative compared to Turner Broadcasting Sales predictions that cable will take away \$1.5 billion from the broadcast nets. ■



Discovery will fund the *Lost Warriors of the Clouds* expedition.

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## SAN ANTONIO/TV STATIONS

### Alamo City a La Mode Via Sinclair

•SINCLAIR BROADCAST GROUP SET A BOLD precedent a few years back when it utilized an existing news operation at one Baltimore station to produce a newscast for another. Now another chapter is being added in San Antonio. There, Sinclair's Fox affiliate, KABB-TV, is producing a 5:30-6 p.m. newscast for WB affil KRRT-TV—without clashing with federal duopoly rules.

"It wasn't very difficult...We just took the model from Baltimore and applied it here," said KABB vp/general manager Michael Granados. "It's a way for us to gain a stronger new presence in the community through cross-promotion between the two stations, which we feel brings a new set of dynamics to the advertising community as well."

In the Alamo City's five-station market, KRRT had little to lose in taking on the likes of Big Three network anchormen Dan Rather, Peter Jennings and Tom Brokaw within the time period. With no local competition in the 5:30-6 slot, KRRT's first-time newscasts have recently averaged a 2.8 rating/5 share (NSI, March/April), which is a 1 share point (or 25 percent) increase over the time period's 4 share averaged with Paramount's *Hard Copy* (a 2.4/4) last February.

The jury is still out, however, on local and national advertising support. One exec at a Dallas-based station rep firm said Sinclair's switching of KRRT's affiliate stripes from UPN to WB last January still has "not clarified viewing patterns enough to suggest that KRRT can command higher unit rates for news than with [syndicated] sitcoms or newsmagazines."

Countered Granados: "The size of scale we offer together gives advertisers an opportunity to buy into a daypart that was not previously available to them locally."

In San Antonio and elsewhere, Sinclair is exhibiting increased clout as a major station-group owner. It has 56 television stations and operates more than one under local marketing agreements in 29 of those markets.

But Baltimore-based Sinclair doesn't appear to be flouting the law in San Antonio, said Toni Bell, president of Media Rare in San Antonio. She said that Sinclair has "gone to great lengths" to maintain independent sales staffs and "treat each other distinctly different" in terms of operations at KABB and KRRT.

Bell acknowledges that Sinclair has gained a "stronger presence" in the market, though she doesn't believe that Sinclair has newfound leverage. "There is no forced packaging and they are smart on their part not to leverage their way into the market like that," she added. —MF

## SAN ANTONIO/RADIO

### 2 Groups Put Buyers In a Double-Digit Fidget

• COX COMMUNICATIONS INC. AND CLEAR Channel Radio's consolidation of San Antonio's radio market has left ad buyers nervous

#### SCARBOROUGH MEDIA PROFILE: SAN ANTONIO

How San Antonio adult consumers compare to those in the country's top 50 markets

	Top 50 Markets %	Chicago Market %	Chicago Market Index (100=average)
<b>MEDIA USAGE</b>			
Read any daily newspaper—average issue	58.7	46.6	79
Read any Sunday newspaper—average issue	68.5	70.7	103
Total radio average morning drive M-F	25.4	26.8	105
Total radio average evening drive M-F	18.2	18.3	101
Watched A&E past 7 days	35.2	29.7	84
Watched CNN past 7 days	37.9	38.3	101
Watched ESPN past 7 days	32.2	26.5	82
Watched Lifetime past 7 days	24.8	21.3	86
Watched MTV past 7 days	16.4	13.9	85
Watched Nickelodeon past 7 days	16.9	21.8	129
Watched The Weather Channel past 7 days	37.3	38.9	104
<b>DEMOGRAPHICS</b>			
Age 18-34	33.8	33.9	100
Age 35-54	40.0	38.8	97
Age 55+	27.9	27.3	98
Hispanic Origin/Descent	11.2	47.6	426
<b>HOME TECHNOLOGY</b>			
Connected to cable	69.8	67.9	97
Connected to satellite/microwave dish	6.0	8.7	145

Source: 1997 Scarborough Research—Top 50 Market Report

that the corporations' dominance could push rates, already at a market-driven high, through the roof. Buyers say rates have jumped 8 percent to 10 percent this quarter and, in some cases, up to 15 percent—almost three times buyers' projections. Consequently, the normally celebrated circumstance of a healthy economy in one of the nation's tightest radio markets has made many buyers anxious for scanty space. Moreover, buyers said, the radio giants' grip on the market has them equally alert for any artificial increase.

"Radio has gone up in the last five years, but this is the highest I've seen," said veteran buyer Feliz Morin, media director for local advertising firm Joppie, Belken, Arters. "I think their [Cox and Clear Channel's] presence has something to do with it."

Both Clear Channel, which controls five stations (18 percent market share), and Cox, owner of eight stations for 33 percent market share, deny upping their rates opportunistically, saying market demand dictates rate hikes. "There's no master plan to move the stations through the roof, from a rates standpoint," said Ben Reed, vp and general manager at Cox country stations KCYF-FM and KKYX-AM and jazz outlet KCJZ-FM. "Our goal is to put radio stations together that can make things happen, synergistically, for the customer."

In fact, both companies said, their major presence gives buyers packaging possibilities because they have the ability to link two, five or even eight stations for a single message.

That's another problem, said Morin. Her attempt to negotiate lower prices for targeted dayparts with the prerogative of choosing stations that best represented her client ended with both Cox and Clear Channel requiring her to buy a rotation schedule at all of their stations instead.

A Clear Channel executive, defending his company's practices, said buyers have another option. "If buyers say they are seeing rates increase and they don't want to pay those rates, well, they can vote with their checkbooks," said Bob Cohen, vp/gm of Clear Channel. —MS

## SAN ANTONIO/NEWSPAPERS

### After Folding the Light, Express-News Sees It

• THE LAST OF THE MAJOR HOLDOUTS IS BACK IN the *San Antonio Express-News*. Ernesto Ancira was so enraged when the daily announced higher rates in 1993 that he pulled his car dealers' advertising, going to TV instead. Ancira,

like many other advertisers, opted out rather than advertise in the *Express-News* after its new parent company, Hearst Newspapers, bought the daily and within months closed its only competitor, the *San Antonio Light*.

Last summer, though, Ancira returned with his Dodge, Chevrolet and other inserts. And he's gone ROP as well this year. Apparently what brought him back was a dramatic about-face in rate and attitude adjustment, said Rosa Carnot, the *Express-News*' advertising director. She said the newspaper had failed to gauge advertiser resistance to higher rates and didn't realize that it was doing a poor job in the growing Hispanic market. Despite the fact that nearly half of San Antonio's population is Spanish-speaking, she said, "we haven't really had a concentrated effort in the past to reach the [Hispanic] market."

No more. As part of an aggressive effort to generate more revenue, the *Express-News* (circ 216,232 daily; 371,831 Sunday) last year began targeting small and midsized advertisers. Additionally, online services now offer "everything from design to hosting their Web pages" in a "one-stop-shopping effort," said Edward K. Prisco, the paper's senior vp for sales, marketing and new media. So far, about 140 advertisers have signed on. In January, the paper added *EZ Shopper* to target neighborhood and strip-mall advertisers, followed by online Yellow Pages. Next month, a local edition debuts targeted to San Antonio's growing northside.

But the move to attract local retailers puts the *Express-News* clearly on turf previously mapped out by Primetime Inc. In 1991, Primetime bought the *Metrocom Herald*, the first of four home-delivered community papers that reach 230,000 readers. The papers expect to earn about \$8 million in ad revenue this year, said Bob Jones, the company's chief operating officer. —DP

## PHILADELPHIA/MAGAZINES

### Dead Babies Exposé Reopens 30-Year Case

• PHILADELPHIA MAGAZINE ROLLED THE DICE this month, offering up two cover versions of its April issue for the first time in its 90-year

history. Readers buying the city monthly off newsstands were handed a copy featuring the magazine's annual real estate roundup. Subscribers, however, saw something dramatically different. Instead of the service cover, the one in their hands screamed: "10 DEAD BABIES: Was It Murder?" The story has made national headlines and has led police to reopen the 30-year-old case blamed on serial Sudden Infant Death Syndrome.

"If you're putting something other than service pieces on covers," *Philadelphia* editor-in-chief Eliot Kaplan said, "you're doing it at your own peril, as far as the newsstand goes." And 10 dead babies, he added, "is a tough sell at the grocery store—a great story, but it's probably not a great cover."

So why bother with dueling covers? Though the Philadelphia-based Metrocorp magazine (136,494-circ) offers a heavy dose of service, it also prides itself on a tradition of serious journalism. Kaplan wanted to send a signal to readers that this was still the case.

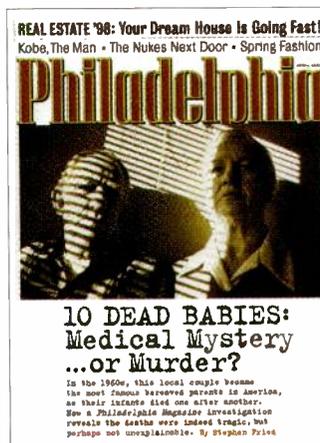
For six months, senior writer Stephen Fried investigated the decades-old mystery of a Philadelphia couple, Marie and Arthur Noe, whose 10 babies all died, eight at home under murky circumstances. At the time of the deaths, both *Newsweek* and *Life* had profiled them as America's most bereaved parents. Fried, however, found hundreds of

"lost" documents and tracked down key investigators, pathologists, doctors and nurses who believed the Noes were to blame. The 13,000-word story also contains interviews with the Noes, who denied any wrongdoing. The case was never prosecuted in 1968, after the 10th child's death, because the police did not have access to all the documents.

But earlier this month, the Philadelphia district attorney's office reopened the case and *The Philadelphia Daily News* quoted police sources, who said Marie Noe had confessed.

"I thought we had some 'holy s---' aspect to it," Kaplan said, "because it is the last of the great unsolved serial SIDS cases." However, the Noes' lawyer disputes this claim and their culpability.

"If hindsight is 20/20, with all the publicity we've been getting," Lipson said, "I would have put it on all the magazines." Still, the magazine expects an estimated 70 percent newsstand sell-through. "But you never know," he added. "We've got to evaluate [this experiment] when all is said and done." —Lisa Granatstein ■



Possibly not a "tough sell."

# IS SOMETHING MISSING FROM YOUR MEDIA PLAN?



If your media plan doesn't include newspapers, the answer to the above question is a very big yes! Newspapers not only reach the audience you want, they reach that audience with incredible impact and immediacy. Even a small space ad has amazing stopping power when it's the only color on a page. That means you don't have to use a big chunk of your media budget to get the results you want.

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With one call, one order, one bill, and one CPM, you get all the benefits of newspapers and the ability to tap into the knowledge and expertise of one of the newspaper industry's most experienced sales team, to provide you research and planning tools, better rates and unexcelled service.

NNN delivers newspapers to you and newspapers deliver for you. For more information call Nick Cannistraro, Jr., President, at (212) 856-6390 or any of our offices.



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**Illegal Indonesian immigrants lined up on the jetty at Port Klang in Kuala Lumpur, Malaysia, yesterday.**

departed nearly 19,000 illegal aliens. At the same time, the government has positioned hundreds of Indonesian militias.

At least some of those in the detention camps were Acehnese, who

## US is key to success of Bosnia, says Dodik

Milorad Dodik, vice president of the Bosnian Serb Parliament building for an interview that was scheduled for 2 a.m. Tuesday 7 p.m. Dodik has spent Tuesday with Russian Foreign Minister Yevgeny Primakov, who appeared unexpectedly. He was waiting for him to open the evening's session.

**On America's role:** "The success or failure of this government is going to be the success of the future of merit here."

**On what he stands for:** "Determination to succeed. Support from the international community. Hard work, commitment... and violent action."

**On chances for success:** "In the Republic of Serbia we have a new optimism. People do believe tremendously in the success of this government. If they get disappointed this time, the optimism will never return. There could be a return to violence, and anarchy."

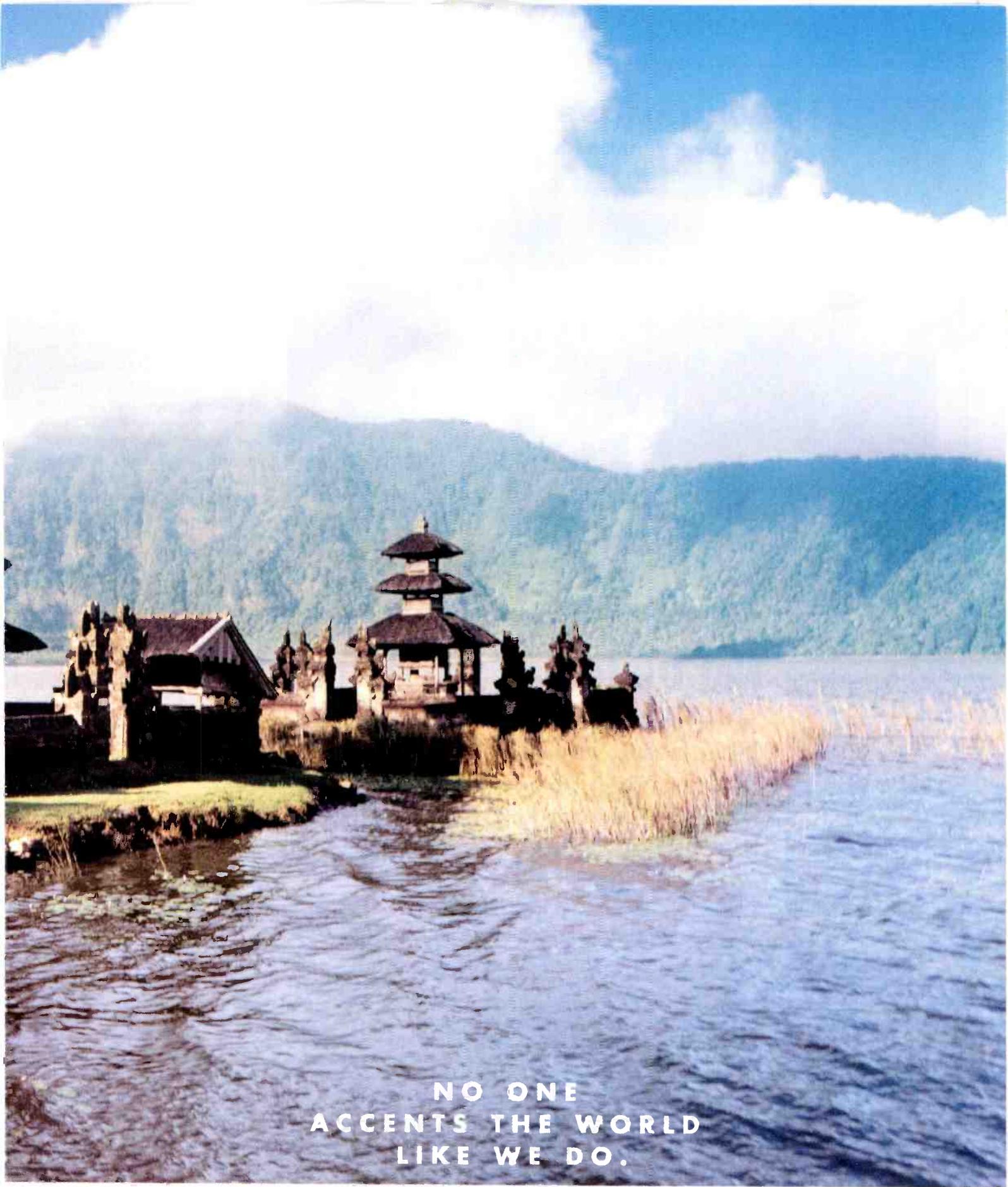
**On his importance:** "I'm the only new politician who was not in power in 1990. The rest of them were in 1990 and they were in a position to see the war. They came to see the war, they saw you fighting trying to produce power."

**On Bosnia returning to its former multi-ethnic city:** "I don't see it. But if you people are not going to be happy to live, which is going to be the case, then we have to find a way to live together. What is going to be successful, we have to find a way to live together. We have to find a way to live together."

**On Cabinet appointments:** "I'm not really thinking about it. I will think about it when I get to the government. I will think about it when I get to the government. I will think about it when I get to the government."

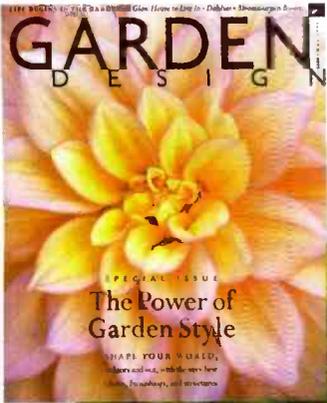
Photo: David LaChapelle © 1998 by the Condé Nast Publications, Inc.





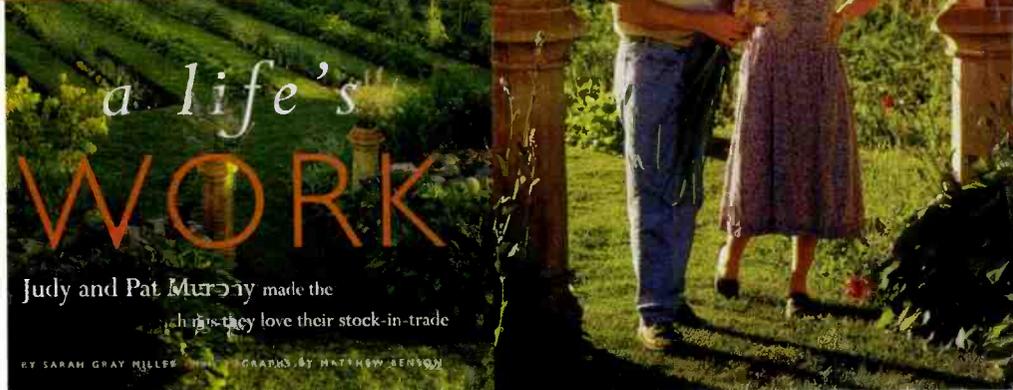
NO ONE  
ACCENTS THE WORLD  
LIKE WE DO.

CONDÉ NAST



## Magazines

By Lisa Granatstein



Well-dressed gardeners: A spread in Meigher's *Garden Design*

tisers are not buying the magazine to reach gardeners," notes *GD* publisher Robert Gregory. "They are buying it to reach affluent homeowners." The title carries endemic advertising such as lawn furniture and garden equipment but prides itself on its wide range of advertisers, which includes Acura, Godiva Liqueur and Montblanc.

"Gardening is almost a spiritual thing where people find true relaxation," chairman and CEO Christopher Meigher adds. "Advertisers are finding it really hard to reach these high-end, educated people, so if they can reach them where their hearts are, it's a much more favorable environment."

Meanwhile, *Condé Nast House & Garden*, which is typically more house than garden, is experiencing a sort of renaissance. Relaunched in September 1996 after a disastrous marriage with *Architectural Digest* ("remember New Coke?" says publisher David Carey), the monthly is well on its way to solid ground once again. Paid circulation in the second half of last year was 521,116, according to ABC; in February, *H&G's* rate base rose from 450,000 to 550,000, and it is expected to rise to 650,000 next year. "A bunch of publishers did super vertical magazines," Carey says, but they did not catch on. "It was easy to come back and reclaim our position," says Carey. *H&G* targets an affluent readership with its artfully displayed layout. This year the monthly has doubled its garden coverage in the feature well and added a column in the front of the book dubbed "The 20-Minute Gardener." And in March, *H&G* had a special garden issue. "We've increased the amount of gardening in the magazine," Carey qualifies. "But readers and advertisers still want the 'house' first and foremost."

Since *H&G's* relaunch, advertisers have returned to the fold in droves. PIB reports *H&G's* ads rebounded by 52.1 percent last year (in part because the comparison was made to only four issues in 1996) to 753 pages, including schedules from Tommy Hilfiger, Chanel, TagHeuer

Shelter books  
have identified a  
growth area in  
boomers' desire  
to beautify  
their backyards

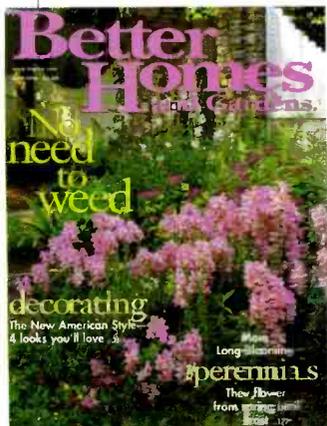
## Not Quite Back to Nature

In the booming category of shelter titles, a hybrid niche is taking root. Home-decor magazines are branching out, looking no further than their own backyards to lure a choice crop of readers (okay, so I couldn't resist). With a healthy economy and an increasing number of affluent boomers buying homes, gardening and landscaping have become a whopping \$26 billion business, according to the National Gardening Association. ♦ Several magazines—*Elle Decor*, *Condé Nast House & Garden*, *Garden Design*, *Better Homes and Gardens*, to name a few—have tapped into this trend.

"If you're a home-decorating book and you don't address gardening now, you're missing an opportunity, whereas four years ago, I don't think that was the case," says *Elle Decor* editor-in-chief Marian McEvoy. The Hachette Filipacchi title began expanding its backyard coverage beyond Dean Riddle's regular column after featuring three garden spreads in its April issue. "We tested the waters," McEvoy says, "and we got very good feedback."

But the shelter book that's been

scoring serious buzz these days is Meigher Communications' *Garden Design*, a title that focuses on home, garden, entertainment and travel, and one that has turned the category on its head. With its oversized trim and lavish floral photos, the 4-year-old book, which publishes eight times a year, is showing impressive numbers: circulation was up by 19.3 percent to 328,120 in the last six months of 1997, and last year ad pages rose by 19.1 percent to 423, according to the Publishers Information Bureau. "Adver-



and Nautica/Home.

Another home-decor book that has elements of garden design is Hearst's *House Beautiful*, a 100-year-old-plus interior design and architecture title that includes "In the Garden," a regular section that looks at lush landscapes, gardens, and floral festivals as well as monthly features on landscape decoration and design. Gruner & Jahr's bimonthly *American Home-style & Gardening* also chimes in with a heavy dose of fauna.

Another long-established, mass-market book that was clued in long before the backyard boom is the 76-year-old monthly, *Better Homes and Gardens*, Meredith Corp.'s flagship title. *BHG* held steady with a 7.6 million circ for the second half of 1997, and ad pages were up last year by 6.4 percent to 1,925, according to PIB.

"Not many people will lavish care on their house and then sit there with crabgrass in their yard," says Meredith publishing group president Chris Little. "More people are seeing their yards as not just a place to work but also a place to live, like another room in your house."

## 'New Choices' Redesign Older Is Better When You're Younger

*New Choices*, a Reader's Digest Association title geared to seniors, sports a bold new look in April's issue—and no, it's not from a case of Grecian Formula. After focusing largely on readers in their late 50s and 60s, the magazine is skewing younger, targeting readers who are just reaching their 50s.

"We're taking a much more upbeat approach," notes *NC* editor-in-chief Greg Daugherty. "And we'll now be communicating clearly that we are a service magazine for this age group." Daugherty, who moved over from a senior editor slot at *Readers Digest*, signed on to shift the magazine's aim away

from strictly retirees to the growing number of aging boomers. He has added a new (and younger) dimension to the book's popular mainstays—health, money and travel—and has updated it with sharper fonts and a "brighter" look. Gone are the celebrity covers featuring Sophia Loren and Barbara Walters; instead, the magazine will offer pieces like April's feature on skincare and a future how-to on buying or building a vacation home. This month, *NC* also introduces three columns, Online, Bargains and Taxes.

This is not *New Choices'* first facelift. When Reader's Digest in 1987 purchased the magazine, then known as *50 Plus*, it was renamed

*New Choices for the Best Years*. It has since been called *New Choices: Retirement for Living* and *Living Even Better After 50*.

*New Choices*, whose circ is almost entirely subscriber-based, remained flat at 604,044 in the second half of last year, according to ABC, and ad pages rose 1.9 percent to 480 pages. Rivals include the giant bimonthly, general-interest *Modern Maturity*, which was flat last year at 20.4 million (it goes out to members of the American Association of Retired Persons), and Meredith's bimonthly *Mature Outlook*, a Sears custom publication that is sent to members of a Sears credit club, with 660,273 distribution.

### 60 SECONDS WITH...



## Catherine Viscardi Johnston

Executive vp, Condé Nast

**Q.** *In a nutshell, how would you describe your job?* **A.** My basic responsibility is to grow our revenue as a company in any way I can think

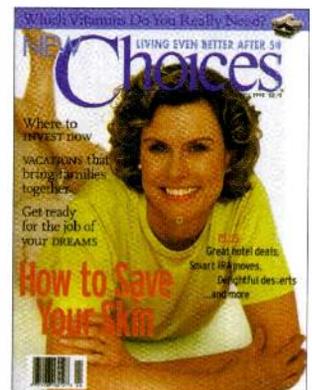
of doing it. Some of the ideas I come up with are, uh [laughs], ridiculous, and I'm told they are ridiculous [laughs]. **Q.** *How about an example?* **A.** No. [laughs] Not that I'm willing to talk about. Fortunately, I also hear more than once, 'That's a brilliant idea, let's do it'...As long I come up with more brilliant ideas than stupid ideas, I can keep my job. **Q.** *So, what's on your plate these days?* **A.** There are probably three or four things on the tarmac waiting to take flight that we have never done before as a company. Not just magazines, but truly unique ideas in publishing. **Q.** *Is a tech book an area CN has been looking into?* **A.** It is. But we're not ready yet. We won't come out with anything that isn't truly unique and innovative. Just to come out with a special supplement on technology is a cliché. If we can come up with something that communicates the industry to the consumers Condé Nast represents, then we'll do it. **Q.** *When will The New Yorker be part of the Condé Nast ad package?* **A.** As of January 1999, there will be a group buying opportunity that includes *The New Yorker* and CondéNet. Over the next six months we'll begin to synthesize them into the Condé Nast approach to ad sales, and when we're ready, they'll be bought through our network. The big issue for us is they're a weekly and we're a monthly. Integrating them and CondéNet is the challenge we're dealing with right now. But we'll be ready when the time comes. **Q.** *By the way, congrats on your family's new addition.* **A.** My puppy? [laughs] His name is Charlie, after Charles Townsend [also a Condé Nast executive vp]. I was hoping the new addition would be a female friend for me. We're very testosterone-rich in my family right now, but he's a good boy.

## Writer's Block

A memorable sample from a recent issue:

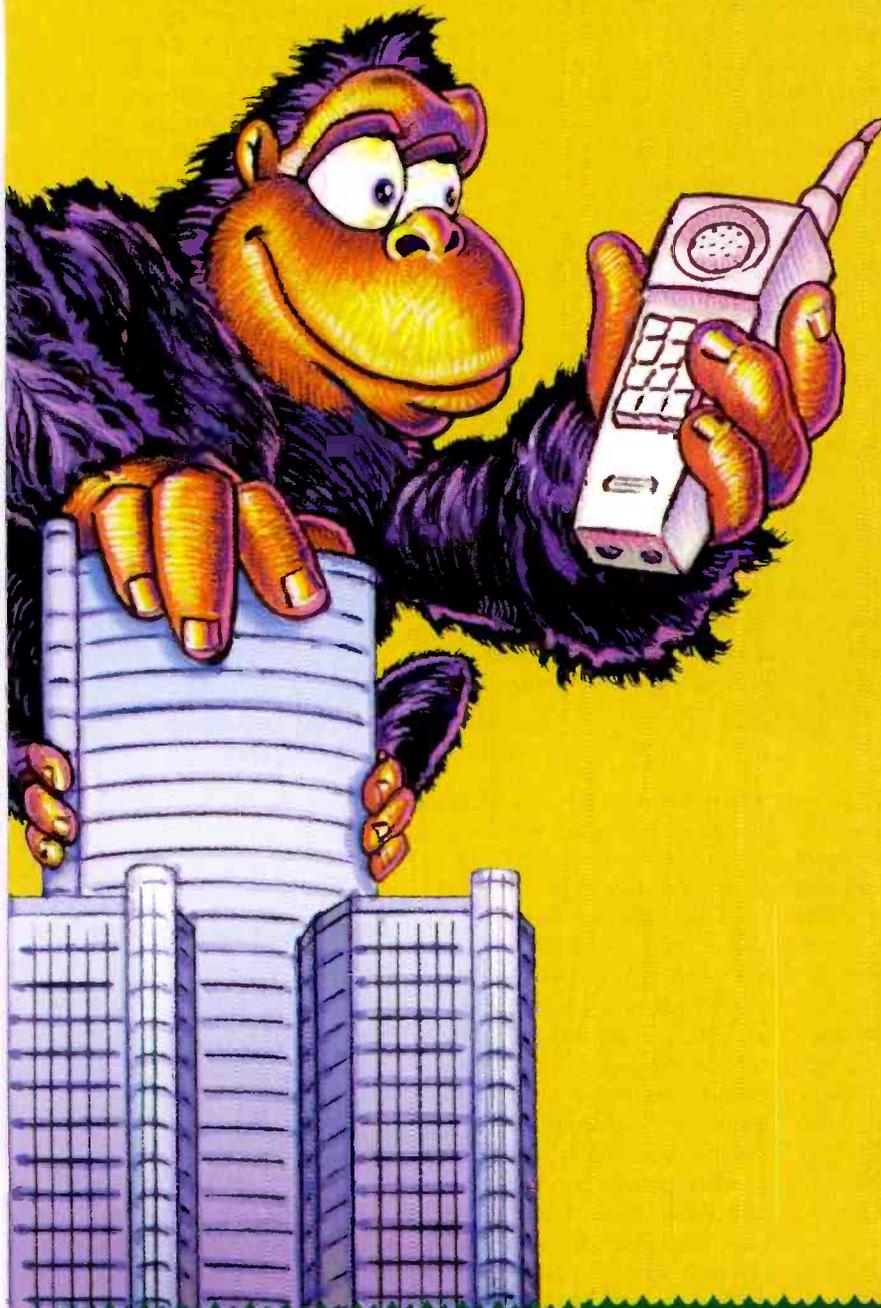
"For his last meal, he'd eaten oysters and foie gras and capon—all in copious quantities—the succulent, tender, sweet tastes flooding his parched mouth. And then there was the meal's ultimate course: a small, yellow-throated songbird that was illegal to eat. Rare and seductive, the bird—ortolan—supposedly represented the French soul. And this old man, this ravenous president, had taken it whole—wings, feet, liver, heart. Swallowed it, bones and all. Consumed it beneath a white cloth so that God Himself couldn't witness the barbaric act. I wondered what a soul might taste like.

— "The Last Meal," Michael Paterniti's account of French President Francois Mitterand's last supper, *Esquire*, May



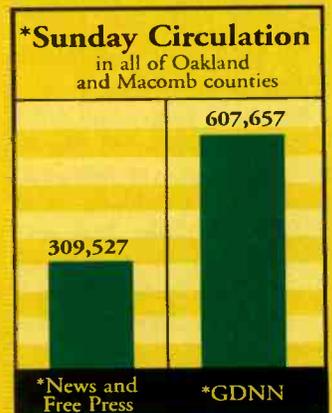
Offering more choices for a younger audience

# BUYING DETROIT? YOU WANT "GREATER DETROIT"!



**Get the Gorilla!  
And get nearly twice the  
Sunday Circulation in affluent  
Oakland and Macomb counties  
as the News/Free Press!**

Now there's a new #1. To reach the growing, affluent Detroit suburbs of Oakland and Macomb counties, get the Gorilla! The Greater Detroit Newspaper Network. Our three ABC-audited dailies and high-quality weeklies can put your ad or insert in 75% of Oakland and Macomb households! Nearly double the competition! So if Oakland and Macomb are a must-have, the GDNN is a must-buy.



**Best Circ! Best Demos!  
Best CPM! It's a Gorilla!**  
**(248) 414-9500**

Call Jerry Ballenger, President,  
or Tina Waelchli, Director of Sales

## GDNN

*Greater Detroit Newspaper Network*

*Oakland Press • Macomb Daily • Daily Tribune  
Plus 21 high-quality non-dailies*

\*Source: 1997 ABC & CAC audits. Includes expanded Marketplace and Sunday Advisor, scheduled for next available audit

A 21st Century Newspaper Group

# ADWEEK

NEWSPAPER REPORT

April 20, 1998

## Regional newspaper chains finding strength in numbers

Why pay \$1.4 billion for a newspaper?  
Location, location, location



Alternative newsweeklies are all grown up

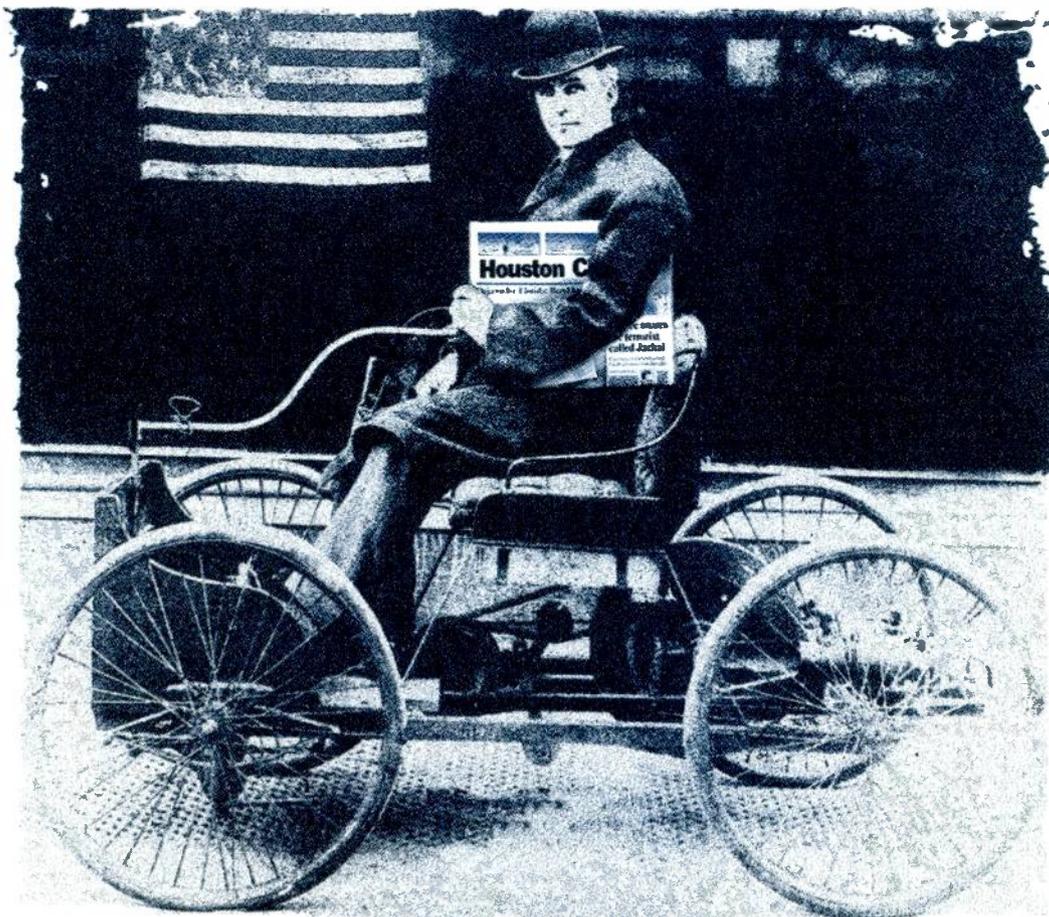


Photo: CORBIS-BETTANN

Henry Ford and his first car.

# he was ready for the new MILLENIUM

We are, too.

*Of course, Henry Ford designed his amazing assembly line in preparation for the 1900s. But at The Chronicle, we're preparing for the 2000s – and beyond. We realize that even something as reliable as the newspaper business has to change. So now, in addition to our broad array of advertising options, we can also offer you a wide range of services.*

*For example, take advantage of our marketing expertise by using ChronData – our turnkey direct marketing department – to fulfill your database and direct marketing needs in Houston, throughout the state of Texas or across the nation. Or, use ChronDirect, which offers delivery options that reach both our subscribers AND non-subscribers for a city-wide penetration rate of nearly 98%. Or, we'll deliver to only the specific addresses you need. Plus, we offer research help, creative services, Web page design and more.*



**Houston Chronicle**  
Houston's leading information source

*All this? From a newspaper? No, all this from the Houston Chronicle. So find out how we're reinventing the newspaper for you – and for the next millenium. Log on to [www.houstonchronicle.com/adsite](http://www.houstonchronicle.com/adsite) or call 1-800-220-7326.*

# newspaperReportnewspaperReportnewspaperReport

## editor's note

## THE LONG RUN

Last month, the sale of the *Minneapolis Star Tribune* to Sacramento, Calif.-based McClatchy Newspapers for an unprecedented \$1.4 billion became final. It was an extraordinary deal: McClatchy outbid rivals Times Mirror and The Washington Post Co. for the opportunity to own a regional—albeit highly regarded—newspaper:

There are more than a few skeptics who will say McClatchy overpaid, but the company's CEO, Gary Pruitt, is among those who believe, as one analyst puts it in writer Jeff Gremillion's story, "Go East, Young Man": "Newspapers remain a wonderful franchise."

Some may have doubted that wisdom a few years back, when circulation and advertising declined as the price of newsprint rose. It seemed, in the late '80s and early '90s, that the daily regional newspaper was doomed; if only the major metropolitan dailies survived, we'd be grateful.

As the end of the decade approaches, there is a reason for optimism. A strong economy has helped to boost classified advertising, as well as local retail ads. National ad sales are happening with more frequency. Even the price of newsprint has dropped 25 percent from a high in 1996.

In this environment, it's no wonder newspapers are expanding their reach. While McClatchy looks for quality newspapers outside its core geographic region, there is another, more prevalent trend. "Clustering," buying newspapers in close proximity to one another in order to reap cost benefits, writes *Mediaweek*:

reporter Dorianne Perrucci in "Papering the Town," accounted for 25 percent of the record \$6.2 billion daily newspaper transactions that took place in 1997.

Alternative newsweeklies, those independent voices among the mass-market dailies, have garnered newfound respect as their editorial becomes more sophisticated and their publishers form national ad networks. Meanwhile, newspapers continue to explore ways in which they can increase readership and ad revenue through Web sites.

With acquisitions and expansion at the forefront of this year's Special Report, the outlook for newspapers seems bright. "We buy newspapers ... based upon future, not past performance," says McClatchy's Pruitt. He's expecting a long run.

Patricia Orsini

Editor, Special Reports

## inside

### 4.....upfront

The possible sale of an African-American newspaper concerns advertisers that target ethnic markets; media buyers discuss which medium works best for recency; one newspaper's strategy for getting teens to read the paper.

### 6.....cover story

Just like settlers in the Old West, newspaper chains are circling their wagons in an effort to strengthen their power and influence in specific geographical regions. By Dorianne Perrucci

### 14...weeklies

Alternative newsweeklies are covering more mainstream topics, forming chains and national ad networks, and gaining advertising that had been long out of reach. By Paul D. Colford

### 20...profile

Some analysts say McClatchy Newspapers overpaid for its recent purchase of the *Minneapolis Star Tribune*. McClatchy CEO Gary Pruitt is out to prove the naysayers wrong. By Jeff Gremillion

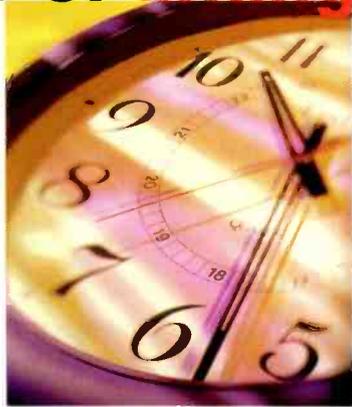
### 26...back page

After fits and starts, many newspapers are learning what will and will not work on the Web. What they don't want, above all, is to be just an Internet version of the daily newspaper. By Anya Sacharow

# newspaperReportnewspaperRep upfront

## a matter of timing

**Media buyers like recency, but which medium do they like?**



SPENCER JONES/FPG

**F**or many years, the conventional wisdom when buying advertising space has been the more, the better. The more images you can bombard consumers with, the more likely they are to recall your brand when they are ready to buy.

More recently, though, media buyers and ad directors have discussed a concept called "recency." One of recency's biggest proponents, Erwin Ephron, a media planning expert, says it is a simple idea. "The concept is that advertising targets the purchase," he says, "and the closer you can get to the purchase with an ad, the more powerful your ad will be."

The debate rages, however, over which medium is best for delivering that message. Bob Watson, vice president, marketing and media for the National Newspaper Network, contends that newspapers are the best place to be. "You don't shop after watching prime time television," he says. "Even after watching a sporting event on Saturday or Sunday afternoon, a person won't go out and buy a mutual fund.

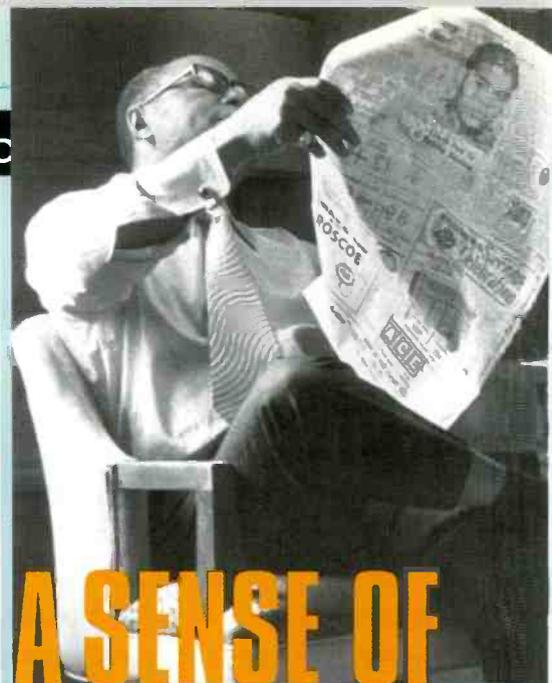
"About 75 percent of the audience is reading morning newspapers, so newspapers have the opportunity to get them right before they begin their day," Watson says.

So, the thinking goes, if you plan on buying dish detergent on your trip to the grocery store on Saturday, the ad you read in the

newspaper that morning for Product A will influence you more than the ad you saw Friday night for Product B, and a lot more than the one you read in a magazine last weekend for Product C.

Ephron agrees that newspapers are a good choice for this concept, but so are other media. "The newspaper choice is obvious, because you read newspapers first thing in the morning," he says. "You can see it in point-of-purchase, you see it in broadcast and you see it in newspapers."

But some media planners don't believe the issue is where the ads are placed, but how. That is, what is the strategy for placing the ads. "Recency doesn't make an argument for any medium," says Larry Cole, executive vice president, U. S. media director at Ogilvy, Mather in New York. "You could make the argument that running light schedules on TV for a long period of time makes a lot of sense, or that newspapers give you broad reach. The main thing is you don't want to run out of money. The concept should be used with intelligence." —*Patricia Orsini*



## A SENSE OF COMMUNITY

**Advertisers are concerned as an African-American newspaper struggles with ownership**

**I**n the latest challenge to ethnic media, the African-American family that owns a historic chain of urban newspapers is struggling to hang on to the papers and their 93-year heritage serving black readers. Led by the flagship daily *Chicago Defender* and including weeklies in Pittsburgh, Detroit and Memphis, Tenn., the papers may be put on the auction block if the newest generation of the Sengstacke family cannot find financial backers to cover a \$4 million estate tax bill.

The chain's strong-willed, longtime publisher John Sengstacke died last year; his 26-year-old granddaughter, Myiti Sengstacke, is seeking investors to help keep the papers in the family and increase their appeal to readers and advertisers alike.

Detroit's *Michigan Chronicle* has a

■ 58 percent of American adults read a daily newspaper on an average weekday; 66 percent read a Sunday newspaper, and 75 percent have read a Sunday paper in the past month.

■ Web sites for newspapers are using more original content rather than reusing stories from print. One-fifth of newspaper Web sites say original content is up 50 percent from last year.

■ As readers' income rises, so does readership: Of those earning less than \$40,000, 53 percent read a daily paper. Of those who earn \$75,000 or more, 69 percent read a daily paper.

# wspapeReportnewspapeReportnewspapeReport

**Great Defender:** John Sengstacke reads his newspaper.

weekly circulation of 40,000-50,000 in a city that is about 75 percent African-American; the *Chicago Defender's* paid readership has slipped to 17,000-19,000, according to industry reports. Officials at the papers, in the throes of the ownership crisis, did not return calls.

Advertising executives who target ethnic markets decry the possible loss of such a community-based media institution. The papers are far more than news outlets and ad vehicles, says Carol H. Williams, owner of the Oakland, Calif.-based agency that bears her name and handles the African-American accounts of Bank of America, Nissan and others. "The *Defender* has epitomized the struggle and the truth and is a part of the community it serves," she says. Such ethnic publications offer advertisers a level of "loyalty and recognition" among its readership "that goes beyond numbers."

Large ad agencies are learning the value of ethnic community journalism for service-oriented advertisers who want more "intimacy" with their markets, says Nancy Hesterberg, account supervisor at DDB Needham in Los Angeles.

"Banks, healthcare companies, utilities and government services need to be in an ad [environment] that gives consumers the feeling they are valued," adds Hesterberg.

The Sengstacke family or any new owner, however, will have to spruce up content to turn around circulation declines and meet the changing tastes of the contemporary black audience, say media experts. "If these publishers can package their attributes and show how community ownership makes their content more relevant [than mass media], advertisers would be foolish to overlook their marketing power," says Alberto Gonzalez, president of ethnic specialists Pulsar Advertising in Los Angeles and New York. — *Joan Voight*

## habit forming

### One newspaper's strategy to get teen readers

**G**ive a teenager the choice of watching television, listening to the radio, surfing the Internet or reading a newspaper, and where do you think he will go for his information? "Kids are not avid readers of newspapers," says *Orange County Register* educational services manager Suzy Giraud, who heads the *OCR's* Newspapers in Education program. "They get it from TV, or they don't care, or maybe their parents don't bring the newspaper into their house. We're trying to show kids the ways they can use the newspaper." The *Register's* NIE program includes the use of *react*, a newspaper magazine supplement for 12- to 17-year-olds that tries to get teens interested in reading the newspaper by giving them something that is written just for them.

*React*, from Parade Publications, features stories on celebrities, and discusses issues affecting teens ranging from violence in schools to career choices. The magazine, which launched in September 1995, is distributed in 163 newspapers and has a circulation of 3.5 million. Most newspapers distribute *react* through NIE programs; a few papers are using zoned home delivery to reach their target audience.

The *Register*, in Southern California, is going one step further. It is publishing *react plus*, which contains a four-page section of local news and features and is inserted into *react* once a month. There is no advertising in *react plus*. Rather, corporate sponsorships pay for part of the production costs. The section is pro-

duced by the *Register's* seven-person creative marketing department.

Giraud, who is also the publisher of *react plus*, says

the *Register* decided to take on "this little adventure" as a way to increase readership with high school students. "We wanted to give students a voice on local and national issues," she said.

The magazine, along with the rest of the *Register*, is distributed to 10,000 Orange County 8th through 12th graders each Friday. Giraud says she knows the students are reading *react* because teachers have told her they can "hear a pin drop when the kids pull out the section."

The *Register* is deliberately distributed to classrooms on Fridays because that is the day the entertainment listings are in the paper, says Giraud. "That draws them in, and so do the sports pages. We want them to know there is more to pull out of the paper than just *react*."

Giraud says she hopes to increase the number of students getting the *Register* and *react plus* to 30,000 by fall. There are also plans afoot to have students write features for the section, giving them even more of an interest in the newspaper. Giraud and her staff have already made *react* a habit for thousands of Orange County students. The idea, she says, is to keep newspaper reading a habit long after they've outgrown *react*. —*PO*



■ In a survey of senior executives, 91 percent expect the Internet to be an important business source for them by 2005; 50 percent still expect to get their news from daily newspapers.

■ Old news is good news: Over 35 percent of old newspapers were recycled in to newsprint in 1995. Other products using recycled newspaper are grocery bags, egg cartons and pencil barrels.

■ In 1946 there were 334 morning newspapers, 1,429 evening papers, and 497 Sunday editions. By 1996, there were 686 morning papers; 846 evening papers and 890 Sunday editions.

newspaper Report newspaper Report newspaper Report

# PAPERIN

## By clustering, newspaper chains are

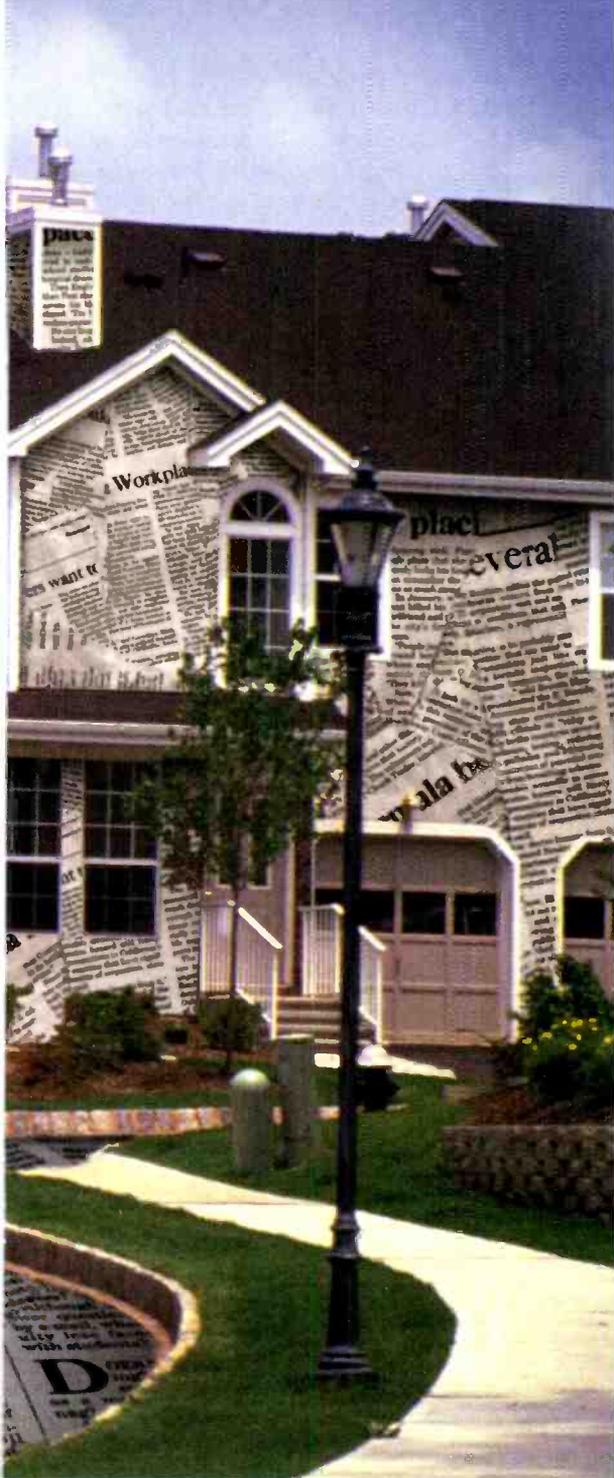


newspaper Report newspaper Report newspaper Report

# cover story

# G THE TOWN

finding strength in numbers



**William Dean Singleton** cut his teeth in the newspaper business by buying dying urban dailies for Joseph Allbritton, a broadcaster who had purchased the *Washington (D.C.) Star* and for a brief time in the late 1970s flirted with the notion of becoming a publishing baron. Allbritton would buy the paper, then Singleton would sweep through the organization, cutting staff and combining operations wherever possible. It was a slash-and-burn strategy, but it kept newspapers in business as the cities around them died. It also taught Singleton an important lesson in crafting economies of scale in small organizations: There is strength in numbers. Along the way, Singleton either stumbled upon or invented what is now among the hottest operational strategies in the media business—clustering, or acquiring properties in close proximity to one another.

That would seem obvious. In the newspaper business, however, the strategies of the 1970s and '80s involved acquiring monopoly market, family-owned papers at which profit margins could be greatly improved. Regional chains such as Gannett, which in the early 1970s was ostensibly a group of daily papers in upstate New York, was by the 1980s striving to extend its reach across the United States. At the same time, other major chains such as Times Mirror Corp. were snapping up the last independent metropolitan daily newspapers. The big companies, it seemed, were moving *away* from regional strategies.

Not so with Singleton. After acquiring two dailies, *The Hudson Dispatch* of Union City, N.J. and *The Paterson (N.J.) News* from Allbritton in the early 1980s, Singleton began clustering in earnest,

**BY DORIANNE PERRUCCI**

ILLUSTRATION BY AMY GOLDBERG

# newspaperReportnewspaperReportnewspaperReport

## cover story

although he did diverge from that path when he bought *The Dallas Times-Herald* and *The Denver Post* from Times Mirror and *The Houston Post* from the family of Oveta Culp Hobby. (The *Times-Herald* and *The Houston Post* are now defunct, as are *The Hudson Dispatch* and *The Paterson News*.)

In stark contrast to his urban failures are his clusters. By most accounts, Singleton is the first, and certainly the most prolific, practitioner of clustering. His Media News Group, based in Denver, ranks third among newspaper companies that cluster and second in combined circulation (920,559), according to research conducted by Dirks, Van Essen & Associates, a Santa Fe, N.M.-based newspaper merger-and-acquisition firm that has represented Singleton.

Though the two New Jersey papers, to which he later added the *Herald-News* of Passaic, N.J., could technically qualify as a cluster, Singleton's first real clustered group was in the southern part of the state. A transplanted Texan who moved to New Jersey to manage the Allbritton properties, Singleton later borrowed money from Richmond, Va.-based Media General and joined with Richard Scudder, the scion of the family that owned the now-defunct *Newark* (N.J.) *Evening News* and Garden State Paper Co., a newsprint recycling mill in Garfield, N.J.

The pair first bought the Gloucester County *Times* (28,220 daily and 30,175 Sunday) in 1983, and the following year acquired the tiny *Today's Sunbeam* (10,751 daily and 10,699 Sunday) in Salem, N.J.

The combination of those two papers, located within 28 miles of each other (and to which *The Bridgeton* [N.J.] *News* was added in the early 1990s), effectively

marked the birth of clustering in the newspaper industry, a phenomenon that in 1997 accounted for 25 percent of the record \$6.2 billion in daily newspaper transactions that took place last year, according to Dirks, Van Essen.

The increased activity, up from 19 percent the year before, is transforming the newspaper industry into a media business like any other, where consolidation means clout. "We could combine everything:



**"Clustering is not strictly about cost-cutting. Clustering has the advantage of realizing cost savings and raising revenues at the same time."**

**—WILLIAM DEAN SINGLETON**

printing, composition, accounting, news and advertising," says Singleton. His detractors say Singleton stumbled on the strategy as a result of his relentless drive to cut costs. Singleton disagrees: "Clustering presumes you merge operations and get efficiencies, but clustering is not strictly about cost-cutting. Clustering has the advantage of realizing cost savings and raising revenues at the same time."

In the world according to Singleton, pooling resources allows clustered newspapers to reach more readers, which yields more advertising, which in turn creates a larger news well. That news well can then be filled with intensely local news, the hallmark of clustered dailies.

By 1985, Singleton had added a cluster of four papers in northeast Ohio (later sold in 1988 to Thomson Newspapers) and had started building another in northern California, called the Alameda Newspaper Group (consisting of *The Oakland Tribune*; *The Daily Review* in Hayward; *Tri-Valley Herald* in Pleasanton; *Alameda Times-Star*; *The Argus*, covering Fremont and Newark;

and *The San Mateo County Times*).

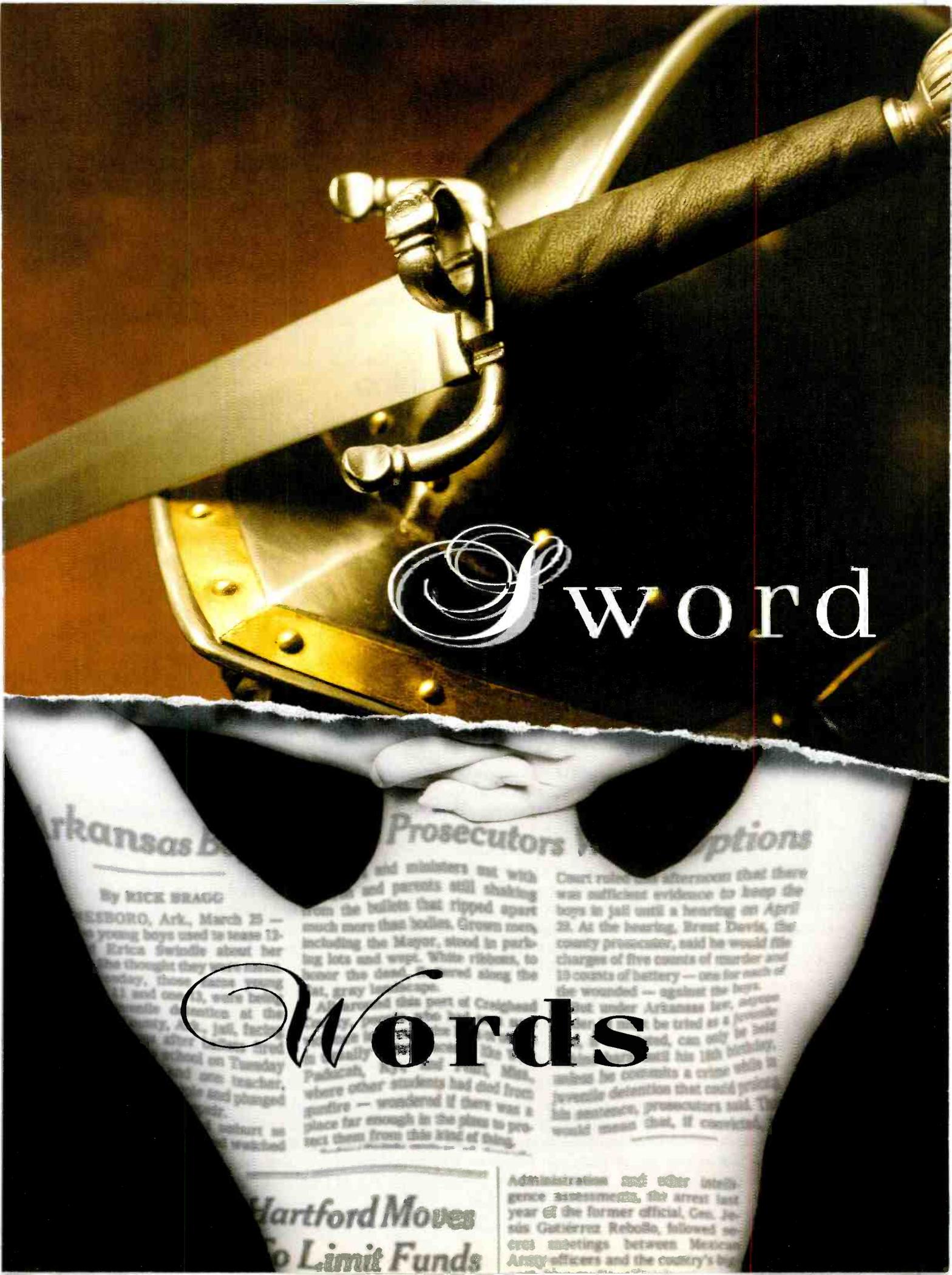
His latest, and seventh cluster, in southern California, was completed last year with the acquisition of the *Daily News* in Los Angeles and the *Press-Telegram* in Long Beach. He already owned the *Pasadena Star-News*, *San Gabriel Valley Tribune* and *The Whittier Daily News*.

Increased clustering activity "mirrors what's happening with other media; consolidation to achieve mass," says Owen Van Essen, president of Dirks, Van Essen.

In addition, clustered newspaper properties more closely match the trading zones of regional retailers, which are increasingly important advertisers. Even more interesting, says Van Essen, is research that indicates clustered properties are holding onto their readers far more effectively than independent papers. From 1990 to 1997, clustered papers lost just 0.11 percent of their readers, compared with the 8.6 percent decline in weekday circulation seen throughout the industry.

In recent years, clustering has come to be regarded as an increasingly important operational strategy at the nation's leading publicly traded newspaper companies, according to analyst Susan L. Decker, a vice president at Donaldson, Lufkin & Jenrette in San Francisco. More and more of the country's newspaper executives are using clustering to drive growth at their newspapers, a factor that contributed to record margins of 27 percent, making 1997 *annus mirabilis* in her book.

In January 1997, Media General bought 28 dailies from Park Communications, promptly selling the 18 located north of the Mason-Dixon line and concentrating operations in Virginia, western North Carolina and the central west coast of Florida.



Sword

Words

Arkansas

Prosecutors

ptions

By RICK BRAGG

FEBORO, Ark., March 25 -

young boys used to tease 13-

Erica Swindle about her

he thought they were

Monday, those same young

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school on Tuesday

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and ministers sat with  
and parents still shaking  
from the bullets that ripped apart  
much more than bodies. Grown men,  
including the Mayor, stood in perlo-  
ing lots and wept. White ribbons, to  
honor the dead, were draped along the  
at, gray landscape.

At a school this part of Craighead  
County, the school was so  
that, under Arkansas law, anyone  
be tried as a juvenile  
and, can only be held  
until his 18th birthday.  
unless he commits a crime while in  
juvenile detention that could prolong  
his sentence, prosecutors said. That  
would mean that, if convicted,

Court ruled last afternoon that there  
was sufficient evidence to keep the  
boys in jail until a hearing on April  
29. At the hearing, Brent Davis, the  
county prosecutor, said he would file  
charges of five counts of murder and  
10 counts of battery — one for each of  
the wounded — against the boys.

But under Arkansas law, anyone  
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juvenile detention that could prolong  
his sentence, prosecutors said. That  
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Hartford Moves  
To Limit Funds

Administration and other intelligence assessments, the arrest last year of the former official, Gen. Jo-  
suis Gutiérrez Rebollo, followed se-  
cret meetings between Mexican  
Army officers and the country's top

# newspaper Report newspaper Report newspaper Report

## cover story

"We decided to return to our roots," says J. Stewart Bryan III, chairman and chief executive officer. "Our entire operation is in the Southeast." After spending \$1 billion, Media General papers, which include 21 dailies, 90 weeklies, 53 other periodicals and 20 home Web

pages, will reach one in four homes in the Southeast. The recent acquisition of Park Newspapers also gives the company 10 TV stations, bringing its total to 14, and allows Media General to reach 22 percent of the homes in the regions it serves.

### newspapers are just the beginning

**T**he word "newspaper" does not appear in Thomson Newspaper's mission statement. "We prefer to see ourselves in a different way, and that is why we have achieved superior results," says Stuart Garner, Thomson Co.'s president and chief executive officer since 1997. In 1994, Dick Harrington, then Thomson's president and chief executive officer, came up with the idea for what he called "strategic marketing groups" after watching profits decline at the annual rate of 10 percent in the early '90s. Garner was one of the chief proponents of the so-called SMGs, which share many of the characteristics of clusters.

In 1995, Thomson sold 100 of its 168 U.S. papers; the ones it kept were largely contiguous. Garner won't call Thomson's approach "clustering,"

although newspaper merger-and-acquisitions firm Dirks, Van Essen ranks Thomson No. 1 in clustered properties: It has 12 in cities such as Phoenix; Dothan, Ala.; Terre Haute, Ind.; and Mansfield, Ohio.

"The process of what we do is much more fundamental than [clustering]," says Garner. Rather than simply consolidate within a geographic area, Thomson, driven by a corporate mandate to deliver 8 percent revenue growth annually, looks for ancillary businesses that can be spun out from the tradition-

al newspaper operation. "You can't count solely on advertising; you've got to deliver new revenue streams. In Canada, we have TDS [Thomson Delivery Services], and in various of our SMGs across the United States, we have similar sorts of niche organizations."

Along with the introduction of SMGs, the company has brought in management consultants "to re-engineer people, to get them to understand why they should change." The process of departmental integration, a topic dear to Garner's heart, took a further step earlier this year when editors and circulation executives swapped jobs for a week, then discussed the results at a retreat in February. "To say it was eye opening is a bit of an understatement," says Garner. "Now we've got newspapers where the editor will go to circulation, and not just once in awhile, and get feedback on which story will sell more papers before deciding on page one."

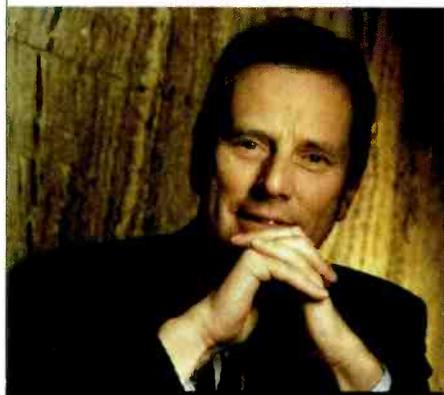
In May 1997, the Journal-Register Co., based in Trenton, N.J., went public. Since the company formed in 1990, it has pursued geographic clustering with such perfection, says Decker at Donaldson, Luftin and Jenrette, achieving margins of 37 percent, that it puts the company six points ahead of Gannett, its nearest competitor and a perennial industry leader.

"Geography works," says Robert Jelenic, the company's chairman, president and chief executive officer. "We just saw early on that if you could print two papers at one site, or cross-sell or share new resources, you could not only save money, but produce a better product."

The company owns 19 dailies and 153 non-daily publications in five regions: Massachusetts and Rhode Island, Connecticut, Ohio, suburban St. Louis and suburban Philadelphia. Since going public, the company has made four acquisitions, including the 9,000-circulation *Saratoga Springs* (N.Y.) *Saratogian* from Gannett in March. "Going public gives you a lot of firepower to step up the activity," says Jelenic. "We'll look at anything, no matter how small, if it's near one of our properties."

Last August, Knight Ridder and E.W. Scripps swapped properties, with Scripps gaining the *Boulder Daily Camera*, an hour's drive from the company's flagship, the *Rocky Mountain News*. Ironically, Scripps is using Singleton's idea of clustering against him in Denver, where Media News Group's *Post* is a stand-alone property. In March, the company announced the formation of Scripps Media Access as part of a plan to combine the circulation, advertising and information services departments. The two staffs will split advertising, with the *Daily Camera* handling local, and the *News* taking on national.

In contrast, Knight Ridder was not looking for a cluster. *The Monterey County Herald* and *The San Luis Obispo Telegram-Tribune* "do not a cluster make," says Polk Laffoon, the company's

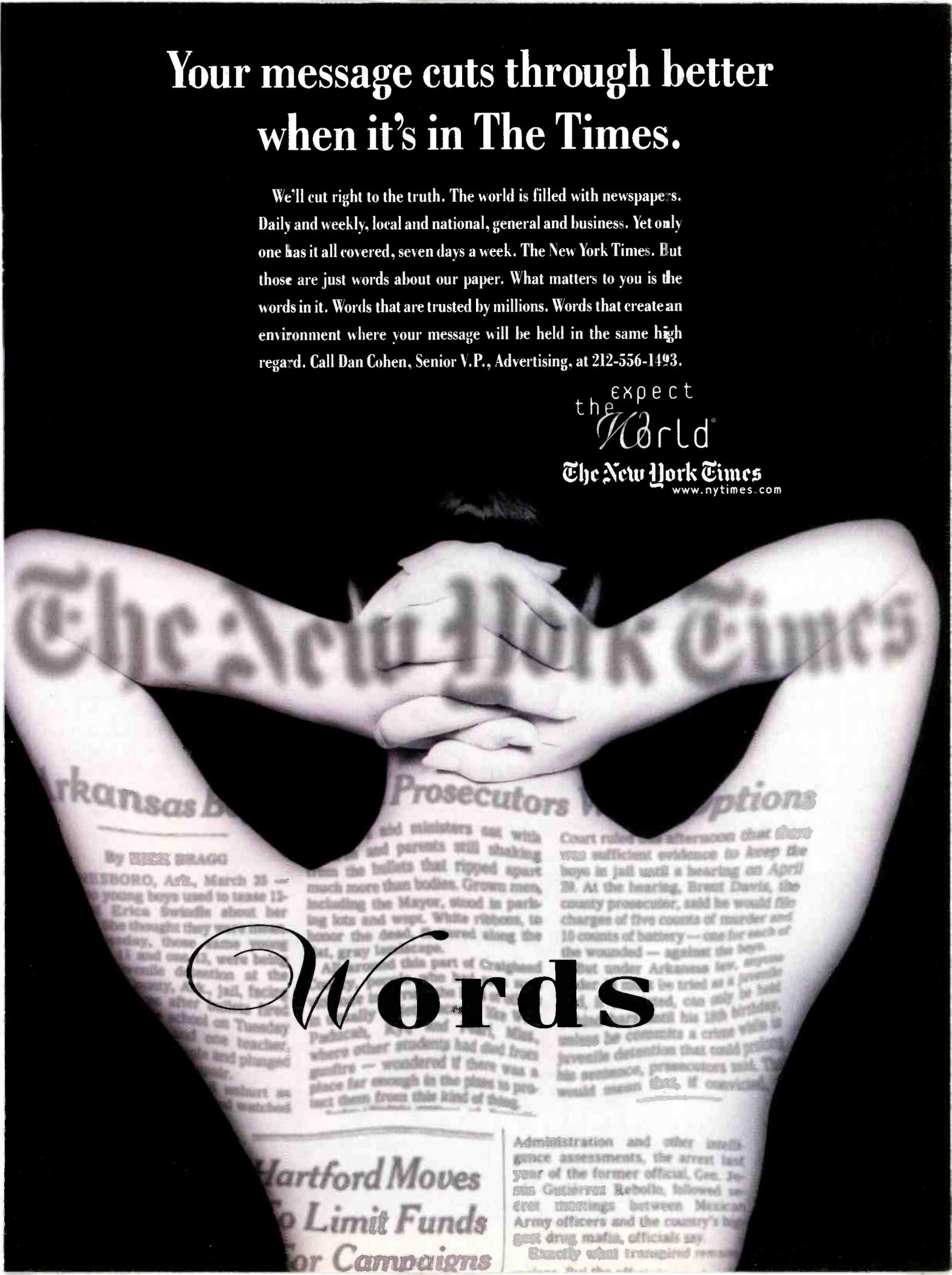


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Words

By **MIKE BRAGG**

LEWISBORO, Ark., March 25 —  
young boys used to tease 13-

Erica Swindle about her

she thought they were

Monday, these same young

and now, were but

single daughter at the

city. At jail, facing

on Tuesday

one teacher,

and plunged

solvent as

watched

and ministers sat with  
and parents still shaking  
from the haunts that ripped apart  
much more than bodies. Grown men,  
including the Mayor, stood in park-  
ing lots and wept. White ribbons, to  
honor the dead, lined the streets  
at, gray led a

Albarran and this part of Craighead  
where other students had died from  
gasfires — wondered if there was a  
place far enough in the plane to pro-  
tect them from this kind of thing.

Court ruled this afternoon that there  
was sufficient evidence to keep the  
boys in jail until a hearing on April  
29. At the hearing, Brent Davis, the  
county prosecutor, said he would file  
charges of five counts of murder and  
10 counts of battery — one for each of  
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But under Arkansas law, anyone  
under 18 can be tried as a juvenile  
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Hartford Moves  
To Limit Funds  
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year of the former official, Gen. Je-  
sús Gutiérrez Rebollo, followed se-  
cret meetings between Mexican  
Army officers and the country's high-  
est drug mafia, officials say.  
Exactly what transpired remains

# newspaperReportnewspaperReportnewspaperReport

## cover story

vice president of corporate development. "Monterey is at least 90 miles south of San Jose, and San Luis Obispo, 130 miles. We cannot sell ad packages; ditto on distribution. In my view, the clustering concept in very much overplayed. There are relatively few economies that can be achieved in companies like ours; every one of our newspapers have their own separate facilities."

In November 1997, however, the company sold one and swapped two papers with Community Holdings, gaining three in an assets exchange: *The Warner Robins Daily Sun* (9,253 daily and 9,994 Sunday), the weekly *Byron Gazette* (26,500) and the "Buyer's Guide,"

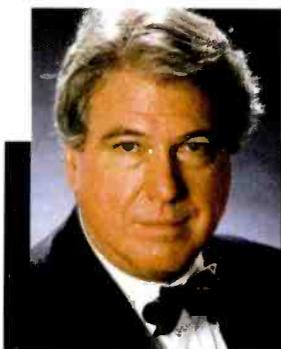
a free shopper with three zoned editions and a combined circulation of 38,500.

The papers are located 20 minutes outside Macon, Ga., where Knight Ridder owns *The Macon Telegraph* (72,664 daily and 97,442 Sunday), and will help the new cluster own a bigger piece of the market, says the *Telegraph's* president and publisher, Carol Hudler.

Shortly after acquiring the papers,

Hudler merged the weekly *Gazette* with the zoned Byron edition of "Buyer's Guide" and converted the *Gazette* from paid broadsheet to free distribution tabloid, a move that offers readers total coverage of Byron and now allows the staff to cross-sell among the publications and go after larger ad buys.

The acquisition of the *Daily Sun* also gives the new cluster ownership of a



**"We decided to return to our roots. Our entire operation is in the Southeast."**

—J. STEWART BRYAN III

huge and growing market in Warner Robins, which is home to an Air Force base. The move was timely, says Hudler, pointing to the aggressive buying activity in the Macon market recently by U.S. Broadcasting and Taylor Broadcasting, two radio companies that now own 16 stations. "Our nonprint competitors have clustered, and they have built power through clustering."

Which brings us back to Singleton. Last fall, in order to raise the cash necessary to buy the *Daily News* in Los Angeles, Singleton decided to sell the one remaining daily from that first urban cluster back in New Jersey. The *Herald & News*, into which had been merged the old *Paterson News* and the *Herald-News*, was sold along with a chain of 11 weeklies in Bergen and Passaic counties to Macro-media, the parent of *The Record* in Hackensack, N.J.

With *The Record*, the clustered group now has the clout that Singleton had long sought but lacked because of declining circulation at the *Herald & News*. That paper can now be used as a buffer between *The Record* and the Newhouse family's *Newark Star-Ledger* to the south,

while *The Record* and the chain of weeklies maintain a lock on the highly affluent Bergen and northern Passaic counties in the suburbs of New York City.

"We're a family-owned business, with the very limited likelihood of geographic diversity," says *The Record's* president, Jon Markey.

And for that, they can thank Dean Singleton. ■

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*Asahi Shimbun* reaches 25.6% of Japan's office workers and 29.4% of professionals such as doctors, engineers, and judges.

While the most-well-known business newspaper reaches only 6.8% and 3.6%, respectively, of those highly influential people.

*Asahi Shimbun* reaches 30.5%

of business and government executives.

While the most-well-known business newspaper reaches only 10.6% of them.

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# newspaperReportnewspaperReport weeklies

## Independent weeklies are offering sophisticated editorial and winning advertisers in the process

BY PAUL D. COLFORD

PHOTOGRAPHY BY TOM LEGOFF

**D**avid Schneiderman was editor-in-chief and publisher of *The Village Voice* when the iconoclastic weekly ran a front-page story in 1986 introducing performance artist Karen Finley and her shockingly personal use of yams and sauerkraut. Even some of the paper's free-spirited staffers were uncomfortable with the piece.

Last month, as publisher of the *Voice* and president of its parent company, Stern Publishing, Schneiderman watched with satisfaction as the New York dailies and broadcast news outfits scampered to catch up with the weekly's front-page exclusive. The *Voice* reported that Nation of Islam leader Louis Farrakhan had appointed one of Malcolm X's killers, paroled in 1985, to head the Harlem mosque that had been run by the black Muslim activist 20 years earlier.

It would surprise, say, former readers long gone from New York to see that the *Voice* they remember—a woolly chronicle of sexual politics, avant-garde theater, Third World liberation movements and emerging rock bands—has evolved under editor-in-chief Donald Forst, a hard-bitten veteran of big-city dailies, into a paper with greater reportorial seriousness. Moreover, to imagine that this independent voice is now also the flagship property in a seven-paper chain of alternative newsweeklies, one of several such groups that want to grow even larger, is to grasp in an instant how dramatically

this category of publication has changed and why the papers are able to draw increasing amounts of national advertising that was long out of reach.

"We're very much interested, indeed we hope to acquire more papers," Schneiderman says. Stern Publishing, the media sideline of Hartz Mountain Industries mogul Leonard Stern, last year launched the *LI Voice* in Long Island, N.Y., and acquired weeklies in Minneapolis, Seattle and Cleveland. Its plan to buy the *Santa Barbara Independent* in California fell through during contract negotiations in March, though Stern is exploring the possibility of starting other Southern California weeklies, in Long Beach and suburban Ventura County, to join with its *LA Weekly* and 3-year-old *OC Weekly* in Orange County.

When the next alternative paper is offered for sale, Stern may find itself vying again with another independent chain, New Times. The publisher of *Phoenix New Times* and *Denver Westword* has purchased or launched six weeklies since 1991. "We run newspapers to make money to buy more papers, and we buy more papers to make money to buy still more papers," says chief executive officer Jim Larkin.

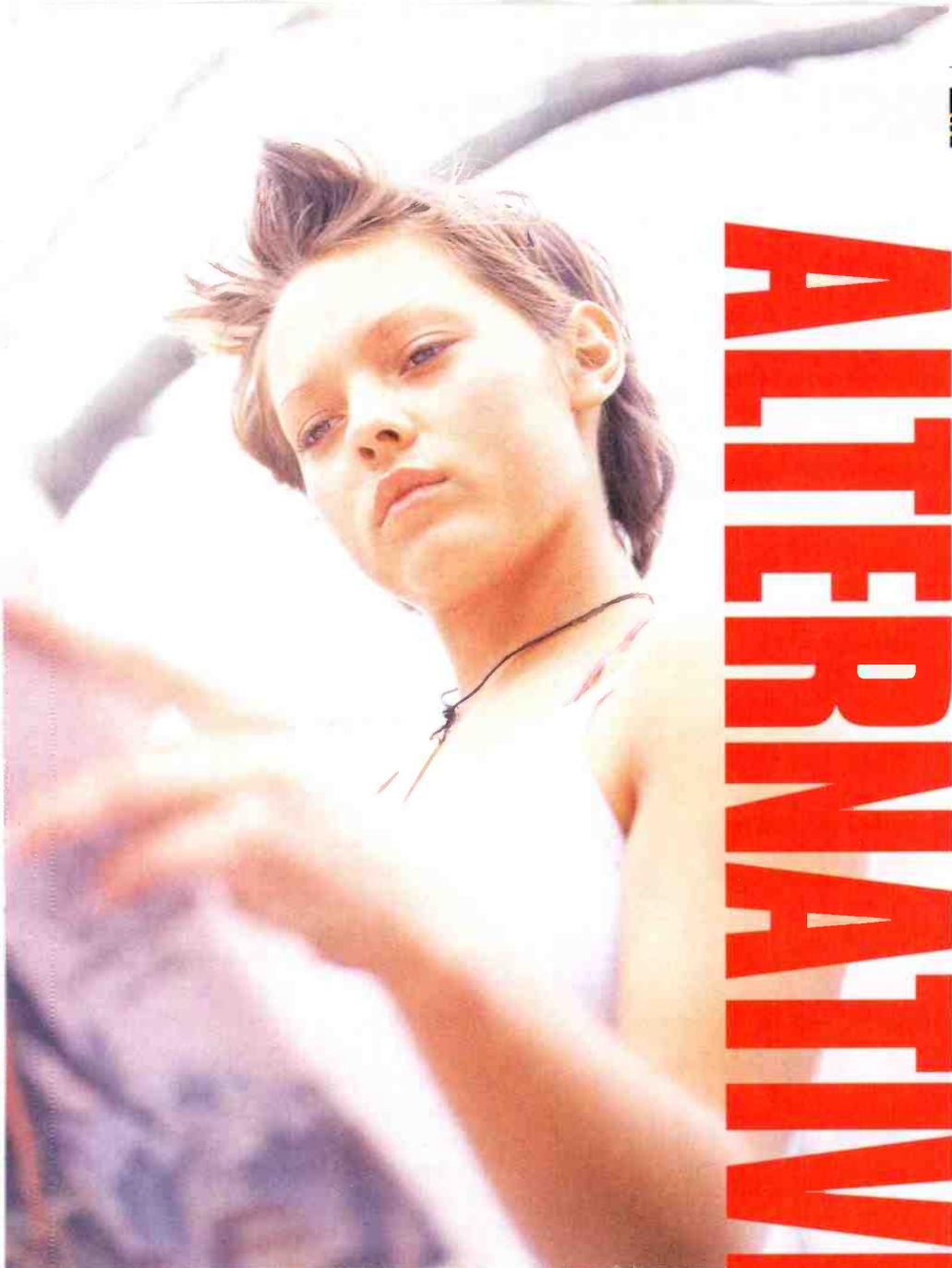
This is, after all, a prosperous period for the alternative newsweeklies, almost all of which are available free. They boast an enviable reach among well-educated readers 18 to 40 years old, who are drawn to the papers' hip attitude and broad

entertainment coverage. "I think we're doing a good job of appealing to younger people—the same job that the dailies are having a tough time with," says Richard Karpel, executive director of the Association of Alternative Newsweeklies.

Overall circulation of U.S. dailies dropped from 61 million in 1992 to 58.6 million in 1996, while ad spending on them climbed about 20 percent to \$38.2 billion. In that same period, papers belonging to the Association of Alternative Newsweeklies (which now has 109 members) reported a sizable gain in their total circulation, rising from nearly 4.4 million to almost 6.4 million. In addition, the member papers' ad revenue nearly doubled to \$345 million.

Although national advertising consti-





# ALTERNATIVE ADVERTISING

tutes only a fraction of alternative newsweeklies' total ad revenue, national spending has grown sizably in the past few years, especially on accounts generated by the Ruxton Group, which is owned by *New Times* and represents the company's eight papers and seven others, and the Alternative Weekly Network. The latter is an innovative clearinghouse that coordinates the national business obtained by individual weeklies (which retain an 8 percent sales commission) on behalf of the more than 100 weeklies in the group. AWN, based in Sacramento, Calif., reported \$13 million in sales last year (about 60 percent from tobacco ads) and projects \$18 million in business this year. "We do all the billing, coordinate all the selling and

take care of all the marketing," says AWN executive director Mark Hanzlik. Besides the business coming from tobacco companies and on behalf of such alcohol brands as Absolut, Guinness and Jim Bean, Hanzlik says the network's 150 accounts include Altoids, Amtrak, credit cards and computer accounts. He expects the latter group to triple its spending to \$3 million on the weeklies this year.

Michele Laven, head of the Ruxton Group, says its total business in the first quarter of 1998 was nearly double that of a year ago, with about 65 percent of revenue coming from tobacco.

"The alternative weeklies deliver an audience that's hard to reach," said Janice Ponder, who worked with them during the testing of Moonlight Tobacco and whose Paradise International in Dallas is now the marketing agent for Charlie Daniels' Blue Hat Records. "I look at the alternative weeklies as a partnership. You can't look at them on a circulation, CPM basis because they're so much more than that."

Encouraging as the national numbers are, Schneiderman was the only one among group heads interviewed who says that he looked to national advertising to help solidify and further expansion plans. "No longer are we these so-called scruffy newspapers," he says. "All of our papers are part of the Alternative Weekly Network. But now I can also see a 'Stern buy' over all our papers, and I hope to leverage that to the agencies and go after new business—in pharmaceuticals, national TV and other areas. We didn't buy these papers to stand still."

Larkin, on the other hand, said that while *New Times* has "done well" with the Ruxton Group, and the company's long-range plan is to attract more national ads, "the play is still mom-and-pop. The way we make money is through local advertising."

For the \$75 million company, national advertising represents roughly 2.5 percent of sales, Larkin says, and is expected to reach only 5 percent in the next two or three years.

# newspaperReportnewspaperReportnewspaperReport weeklies

"We're absolutely looking to expand," says Geoffrey Robinson, group publisher of Advocate Newspapers, which started a quarter-century ago with the *Valley Advocate* in Hatfield, Mass., and now owns five alternative weeklies, with combined circulation of 270,000, in western Massachusetts

and Connecticut. "We have been a strong regional company and ... we'd like to expand in the Northeast, possibly through strategic alliances with other media."

Robinson says Advocate Newspapers' national advertising has increased significantly in the past two years, but expan-

sion plans would not hinge on an expected rise in this area. "No way," he insists. "The strength from being in multiple markets is in the local market franchise—to bring across a large aggregate of local commercial information with editorial information. That's why people turn to the *Village Voice*, or any other alternative weekly. Readers are not going to them for national advertising."

Jane Levine, publisher of the *Chicago Reader*, acknowledges that although her company, whose investors also own *Washington City Paper* in Washington, D.C., and half of the *East Bay Express* in Berkeley, Calif., lost the *Seattle Weekly* to Stern Publishing, "we want to buy more papers or other types of media."

While conceding that national display advertising in the *Chicago Reader*, via the Ruxton Group and the paper's own efforts, grew a whopping 68 percent from 1996 to 1997, Levine figures that the national component still constitutes only about 7 percent of its display advertising last year. "It's a tiny part of our total sales."

Russ Smith, who started the *New York Press* in 1988 as a politically incorrect alternative to the *Village Voice*, says the *Press* started to make money in 1996 and its national ad revenue, which was up 50 percent in 1997 over the year before, was running 50 percent stronger this year, too.

"The national advertising is great ... [but] it can disappear very quickly," Smith says. "You don't count on having a double-truck from Winston every week. At least 90 percent of the base has to be local."

In the maverick spirit of the alternative newsweekly, Smith is more eager to trumpet his latest editorial hire—Norah Vincent, a conservative lesbian. She recently wrote about Indianapolis Mayor Stephen Goldsmith, who wants to privatize city services because, in the writer's words, "government monopolies are dysfunctional money pits." *The Press*' headline: "Goldsmith for President." ■

Paul Colford, a staff writer with *Newsday*, writes a publishing column that also appears in the *Los Angeles Times*.



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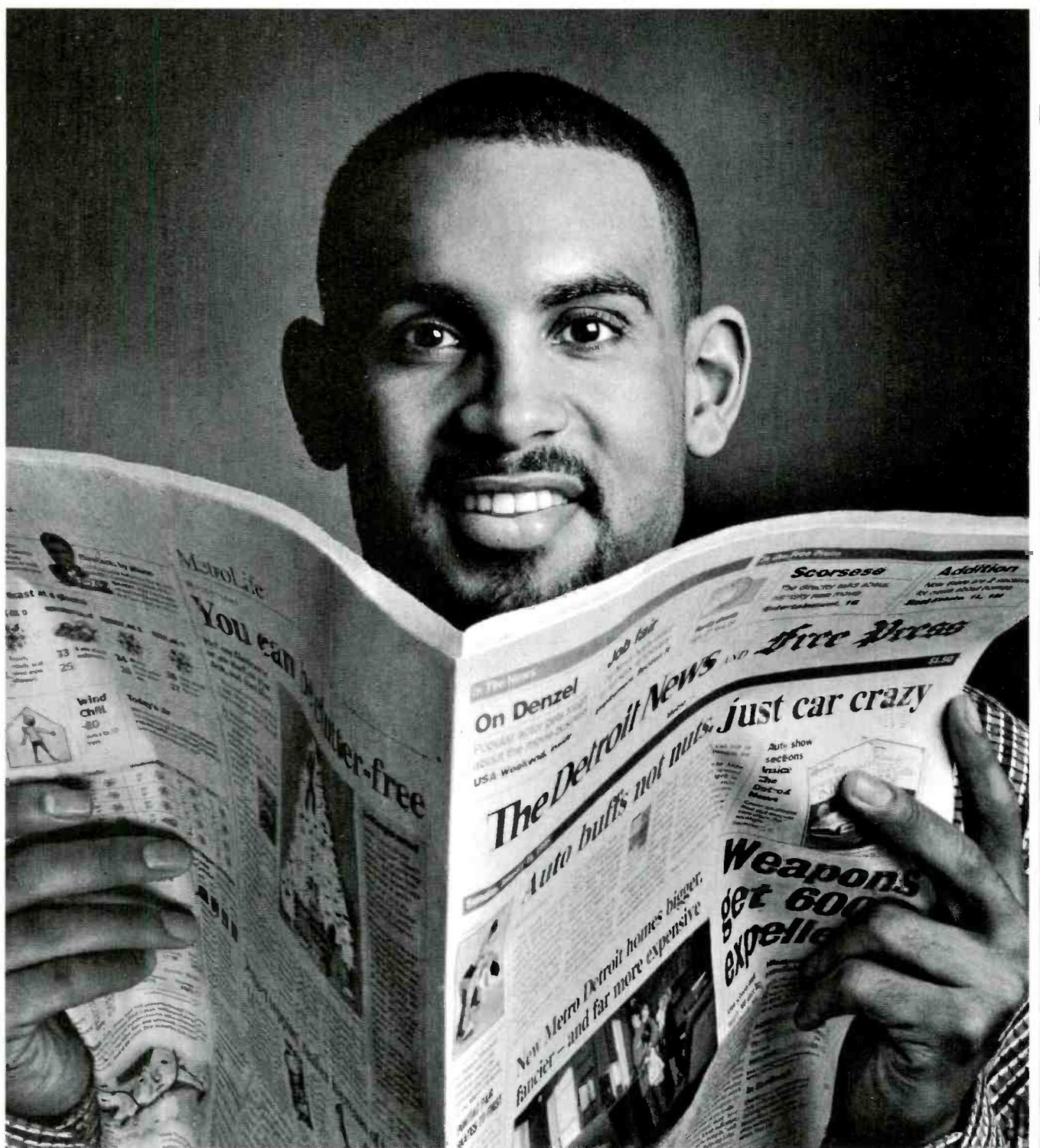
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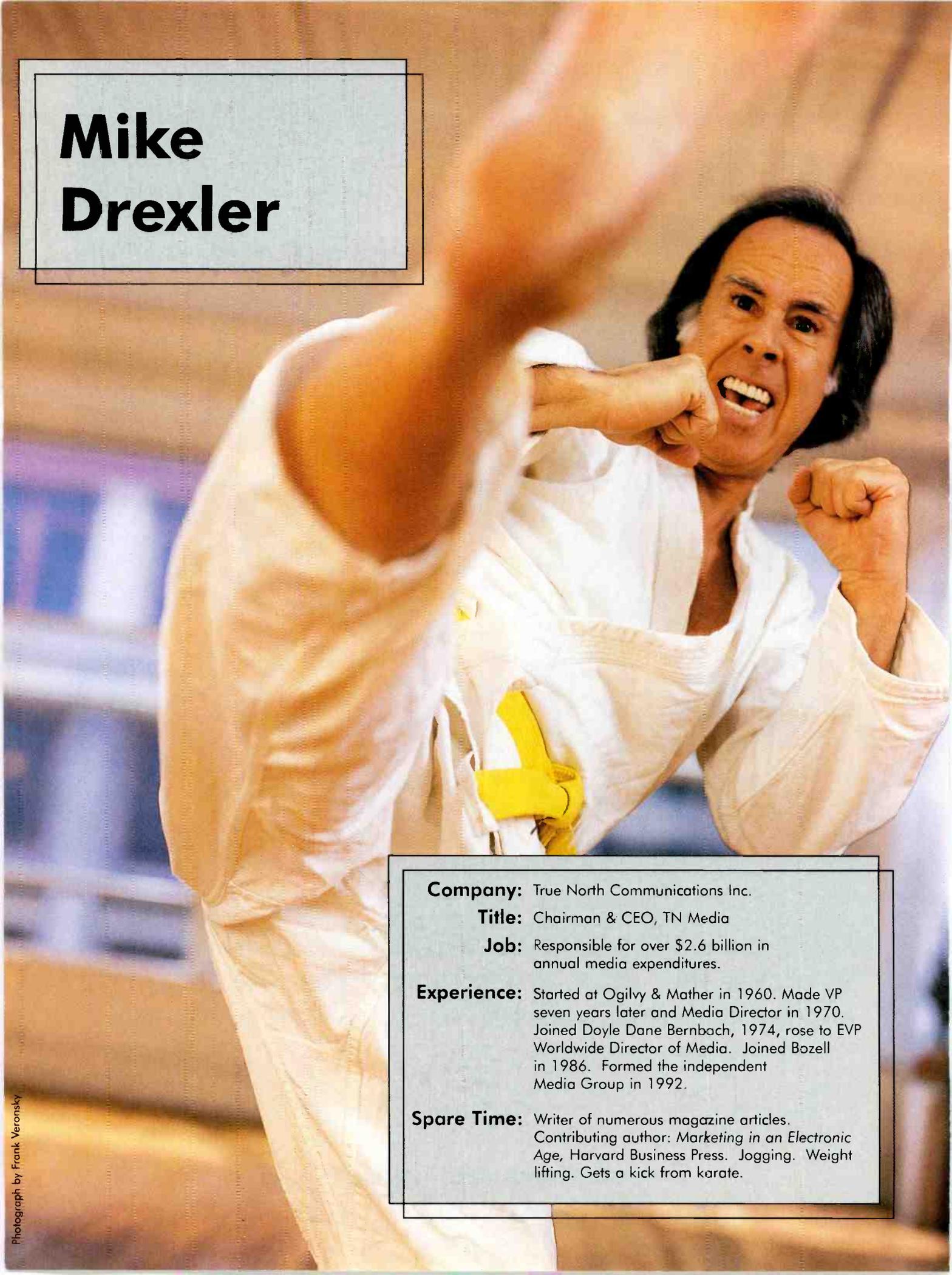
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# Mike Drexler

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**Experience:** Started at Ogilvy & Mather in 1960. Made VP seven years later and Media Director in 1970. Joined Doyle Dane Bernbach, 1974, rose to EVP Worldwide Director of Media. Joined Bozell in 1986. Formed the independent Media Group in 1992.

**Spare Time:** Writer of numerous magazine articles. Contributing author: *Marketing in an Electronic Age*, Harvard Business Press. Jogging. Weight lifting. Gets a kick from karate.

## His Thoughts on Media:

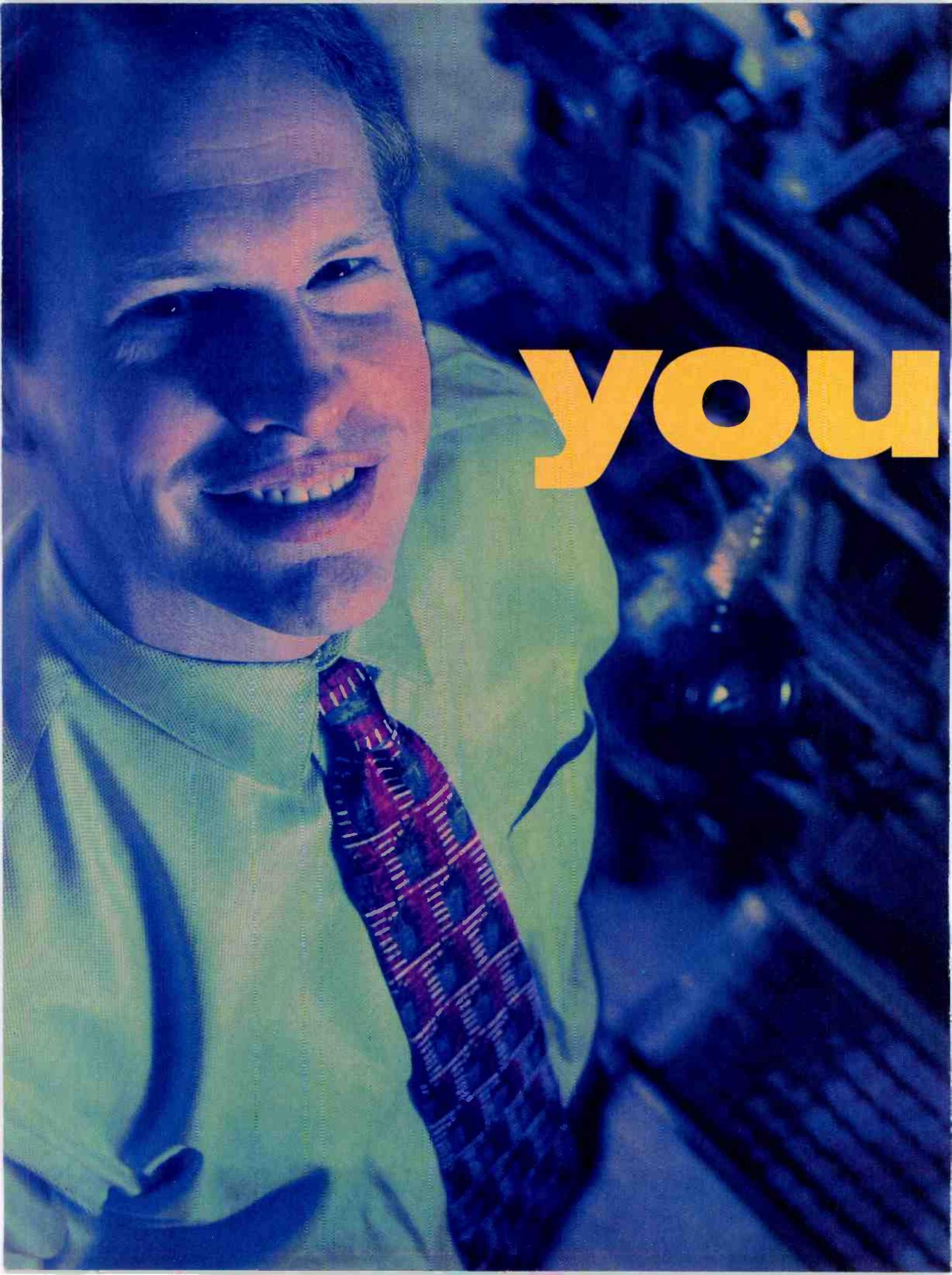
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profile

# Go East, ng man

**Gary Pruitt**

## **McClatchy CEO expands the newspaper chain beyond its California border**

**Type A:** Gary Pruitt paid \$1.4 billion for the Minneapolis Star Tribune, one of the costliest deals ever in the newspaper business.

**It was a costly gamble.** Well, the folks at McClatchy Newspapers don't think their recent acquisition of the *Minneapolis Star Tribune* from Cowles Media was such a huge risk. But nobody can dispute that, at \$1.4 billion, the deal was one of the costliest ever in the newspaper industry.

Agreed upon last November and finalized in March, the acquisition makes a major player of Sacramento, Calif.-based McClatchy, now the eighth largest newspaper company in terms of overall circulation. The deal increases the company's total number of employees by nearly 40 percent, to 7,700. "This is a transactional acquisition," understates Elaine Lintecum, director of investor relations for McClatchy.

"Our overall strategy as a company is predicated on the idea of acquiring and operating quality papers in growth markets," says McClatchy CEO

**BY JEFF GREMILLION**

PHOTOGRAPHY BY ROBERT HOUSER

# newspaperReportnewspaperReportnewspaperReport

## profile

Gary Pruitt, 40, who raised the stakes considerably for the family-owned, formerly regional publishing company. "From that perspective, the *Star Tribune* is a perfect fit. It's a great news paper and it's in a thriving market."

McClatchy, publisher of 11 daily papers and 13 weeklies, including the 285,800-daily-circ *Sacramento Bee*, ignored conventional wisdom on several counts in making its pricey purchase. It outbid several larger newspaper companies, including the Washington Post Company and Times Mirror; some Wall Street analysts said the company overpaid by as much as \$200 million for the 387,000-daily-circ *Star Tribune* (673,000 on Sunday), Minnesota's leading newspaper. And industry observers rightly point out that, with its latest acquisition, McClatchy is bucking a trend toward "clustering,"

The CEO also notes the paper's editorial quality in defending his decision to buy the *Star Tribune*. "When we look at an acquisition, we focus first and foremost on market," he says. Even if the newspaper isn't of excellent quality, but the market is strong, we can improve the paper. This is not a case where substantial new investment to upgrade the journalistic quality of the newspaper is necessary. The *Star Tribune* is a high-quality paper with no major capital needs."

Editorial quality has been rewarded at McClatchy with newspaper journalism's top honor: Three of its papers have been awarded the Pulitzer Prize for public service in the past decade—*The Anchorage Daily News*, *The Sacramento Bee* and the *News & Observer* in Raleigh, N.C. One financial type close to McClatchy countered the adverse Wall Street buzz

CEO post, the company purchased the 155,800-daily-circ *News & Observer* for \$373 million. "We paid a higher multiple than we paid for the *Star Tribune* and were criticized," says McClatchy. "Now those same analysts regard that as a smashing success. "It has shown double-digit revenue growth every year since we acquired it. Our goal is to have history repeat itself."

Buying the *News & Observer* was the company's first foray beyond the West, where McClatchy had long been a regional powerhouse. The company's first newspaper was *The Sacramento Bee*, launched in 1857 by James McClatchy. Its sister papers, *The Fresno Bee* and *The Modesto Bee*, were started in the 1920s. The company owns a total of 11 daily papers, still focused largely in California, the Pacific North-

## "What we have done is consciously sought

meaning buying papers in geographic proximity to each other to facilitate group sales and other efficiencies.

But Pruitt will not be swayed. He's confident his company did the right thing, explaining that, in effect, three factors made the acquisition a sound one: location, location, location. "When we looked at the Twin Cities market—when we look at any acquisition possibility—we focused first and foremost on the market," he says. "What's appealing about the Twin Cities is that, not only is it growing in important measures like population and household income and retail sales, but also the quality of the growth is so strong and so good. The average household income is already well above the national average and growing faster than the national average. So you have that rare combination of high growth and high-quality growth that's so important for a newspaper. We even have data that notes the population's high propensity to read."

about the acquisition. "It's a very good deal," he says. "McClatchy paid a full price for the newspaper, but any of the top independent newspapers still left are going to sell for top dollar.

"Newspapers remain a wonderful franchise," says the broker. "They have encountered wave after wave of new technology, from radio to the Internet, and they have maintained a dominant position on the local front."

Pruitt has a message of his own for analysts: "We buy newspapers the way they recommend stocks, that is, based upon future performance, not past performance. They're typically not critical of the paper or the market. They see the attractiveness, but they say we just spent too much. I would point out that we have a proven track record."

Indeed, the *Star Tribune* deal with Cowles isn't the first time McClatchy has raised eyebrows in the analyst community. In 1995, a year before 14-year McClatchy veteran Pruitt ascended to the

west and the Carolinas. In 1996, the company sold four of its smaller California properties: *The Dispatch* in Gilroy, the *Free Lance* in Hollister, the *Morgan Hill Times* and the *Amador Ledger-Dispatch*, as well as the *Daily Record* in Ellensburg, Wash. While the industry moved toward clustering, McClatchy was spreading out across the country, loosening its grip on the Golden State and the Pacific Northwest.

"We sold the California properties because they were smaller community papers that really weren't in any way affiliated with our larger papers," explains Pruitt. "We realized that our strength lies in operating mid-size and up daily newspapers, not in smaller weekly papers.

"What we have done is somewhat consciously sought to diversify geographically," adds the CEO. "The goal was to provide some insulation from regional downturns. In 1986, 90 percent of our revenue came from California.

# newspaperReportnewspaperReportnewspaperReport

Today, less than a third comes from California. We feel better about that because when California suffered its prolonged and deep recession in the early '90s, the company was able to soften that blow through better performance of our papers in the Northwest and the Carolinas. We see that as a big advantage going forward."

Pruitt says the advantages of clustering are overrated unless the papers are separated by less than 50 miles. "We have two smaller papers that are in the same county in South Carolina—Hilton Head and Buford are both in Buford County—and there are great synergies to be had by operating two newspapers so closely together," admits Pruitt, such as combined editorial coverage and some advertising packages. "But the other paper we operate in South Carolina is in

"There was a time 15 years ago that McClatchy wasn't particularly interested in looking at newspapers outside the Pacific Northwest or California," says Pruitt. "We realized that, given our exacting standards for acquisitions, we were limiting ourselves, and limiting our company. We needed to look more broadly, and that the key wasn't finding a geographic region, but finding the markets that showed profit long term."

If early indicators matter, this latest move into such an "above-average" market will be successful. Before the deal closed, *Star Tribune* management inked long-term contracts with two labor unions, eliminating a potential labor crisis. And, in a simultaneous closing, McClatchy was able to unload for far more than anticipated the 51 special-interest consumer magazines, newslet-

Cowles sale to McClatchy was announced last November. The consumer titles on the block included *Vegetarian Times*, *Horse & Rider*, *Fly Fisherman* and a dozen history titles. Business-to-business books included *Cable World*, *American Demographics* and *Folio*.

Concerning the labor issues, the Newspaper Guild, representing the newsroom and some circulation employees, reached a five-year deal calling for staffing reductions over time. The Mailer's Union, which represents employees who package the paper when it comes off press, agreed upon a 10-year extension of its current contract.

Settling those labor issues before the closing meant dodging a bullet for McClatchy, a company historically unwilling to compromise with labor. Bitter strikes and labor disputes dating back to 1978 have led to a Guild contract without a wage scale at the Sacramento paper. And when McClatchy bought the *Tacoma News Tribune* in Washington in 1986, it fired all employees and required them to reapply for their jobs. Today, less than 15 percent of McClatchy's non-*Star Tribune* employees belong to unions; conversely, nearly two-thirds of the *Star Tribune*'s employees are union.

## to diversify geographically"

Rock Hill, which is quite a distance away. There are not a great deal of synergies there. There are some, I will grant you. But it's not as if they make it a compelling financial factor in the performance of those papers.

ters and trade books it had acquired from Cowles as part of the *Star Tribune* deal.

Primedia, formerly K-III, bought the magazines for \$200 million, nearly double what some analysts had predicted. Interest in the titles soared just after the

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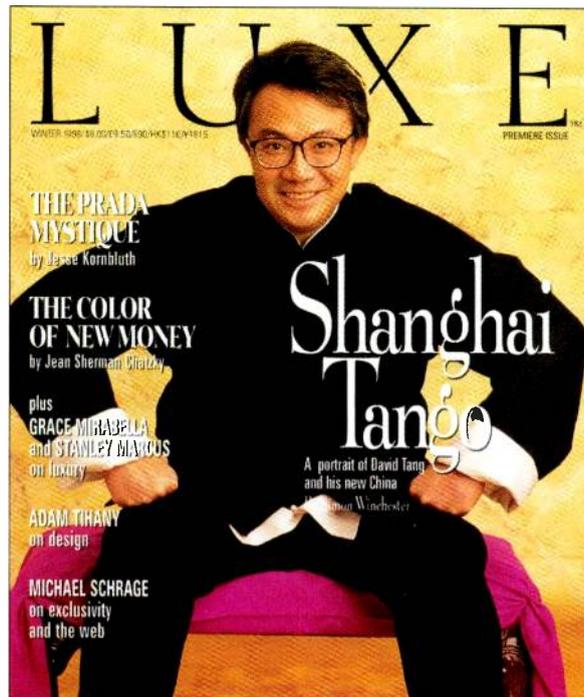
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# newspaper Report newspaper Report newspaper Report

## profile

In the labor agreements, McClatchy also avoided what could have been a serious financial setback. Eliminated in the Newspaper Guild contract was a clause that would have allowed some 400 employees to resign within four days of the closing of the acquisition, with up to 40 weeks' salary.

"There was an ambiguous term in the Guild agreement about whether [employees] had the ability ... to quit and receive severance pay," explains Pruitt. "That ambiguity was resolved as part of the agreement of the contract. It worked out so that about 12 older employees who were nearing retirement took advantage of that.

"I think those were good deals for the employees and for the *Star Tribune*," says Pruitt. "Both agreements were approved overwhelmingly by the union. The *Star Tribune* and Cowles had a long history of labor peace, and a partnership between management and labor. We want to build on that foundation. We think we're off to a good start."

Perhaps the success of the labor deals can be attributed to Pruitt's belief that many of the issues involved in running a paper are best addressed at the local level. That theory extends not only to

labor negotiations, but also to editorial leadership and guided the transition from one owner to another.

"McClatchy allowed us to extend its local-autonomy principle to this business issue," says *Star Tribune* publisher of six years, Joel Kramer, who continues as publisher under new ownership. "That was a very good idea."

Kramer says the entire management team assembled by Cowles will stay in place, although some 40 Cowles corporate jobs were eliminated. The publisher adds that he anticipates no significant changes in the paper's daily operations. In fact, even during the transitional phase of the last few months, McClatchy's corporate office has kept at arm's length. For his part, Pruitt has visited the Minneapolis offices only once.

"We're not going to substitute our judgment for theirs," says Pruitt. "They know best what newspaper fits the Twin Cities, and our goal is have good people making those decisions locally."

Next on the agenda for Pruitt: figuring out how the *Star Tribune's* popular Web site fits with McClatchy's highly regarded NandO site, the Raleigh-based news and sports service, whose server and personnel handle all

McClatchy's other newspaper sites.

"With the *Star Tribune*, we do have a major new digital force entering the company with good tools and products in its own right," says Pruitt. "We are just now figuring out how strategically to make that best fit within McClatchy. I like very much the idea of having two powerful centers in the digital arena, to work together for the benefit of the whole company."

McClatchy has lost more than \$5 million in its efforts to have market-leading Web sites for all its papers. "We're committed to making it work," says Pruitt. "I do think we can be a profitable player in the digital arena. We will pursue this strategy aggressively but judiciously."

For his part, Pruitt, who first joined McClatchy fresh out of the University of California at Berkeley's law school as the company's zealous first-amendment specialist, has led his company to its highest stature ever, making a name for it nationally. The question now is whether the young CEO can lead the company, which now carries more than \$1 billion in debt, to lasting prominence. "My goal," he says, "is to prove the analysts wrong." ■

Jeff Gremillion is a contributing writer for *Mediaweek*. He's based in San Francisco.

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# back page

**T**erry Schwadron, editor of information and technology for *The New York Times*, spoke at a recent technology conference in New York about a dilemma he faced when developing online media at the *Los Angeles Times*, where several Internet ventures were launched then killed. The paper was trying to figure out what the Internet was and whether it should be used for news, to create new business or tap into classifieds.

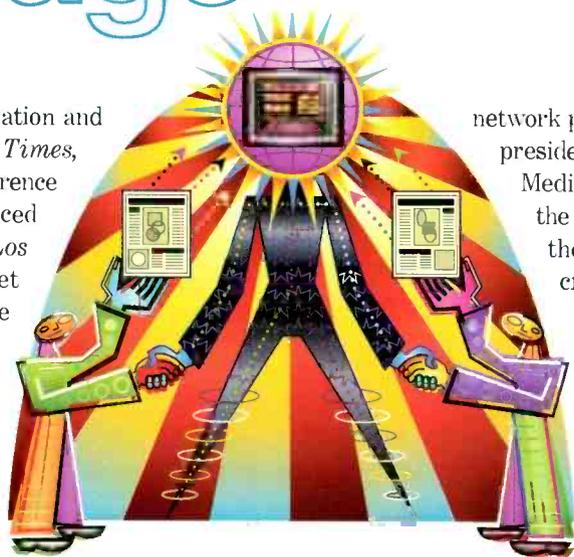
"There was a lot of fighting about this," Schwadron recalls. "The issue was, what were we there for?"

Some newspaper companies have developed an answer to the question. Dow Jones' response was to build a paid subscriber base of 150,000 for The Wall Street Journal Interactive Edition. The Tribune Co. teamed up with America Online for the Digital City network of city guides. Gannett Co. is leveraging the national brand of *USA Today* for national ad dollars. Knight Ridder is developing its Real Cities network in the top 20 U.S. markets, along with New York-based ad network Real Media and newspaper publishers Advance Publications, Scripps Howard, Times Mirror and others.

The latter venture was created to develop a national presence for the online newspapers. But even a large franchise attached to a project does not assure its existence. Last month the New Century Network, nine newspaper chains—among them The New York Times, Advance Publications, Knight Ridder and Gannett—that had pooled their sites to reach national advertisers, folded. Observers say NCN's objectives were never clearly focused. And because a consensus among the companies was needed before anything could move forward, nothing ever moved forward.

It's not entirely clear, therefore, that a national network will function at every level. But those that were involved in NCN have not given up on the Internet. The New York Times was one of the original companies involved in NCN; it was also one of the first to pull out. But The New York Times Electronic Media Co. has teamed with CareerPath.com for job classifieds. It is also developing its own sites, including The New York Times on the Web and New York Today, a soon-to-launch service site that is a survival guide for living in New York.

"There are parts of the business where logic dictates that the



## internet ISSUES

Newspapers are still  
trying to find their way  
on the Web

By Anya Sacharow

network play is better," says Martin Nisenholtz, president of The New York Times Electronic Media. "By aggregating classifieds from all the newspapers, you get to critical mass on the database. It creates the brand that creates the business. We want to be part of a network in something like that." For The New York Times on the Web, however, Nisenholtz isn't interested in the network. The site has its own national sales staff.

New Jersey Online, a property of Advance Publications Internet, can generate national ad dollars only through a network. "NCN gave us a national advertising Web sales force and that's the greatest loss," says Peter Levitan, president of New Jersey Online. "But we're replacing that. Two-thirds of ad dollars are local. We have more to gain in local than we do in chasing banners." For example, Levitan says, a community area called The Youth Soccer Connection has nearly 100 Web pages. "A sporting goods store [couldn't] get more targeted than that."

On the local level, Microsoft's Sidewalk is still a competitor for ad sales. Sidewalk hasn't emerged as a dominant force in either national dollars or classifieds, but locally it is generating some of the business. "Newspapers won't lose their markets to these new media competitors offering similar publications," says David Morgan, president of Real Media. "New media publishers will develop better niche products for certain advertiser categories. CarPoint [also a Microsoft Web venture] is better for auto dealers. There's no question about it."

Bob Ingle, president of Knight Ridder New Media, is much more concerned about the search engines dominating classifieds than he ever was about Microsoft. "Yahoo is giving away free [space for] classifieds," he says. "Consumers' strong preference for search-engine-style navigation like Yahoo's has come into sharp focus. We will probably move to presentation forms closer to the way they're constructed than to the way Web sites are now."

What it comes down to is that newspapers need to think about Web sites as separate entities. "New York Today is not a substitution for *The New York Times* or the Times' journalistic mission in New York," Nisenholtz says. "The printed page carries different attributes from the PC. It's not even worth talking about." ■

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## MOVERS

### NETWORK TV

**Michael Tenzer** has returned to NBC as senior vp, business affairs and administration, NBC Entertainment. He will be responsible for negotiating co-venture agreements, as well as talent and program acquisitions for both NBC and NBC Studios, including deals for pilots, series, movies and miniseries, and license-fee agreements. Tenzer previously headed business and legal affairs at Brillstein-Grey Communications, where his responsibilities included two NBC comedies. Prior to that, he spent eight years with NBC in various posts.

### CABLE TV

At Knowledge TV, **Margaret Mollo** has been appointed vp/national ad sales, a new position in which she will work in tandem with the network's ad sales arm, Marlin Entertainment. Mollo had been an advertising consultant to the channel...Comedy Central has upped **Jamie Weissenborn** from director, West Coast ad sales, to vp, West Coast ad sales. He will oversee clients and agencies with a focus on the studio, automotive, computer and apparel categories.

### TV STATIONS

**Paul Virciglio** has been named vp and general manager at WFSB-TV, Meredith Corp.'s CBS affiliate in Hartford, Conn. He replaces Chris Rohrs, who returned to Post-Newsweek Stations Inc., from which Meredith acquired WFSB in 1997. Virciglio was most recently vp/gm at WNEM-TV, Meredith's CBS affiliate in Flint-Saganaw-Bay City, Mich.

(continued on page 26)

# The Media Elite

Edited by Anne Torpey-Kemph

## SPOTLIGHT ON...

### Debby Krenek

Editor-in-chief  
New York *Daily News*

If you caught a glimpse of Debby Krenek in the middle of the *Daily News'* Titanic-sized newsroom, you might not guess that she's running the show. The New York daily's youthful-looking new chief stands at 5 feet 2 inches tall and speaks with a

historic mandate to be "the voice of New Yorkers." For its reporting and legal challenges—starting with a push in 1997 to open New York's Family Court to the public—the paper has racked up awards from the Associated Press, the Society of Professional Journalists and the New York Press Club.

Prior to joining the *News*, Krenek was a news editor

for the *Dallas Times Herald*, which was "great training because it had an a.m. and a p.m. edition," she says.

Krenk balances many skills effectively, says *News*



**News chief Krenek loves working in a medium that "tells people things first."**

soft Texas twang, but she packs a powerhouse punch.

An 11-year veteran of the *News*, Krenek took the top edit post—the first female to do so, and after short tenures by two other editors—last October, when she was promoted from executive editor. Since then she has overseen a graphic redesign, guided a transition to four-color production and led the 300-plus editorial staff to produce a string of exclusive reports. Fraudulent milk-dating, the Metropolitan Transit Authority's surplus, the asthma crisis among city schoolchildren: These types of stories, says Krenek, reflect the paper's

managing editor Arthur Browne, who has worked with Krenek since 1987 and shared the m.e. title with her for a time. "Debby...has a very clear vision of what the *Daily News* should be and how it should be presented. She's a so decent and upbeat and makes people like working for her," a key skill considering the revolving door of editors at the *News* in recent years.

For Krenek, leadership comes down to a pretty simple set of rules: "I understand that reporters want to be in the paper and write great stuff—and I don't spend a lot of time in my office." —Dori Perrucci

### CBS Up to Its Old Tricks in May

Lucille Ball in *The Nanny*?  
Jack Benny in *Cosby*?  
Steve McQueen in *Walker, Texas Ranger*?

Through compositing, the process in which images are digitally cut from existing footage and inserted into new footage, these and other stars from CBS' past will come to life in eight of the network's regular series during the May sweeps.

CBS first utilized the process last season in a network promotion campaign that digitally paired Ed Sullivan with David Letterman. As part of the network's 50th anniversary celebration, integrated footage will be used in prime-time programs from May 13-18.

In a clever twist, Dick Van Dyke's Rob Petrie character from the *Dick Van Dyke Show* (1961-66), will appear in Van Dyke's current show, *Diagnosis Murder*. Edward R. Murrow (*CBS Reports*) will appear on *Murphy Brown*, Chad Everett (*Medical Center*) on *Chicago Hope* and Rod Serling (*The Twilight Zone*) on *Early Edition*. —John Consoli



**Compositing links Lucy with Drescher in *The Nanny*.**

# MOVERS



**Mollo moves at Knowledge**



**CC ups Weissenborn**



**Minella joins TCP&A**

(continued from page 25)

## AGENCIES

Saatchi & Saatchi has made several appointments in its media department: **Bob McKinnon** has been promoted from vp, associate media director to vp, group media director; **Lisa Gilson**, formerly in the media department at Bates New York, has joined as vp, associate media direc-

tor; and **Rob Reifenhiser**, who works on the agency's Procter & Gamble business, has been appointed a vp, associate media director... **Gracia Minella** has joined Thomas C. Porter & Associates as media coordinator. Minella comes to the Des Moines-based agency from Dow Jones, where she was a computer operator.

## George Event Pops With Charitable Efforts

Everyone at New York City's U.S. Custom House was in a charitable mood last Monday evening for the gathering of the first annual Newman's Own/George Award for corporate philanthropy (see photo page 26). The event honored Aaron Feuerstein, owner of Mass.-based Malden Mills, which kept all 1,400 of its employees on the payroll during a lengthy rebuilding of its fire-razed factory. *George* president JFK Jr. and Paul Newman were both on hand as Feuerstein received a \$250,000 check to give to a charity of his company's choice.

But the evening also held a wild card for each guest, a chance to win a check-for-charity. First, table teams had to name nine presidents that sported facial hair (sideburns count-

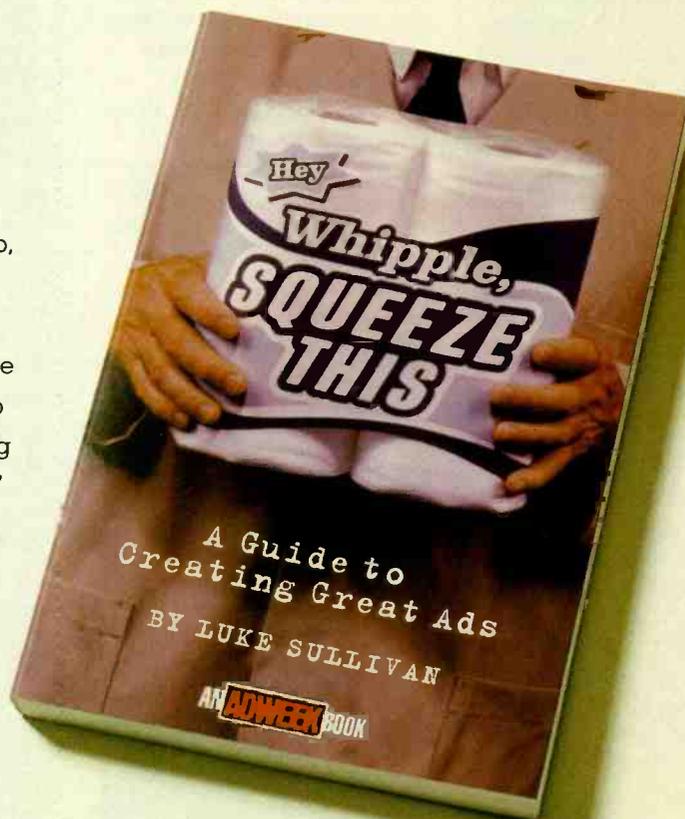
ed too). While some attendees checked their \$20 and \$50 bills for answers, the ever-resourceful Martha Stewart whipped out her cell phone to call a research assistant (her 13-year-old niece). Stewart's table named not nine but 11 presidents—and the type of facial hair. Then came the second, individual part of the contest, guessing the number of kernels in a 14 oz. jar of Newman's Own popcorn, where Martha's measuring efforts didn't quite measure up. Bob Nell, a vp of dinner sponsor Sony Corp. of America, outguessed her, coming closest at 3,149.

The event sponsors were feeling especially charitable: Every attendee got a deluxe goody bag containing a Sony mini-disc Walkman, a Celine Dion disc and a Pomellato pendant. —Lisa Granatstein

"In an advertising world filled with glib, fast-talking 'experts' more adept at arranging lunch than writing ads, Luke Sullivan [of Fallon McElligott] is the exception. Here at last is a step-by-step primer for anyone interested in writing effective, powerful, breakthrough ads."

Tom McElligott,  
co-founder, Fallon McElligott

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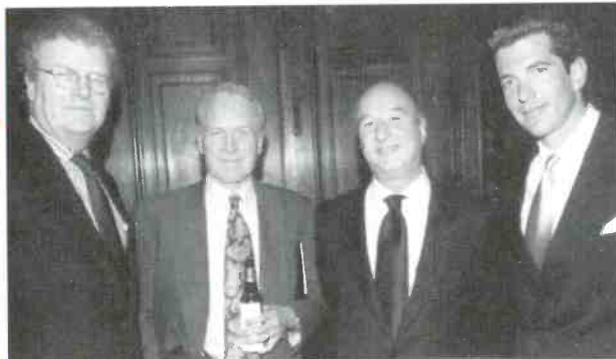


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# MEDIA DISH

▼ At a Fashion Week luncheon hosted by *Teen People* at New York's Bryant Park Grill (l. to r.): Nora McAniff, publisher, *TP*; Zee Shekur, publicist, Bisou Bisou; Cheryl Parente, children's wear manager, DuPont Lycra; and supermodel Veronica Webb

► At the U.S. Custom House in New York for the Newman's Own/George award event for corporate philanthropy (l. to r.): Howard Stringer, president, Sony Corp. of America; Paul Newman; Marco DeGiorgi, chairman, Pomellato; and *George* president JFK Jr.



▲ At a recent reception hosted by and at *The New York Times* ad department in recognition of National Poetry Month (l. to r.): Chip McGrath, editor, *NYT Book Review*; William Wadsworth, executive director, Academy of American Poets; Mike Wallace; and Arthur Schlesinger Jr.



▲ Max Gossling, Anamirati Puris Lintas (r.), joined host Rupert Murdoch, News Corp. chairman, at the recent Star TV ChinaFocus seminar for advertisers and agencies at New York's Millennium Broadway Hotel.



▲ At New York's Rainbow Room for a breakfast event honoring *Working Mother's* 1998 Working Mother of the Year (l. to r.): Deborah Norville, anchor, *Inside Edition*; Roger Adams, Buick Regal brand manager; and Barbara Litrell, *WM* group publisher

Two Martinis  
at Pravda, \$18.

(Not including tip.)

**Money**

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## Romano Moves From Sitcom to Standup for City Tour

**R**ay's on the road. Ray Romano, star of hit CBS sitcom *Everybody Loves Raymond* and the network's pick to develop into "the next Jerry Seinfeld," kicked off a multicity stand-up tour last Friday, to include an appearance at the annual White House Correspondents' Association Dinner on April 25 in Washington.

Romano's itinerary for the three-month tour will include Phoenix, Cleveland, St. Louis, Houston, Dallas, Atlantic City and San Francisco, as well as smaller cities like

Jamestown, N.Y., and Beverly, Mass. The tour wraps on July 17.

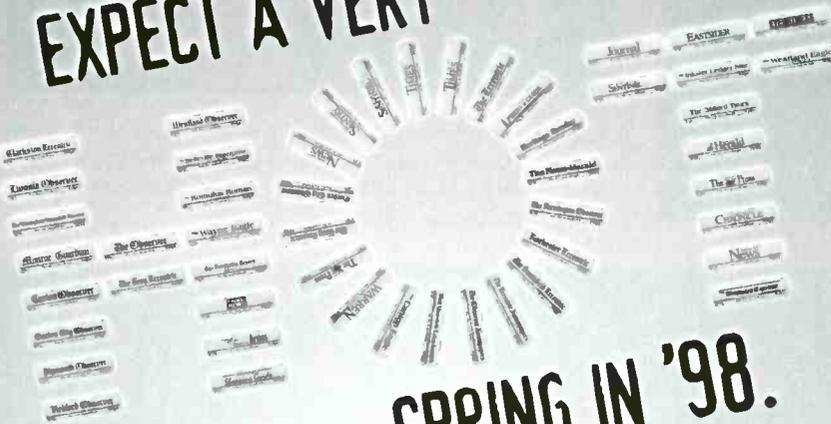
Romano's stand-up routine, as with his sitcom, is based on humor found in his own life with his wife, four young children, a single older brother (Television Bureau of Advertising public relations guy Robert Romano) and eccentric, meddling parents who live nearby.

*Raymond* is now completing its second full season on CBS and is the network's second-highest-rated comedy. —JC



Will everybody love Ray's road routine?

# EXPECT A VERY



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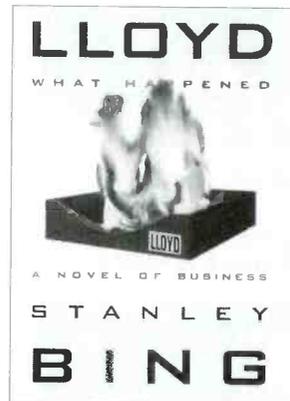
Observer & Eccentric Newspapers • Heritage Newspapers • C&G Newspapers • Michigan Community Newspapers

## Bing's Latest Byline

**S**tanley Bing is a busy man these days. In addition to writing his regular humor column for *Fortune* magazine, the alter ego of CBS senior vp of communications Gil Schwartz just launched his first novel, titled *Lloyd: What Happened* (Crown Publishers).

Some broadcast-business insiders have described the book as the industry's *Primary Colors*, but Schwartz denies that his characters are based on real-life broadcast execs.

"There are elements in the book from what I've seen in the business, but it is not about a TV company or a media company," says Schwartz, a communications exec with Westinghouse for 19 years before the merger with



Now in hardcover:  
Schwartz's humor

CBS. "It's a comment about business and how it operates. I wanted to make people laugh."

The new novel is centered around a year in the life of a midlevel businessman whose company may be involved in a

mega-merger. Executive boozing, mindless spending and massive employee firings punctuate the storyline.

Schwartz adopted the Bing pseudonym to sustain the memory of a character who was cut out of an off-Broadway play he wrote in 1984. He first used Bing to byline a column introduced in *Esquire* that year and continued using it when he moved the column, which satirizes the business world, to *Fortune* in 1995. —John Consoli

## MTV Turns Star-Searchlight on Viewers

**D**readlocks and pierced tongues were out in force in midtown Manhattan last week as thousands of MTV devotees queued up outside the music net's 1515 Broadway headquarters for a chance to become the next star veejay.

MTV's first time inviting its viewers (via a multimedia campaign) to audition for an on-air role became a big media event, attracting some 4,000 veejay

wannabes, ranging from Goths in zebra-print pants to hip-hop-pers to gorgeous-model types. "We really wanted to be responsive to the audience" by having them audition and then vote for the winner, said Dave Sirulnick, executive vp, MTV news and production, who oversaw the selection process.

Looks weren't that important in the candidates' overall grades, according to Sirulnick. The most important quality, he said, was

knowledge of music—each auditionee was asked a random question about music—followed by charisma, on-camera energy and then looks.

At presstime, one of the hopefuls was Brian Moriarty, a clean-cut, twen-



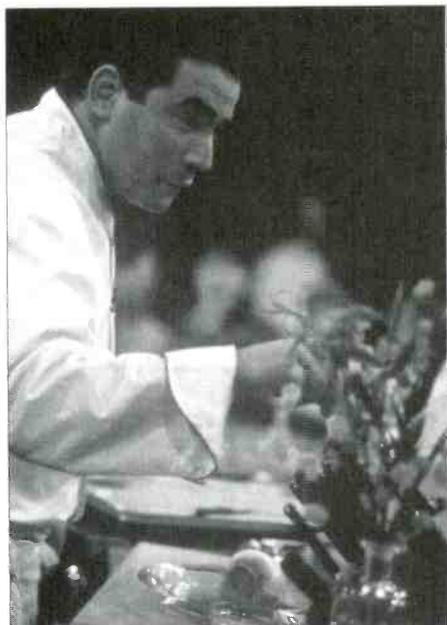
MARLANITZER

**Signs of hope:** Some MTV-veejay wannabes waiting on line for their "close-ups" toted network-supplied placards.

ty something social worker from New York who seemed at ease in the network's new studio overlooking Times Square. Like the other candidates, he'd had a dab of makeup applied, a P+olaroid taken, and about 30 seconds on camera to talk about himself and read a few lines off a cue card.

"I can't imagine a cooler job for me," said Moriarty. "I love to talk and I love music."

Sirulnick and staff selected five finalists—the network also picked one "wild card" finalist from a mail-in promotion with Old Navy—and the chosen ones made appearances on MTV this past Saturday so that viewers could vote via phone or e-mail. The biggest vote-getter will make his or her official debut tonight, co-hosting *MTV Live* with veejay Carson at 6 p.m. —*Jim Cooper*



**Lagasse made phone lines sizzle.**

## Web Effort Drives Food Lovers to Emeril's Kitchen

**T**he phone lines in Manchester, N.H., have finally recovered from a recent TKO by some 50,000 virtually simultaneous calls for tickets to *Emeril Live!* The Food Network for the first time had posted on its Web site a call-in number for tickets to the popular cooking show with Emeril Lagasse, and within minutes of the phone lines opening up, it seemed that every one of those recipe-downloaders was dialing, said a network representative.

The overload completely shut down phone switches in the area and left some Manchester residents with no outgoing phone service for much of the morning. The Food Net, meanwhile, filled its 15 April *Emeril* tapings in 22 minutes.

At last count  
there were  
11,834 mutual funds.

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# What Are You Getting For Your Ad Dollars?

**WHETHER YOU WANT BRAND AWARENESS OR GREATER PRODUCT SALES, YOU GET MORE FOR YOUR MONEY ADVERTISING IN *INVESTOR'S BUSINESS DAILY*!**

If you're a national corporate advertiser, the trends shown by these charts should be a wake-up call. Are you advertising in the same publications you did 10 years ago? It could be costing you big money ...50% more, for less image ... and a pull per 1,000 readers that may be much less than *Investor's Business Daily's*.

## The Dell Story

In 1994, Dell Computer tested an ad campaign in both *The Wall Street Journal* and *Investor's Business Daily*. Same ads, same frequency. Result: *IBD* pulled 23% of the leads, with only 11% of the *Journal's* circulation at the time. Today with 14.5% of the *Journal's* circulation, *IBD's* pull would equal 30%.

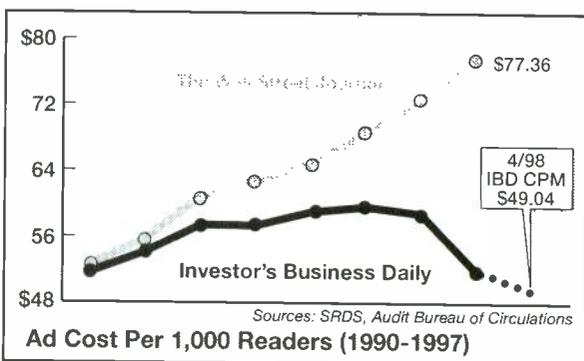
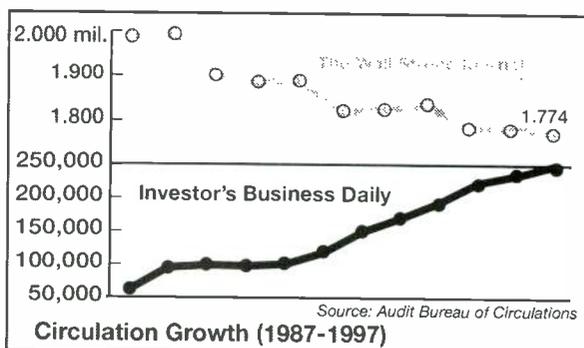
Also since 1994, *The Wall Street Journal* has continued to raise their ad rates\* even as their circulation declined.\*\* *Investor's Business Daily* intentionally sets ad rates to give you more for your money.

## Why does *IBD* pull so much better?

- A higher percentage of *IBD* readers are corporate CEOs — 15.3% vs. 12.9% for the *Journal*. Your CPM for these influential decision-makers with *IBD* is less than half of the *Journal's*: \$95.33 vs. \$195.59, based on Monroe Mendelsohn's 1997 survey.
- *IBD* has an expanding loyal audience that really reads the paper. They are more affluent, influential, entrepreneurial and responsive. **And 75% of them do not read the *Journal*, according to Readex Inc.!**

If Dell can sell its computers two to three times as efficiently in *IBD* as in the *Journal*, it follows that you can probably sell your product and **increase your brand awareness** for substantially less money as well.

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\*SRDS \*\*Audit Bureau of Circulations



While advertisers usually create Web addresses no more interesting than yourcompanynamehere.com, Keds has chosen to incorporate its theme line into its URL, directing consumers to Kedsfeelgood.com. The company is to be commended for its novel approach to a boring old Web address. However, one can only hope Keds' marketing brass doesn't change advertising themes any time soon, or worse, that some disgruntled Keds wearer doesn't launch a site titled Kedsfeelbad.com. —Catharine P. Taylor

## @deadline

### New Yahoo

Santa Clara, Calif.-based **Yahoo** is currently testing a beta version of its next-generation home page at <http://beta.yahoo.com>. New links running across the top of the page include email, the personalization option My Yahoo and Help. News headlines run next to the 14 major search categories rather than being relegated to a link at the top of the page.

### You've Got Mail

**InfoBeat**, Denver, an email publisher, is banking that media companies want an online version of direct mail to deliver news and information. InfoBeat said today that it has formed a program to deliver email publications to its 1.5 million user base from **Time Inc. New Media**, **The Red Herring**, **MSNBC** and **Preview Travel**.

### Shock Watch

**Avalanche Solutions**, New York, last Friday launched a site promoting **Casio G-shock** watches. Gshock.com focuses on the extreme-sport playing, club-hopping, alternative music-loving set who collect the watches. The site is the first Casio project for Avalanche, which was recently named the Dover, N.J.-based company's interactive agency-of-record.

### McDonald's to Go

**Organic**, San Francisco, has resigned its interactive agency-of-record assignment from **McDonald's**, Oak Brook, Ill., citing "differences in opinion over the strategic direction of the Web site."

# EarthLink and The Globe Enter Access Sphere

By Anya Sacharow

Taking a cue from other recent Internet access joint ventures, The Globe and Internet service provider EarthLink Network are joining forces to offer both connections to the Web and America Online-style services.

The Globe, a community Web site that also offers personal Web publishing, is partnering with EarthLink to produce a Globe-branded Internet start-up disk. The disk combines EarthLink Internet access with Globe email and defaults to The Globe's home page, [www.theglobe.com](http://www.theglobe.com).

Included in the \$19.95 per month package are Internet access, email and Globe services for home page publishing, discussion forums and reading personals. For an additional \$49.95 per year or \$4.95 per month, a VIP-gold access Globe account includes more storage for the home page, discounts and more options for participation in interest groups or posts. EarthLink will pay The Globe a bounty fee for every subscriber who uses an EarthLink account. The Globe has also secured a position as the key community content provider for EarthLink's site at [www.earthlink.net](http://www.earthlink.net).

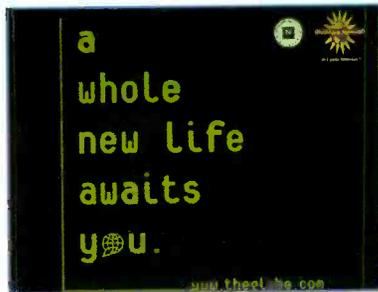
The deal puts The Globe in competition with Snap Online, CNET's Internet access service,

a similar service being offered by MCI and Yahoo, and America Online. The deal is The Globe's portal play to capture users at the access level when they are just getting online.

"We don't want people coming to our site to bounce somewhere else," said Susan Berkowitz, director of sales and marketing for The Globe. "That's the search engine model. And they're starting to provide tools to keep users."

EarthLink has some 400 partnerships similar to its distribution relationship with The Globe. The company has an affinity marketing program with companies including Sony Entertainment, United Airlines and CitySearch. "We want partners with communication channels to customers where we can leverage their relationship," said Chris Palmer, director of market development at EarthLink.

In the case of The Globe, which has partners including InteleTravel, a network of travel agents that work out of their homes, and Together Systems, a national dating service, those relationships are extremely valuable for generating new dial-up customers. The Globe recently launched an \$8 million campaign created by Kirshenbaum Bond & Partners that includes online and television advertising. ■



EarthLink and The Globe will combine dial-up and community to form an AOL-influenced service.

Search

News

Features

Reviews

People

Events

[LEVI.COM SEWS UP LILITH FAIR p. 27](#) | [POLITICO EVAN DAVIS PUMPS BANNER ADS p. 28](#) |

[SHARKEY CRUISES CTW'S SESAME STREET p. 28](#) | [CLIENTS TAKE ON SITE MAINTENANCE p. 32](#)

# bits

► **Sixdegrees**, New York, an online networking community, has entered a partnership with **JobDirect.com**, New York, to syndicate its personalized bulletin board feature on the JobDirect site. JobDirect.com, which links college students with job openings, will utilize the sixdegrees database for potential members of its network, and JobDirect applicants can then join sixdegrees.

► **National Football League** sponsors **Miller Lite** and **Sprint** collaborated last weekend on Web coverage of the NFL Draft through ESPN SportsZone and NFL.com. Dubbed Draft-Tracker, the co-sponsored section included pre-draft analysis and live draft coverage. It was developed by New York-based **ESPN Internet Ventures**.

► **Nicholson NY** will rebuild the Internet-based publishing operations for the **New York Daily News**. A new site, nydailynews.com, will launch in late June. The agency will also develop an ad-tracking system for the New York tabloid's online presence.

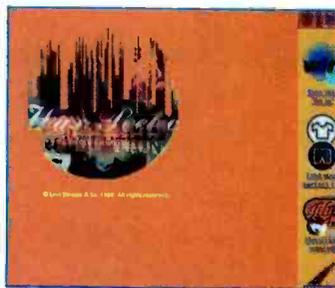
## Levi.com Buttons Up Lilith Fair Tour Sponsorship

**BY BERNHARD WARNER**—In a drive to become one of a “handful of corporate destination sites” on the Web, Levi Strauss & Co., San Francisco, is looking to build a following for the new-look Levi.com in some wide open places this summer. The apparel company is running online sponsorships of two summer concert tours—Lilith Fair and the Aware Tour—to build some crucial momentum for the sagging brand both at the cash register and online. The site was due to relaunch late last week.

“Without trying to be an online music resource, we’re going to concentrate on the accomplishments of emerging artists,” said Jay Thomas, director of digital marketing for the Levi’s brand. The emphasis on music and youth culture will be evident throughout the site in major content sections such as “Webumentaries,” cyber documentaries

of lesser-known individuals, and in “Backstage,” which is dedicated to Levi’s sponsored artists and events.

Levi’s plans to build momentum for the Sarah McLachlan-conceived Lilith Fair on its site well before the first tour date, scheduled for June, 20. For example, women-fronted acts can submit videos and register on the site to win the chance to perform at one of the venues. The relaunched site, co-developed by CKS Partners, Organic Online, Miller/Huber Relationship Marketing, all San Francisco, and NBC Digital Productions, N.Y., will be promoted on “partner” sites, such as MTV Online and SonicNet, said Thomas. In a break from the past, the apparel brand also will utilize its upcoming advertising campaign, via TBWA Chiat/Day, San Francisco, to raise interest in the site. ■



The gateway to the latest incarnation of the Levi Strauss & Co. Web site, Levi.com.

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# NBC and InterVU Have Eye For Online Video Web Site

**BY ANYA SACHAROW**—NBC and technology partner InterVU, a video delivery company, this week will launch a video-based Web site called VideoSeeker.com. The site will be available through both that Web address and at NBC.com. Though the network will highlight some of its own programming, the goal is to make the site a comprehensive online locale for quality video material.

InterVU is not looking to compete with other online video technologies such as RealNetworks' RealVideo or Microsoft's streaming video product NetShow. Instead, InterVU and NBC are looking to make online video delivery effortless from all platforms. "My goal is in two or three years to just click and play," said Todd Harris, manager of new content development at NBC Interactive. "There are no plug-ins."

From the technology end, the most difficult aspect of programming online video

is scaling the site for different modem speeds. "To deliver one video file is like moving a whole Web site of text," said Allie Shaw, director of marketing at InterVU.

Content on the site will include sponsorships and contributions from other Web publishers. A video search engine will aggregate and provide links for sites that are now running Internet-based video such as CNN Video Vault and RealNetworks' Timecast Daily Briefing.

MyLaunch Music, an online music publisher, is the partner for music

videos and live performances.

The channel line-up on the site for now includes NBC Showroom, material from NBC network entertainment; NBC Back Lot, interviews with NBC celebrities; and the Rec Room, which contains puzzles and trivia games about NBC stars as well as other video-based games and contests. ■



NBC and InterVU want VideoSeeker.com to be a comprehensive video resource on the Web.

## bits

► **The One Club for Art & Copy**, New York, will recognize the best creative work in interactive advertising at an awards show, One Show Interactive, on Thursday. Judges include CEOs and creative directors of interactive agencies. Winners in seven categories including banners, corporate images and other online advertising forms will be announced. The One Club also runs a well-known awards show each year to honor the best in traditional advertising.

► **N2K**, New York, which stands for Need to Know, renamed N2K Entertainment, its online music division, the Music Boulevard Network. All N2K Entertainment properties—Music Boulevard ([www.musicblvd.com](http://www.musicblvd.com)), Rocktropolis.com, JazzCentralStation.com, ClassicalInsites.com, and star sites DavidBowie.com, StonesWorld.com, LeonardBernstein.com, MilesDavis.com and WyntonMarsalis.com—will now be subsumed under the Music Boulevard Network. J.J. Rosen, formerly senior vice president, general manager of N2K Entertainment, was named president of the Music Boulevard Network.

"Sure, we can reach 31-year-old male vegetarians from Kokomo who earn over \$150,000 as candle makers and are into Persian cats and hip-hop music. **No problemo, babe.**"

### Introducing a new concept in online target marketing. THE TRUTH.

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## Candidate Elects for Banner Blitz

In what could be a harbinger of political strategies to come, Evan Davis, a Democratic candidate for New York state attorney general, has launched a Web site banner ad campaign.

Created by Kaufman Patricof Enterprises and distributed by DoubleClick, both of New York, the first of a series of ads began running Tuesday and should garner 250,000 impressions during the next month. It reads: "A candidate who will not accept corporate contributions. . . Evan Davis for Attorney General," and links to Davis' Web site, which focuses on the issue of campaign finance reform.

More than just a casual surfer, Davis and his wife used the Internet to arrange the adoption of their daughter from China. He said the Web was a natural platform for his campaign.

"It's a tremendously active medium, plus it's a personal medium," Davis commented last week. "It speaks to people very directly, and I think the fact that I'm approaching Internet users through the Internet will be viewed by them as a reason to vote for me."

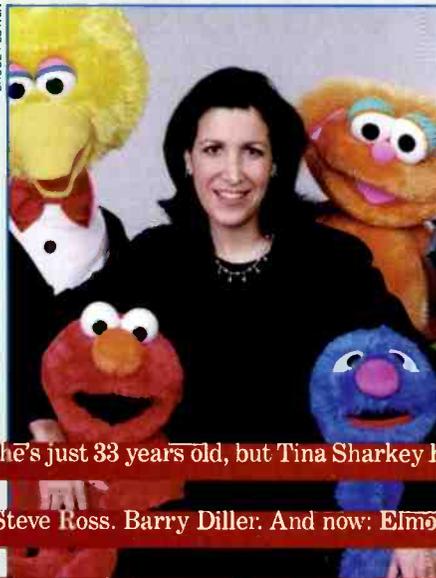
The banner will run on targeted sites in DoubleClick's network, including [www.bigcharts.com](http://www.bigcharts.com) and [www.unitedmedia.com](http://www.unitedmedia.com). DoubleClick CEO Kevin O'Connor predicted that more political campaigns will be advertising online. "I think next time around it's going to be big," O'Connor said of November's election. "I'm excited about trying something new on the Internet."

This is the first political banner effort created by KPE, a unit of New York-based Grey Advertising which developed the Web site for the '96 Clinton/Gore campaign —*Adrienne Mand*

## IQ movers

**Anna Zornosa** joined NetWeb Corp., San Francisco, as COO. She was formerly senior vice president, advertising sales and affiliate development, PointCast, Santa Clara, Calif. . . **OgilvyOne Worldwide**, New York, named **Carla Hendra**, a former worldwide managing director for IBM Direct/Interactive Marketing at the agency, president . . . **E! Online**, Los Angeles, created the new position of Midwest advertising manager and named **Timothy Carroll**, who was a media buyer/planner, Leo Burnett, U.S.A., Chicago, to the slot . . . **William C. Nussey** was named president and COO of iXL, Atlanta. He previously worked at venture capital firm Greylock Management, based in Boston and Palo Alto, Calif.

BRUCE FLOTNER



She's just 33 years old, but Tina Sharkey has worked with some big names in media.

Steve Ross. Barry Diller. And now: Elmo. As group vice president and general

manager of Children's Television Workshop Online ([www.ctw.org](http://www.ctw.org)), Sharkey is

charged with turning some of television's most beloved characters into what she calls "collaborative family entertainment" for pre-schoolers, their older siblings and parents. Replete with familiar Sesame Street faces, the CTW site is an educational tool ambitiously aimed at building community offline within the home, as opposed to on the Net.

The non-profit organization could hardly have found a more qualified community builder. Sharkey's interest in things digital goes back to her first job after graduating from the University of

Pennsylvania. Qualified to work on high-definition TV and video, she later moved on to Frankfurt Balkind Partners, the New York-based ad agency, where as a senior director of client services she met Diller and Ross.

"She's very energetic and ambitious," says Aubrey Balkind, president and CEO of Frankfurt Balkind Partners. "People get taken with her."

Diller was so taken that he brought her over to Q2, the spin-off of home shopping network, QVC. There, Sharkey met iVillage's current chairman and CEO Candice Carpenter; then president of Q2, and the two eventually

conceived and incubated iVillage.

"We said, what if we were to create communities for real people?" Sharkey says. Sharkey spent two-and-a-half years at iVillage and was both a senior vice president of programming and chief community architect there.

With all her experience in building online communities and brand strategy

for established media companies, she moved on last year to CTW, a relative unknown in online circles. "I wanted to run something," Sharkey says. "And I felt like I was ready."

Sharkey had already experienced market-

ing, business development and programming. She had met with iVillage's venture capitalists in Silicon Valley and sat in on enough board meetings. She wanted to apply what she knew about start-ups and what she knew about the heritage of a big brand.

"At first I thought, Big Bird, OK," Sharkey says. "Then I thought, Big Bird, cool."

Sharkey believes her next role will be in a world where television and computers meet. "The installed base of couches in America is bigger than the installed base of home offices," she says. "I want to see what the effect will be." ■



INSIDER

## ONLINE SESAME

By Anya Sacharow



Under Sharkey, the venerable CTW is building offline community online.



Ziff-Davis in print

Ziff-Davis online

Sure, Ziff-Davis is big in print. But CNET delivers a much bigger audience online according to Media Metrix,<sup>1</sup> Relevant Knowledge<sup>2</sup> and @Plan.<sup>3</sup> You'll find the numbers at [www.cnet.com](http://www.cnet.com)\*bigger. And you'll find the audience at the most in-depth tech sites on the Web: CNET.COM, COMPUTERS.COM, BUILDER.COM, DOWNLOAD.COM, NEWS.COM, SEARCH.COM and GAMECENTER.COM. So yeah, go with the biggest. Just make sure you know who that is.



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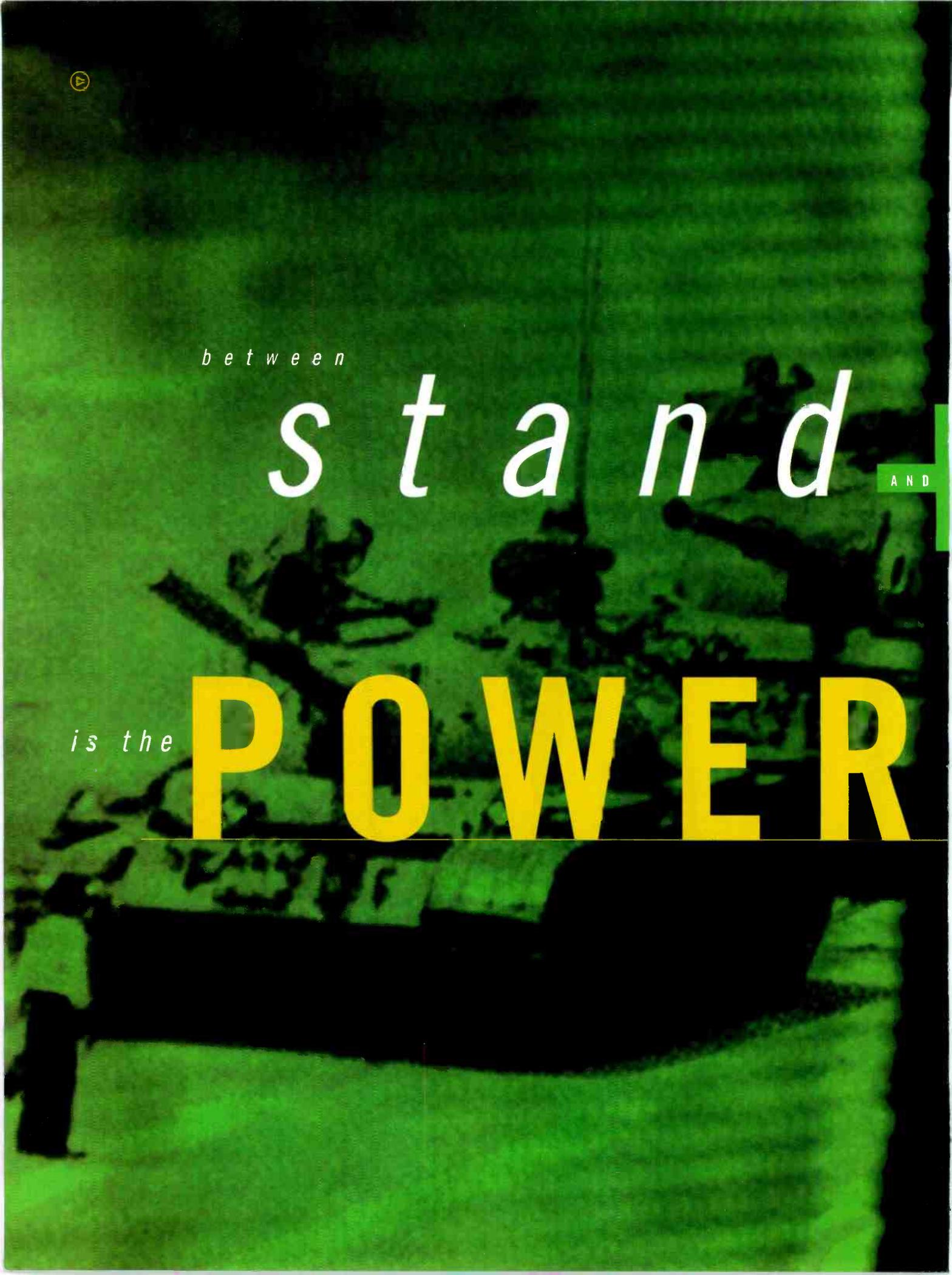
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**P O W E R**







# I'll Take It From Here

Clients are bringing Web site maintenance in-house. **By Bernhard Warner**

**N**obody would call the task of updating advertiser Web sites glamorous work. Whether it's plugging in press releases or switching pot roast recipes, Web revisions are generally heaped on the greenest of greenhorn

media, for the New York-based cosmetics company, figures she has recouped 50 percent of her online marketing budget by handling upgrades for each of Estée Lauder's brand sites.

But if advertisers think taking Web work in house will save money, they're mistaken, says Fergus O'Daly, president CKS, New York, which designed Clinique.com for Estée Lauder. Though O'Daly says CKS encourages clients to assume some of the responsibility of Web maintenance as a matter of convenience, it's no panacea.

The reliance on an ever-changing rotation of freelance programmers, who are typically less skilled than those at agencies, is a common problem. And as needs grow, more specialists—writers, designers, architects, auditors, IP specialists, all of which command higher wages—are required.

"The major brands in this country learned a long time ago you can't spend your time on advertising," O'Daly says. Among the reasons he cites is that ads produced in-house are usually dull compared to those created by agencies.

But at this point, there is evidence that a few advertisers are taking on some of the sexier advertising tasks, while their interactive ad agencies concern themselves with back-end issues such as creating and maintaining databases of online consumers.

Stoughton, Mass.-based Reebok International keeps an in-house staff of full-time copywriters and an occasional freelance reporter on its interactive marketing team. Its mandate? To keep Reebok.com brimming with updated sports and fitness content, says Marvin Chow, director of interactive marketing for Reebok.

Meanwhile, Reebok's Web architect of record, Mindseye Technology, handles tasks a traditional advertising agency might consider drudgery.

"They do the programming. They have control of that," Chow says of Boston-based Mindseye.

programmers. So why are more and more advertisers anxious to take on the mundane responsibility themselves?

To free up cash and time, advertisers say, not to mention eliminating the layers of aggravation that come from dealing with new names and fresh faces at the Web agencies.

"Since we've taken [site update duties] in-house, it's given us so much more flexibility than we had before," says Estée Lauder Companies' Angela Kapp.

Kapp, vice president, special markets and new



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The latter also assembled the database-driven Web site that enables Chow's staff to insert the latest news about its athletes onto the site straight from their desks.

For instance, it was Reebok's in-house team that handled dispatches from Julie Foudy of the U.S. women's Olympic soccer team. Foudy recently traveled to China and sent back reports to Chow's staff. Reebok editors didn't alter her prose, but they still had "to lay it out," he said.

Chow admits "publishing is definitely not our competency.

But we have the resources to get it done."

The biggest resource: access. Reebok signs the checks

for hundreds of pro athletes who wear the company's sneakers and gear; relying on a middle man for the purpose of posting missives from the athletes on the site doesn't make sense.

Some expect the formula will continue to change as more marketers look to convert monolithic, brochureware sites into storefronts. In the beginning, at least, such transactional sites will require more of a partnership between agency and client as fulfillment and customer response engines are required to pull off a sale, says Jim Martin, senior vice president of DVC Interactive, an interactive ad agency based in Morristown, N.J. For now, though, too many major brands are still stuck on version 1.0 of their Web site's development, he adds. And working from a fixed budget, many would be better served saving some money on upgrades and maintenance now so there are a few dollars left over to promote the site, Martin says.

"We might charge \$125 an hour where they probably can hire somebody for \$75 an hour and come out ahead," he adds.

But the extra money doesn't necessarily end up being used for the media buys online publish-

ers so covet. Compared to traditional media, advertisers' online media spending ratio "is way out of whack," according to Brian Sroub, vice president of New York-based Hearst New Media and Technology. For a TV campaign, 80 to 90 percent of the total ad budget goes to the media buy. In online media, even the biggest spenders are allocating approximately 40 percent of the budget to the media buy, he said.

Estée Lauder's Kapp, for instance, says the money the cosmetics company has saved will likely go towards an enhanced email system to better manage the nearly 250,000 registered users of Clinique.com who request the latest information on skin care and product news, she says.

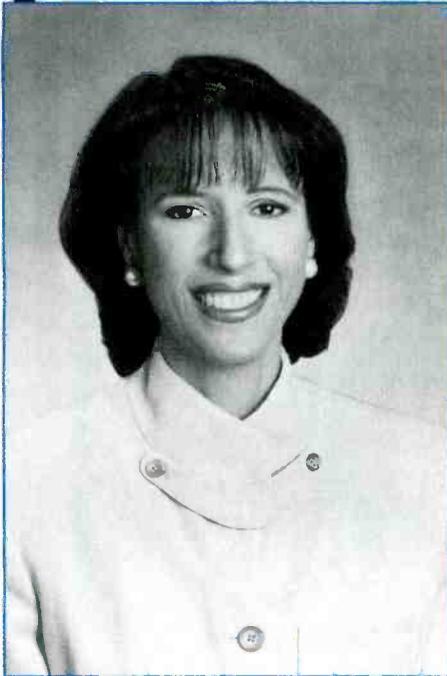
**"The major brands ... learned a long time ago you can't spend your time on advertising," says CKS President Fergus O'Daly.**

While some people insist these are cozy times for clients and their interactive agencies, there remains an obvious, lingering confusion that continues to beset the industry. Emblematic of this maw is the CKS-Clinique relationship. Kapp says the only thing CKS is on the books for is hosting Clinique.com. O'Daly insists the ties go deeper than that. He says he expects the agency will hear from Kapp in a few months when a major redesign is required on the site.

For advertisers, the prevailing disconnect can be traced back to an insistence on accountability. Marketers still agonize over what their agencies are producing for all the tens of thousands they pay them, especially after they were promised so much when the business was first pitched. On the other hand, many Web agencies wonder when working all the long days and weekends is going to mean bigger dollar commitments from clients who spend gobs of dough on traditional media.

In the meantime, quibbling over who handles the minor jobs isn't good business sense.

"The big picture is all about maintaining clients," O'Daly says. "You can stay up night and day, seven days a week and continue to lose money. But you stay in there because you know that important piece of business will recur." ■



**Clients such as Estée Lauder's Angela Kapp (above), and Reebok, are doing more of their own Web site maintenance. Agencies may be on the outs.**

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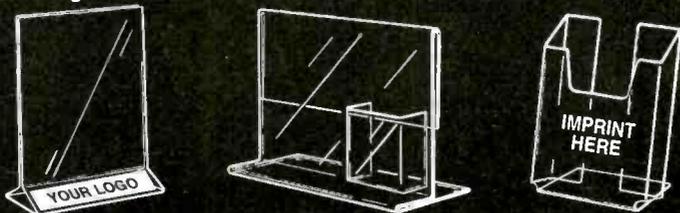
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O'Halloran Advertising, Inc.  
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Prominent auto OEM training co. for  
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'98 rev. \$5.5MM, EBIT \$906K.

Call Geneva's Buyer Svcs Dept.  
714.756.2200 / Ref 132412

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**MERGE OPPORTUNITY**

Well-established NYC agency/  
media buying company seeks to  
merge with, and combine accounts  
with, agency or buying service.

Reply in confidence to:

ADWEEK Classified, Box 4063

1515 Broadway, 12th fl.

New York, NY 10036

Or Call 212-604-4300

*Catch a Creative Genius*  
**ADWEEK  
CLASSIFIED**

**REQUEST FOR PROPOSAL**

**AVAILABLE: MARINA DEL REY FOR YOUR EVENT**

Los Angeles County is seeking proposals for festivals and events in glamorous  
Marina del Rey during 1998 and 1999. Only self-funded events will be  
considered. For a copy of the printed Request for Proposals containing  
additional requirements, instructions, forms and deadlines, contact Mark Hill.

**(310) 305-9586**

Deadline for submission of written proposals for 1998 events is May 18, 1998.

**ATTN: ADWEEK CLASSIFIED ADVERTISERS:**

ADWEEK Classified closes on **Wednesdays at 4:30 p.m.**

All copy and artwork must be in **no later** than **WEDNESDAY**. Copy  
received after Wednesday will be held and run in the next available issue.  
We appreciate your cooperation.

# EMPLOYMENT

## SALES ASSISTANT

Bravo, the Film and Arts Network, has an excellent opportunity for a high-energy, detail-oriented individual to support Sales Staff. You will prepare and maintain media contracts for Acct Executives, act as liaison between Sales & Advertising Agencies, Bravo Scheduling, & film distributors to assure delivery of contractual commitments. Revenue reporting & presentation preparation will round out job responsibilities.

To qualify, you must have a minimum of 1-2 years' administrative experience, preferably in agency or network advertising sales. Proficiency in Excel, MS Word, MS PowerPoint are a requirement. The ideal candidate will possess excellent organizational, interpersonal and communication skills and with a mathematical aptitude. Bachelor's Degree in Business or Communications is preferred.

Competitive salary and benefits with growth potential. For confidential consideration, please send resume & letter of interest with salary requirements to: **Rainbow Human Resources, PO Box 999-MT, Woodbury, NY 11797.**

We are an equal opportunity employer.

## ACCOUNT EXECUTIVE

Downtown, full-service agency looking for self-starting account executive with 2 to 3 years solid experience. Opportunities abound on a fast-paced, multi-disciplined, package good account. Mass Market experience and sports enthusiast a plus. *(Find the type and the job is yours.)*

Fax resumes to 212-477-5642.

## ACCOUNT EXECUTIVE

-NEW YORK-

SRDS, a major publisher of media information, is seeking a detail-oriented and aggressive Account Executive to join our growing Sales Department. You will be responsible for selling display advertising in the Business Publication Advertising Source and the Interactive Advertising Source. The ideal individual must possess 5 years of advertising space sales and/or media buying experience. An understanding of business to business publishing and Internet marketplace is essential. Proven prospecting skills as well as excellent written/oral communication skills a must. Expertise with Powerpoint/Act along with SRDS product knowledge and/or advertising agency experience a definite plus. Travel required.

*We offer a competitive salary and attractive benefits package.*

*For immediate consideration, please mail, fax, or e-mail your resume and salary history, in confidence, to:*

Attn: Human Resources, 1700 Higgins Road, Ste. 500, Des Plaines, IL 60018-5606.

Fax 847-375-5002. e-mail: [tmphrs@srds.com](mailto:tmphrs@srds.com) EOE M/F/D/V

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*Hear the latest? Dictaphone, a leading provider of integrated voice and data management, has an exciting career opening in its Marketing Communications and Creative Services Department.*

### Sr. Graphic Designer/Art Director

You'll take products from conception to completion - conceptualizing and executing cutting-edge graphic solutions to marketing materials, corporate identity, print advertising, convention materials, signage, posters, DM, and package design. To be considered you'll need a Bachelor's degree in graphic design or equivalent and at least 10 years' experience. Strong communication and management skills, in-depth Macintosh knowledge, and commitment and passion for excellence are essential. QuarkXpress, Adobe Illustrator, PhotoShop, Aldus Freehand skills a must. Expertise in design, and demonstrated ability to interpret and deliver projects from start to finish required, as are a strong visual flair and an exceptional command of typography.

Please send or fax your resume to: Dictaphone Corporation, Attn: AWSW, 3191 Broadbridge Ave., Stratford, CT 06497. Fax: (203) 386-8566. E-mail: [hr@dictaphone.com](mailto:hr@dictaphone.com)

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## HELP WANTED

## MEDIA SUPERVISORS /PLANNERS

We are looking for creative, hard working, thinking media professionals. Ideal candidates will have fast food and/or retail experience. Direct marketing experience is a plus. Candidates should have excellent written and oral presentation skills, the ability to run businesses, a strong knowledge of spot broadcast, and a desire for ongoing career development. We offer a great working environment, competitive salary and benefits package. EOE.

Send resumes with salary history to:

Attn: Human Resources

P.O. Box 22399

Baltimore, MD 21203-4399

## PRO MEDIA BROADCAST MEDIA BUYER

Responsible for evaluating, estimating and negotiating a variety of national and local spot radio and television markets. We are looking for an extremely detail oriented, organized person who is able to handle multi tasks. A minimum of two years broadcast media buying experience is required. Computer expertise essential. Please provide a list of your experience, including medium, markets and accounts.

### MEDIA PLANNER

Responsible for planning on consumer broadcast and print accounts. Experience on both national and local broadcast is important. A minimum of two years media planning experience is required. Computer expertise essential. Please provide a list of your experience.

Non-smoking office. E.O.E. Please mail or fax resume and cover letter indicating which position you are applying for to: **Marie Lowe, Pro Media, Inc., 12 Mercer Rd., Natick, MA 01760.**

FAX 508-651-5223

No phone calls please

## MEDIA SERVICES ASSISTANT

Excellent opportunity reporting to SVP-Media Services Worldwide. Responsibilities will include assisting international media, non-media and client services dept., traffic, interface with clients, maintain databases, heavy phones and generate dept. reports. Looking for a computer savvy individual that is professional, highly organized, responsible and can juggle. Minimum 2 years experience in related field. Salary commensurate with experience.

## SENIOR PRINT BUYER

Extremely busy dept. is seeking individual that has a strong print background with client service and sales ability. Candidates should possess superior negotiating skills, be motivated and detail oriented. Knowledge of other forms of media and/or barter experience a plus. Competitive package and benefits.

FAX RESUME ONLY TO:  
**ATWOOD RICHARDS INC.**  
NY OFFICE  
ATTN: MARIA RIVERA  
FAX: 212-599-2525

## FROM HEALTH CARE TO ETERNITY? RESEARCH, STRATEGY AND CONSULTING PROFESSIONAL NEEDED FOR PRACTICE-BUILDING OPPORTUNITY

Senior Health Care Researcher

Research and Strategy Consulting division of the fastest growing communications /PR firm in the U.S. seeks health care research manager. Senior position offering the opportunity to build a health care research practice. Extensive general knowledge of research design and analysis a must, as well as a background working for a pharmaceutical company or health care provider. Strong communication and presentation skills a must. Minimum of 10 years of research and/or healthcare experience required. Unique opportunity for a candidate with an entrepreneurial spirit who wants to be part of a dynamic organization. Fax resume and salary requirements to Debra Rosenthal, KRC Research, (212) 445-8340.

KRC RESEARCH BSMG

## BROADCAST BUYING

Looking for a buyer with 5+ years experience to buy a top 10 market. Experience in both TV and Radio a must. We have an excellent client roster, good benefits and very competitive salaries.

Please send resumes to:

Carvel Mansour  
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1360 Post Oak Blvd., Suite 1900  
Houston, Texas 77056  
Fax: 713-850-1720

## ADVERTISING MEDIA BUYER /PLANNER

Busy Print Media Dept. seeks applicant possessing strong negotiation/communication skills and the proven ability to autonomously manage high profile accounts and excellent relationships within the media community. Active International, the country's premiere barter company and one of the top placers of print media, is located just 20 miles from NYC. We offer an excellent salary/benefits package in a more relaxed setting than Madison Ave.

Please fax resume to:

Attn: JC/SD at (914) 735-0749

No Print Production Please!

## AD SALES

*Integrated Marketing & Promotion*  
17 yr estab trade publisher needs PROVEN rep for *Integrated Marketing & Promotion* magazine. 401K, oceanside office, etc.

Call Joe D.: (904) 285-6020 x200

## NATIONAL ADVERTISING SALES

The Ruxton Group, a sales network of 18 alternative weekly papers distributing 1.8 million copies each week, seeks a sales representative for its New York City office. We are looking for an individual with boundless energy, unlimited enthusiasm and 2+ years experience in either advertising sales or media planning. Other qualifications should include: excellent communication & presentation skills, a working knowledge of technology, and the ability to think creatively.

Excellent salary, commission and benefits package. For consideration please fax cover letter and resume to: Michele Laven at (602) 238-4805.

## FILM & TV JOBS

Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For info., *Entertainment Employment Journal*: www.eej.com (888) 335-4335

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The Advertising Club of New York's Public Service Committee is looking for a few good account people, creatives, media buyers, producers, etc. to create award winning TV and print campaigns for NYC's non-profit agencies.

Call Traci at the Ad Club,  
(212) 533-8080  
for more information.

## JUNIOR BUYER POSITION AVAILABLE

Media-Barter Co. seeks Assistant/Jr. Buyer with 1-2 years Broadcast experience. Barter experience a plus. Salary commensurate with experience. Great hours, ideal location, positive atmosphere! Fax resumes to:

212-297-0104

## RATES for Employment and Offers & Opportunities

MINIMUM: 1 Column x 1 inch for 1 week: \$164.00, 1/2 inch increments: \$82.00 week. Rates apply to EAST edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

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

## Classified Asst: Michele Golden

**HELP WANTED**

**SENIOR FINANCIAL WRITER**

*A I M Management Group Inc., based in Houston is one of the nation's top mutual funds managers and we're experiencing tremendous growth. Our atmosphere provides all the excitement of a new company combined with the comfort and backing of a solid organization. This is your opportunity to join AIM Management.*

*You will be responsible for creating, writing, updating, and producing public and broker sales literature for the AIM Family of Funds. You will also serve as project manager, coordinating schedules, design, and production for assigned projects. This position requires a minimum of 5 years experience as a writer or communications associate and a Bachelor's degree in marketing, journalism, or English. The ideal candidate will possess superior writing and editing skills, have excellent project management skills and a thorough knowledge of PC's and Windows-based software. Experience working for a mutual fund company or with investments areas of insurance companies and financial institutions is preferred. Code: SRFW*

*AIM offers a comprehensive benefits package, excellent training program and an opportunity to work with state-of-the-art technology within a highly professional atmosphere. Qualified candidates please submit a resume and salary requirements to Human Resources-ADWO420, Code: \_\_, P.O. Box 4333, Houston, TX, 77210-4333 or fax to 713/214-7565. Or email jobs@aimfunds.com (no attachments). AIM uses resume scanning technology. When faxing and mailing your resume, please use a 12 point font with minimal use of bullets, italics, underlining and bolding.*



*We're an equal opportunity employer.*

Visit our web site at [www.aimfunds.com](http://www.aimfunds.com)

**GROW WITH US**

*Abramson Ehrlich Manes, one of Washington's most renowned advertising agencies is expanding rapidly. If you have the right skills, experience and motivation, this could be your opportunity to join us at a very exciting time in our agency's growth. We offer competitive salaries and excellent benefits, including 401K. Please fax or mail resumes to the attention of the HR Director. No phone calls, please.*

**ACCOUNT SUPERVISOR**

Account professional with 5 or more years of agency experience needed to supervise insurance, franchise and automotive after-market accounts. Strong supervisory, oral and written communications skills required, along with the ability to organize and manage multiple clients. Must have a working knowledge of accounting, consumer media, print and broadcast production. Proficiency with Macintosh systems preferred.

**ACCOUNT EXECUTIVE**

Account professional with a minimum of 2 years of agency experience needed to service a number of fast-paced clients. Must be responsible, diligent and organized. Lottery experience a plus. Position requires proven oral and written communications skills. Knowledge of Mac based systems preferred.

**AbramsonEhrlichManes**

1275 K Street, N.W., Washington, D.C. 20005  
Facsimile 202.789.2596

EEO

**SALES PROFESSIONAL NEEDED**

Leading magazine company has a top metro NYC sales position open for a dynamic, energetic self-starter. 2-4 years selling experience; an understanding of consumer magazines and new media companies a plus. Creative thinker, great presenter, hard worker and proven go-getter all required. Travel required. Generous pkg. of salary & comm & benefits.

*Fax resume & sal. history to:*

Daniel at (212) 536-5353

**"For Marketing Professionals, It's Like Heaven On Earth."**

**Why CA?** Just ask any of our 11,000 employees in more than 43 countries and they'll tell you why. We're the world's leading independent business software company, offering more than 500 software products from systems management to database and application development to all kinds of business applications like manufacturing and financials. We make more kinds of software for more kinds of computers than any other company in the world. Immediate opportunities exist in our ISLANDIA, NY office.

**Writers** We are looking for talented writers for our corporate marketing department. Must have experience writing compelling copy for all types of marketing collateral -- annual reports, brochures, product literature, direct mail, etc. Ability to turn assignments around quickly and a good eye for design are advantages. A minimum of 3 years experience writing promotional copy is preferred.

We offer a generous compensation package with a long list of benefits that nobody else can match, including 401(k) and profit sharing plans, company-paid medical and dental coverage, on-site daycare and fitness centers, tuition reimbursement and tremendous growth opportunity. Please call or send your resume today.



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Or E-mail your resume in ASCII text to: resumes-usa-r1@cai.com  
Or visit our Web site at: [www.cai.com](http://www.cai.com)

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**ADVERTISING SALES REPRESENTATIVE**

The U.S. Chamber of Commerce seeks an Advertising Sales Representative based in New York to sell display advertising for *Nation's Business* and *The Business Advocate* magazines. Successful candidate must possess 5+ years national magazine advertising sales experience. Base salary plus commission with excellent benefits. Fax cover letter and resume stating salary history to: (202) 463-5328 or send to:

**U.S. CHAMBER OF COMMERCE  
Human Resources Department  
1615 H Street, N.W.  
Washington, DC. 20062-2000**

**For more information about the U.S. Chamber, visit our website at [www.uschamber.org](http://www.uschamber.org)**

EEO



## HELP WANTED

**BRAND  
COMMUNICATIONS  
MANAGER****Cupertino, CA or  
Melville, NY  
(Long Island)**

Symantec is seeking a branding pro to push our award-winning software products to the next level. In this pivotal role, you will develop and validate product positioning and messaging, and create globally acceptable product names and identities. You must have expertise developing messaging and brand identity for major consumer brands in either software or packaged goods, a BA/BS in Marketing Communications or equivalent, and excellent written and oral communication skills.

For more details on this job and other opportunities, visit our website at: [www.symantec.com](http://www.symantec.com). Please send your resume to: [jobs@symantec.com](mailto:jobs@symantec.com) or mail to: Symantec Corporation, Job Code: 98-0000740, 10201 Torre Ave., Cupertino, CA 95014. EOE. We value the diversity in our workforce.

**SYMANTEC****Dynamic Strategies**  
*for a Changing World.*

Successful sales has always taken imagination and energy. R.R. Donnelley & Sons Company, a Fortune 500 company with \$4.9 billion in sales, is the world's largest provider of print and information-related services. If you're ready to turn the corner on earning potential and an upward bound career track in sales with our **On-line Services** Group, we would like to talk to you.

**Internet Ad Sales Representative  
Manhattan Office**

- at least 2 years outside sales experience
- a high degree of computer literacy
- a college degree or equivalent
- excellent business development skills
- strategic thinking & flexibility
- ad agency sales & web advertising experience a definite plus

We provide a highly competitive compensation plan with exceptional long term income potential and an excellent benefits package.

For confidential consideration, please submit your resume (no phone calls, please) including salary history/requirement to:

**John Ladner, Sales Recruiter, R.R. Donnelley & Sons Company,  
77 W. Wacker Dr., 18th Floor, Chicago, IL 60601-1696.  
FAX: 312/326-7113. E-mail: [john.ladner@rrd.com](mailto:john.ladner@rrd.com)**

R.R. Donnelley & Sons is an Equal Opportunity Employer and diversity candidates are encouraged to apply.

**RR DONNELLEY  
& SONS COMPANY****GRAPHIC  
DESIGNER**

Challenge, responsibility, creativity. They all come together at Caldor, a \$2.5+ billion upscale discount retailer. We seek an imaginative professional with the ability to thrive in a fast-paced retail environment to join our advertising/in-store media staff at our Corporate Headquarters in Norwalk, CT.

This high profile position is responsible for projects from concept to completion. You will create products for silk screen, offset and photographic C-print production; work in spot color and process 4-color; supervise fashion photography and negotiate print services. You must have at least an Associate's degree in Graphic Design or related programs and Macintosh design experience including Quark, Photoshop and Illustrator. Experience creating camera ready digital files and a retail design background a plus.

We offer an excellent salary and benefits package. For prompt consideration, please fax (203)849-2135 or send resume to: **Human Resources, Dept. GD/AW, The Caldor Corporation, 20 Glover Avenue, Norwalk, CT 06856.** We will respond to qualified candidates only. EOE.

**CALDOR**

Our People Make The Difference

**DIRECTOR OF  
MARKETING****ABC Television Network  
New York, NY**

ABC is seeking an individual, with broad marketing expertise and vision, as well as a solid understanding of multimedia and integrated marketing disciplines, to lead and develop a staff of eight.

Position requires a minimum of 7+ years' media and spot television experience and at least 3 years in a supervisory capacity. To qualify, you must have the ability to identify target accounts and develop successful programs/presentations to generate new revenue. Familiarity with major syndicated market research sources and analytical tools, and the ability to manage budgets and handle vendor negotiations are also required. Strong written and verbal communication skills are essential.

For confidential consideration, forward resume to: **Employee**

**Relations  
Department, ABC,  
Inc., Dept. SS-NTS,  
77 West 66th  
Street, New York,  
NY 10023.**



An equal opportunity employer m/f/d/v

**DIRECTOR, NEW PRODUCTS  
& SERVICES DEVELOPMENT**

As a national provider of health and community service, we are currently seeking a dynamic individual to serve as our **Director, New Products & Services Development.**

You will be responsible for overseeing, directing and performing overall management of the creative and technical development activities associated with educational program/products. Position involves ensuring the full life-cycle development of products and services from "concept to delivery", with emphasis on your ability to lead/direct large project teams and manage multiple priorities.

**Requirements** include a Master's degree in a relevant discipline (i.e. Business Administration, Marketing, Public Health Education) or related education; doctoral degree preferred. Must possess a minimum of 5 years experience in product development. A background in corporate marketing as well as the administration of public health and safety education programs is strongly desired. Qualified candidate must also possess excellent written/verbal communication, managerial, leadership and negotiation skills.

We offer a comprehensive benefits package which includes health, dental and life insurance options. To apply, please submit resume to: **BHA, Box 053, 8300 Greensboro Drive, Suite 950, McLean, VA 22102 or FAX: (703) 903-0577.** Equal Opportunity Employer.

**JR. ACCOUNT EXECUTIVE**

• New York •

SRDS, the leading publisher of media information, is seeking an aggressive professional to join our growing sales department.

The ideal candidate will possess 2 years experience in a media/marketing department, as well as strong sales ability. A sales or marketing background is preferred. Excellent written/oral communication and organizational skills essential.

This is an excellent opportunity to gain knowledge of SRDS and move into an Account Executive role.

We offer a competitive salary and an attractive benefits package. For immediate consideration, please mail/fax your resume in confidence to: **SRDS, Attn: Karen, 366 Madison Avenue, New York, NY 10017-3122.**

Fax: 212-503-1058.

EOE M/F/D/V. [www.srds.com](http://www.srds.com).**SRDS**®

## HELP WANTED

**HOT SOHO  
MARKETING  
AGENCY**

Fast-paced Soho marketing agency seeks strategic minds to manage high profile accounts. Experience in the promotion of spirits, beer and other luxury goods a plus.

**WE'RE LOOKING FOR:**

**CREATIVE/COPYWRITER**  
(5 YRS. EXP.)

**PROMOTION ACCOUNT EXECUTIVE**  
(1 YR. EXP.)

**PROMOTION ACCT SUPERVISOR**  
(5 YRS. EXP.)

**PUBLIC RELATIONS ACCT EXECUTIVE**  
(3 YRS. EXP.)

If you are a motivated self-starter, interested in working hard and having fun, please fax resume & salary requirements to

Fax: 212/625-1360

**GRAPHIC DESIGNER**

Needed for NYC Ad Agency. Must have 2yr exp creating dsgns for ads, web pages, brochures, logos & promo mtrls; using Quark Xpress, Adobe Illustrator & Adobe Photoshop.

Respond to:

HR Dept,

Stein, Rogan & Partners,  
440 Park Ave S, NY, NY 10016

**RESEARCH DEMANDS A  
CERTAIN CHARACTER.**

Children's Television Workshop is the award-winning publisher of Sesame Street Magazine, Sesame Street Parents, Padres de Sesame Street, Kid City, and Contact Kids. We have the following, excellent and challenging opportunities for highly analytical professionals to meet the research needs of our

advertising sales, marketing, circulation, and direct marketing departments:

**MARKET RESEARCH MANAGER  
PRINT AND ONLINE**

Will be responsible for managing research for our magazines, on-line, and direct marketing efforts. To qualify, you must have 3-5 years' experience in magazine publishing research with a demonstrated expertise in syndicated databases, such as MRI, JD Power, and PIB. In addition, you will need a thorough understanding of both qualitative and quantitative research methods. Experience in direct marketing and new product development is desirable, as is exposure to the children's/family publishing industries. Strong multi-tasking, interpersonal, and diplomatic skills are essential.

**SENIOR MARKET RESEARCH ANALYST  
PRINT**

In this vital role, you will support the activities of the Market Research Manager and process daily and long-term project requests. To qualify, you must have at least 2 years' experience in magazine publishing research with a demonstrated expertise in syndicated databases, such as MRI, JD Power, and PIB.

For both positions a background in New Age Media Systems and MS Office is an asset. Excellent oral and written communication skills are expected.

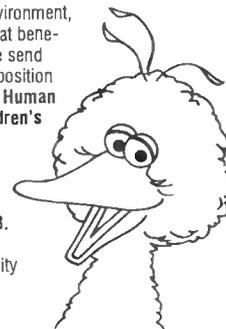
Along with our innovative, upbeat environment, we offer competitive salaries and great benefits. For prompt consideration, please send your confidential resume, indicating position desired and salary requirements, to: **Human Resources Dept. EC-R, Children's**

Television Workshop,

1 Lincoln Plaza,  
New York, NY

10023. FAX:  
(212) 875-6088.

We are an  
equal opportunity  
employer.



Sesame Street Muppets © Henson

**Seeking HOT Creative Director**

Are you:

- ... tired of cliches, looking to cut some edge
- ... bored with the current state of Latino creative
- ... able to deliver world-class creative
- ... inspiring on paper and in person
- ... anxious to pursue clients with creative cojones

We're a hot creative shop (with a global network) making waves in the world of Latino creative. If you're an associate creative director or creative director and fit the above description, you're on our wavelength. Could you stay focused on work living in sun-drenched Miami? Can you direct and manage as well as you create? Would you like to help build an agency with a unique view of Latino culture? Want more say in the agency you live in? Then send your resume and a letter describing the nature of your discontent with Hispanic marketing. And a little about your vision of a better Latino ad agency. **ADWEEK Classified, Box SE00814, 1515 Broadway, 12th Floor, New York, NY 10036.**

**ACCOUNT MANAGER  
BUSINESS WEEK ONLINE**

Business Week is seeking an account manager to sell advertising for Business Week Online. The position will be responsible for east coast based accounts, calling on both current clients and prospects. Primary responsibilities include the proactive process of generating online ad revenue - additional responsibilities include creating targeted presentations, responding to requests for proposal and developing innovation ad programs. Minimum 2-4 years previous sales or agency experience in new media preferred but not required. Excellent written and verbal communication skills. Bachelors degree also preferred. Candidate should have a knowledge and passion for new media.

Please forward a scannable resume with cover letter & salary requirements to:

**The McGraw Hill Companies**

1221 Avenue of the Americas, 45th floor, Dept. AG  
New York, NY 10020

Equal Opportunity Employer M/F/D/V

**NATIONAL ACCOUNT MANAGER EAST COAST**

Publisher of 10 national magazines seeks an experienced Account Executive to sell co-op mail programs delivered to subscriber base of over 13 million readers. Responsibilities include new business development and retention of current client base with the packaged goods industry on the east coast. Position requires travel and occasional trade show attendance.

Ideal candidate will offer a bachelor's degree in business or sales/marketing and at least 5 years direct sales experience. Knowledge of packaged goods industry, strong communication and organization skills, energy and enthusiasm required.

We offer a competitive salary and excellent benefit package including but not limited to profit sharing and 401 (K) savings. Send or fax resume and salary requirements in confidence to: **Human Resource Dept., Reiman Publications, 5400 South 60th Street, Greendale, WI 53129. (414) 423-3840.**

**ACCOUNT EXECUTIVES**

We're a rockin' proven new media company in Hollywood looking for a cool but mature AE with at least one year experience in web dev. Pkg gds/fashion/beauty/ent clients desired. Must be articulate, motivated and a pro. Coordinate web development, maint, strategy & mktng. Based in LA, travel to NYC.

Send resume to  
ybravo@zentropy.com  
or fax to 213-993-9818

**ACCOUNT PLANNERS**

Oppty's at award winning ad agencies for **account planners** skilled in developing insight based, brand-building communication **strategies**. Levels range from 3 yrs. to senior; salaries range, from \$60-175K+.

**Ada Alpert**

**Alpert Executive Search**

212-297-9009 Fax: 212-297-0818

E-mail:

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Growing publishing firm is seeking an assertive, successful and smart salesperson to take on and grow existing products. We work with the leading National Business publication in the U.S.

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We offer an excellent compensation package, 401K, and benefits. You must be able to work from our Somerset, NJ office--only 50 minutes from Manhattan on NJ Transit, or Rte 287, exit 12.

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**Hemisphere Inc.**

732-764-0255

No phone calls please.

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**GSD&M is looking for a few good media buyers for its Austin office:**

**Senior Broadcast Buyer** with 5+ years of experience negotiating TV and radio in top 20 markets.

**Print Buyer** to handle newspaper placement for leading telecommunications client.

Please forward résumés to:

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 828 West 6th Street • Austin, TX 78703  
 Fax: (512) 427-4845  
 Email: carla\_graydon@gsdm.com

## ADVERTISING

Executive recruiter is looking for advertising passion, creativity and leadership. Our clients include large multinationals in major cities; blue chip regional and smaller creative shops throughout the US. All assignments are active. Most include full relocation.

- Art Directors & Copy:** Consumer, B to B, Interactive, Sales Promo...\$30-85+K
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- Direct:** Strategic acct. managers, DB and media:.....\$50-95K
- Media:** Buyers, Planners, Sup.,-AMD's, Interactive, special needs for NYC & MW:.....\$35-\$100
- St. Plng:** Established Dept's - qualitative and creative focus.....\$50-110K

*All inquiries in strict confidence.*

Fax resume w/CL and Salary hist. to:

**Graphic Arts Marketing Associates, Inc.**  
 734-854-5224

or visit our web site @ [www.graphicartsmarketing.com](http://www.graphicartsmarketing.com)

## SALES/MARKETING COORDINATOR

Major magazine company needs a highly motivated & well-organized assistant to work with our publisher. You should have a college degree, a great phone manner, and proficiency with Windows 95 and ACT! Software. You must be attentive to detail and at ease in a fast-paced office. And you should have at least one year experience.

**Fax your resume & salary history to:**

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 advertising

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The world's largest producer of live, family entertainment (Virginia based) needs qualified individuals to be responsible for managing a brand and future marketing initiatives, throughout the entire organization, as well as with the variety of outside agencies, suppliers and partners. This position requires a four-year degree in marketing or a related field and a minimum of three years marketing experience, preferably in the live entertainment industry. An MBA is a plus. Candidates must have strong organizational, analytical and communications skills, with experience leading multi-functional teams, managing a P&L and developing consumer/trade promotions.

**Send resume with salary requirements to BMS/BW,  
 PO Box 3277, McLean VA 22103**

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**ACCOUNT EXECUTIVE**-Retail food and couponing experience. Must have strong presentation skills & excellent verbal/grammar skills. Some travel required.

**COPYWRITER**-Experienced writer with knowledge of the food industry.

**ART DESIGNER**-With print experience in Quark, Illust, Photoshop; web design/HTML coding. CGI scripting a +.

**ART/MULTI-MEDIA DESIGNER**-PC/MAC, with experience organizing & designing start to finish. Programming knowledge a +. Must have experience w/Director 6, sound editing and video capturing for cd-rom & web.

**ART/MULTI-MEDIA PROGRAMMER**-PC, with full project experience. Design knowledge a +. Must have exp. w/Director 6, Lingo, database mgmt.

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- ACCT DIRECTORS.....To \$100K

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- AEs.....\$30-75K
- TRAFFIC COORDS.....\$35-48K

**Please Fax to Kim Tannu  
 212-818-0216  
 Call 212-818-0200**

## ACC'T COORDINATOR ASS'T ACC'T EXECUTIVE

DCA Advertising has several challenging positions available in Account Services for bright, assertive and energetic individuals with strong verbal communication skills. Account Coordinator position requires at least 1 yrs. exp. as an account coordinator plus some advertising/marketing internship experience. Ass't. A/E position requires **Japanese bilingual skills** plus a minimum of 2 yrs. account services experience. Must be proficient in Word and Excel. Excellent benefits.

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## REACH YOUR AD COMMUNITY ADWEEK MAGAZINES

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**WANTED -- REAL LIVE -- IN NEW JERSEY.**

*A fast growing Fort Lee agency is looking for a few good creative people to work on a variety of regional and national accounts.*

**Art Director**--Five plus years experience, must be proficient in Quark, Illustrator and PhotoShop. DM experience a plus. Good sense of humor a big plus.

**Junior Art Director**--One to two years experience. Mac experience. Good sense of design. Willing to pitch in and help on a variety of accounts and learn at the same time.

**Writer**--Three to five years experience. Able to concept. Able to work in team environment. Retail and DM experience a big plus. Needs to be flexible. Willing to work hard and enjoy a few laughs along the way.

**Traffic**--Entry level. Organized, motivated. Help us keep the work moving. Computer skills. Word, Excel.

**Fax resume and salary requirements to:**  
201-346-1186

**Award-winning design firm seeks award-winning  
CREATIVE DIRECTOR**

The Designory, inc., currently seeks a group creative director. You'll design collateral for one of the most powerful brands in the world.

You'll direct some of the most talented people in the business. But you'll need more than just a great book to succeed. You will need proven leadership skills, client skills, and presentation skills. And while automobile experience certainly won't hurt, it's not a prerequisite. We're looking for creativity, passion and attitude.

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Fax: 562-491-5225 No calls please. Equal Opportunity Employer

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The gay-owned newspaper



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**GAY ENVIRONMENT:** Gay Press Alliance, Inc. is a multi-periodical publishing company. Its flagship product LGNY is NYC's Fastest Growing Gay Newspaper. We are seeking professionals in the following positions:

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A seasoned Sales Professional with a proven record in a multi-periodical publishing company. The successful candidate for this key position must have:

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  - Three to five years' experience in progressively responsible management positions &/or college level courses (Degree Preferred).
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The qualified candidates we seek will possess a minimum of 1+ years experience in selling classified advertising or publication advertising telephone sales. Generous compensation plan — Earn to \$45k+

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LGNY/ Gay Press Alliance, Inc.  
150 Fifth Ave, #600/ New York 10011  
Ph: 212-691-1100, ext. 12 Fax: 212-691-6185

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45 Christopher St., New York, NY 10014  
visit our website at [www.dmoc-inc.com](http://www.dmoc-inc.com)

**ACCOUNT EXECUTIVE  
WITH PORTFOLIO**

Baltimore agency with international clients seeks strategic thinker with impeccable client skills. If you have 5+ years of experience and a passion for travel and beer accounts--e-mail your qualifications to: [bcastelletti@tcgadvertising.com](mailto:bcastelletti@tcgadvertising.com)

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Dynamic new sports publishing and marketing company seeks smart ad rep. This is a ground floor opportunity for a hard working closer with a minimum of 2 years of experience and success with national and regional accounts. NYC area based. Competitive package to the entrepreneur ready for the hottest sports concept of the 21st century.

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Research and Strategy Consulting division of the fastest growing communications /PR firm in the U.S. seeks corporate image and reputation research manager. Senior position offering the opportunity to work with high profile clients with responsibility in client/team management and sales. Thorough understanding of strategic research in the development of corporate image campaigns essential. Must have a minimum of 10 years experience in research design and analysis. Strong communication and presentation skills a must. Unique opportunity for the right candidate. Fax resume and salary requirements to Debra Rosenthal, KRC Research, (212) 445-8340.

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Fax: (212) 557-3848

EOE m/f/d/v

**FINLAY**

## HELP WANTED

## PUBLIC RELATIONS POSITIONS

PR/Promotions group at fully integrated marketing communications agency has immediate opening for two separate positions:

## 1. ACCOUNT SUPERVISOR, Public Relations

Challenging Account Supervisor position. Individual must have 6-9 years experience in public relations, marketing or communications. Strong knowledge of media relations, business-to-business marketing, product service marketing, strategic planning, event marketing, promotions, public affairs & employee communications required. Supervisory experience mandatory. Travel necessary.

## 2. PUBLIC RELATIONS MANAGER-Media Relations/Publicity Pro

PR Manager position with 2-4 years prior experience. Must have very strong media relations skills and be internet savvy. Position also requires event marketing and promotions and strong publicity experience.

Please indicate which position you are applying for and send resume and salary history with reference code to:

Human Resources/PR (Ref code 01)  
Kirshenbaum Bond & Partners  
145 Sixth Avenue, New York, NY 10013  
Fax: (212) 463-8643 Url: www.kb.com

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National consumer travel magazine seeks hard-working, self-starter to be full-time Circulation Coordinator. Unique opportunity for growth and advancement in this dynamic organization. At least 1 year experience required in a similar position. Send resume and salary requirements to:

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NY, NY 10118  
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(No phone calls please.)

## ACCOUNT EXECUTIVE

Develops advertising opportunities and cultivates and manages advertisers for Online Web site. Works closely with the Online national sales manager and USA TODAY sales staff to develop sales presentations for clients, write proposals and extend the sale into a long-term relationship. Requires a college degree and 2-4 years experience in marketing or advertising with some advertising sales experience; must understand the competitive web marketplace and be able to work in a fast-paced environment. Contact: Rodney Robinson, Nat'l Online Sales Manager, 703.558.8050 or rrobinson@usatoday.com

USA TODAY Online

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WRITER

needed by well established mid-town full service agency.

Please fax resume to:  
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ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, **you need to advertise now.** Call for info 1-800-7-ADWEEK.

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

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Call M. Morris at 1-800-7-ADWEEK  
or just Fax it to: (212) 536-5315

## MEDIA PLANNER AND MEDIA BUYER

Washington, D.C. AD Agency is looking for a **Senior Media Planner** w/min 5 yrs. exp. Must be able to develop thorough, thoughtful creative media recommendations; must be a confident and effective presenter. We offer diverse client and broad media planning opportunities.

Our **Media Buyer** must have min. 3+ yrs. buying radio, tv. Should be an aggressive, negotiator w/exp. in top 20 markets. We offer competitive salaries and good benefits.

Fax resume w/salary history to:

**Adworks, Inc.**

Attn: Joan Edelin or fax 202-739-8204

or mail to 2401 Pennsylvania Ave, N.W., #200 Washington, D.C. 20037  
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## NOW, WE NEED SOMEONE JUST AS GOOD.

Publisher at top NY-based magazine company needs an efficient, highly organized, and articulate assistant to help manage workload for multiple salespeople in a fast-paced environment. You must be professional in demeanor, intelligent, service-oriented on the telephone, and skilled in the usual computer software. At least 3-5 years experience required. Generous salary and benefits.

Fax resume to:

212-536-5353 Attn: Sonia

We're an Equal Opportunity Employer.

NATIONAL CATEGORY  
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International monthly business magazine with strong presence in Latin America - the hot market - seeks top notch sales talent to join its team. We are looking for a self-starter who wants to join one of the fastest growing business magazines. *Top income potential.*

Fax resume to Sabrina Crow at  
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## Ad Ag./Brand Consulting

1 Ass. Media & Research  
1 Copy Writer/Art Director  
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FREELANCE  
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**1-800-7-ADWEEK**

## CALENDAR

**New York Women in Communications** will present the **1998 Matrix Awards** at a luncheon today at the Waldorf-Astoria Hotel in New York. This year's recipients include Rochelle Udell, editor-in-chief, *Self* magazine; Phyllis McGrady, executive producer, ABC's *PrimeTime Live*; and Janet Robinson, president and general manager, *The New York Times*. Contact: 212-880-8286.

**American Women in Radio and Television** will present the annual **Gracie Allen Awards**, honoring trailblazers in the radio and TV businesses, April 27 at Lincoln Center in New York. Talk-show host Gayle King will serve as mistress of ceremonies for the black-tie event. Contact Vi Shields at 703-506-3290.

**The IRTS Foundation** will present a **newsmaker luncheon focusing on "The Art of Branding in Changing Times,"** April 28 in the Grand Ballroom of the Waldorf-Astoria Hotel in New York. Contact Marilyn Ellis at 212-867-6650.

**The American Business Press** will hold its **spring meeting** May 3-6 at the La Quinta Resort in La Quinta, Calif. Contact the ABP at 212-661-6360.

IDG will present an all-day **"Global High-Tech Marketing Briefing"** for marketers and ad agencies May 12 at the Marriott Marquis Hotel in New York. The agenda includes sessions on Internet messaging, international marketing strategies and emerging markets. Contact Volker Heistermann at 888-755-5283.

## Media Notes

## NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

**Fox Airs First Women's Tennis**

Fox Sports has reached agreement to broadcast final-round coverage of the Toshiba Tennis Classic in San Diego in 1998 and 1999. This year's finals, set for August 8-9, will be the first women's professional tennis event Fox has ever televised. The tournament is part of the Corel WTA Tour, which this year also will have its events televised on NBC, CBS and ABC.

**Classic Sports Hikes NFL Show**

Classic Sports Network and parent network ESPN tonight will debut *Replay: The History of the NFL on TV*. The 90-minute special will run on ESPN first tonight at 8:30 p.m. and twice tomorrow and will profile the rise of pro football on television. The special features rare footage, as well as television and football luminaries who made the game a media phenomenon. Classic Sports, which commissioned NFL Films to produce the special, will air it on Saturday, April 25.

**Sports Biz Pub Set to Debut**

Street & Smith's next week will launch *SportsBusinessJournal*, a weekly magazine devoted to sports business, including sponsorships, licensing, player contracts, media and statistical research. The title will have a guaranteed distribution of 22,500. Street & Smith's is a division of American City Business Journals, parent company of Advance Publications, which publishes *GQ*, *Vogue* and *Vanity Fair*.

**Outdoor Life Goes Green**

The Outdoor Life Network last week announced it will devote the entire day on April 22 to shows on conservation in recognition of Earth Day 1998. The

network, which along with sister network Speedvision recently received an investment infusion from Fox Sports, will offer about 20 consecutive hours of conservation-themed shows. As part of the special programming day, the network will debut four original specials, including *Outside Magazine: Hudson Riverkeepers*, which looks at the efforts to clean New York's Hudson River, and *Capture in the Jungle: Saving Malaysian Elephants*.

**Lachman Pulls Inside Job**

King World Productions has upped Charles Lachman to sole executive producer of *Inside Edition*, effective in September. Lachman joined KWP's syndicated newsmagazine as executive managing editor when it launched in January 1989, then

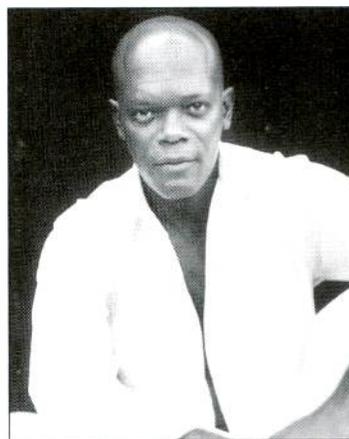
was promoted to co-executive producer in February 1995. Prior to that, Lachman was managing editor at Fox-owned WNYW-TV in New York.

**Nielsen Meters N.C. Market**

Nielsen Media Research has added metered-market service in Greensboro-High Point-Winston Salem, N.C. This brings the total number of Nielsen metered markets to 39, representing 59.6 percent of the U.S. The market is ranked 46th in the U.S. with 577,070 TV households. The service will start out with 400 sample households and expand to 450 in April 1999 and to 500 in April 2000.

**Tribune Ent. Taps Koman**

Liz Koman has been named senior vp/advertising sales for



**Jackson will host—and compete in—MTV Movie Awards.**

## Sam Goes To the Movies

MTV president Judy McGrath last week announced that Samuel L. Jackson will host the 1998 MTV Movie Awards. The seventh annual awards show will air June 4 and fol-

lows last year's record-setting ceremony, which drew a 3.9 rating. Jackson is also a nominee, in the Best Male Performance category for his role in *Jackie Brown*; among other contenders in the category is *Titanic* star Leonardo DiCaprio, who was left out of Academy Award nominations. MTV's nominations for Best Movie include *Austin Powers*, *Face/Off*, *Good Will Hunting*, *Men in Black* and *Titanic*.

# Media Notes

CONTINUED

Tribune Entertainment Co. Based in New York, she will be responsible for overseeing all ad sales activities for Tribune Entertainment programming. She joined Tribune from CBS-owned Eyemark Media Sales, where she was vp/eastern sales manager, responsible for managing barter sales operations, overseeing upfront sales, developing pricing strategies, and helping with acquire third-party programs.

## Spending on Branding Up 18%

Corporate ad budgets were up 18 percent in 1997 over 1996, according to the latest Association of National Advertisers' survey of the nation's largest advertisers. Eighty percent of survey respondents reported that the main objective of corporate campaigns is to increase consumer awareness, enhance company image and strategically position or brand the company. The study was conducted in conjunction with Corporate Branding Partnership, in association with the *Wall Street Journal*.

## News Groups Choose ENPS

ESPN, CBS News and Independent Television News have all selected the Associated Press' Electronic News Production System as their newsroom computer system. ENPS manages all phases of news production, from story assignments to live broadcasts. The system combines text, audio and browse-quality video at the desktop and features a fully-integrated search engine. Its functions include script writing, program timing, prompting, planning, contract management, messaging, news wire management, archiving, on-air control and complete off-line and remote-access capabilities for field staff. At CBS, ENPS will

replace several different systems currently in use on some 400 workstations for CBS News reporters, editors and producers. Both ESPN and ITN are replacing 400-workstation Avid-BASYS systems.

## Papers Log Record Growth

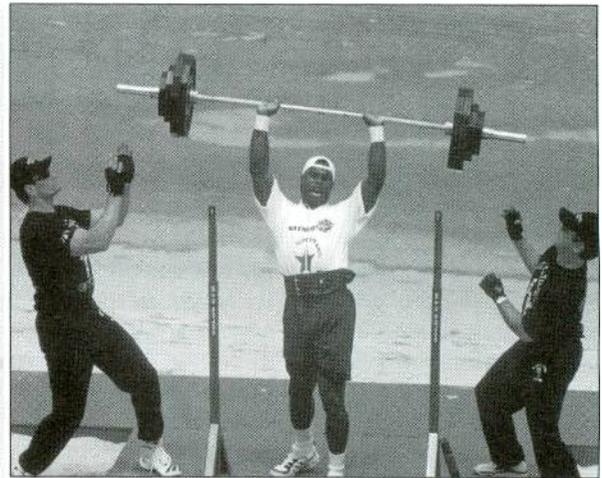
Newspaper revenue grew in 1997 to \$41.3 billion, a record increase of 8.58 percent, according to figures from the Newspaper Association of America. Key categories were classifieds, up 11.3 percent to \$16.8 billion; national, up 14.1 percent to \$5.3 billion; and retail, up 5 percent to \$19.3 billion.

## Post Stations' New Campaign

Post-Newsweek Stations, broadcast division of the Washington Post Co., will offer free airtime to candidates for the November election. "Campaign '98: Straight Talk From the Candidates" is designed to provide viewers with access to candidates and their platforms. All six Post-Newsweek stations—WDIV-TV/Detroit (NBC), KPRC-TV/Houston (NBC), WJXT-TV/Jacksonville (CBS), WKMG-TV/Orlando (CBS), WPLG-TV/Miami (ABC) and KSAT-TV/San Antonio (ABC), will give airtime to "qualified" gubernatorial and congressional candidates in a format consisting of five-minute segments assembled into a long-form, commercial-free program.

## Times Offers Deal for Hispanics

As part of its ongoing "Discover Your World and Ours" campaign to reach Hispanic readers, *The New York Times* has teamed with *el diario/La Prensa* for a limited-time promotion. Starting tomorrow, the 58,000 Hispanic readers in New York and the its five boroughs will be able to purchase



Walker (c.) competes in anniversary special on ABC.

## Superstars to Reunite

*The Superstars*, a celebrity athletic competition that became a fixture of ABC Sports' weekend lineup during the 1970s and '80s, is being brought back for a 25th anniversary reunion special on April 19. Billed as *Nintendo's Sports Superstars*, the special will be taped in Mantego Bay, Jamaica, with veteran stars including 1994 champion Herschel Walker of the Dallas Cowboys, as well as an array of today's emerging superstars. *Superstars* is being produced for ABC Sports by TransWorld International (TWI), the television production and syndication arm of event/sports marketing company International Management Group.

both papers at selected newsstands for 75 cents. To promote the effort, *The Times* will run extensive ads in *el diario*, which is published by Latin Communications Group New York.

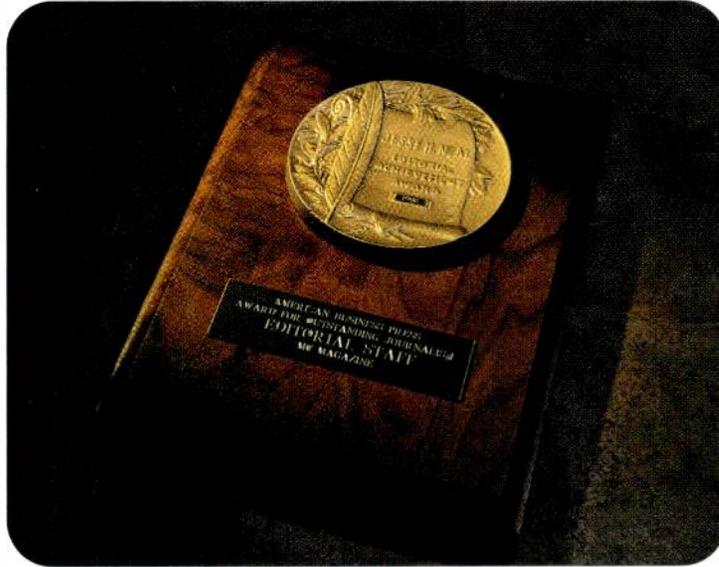
## ABC Radio Tunes In to 'Net

ABC Radio has selected RealNetwork's Real Broadcast Network to broadcast its ABC-owned radio stations and ABC Radio Networks programming exclusively in RealAudio. The agreement will give Internet users access to all ABC Radio programming. There are 26 ABC radio stations and ABC Radio Networks broadcasts five full-service line networks, including Paul Harvey News & Comment and ESPN Radio Network.

## Ads Up in Biz-to-Biz Pubs

Advertising expenditures in business-to-business publications increased by 12.4 percent for the first nine months of 1997,

according to the Business Information Network, a joint venture between Competitive Media Reporting and American Business Press. In the same period, network television trailed with growth rates of only 1.1 percent, spot TV showed a 3.1 percent jump and syndicated TV had a 5.6 percent increase. The chain & discount sector was the fastest-growing category, generating a 40.4 percent increase and spending \$43.6 million for the period, compared to the same period in 1996. Business & financial followed, rising by 27.8 percent to \$329.4 million and beauty & hairdressing came in third with 25.9 percent growth. Technology continues to lead the pack in billings, with total ad spending of \$2.5 billion for the first nine months of 1997. Healthcare & pharmaceuticals grew to \$705.3 million while business & financial's billings totaled \$329.4 million.



## MC IS DEDICATED TO TECHNOLOGY MARKETING INTELLIGENCE. WE'RE ALSO DEDICATED TO EXCELLENCE.

It's more than our subject matter that keeps top technology marketers reading MC. It's the high journalistic standards we keep. And the judges of the most prestigious editorial award for business publications agree.

MC, Adweek Magazines' monthly technology marketing magazine, was recently honored with a Jesse H. Neal Best Single Issue Award in its revenue category for the October 1997 issue. That issue was filled with what readers find every month in MC: articles, interviews, insights, and editorials that tackle the hottest issues in information technology marketing, with depth and integrity.

For more information about MC, please call Ron Kolgraf, Publisher, at (617) 482-0876 or e-mail to [ron@marketingcomputers.com](mailto:ron@marketingcomputers.com). To subscribe, call 1-800-722-6658.



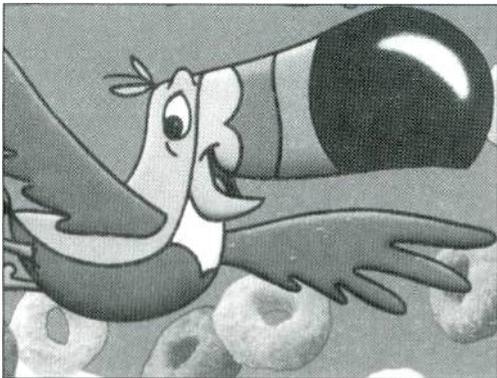
## BIG DEAL

### MARSHMALLOW BLASTED FROOT LOOPS

**Advertiser:** Kellogg  
**Agency:** Leo Burnett, Chicago  
**Begins:** Mid-summer  
**Budget:** \$25 million (est.)  
**Media:** TV, print

**B**ased on the success of two previous seasonal Froot Loops extensions, Kellogg is putting an estimated \$25 million against the launch of new Marshmallow Blasted Froot Loops this May as it looks to grab share from General Mills' multiple marshmallow-filled cereal brands.

Marshmallow Blasted Froot Loops will get TV and print ads beginning mid-summer, via Leo Burnett, Chicago. The ad star Toucan Sam, who discovers "some-



**Toucan Sam gets blasted.**

thing new under my nose."

Kellogg claims success with limited-time seasonal offerings for Froot Loops, Tropical Rainforest Froot Loops (*Brandweek*, March 24, 1997) last spring and Spooky Froot Loops last fall. That and a 35 percent growth in the marshmallow cereal category over the last five years led Kellogg to develop what it calls a "permanent equity extension" of Loops based on marshmallow shapes of Toucan Sam.

General Mills' marshmallow cereals include Count Chocula, Boo Berry and Frankenberry brands and Lucky Charms, which were down 4 percent to \$149 million as of March 22, per Information Resources Inc. Unit sales for Froot Loops were up 1.5 percent, but dollar sales dropped 4 percent to \$164 million for the year ended March 22, due to price reductions in the category. —Stephanie Thompson

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

### SPRITE

**Advertiser:** Coca-Cola  
**Agency:** Lowe & Partners/SMS, N.Y.  
**Begins:** Spring  
**Budget:** \$8 million  
**Media:** Radio

Coca-Cola Co.'s Sprite this month launches a music-laden spring promotion offering consumers a chance at winning \$15 toward purchases at music-specialty chains and mass merchants including Wal-Mart, Kmart and Target. Support will total \$8 million in media, including radio and POP.

Sprite, the fastest-growing brand in the Atlanta giant's soft drink portfolio, saw a double-digit volume gain in 1997, for 6.2 percent of the U.S. market, per *Beverage Digest*.

Sprite's impressive gains have stemmed from its ability to strike a chord with urban youth and teens via edgy advertising, its pact with the National Basketball Association and popular spokesman Grant Hill. Sprite marketers have won nods from bottlers for creating a consistent brand image and easy to execute promos that last long enough to gain attention from teen demos in a media-saturated marketplace (*Brandweek*, March 30).

—Karen Benezra

### VOLVO C70 COUPE

**Advertiser:** Volvo  
**Agency:** Messner Vetere Berger McNamee Schmetterer/Euro RSCG, N.Y.  
**Begins:** May  
**Budget:** \$6 million (est.)  
**Media:** Print, TV, Web

Volvo next month will pump \$5 million into the U.S. leg of what will expand into a global campaign for its C70 coupe and convertible in May, with a 16-page insert in *USA Today*, as well as multipage inserts and spreads in June and July issues of national monthly and weekly magazines.

The campaign will continue use of Volvo's brand tagline "Drive safely," though it will introduce a new theme for the C70, averring "It will move you in ways Volvo never has." The C70 coupe and convertible are key to softening the edges of Volvo's image for baby boomers who view buying a Volvo the way

many view buying a minivan, as a necessity after kids come along.

Volvo will also spend another \$1-2 million airing TV commercials for the C70 cars in spot markets with the same campaign theme. Messner Vetere Berger McNamee Schmetterer/Euro RSCG, N.Y., created the campaign, which will be used in all of Volvo's international markets, tweaked by local agencies market by market. Internet advertising, of which Volvo has been a heavy user, will also break next month. The TV spots have dealer support in spot markets as well.

The lower budget is in accordance with the low sales volume expected for the cars, projected at about 15,000 to 20,000 units per year.

Volvo will need its budget—some \$64 million last year, according to Competitive Media Reporting—this fall to launch its new large-platform sedan, working nameplate "P23." Bigger than the current S70, that model is expected to get a hefty ad push starting in August, with ads created by Abbott Mead Vickers, London, and adapted for the U.S. by Messner. —David Kiley

### LG ELECTRONICS

**Advertiser:** LG Electronics  
**Agency:** G&W Advertising, Hopatcong, N.J.  
**Begins:** June  
**Budget:** \$5-7 million  
**Media:** Print

LG Electronics in June launches a print campaign estimated at \$5-7 million, the tip of what it's calling a long-term branding effort that's likely to include sponsorship and other promotional efforts.

The Englewood Cliffs, N.J., unit of the Korean firm, which has mostly used outdoor and trade media in recent years, is ramping up its marketing to boost awareness of the LG brand in the U.S. and to position it as a technology leader to mobile professionals, resellers and corporate decision makers. The campaign is expected to run through the end of the year, with up to seven different executions showcasing LG's Phenom handheld PC, flat-panel LCD monitors, CD-ROM and DVD-ROM drives.

The media goes beyond a typical trade buy to a variety of business and consumer PC

# CMR Top 50

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

Week of March 30-April 5, 1998

Rank	Brand	Class	Spots
1	MCDONALD'S	G320	55
2	DOMINO'S	G320	33
3	KFC	G320	32
4	TACO BELL	G320	30
5	BURGER KING	G320	26
6	LITTLE CAESAR'S	G320	24
7	PAYLESS SHOE SOURCE--WOMEN	V313	23
8	EVEREADY--ENERGIZER BATTERIES	H310	19
	JC PENNEY--SALES ANNOUNCEMENT	V450	19
	RED LOBSTER	G320	19
11	NEW LINE--LOST IN SPACE MOVIE	B660	18
12	AT&T--LONG-DISTANCE RESIDENTIAL	B221	17
	ISUZU TRUCKS--RODEO	T118	17
14	HONDA AUTOS--ACCORD	T112	16
	POLAROID--INSTANT FILM	G143	16
16	BUICK AUTOS--CENTURY	T111	15
	LITTLE DEBBIE--CAKES	F342	15
	MITSUBISHI TRUCKS--MONTERO SPORT	T118	15
	PEPSI	F441	15
	SPRINT--LONG-DISTANCE RESIDENTIAL	B221	15
21	1-800-COLLECT	V156	14
	DISNEY--LITTLE MERMAID VIDEO	H532	14
	PAYLESS SHOE SOURCE--CHILDREN	V313	14
24	LISTERINE--MOUTHWASH	D212	13
	MAYBELLINE--TRUE ILLUSION LIQUID FNDTM	D140	13
	POLAROID--CAMERAS & INSTANT FILM	G141	13
	REVLON--MOISTURE STAY LIP COLOR	D120	13
	UNIVERSAL--MERCURY RISING MOVIE	B660	13
	ZANTAC 75 HEARTBURN PILLS	D531	13
30	KEDS--WOMEN'S SNEAKERS	A321	12
	MGM/UA--SPECIES II MOVIE	B660	12
	OLIVE GARDEN	G320	12
	VISA--CREDIT CARD	B111	12
34	FOCUS--CONTACT LENSES	D630	11
	JUST 5--HAIR COLOR FOR WOMEN	D310	11
	MOUNTAIN DEW	F441	11
	POND'S--CLEAR PORE STRIPS	D160	11
	TYLENOL--EXTRA STRENGTH GELTAB	D511	11
	WARNER BROS.--CITY OF ANGELS MOVIE	B660	11
40	ALEVE--PAIN RELIEVER CAPLETS	D511	10
	BETTY CROCKER--STIR 'N' BAKE CAKE MIX & FRST	F141	10
	GOODYEAR--AUTO TIRES	T145	10
	HALLMARK--CP	B722	10
	HOME DEPOT	V376	10
	JELL-O--INSTANT PUDDING	F142	10
	KENMORE--DRYER	H213	10
	L'OREAL--PREFERENCE HAIR COLOR	D310	10
	PEPCID AC--HEARTBURN TABLETS	D531	10
	PIZZA HUT	G320	10
	PONTIAC AUTOS--GRAND AM	T111	10

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WE. Regional feeds are counted as whole spots. Source: Competitive Media Reporting

magazines, including *Business Week*, *USA Today*, *Forbes*, *Fast Company*, *Wired*, *Inc.*, *PC Magazine*, *PC Computing* and in-flight publications. —Tobi Elkin

## DAX LIGHT BEER

**Advertiser:** F.X. Matt

**Agency:** Sawtooth Group, Woodbridge, N.J.

**Begins:** Spring

**Budget:** Less than \$1 million (est.)

**Media:** Radio, outdoor

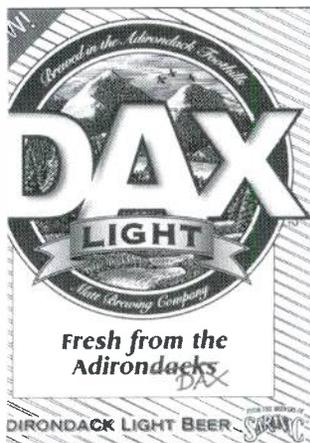
Venturing into the highest-growth volume beer segment, F.X. Matt is launching a light beer that picks up on the Adirondack Mountains imagery of its Saranac craft-beer line but turns decidedly mainstream in style and target market.

DAX Light, a corruption of the last syllable of "Adirondacks," ships this week to the Utica, N.Y., firm's core upstate New York markets, with further expansion occurring gradually, said marketing/sales vp Fred Matt. Its bottle sixpacks priced like Saranac, DAX Light also gets more aggressively priced cans and 12-packs.

While other craft brewers have fared poorly with light beers, those were "heavier in character, got little emphasis, and high in price," thus alienating both "yellow beer" and specialty consumers, Matt said. By contrast, DAX, which grew out of brainstorming sessions by Sawtooth Group, offers no product differences from mainstream light beers but is positioned as a handcrafted specialty product.

Outdoor ads tout it as "Fresh from the Adirondacks," with "dacks" crossed out and replaced by "DAX." Radio ads imbue DAX with youthful personality. "It's the opposite of you: cool and smooth," a girl tells a guy in a bar in one spot.

—Gerry Khermouch



Light launch

# Media Person

BY LEWIS GROSSBERGER



Cartoonist: @and.com

## Golden Rodents

THIS IS GOING TO BE A BIG YEAR FOR THE RAT Pack. An HBO movie and a feature film by Martin Scorsese are in the works, as well as several books, including Media Person's own memoir, *Dino, Frank, Sammy and Me: A Thousand Unforgettable Nights of Broads, Booze, Babes, Blackjack and Bimbos*. A lot of you may be wondering: Why now? Why has the Rat Pack leapt back into society's collective consciousness at this particular moment, decades after its fabled heyday? The answer is as simple as it is profound: Who cares?

Still more of you—specifically those under 45—may be wondering, “What the hell is MP talking about? What was the Rat Pack, an early Disney movie? That gang of crooks Nixon put together for Watergate?” No, you poor, history-challenged schlemiels. The Rat Pack was a Major Social Phenomenon. It was the world's most exclusive fraternity and its members were envied by every man, desired by every woman and confused by every hermaphrodite. Stars themselves, they rubbed elbows with presidents, gangsters, movie queens and vendors of chafed-elbow lotion. They were the single most politically incorrect group of men since the Huns.

Each pack member was a major talent in his own right, except of course, for those who were minor talents or fawning-lickspittle hangers-on. Sammy Davis Jr., for instance, was a showbiz giant who could sing, dance, tell jokes and do impressions, often simultaneously. But there was a dark, tormented side. Sammy was a black man and he had to constantly worry that Frank Sinatra might find out.

Frank was the leader of the Rat Pack because he was the coolest. Actually, Dean Martin was cooler, but Dean was usually unconscious and thus incapable of chairing executive-council meetings. It was Dean,

though, during a brief period of cognition, who invented the pack's suave signature phrase “Ring-a-ding-ding,” which all members were required to chant (while waving an index finger in circles) whenever a “cute chick” walked by or risk expulsion.

But it was Frank who set the tone, prescribed the daily uniform and menu and initiated new members into the Broad's Auxiliary, a ritual usually held nightly in his

### The Rat Pack was the single most politically incorrect group of men since the Huns.

bedroom. Despite his debonair-crooner image, Frank lived by a personal code of honor as exacting as that of a West Point plebe. For instance, it was mandatory to swill scotch until you passed out, but if you smoked a joint you were a bum. Seducing an inebriated married woman was fair sport—so long as you lit her cigarettes and opened the car door for her on the way to the motel. Someone taking Frank's picture without permission required a punch in the face. You could socialize with hit men, but only if they dressed well.

Another member of the Rat Pack was Peter Lawford, best known to the public for a movie and television career in which he invariably portrayed tall, upper-class Englishmen, even though he was in reality an Alban-

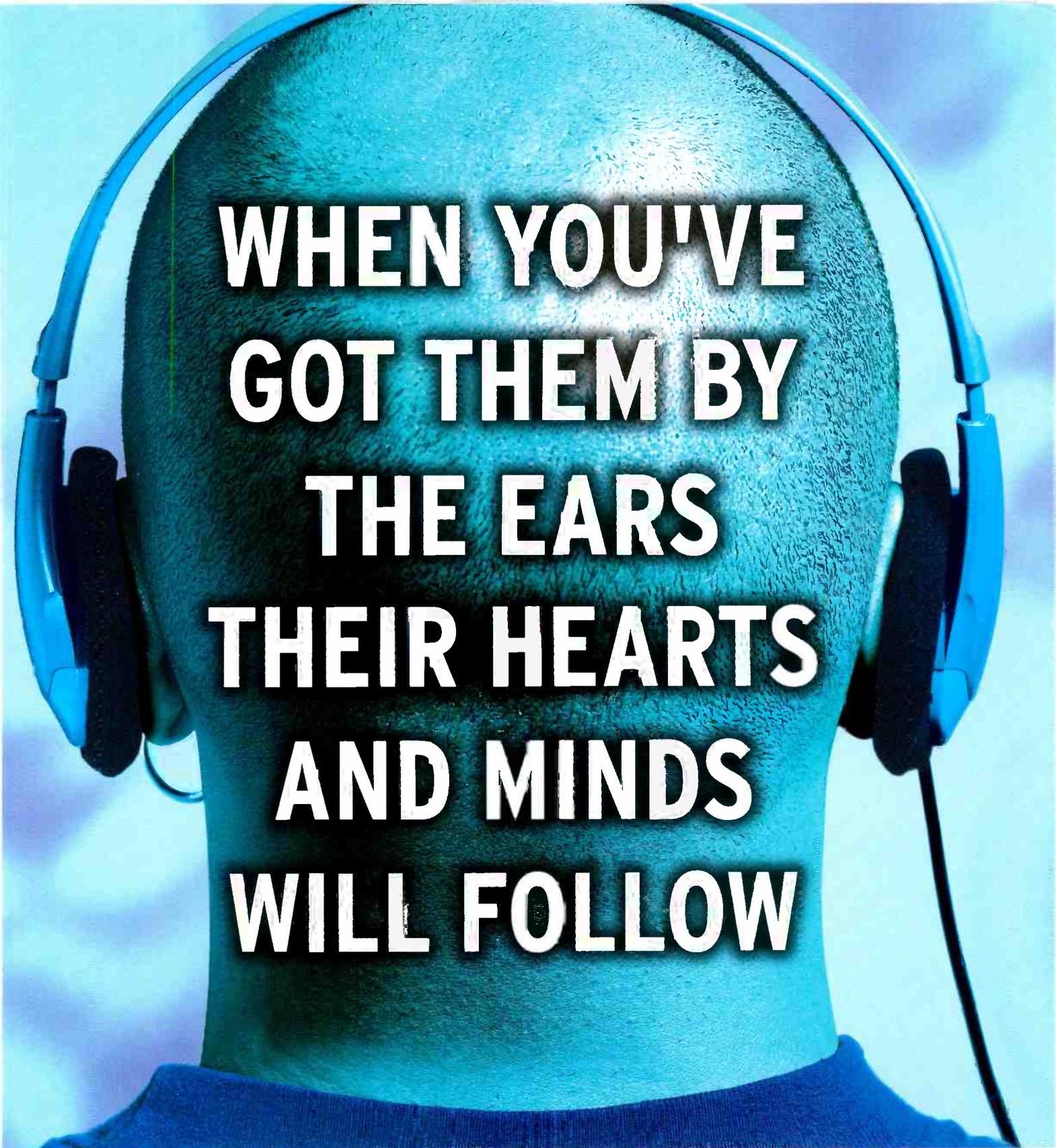
ian dwarf from Brooklyn. Marrying into the Kennedy clan, Lawford introduced John F. Kennedy to his Rat Pack buddies. Frank won \$1,000 from Dean after betting that he could turn the future president, then a straitlaced virgin, into a sex maniac in one night.

Joey Bishop was utterly inexplicable. To this day, no one has ever figured out how he got in.

The Rat Pack teamed up for several hit movies, including *Ocean's Eleven*, *Robin and the Seven Hoods* and Media Person's personal favorite, *Sleazy Doin's*, a high-spirited caper flick in which a gang of well-connected punks introduce a Mafia boss' girlfriend to the president of the United States, only to see him assassinated when the boss gets peeved because she likes the politician better. Oliver Stone has said that this film was the biggest influence on his career.

The Rat Pack reigned in the early '60s, a more innocent era, when alcoholism, tobacco addiction, compulsive gambling and venereal disease were all considered family values. It was a time when each day at sundown, every American male, hoping to emulate Frank, put on a tuxedo, lit up a cigarette, poured himself a martini and said, “Ring-a-ding-ding.” Then, all in one traumatic, shattering week, the Beatles came along, Kennedy was shot, the Viet Cong won and the Surgeon General found that smoking caused cancer. Somehow, the air went out of the party. The balloon was over. The rabbit died.

But for a brief moment in history, they seemed to have everything, that Rat Pack, the whole damn American Dream: easy cars, big women, flashy money, groveling toadies, hairy buttocks. Today all of them are either dead or napping. The once-gleaming, 678-foot-high Rat Pack monument that once towered over the Las Vegas Strip in all its pink glory has shriveled into a broken, crumbling nubbin. And worst of all, a whole generation of Americans has come along who have forgotten what the Rat Pack stood for and just want to go out for a beer instead of reading this tribute. It is all terribly sad. If anyone wants to cry, now is probably the time. ■



**WHEN YOU'VE  
GOT THEM BY  
THE EARS  
THEIR HEARTS  
AND MINDS  
WILL FOLLOW**

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Source: Nielsen NTI, Sept. 1997-Feb. 1998 MRI, Fall 1997