

# MEDIAWEEK

Vol. 8 No. 23

THE NEWS MAGAZINE OF THE MEDIA

June 8, 1998 \$3.25

## Upfront Goes Down

*CPM hikes in low-to-mid single digits; market moves swiftly* **PAGE 4**

### TV STATIONS

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*Program exclusivity, secondary cable windows said to be big sticking points*

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#### UPN Delays Fall Till Oct.

*Will wait out other premiere weeks to launch its new slate*

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### NETWORK TV

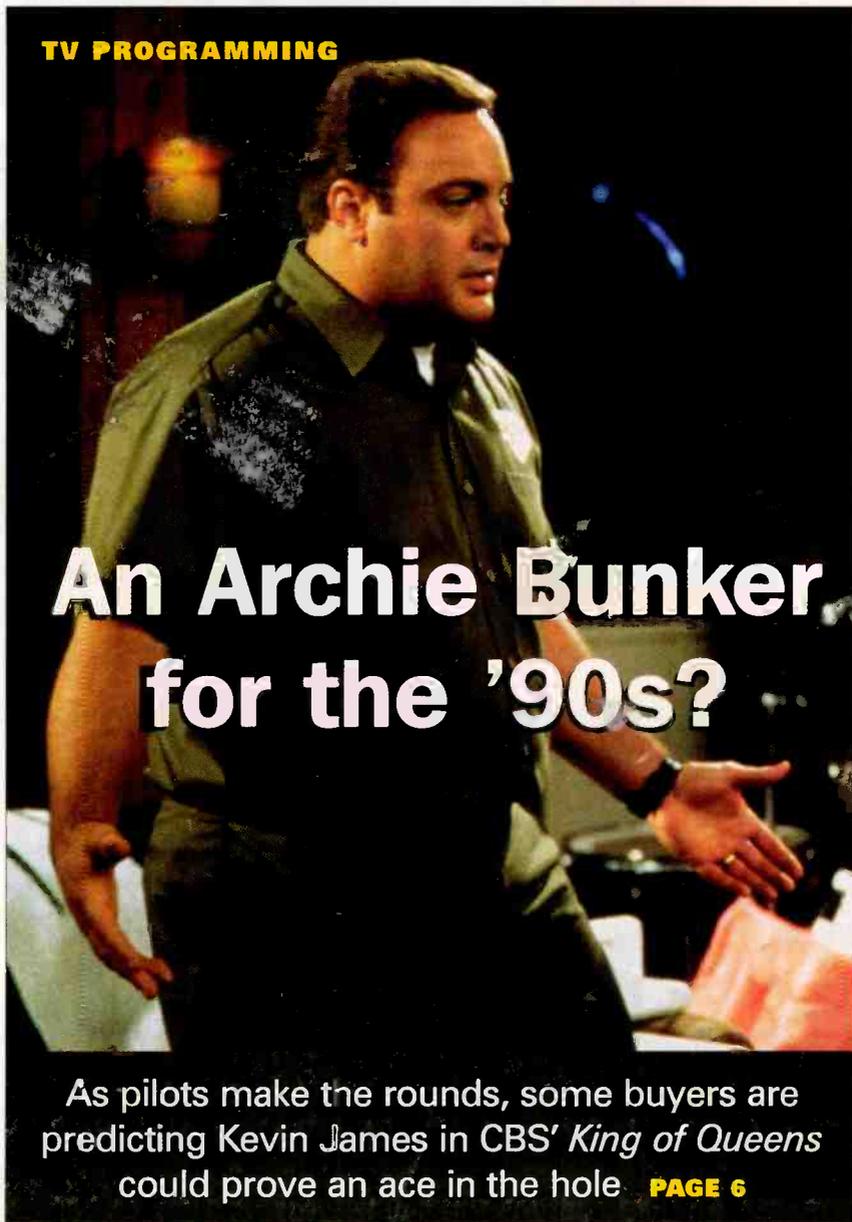
#### NBC to Hype Rerun Season

*Peacock's pitch to viewers on repeats: Isn't that special?*

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### TV PROGRAMMING



## An Archie Bunker for the '90s?

As pilots make the rounds, some buyers are predicting Kevin James in CBS' *King of Queens* could prove an ace in the hole **PAGE 6**

### MARKET INDICATORS

#### National TV: Brisk

All upfront dayparts have moved. Prime-time CPM rate hikes range from 2-8% for Big Four nets: WB, with lower base, gets 12-15% hikes. Early-morning CPMs up low single-digits; daytime up 2%; evening news down 2%.

#### Net Cable: Moderate

Networks are looking to nail CPM increases in 5-8% range. Lots of budgets are registered, but upfront is less than 25 percent done.

#### Spot TV: Squeezed

Inventory demand is high and available is tight in some markets. Autos remain strong and national retail is spending freely.

#### Radio: Hot

Summer is pacing well ahead of last year. Auto, telecommunications, retail and entertainment are socking away summer inventory. East and Southwest are particularly strong.

#### Magazines: Steady

Vitamin-fortified foods and supplements are enriching health titles. Direct-to-consumer ads are expected to heat up later this year, despite competition from TV.

BYRON J. COLLIERIS



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In other words, people watch, and they care—a lot. And isn't that what you're looking for?



[weather.com](http://weather.com)

\* Source: Nielsen People Meter, Installed Sample, April 1998.

\*\* Beta Research, 1997

\*\*\* The Myers Report, Nov. 10, 1997

Laura K. Jones JUN 09 1998

# AT DEADLINE

## Twister Topples Tower, Takes Temporary Toll

WIVT-TV, the ABC affiliate in Binghamton, N.Y., is expected to be back in full operation today after being slugged by a tornado on May 31. The Ackerly Group property was off the air for about 24 hours after high winds toppled its tower, which landed on the station and exposed electronic equipment to the elements. Damage to the station and lost ad revenue was estimated in the millions of dollars, a station official said. Enter Ackerly's WIXT-TV in nearby Syracuse. Also an ABC affiliate, WIXT established a microwave link with WIVT, allowing the Binghamton station to broadcast its full network program slate and an abbreviated, eight-minute local news segment on Time Warner Cable. "Everyone has been enthusiastic about the rebuild," said Steve Kimatian, general manager for both stations. "Even other [affiliates] have offered their assistance." Thus far, advertisers have stuck with WIVT, although Kimatian expects them to seek concessions at some point.

## Requiem For a News Heavyweight

Joyce C. Ingram's death unleashed such emotion that *The Virginian-Pilot's* owner, Landmark Communications, chartered two planes and flew 25 staffers to Westbury, N.Y., for her funeral last Saturday. Ingram, 42, the *Pilot's* deputy managing editor for local news since 1994, died June 2 after suffering blood poisoning in her Chesapeake Beach, Va., home. "Hard as her death is, we're going to get over it, as Joyce would want us to do, and carry on," said Kay Tucker Addis, *Pilot* editor. Earlier in the week, memorial services were held in the newsrooms of



**Joyce Ingram: Dead at 42.**

the *Pilot* and the *Philadelphia Daily News*, where Ingram worked for a decade.

## Vogel May Become Prime Star

Carl Vogel, until recently the No. 2 exec at Echostar Communications, is reportedly being wooed by Primestar to become CEO. "I can't tell you about any negotiations until something happens," said a Primestar representative. The news comes as Primestar prepares a response to the Justice Department's move last month to block the inclusion of News Corp.'s satellite assets into Primestar. The cable-controlled satellite company got an

extension until June 17 to respond to the Justice action. One plan could be a realignment of ownership stakes in Primestar that reduces the stakes of cable operators (Tele-Communications Inc., Cox, Comcast) to minority positions. The Primestar rep declined to comment on those talks.

## Above Suspicion: CBS Primes for Fall

CBS is rolling out a new marketing, advertising and promotion campaign aimed at giving the network brand a "more contemporary look and feel." The campaign also seeks to broaden CBS' appeal to younger, more urban viewers. Two of the most innovative spots eavesdrop on a group of "suspicious" characters under surveillance on the street who the viewers eventually find out are discussing what happened on CBS programs. CBS is also pushing its return to carrying National Football League games. For the third consecutive year, CBS will utilize its theme "The Address Is CBS.... Welcome Home," but will use new IDs and graphics.

## Inside Sports to Close After Sale

Century Publishing's *Inside Sports* magazine was sold last week to Petersen Publishing Co. Petersen is expected to merge the monthly's subscriber file of 700,000 with *Sport*, its own monthly sports title. Though *IS'* total paid circ slightly increased in the second half of 1997 (up 1.8 percent to 751,151), newsstand sales fell by 24.2 percent, to 81,387. And despite *Sport's* redesign last fall, its total circ fell by 4.1 percent to 751,968 in the last six months of 1997. Newsstand sales fared even worse, plunging 33.5 percent to 64,811. The July *Inside Sports* issue will be its last. Terms of the deal were not disclosed. In a related move, Gib Chapman has joined *Sport* as publisher, a new position. Chapman was ad director at Advance Magazine's *Sports Business Journal*.

**Addendum: William Wackermann**, ad director for *Condé Nast Traveler*, has been named associate publisher at *Condé Nast House & Garden*. Wackermann succeeds Brenda Saget, who has shifted over to *The New Yorker* as associate publisher... **Eric Thurnauer** has been named executive editor of Dennis Publishing's *Stuff* magazine... Clear Channel Communications has

bought **WSML-AM** in Greensboro, N.C., from Graycasting Media for an undisclosed price... General Media Communications promoted **Bruce Garfunkel** to vp and group publisher; **Denis Snow**, to national advertising director for the general media automotive group; and **Bernice Sanders** to director of trade relations for the automotive group.

## INSIDE



**Valentine's days are in October for UPN**

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## MEDIA WIRE

### Reed to *Glamour*: Reunited, And It Feels So Good

*People*'s Vanessa Reed will retain the title of associate publisher/marketing when she heads over to Condé Nast's *Glamour* later this month to work for her former boss, Mary Berner. Time Inc. veteran Reed is leaving after six years at *People*, where she played a key role in the launches of *People en Español* and *Teen People*.

At *Glamour*, Reed succeeds Anne Zehren, who recently signed on as publisher of *Teen People*. Reed says that the selection of Zehren was not a factor in her decision to leave; Reed contends she never even put her hat in the ring for the *Teen People* post. "I honestly didn't think Time Inc. would put someone on the marketing side in as publisher," Reed said. "There are certain skills I needed to get and I can get to learn those from Mary. This [opportunity] was something that would round out my career."

Berner and Reed worked together in the early '90s at *TV Guide*. —Lisa Granatstein

### Coveting Fox and WB Affils, Tribune Co. Seeks Trades

Chicago-based Tribune Co., hoping to increase its share of WB and Fox affiliates, is looking to make some station swaps. On the block are Fox's WGNX-TV, the CBS affiliate in Atlanta, and WGNO-TV, the ABC New Orleans affiliate. Each property is being offered in exchange for WB or Fox affiliates in other markets.

Merrill Lynch has been retained to evaluate inquiries, said Dennis FitzSimons, Tribune Broadcasting president. As part of its plan, Tribune is looking to buy WB outlets WATL-TV in Atlanta and WNOL-TV in New Orleans from Qwest Broadcasting, which Tribune has an equity interest in, said FitzSimons. —Megan Larson

### Studios USA's Meidel Exits; Diller Shifts Exec Ranks

In a move not totally unexpected, Greg Meidel, chairman/CEO of Studios USA (formerly the Universal Television Group), resigned late last week. Meidel declined to specify his future plans or the reason for his departure beyond saying that "Barry Diller and I decided (*continued on page 6*)

# Upfront Moves; Order Prevails

CPM hikes 'reasonable' as CBS, NBC finish up

**THE MARKETPLACE /** By John Consoli

**R**ealistic pricing structures by the broadcast networks and equally realistic spending assumptions by advertising agencies resulted in a swift, orderly prime-time upfront that was basically wrapped-up by the end of last week. "It negated the belief that this could be a long, hot summer," said John Rash, director of broadcast negotiations at Minneapolis-based Campbell Mithun Esty.

This year's upfront, which was a little slow in getting started, took off June 9 and is expected to end with the four major networks taking in about \$5.8 billion worth of prime-time business.

"The slow kids market sent a message to the networks that advertisers were going to take a hard-line position," said Bill Koenigsberg, president/CEO of Horizon Media. "The networks were getting concerned about [prime-time] money shifting to cable and wanted to make sure they got their share."

One network sales exec, who did not want to be identified, acknowledged as much, conceding that pricing in this upfront was controlled by the buyers' side rather than by the sellers' side. "The timing and the pricing were both controlled by the ad agencies this time," he said. "Except for The WB, nobody made out like a bandit."

While preliminary dialogue between the agencies and the networks about prime time had been going on for the past few weeks, actual deals began going down when ABC approached the market with CPM increases of between 2 percent and 3 percent. At that point, Televest and Zenith Media jumped in on behalf of their major clients and the marketplace heated up. Fox was next to open its prime-time schedule for business and, based on the strength of its strong 18-49 demo shows *Ally McBeal*, *The X-Files* and *Party of Five*, was able to package

### THE BIG FOUR'S UPFRONT BOX SCORE

Network	Upfront Sales (in billions)	% Change From '97	CPM Increase From '97
<b>NBC</b>	\$2.0	-5%	+5-6%
<b>ABC</b>	\$1.5	-6%	+2-3%
<b>CBS</b>	\$1.2	-4%	+3-5%
<b>FOX</b>	\$1.1	Even	+8-9%

Add to that the \$300-million-plus written by The WB and up to \$200 million projected for UPN, and the prime-time upfront could slightly exceed last year's four-network total of \$6 billion. Some agencies were still working deals with NBC and CBS, which entered the upfront later than their counterparts. And UPN still reportedly had ample inventory available.

All said, things could have been worse for the networks. Some agencies had predicted sales could be off by up to \$300 million. But perhaps reading these projections resulted in the networks keeping their CPM increases in the low- to mid-single digit range.

its new programs with existing hits to reel in CPM hikes of 8 percent to 9 percent. The WB, although starting from a lower base, got CPM hikes averaging between 12 percent and 15 percent. In the movie category, The WB was said to have received CPM hikes as high as 25 percent for time on its top-rated *Dawson's Creek*. NBC was getting CPM increases in the 5-percent to 6-percent range and CBS in the 3-percent to 5-percent range.

In overall prime-time upfront dollars, NBC was expected to reach about \$2 billion, ABC about \$1.5 billion, CBS about \$1.2 billion, Fox about \$1.1 billion, The WB about \$300 million

and UPN about \$200 million. NBC and ABC were expected to be down by about \$100 million each compared to last year, while The WB was up about \$150 million, and UPN could be up as much as \$65 million, according to some industry estimates. Fox was up about \$50 million and CBS was coming in at about the same as last year. But those figures are subject to revision since there is still business to be done.

Although the prime-time upfront was described as "orderly," it still involved marathon deal-making sessions which lasted well into the early hours of the mornings last week. Ron Frederick, national broadcast director for J. Walter Thompson, wondered why some felt the need to do so. "I guess the habit is so deeply ingrained. It's like lemmings going into the sea."

Among the new shows buyers expressed interest in were NBC's *Will & Grace*, ABC's *Two of a Kind* and *The Hughleys*, WB's *Felicity*, and CBS' Monday night comedies *The King of Queens* (story, page 6) and *The Benben Show*.

In other dayparts, early morning, based on the strength of NBC's *Today*, recorded double-digit CPM increases, but ABC and CBS also recorded high single-digit hikes. Daytime was up

# Fox, ABC Fail to Settle

*Affiliates' gatherings fail to yield accords; hitch said to be exclusivity*

**TV STATIONS /** By Michael Freeman

**F**ox and ABC last week failed to strike quick accords with their gathered affiliate stations as CBS was able to accomplish two weeks ago. The principal sticking point—though not insurmountable—in both nets' negotiations is said to be program exclusivity and revenue-sharing on second windows on cable for first-run product. NFL-related compensation issues, though also not settled, were not seen as hurdles.

Fox is pushing its affiliates to okay a more lenient, shorter exhibition window for first-run programming that the network can use to feed its various cable properties, including FX and Fox Family Channel. But affiliates were resisting at their meeting with the network last week in Los Angeles.

Murray Green, Fox affiliate board chairman and executive vp of Malrite Communications, said: "Dollars are not an issue." When asked if time frames on secondary windows and revenue-sharing are major areas of contention, he declined to comment further. But several other affiliates, none of whom would speak for attribution, said that those are the problem points.

Programming exclusivity also was a major issue at the ABC affiliates meeting in Orlando, Fla., last week. With Disney and ABC execs reportedly drawing up plans to start a "soap opera" cable network and the probable melding of ABC Sports' programming and brand with the ESPN cable networks, affiliates have grave concerns over the length of the windows and any shared revenue ABC will mete out to affiliates. "The hangup is not on the dollars—everything comes down to exclusivity rights, and we are pretty close on that one," said a Southwestern-based station group executive chief. The exec added that an agreement with the network is "only weeks" away.

"In devising any repurposing strategy, we want to avoid cannibalizing our and your primary telecasts, and we would like to find ways for you to participate directly in some of the repurposing activity," Preston Padden, president of ABC Television, told the affiliates. "The lessons we learn from these experiments

will help us to shape strategies that will allow us to grow our businesses."

Separately, Chase Carey, co-COO of News Corp. and chairman of Fox Television, was said to have reassured affiliates during a closed-door meeting that they will be able to renegotiate retransmission consent on their own rather than through the network.

Fox had tried to lay the groundwork for its affiliates gathering two weeks ago, when it sent out a memo indicating that it sought to carve out five units—three :30-second spots in prime time and two within NFC football telecasts—for which the Fox affiliates would handle the sales and retain only an 8 percent sales



**ABC's Preston Padden has secondary windows in mind.**

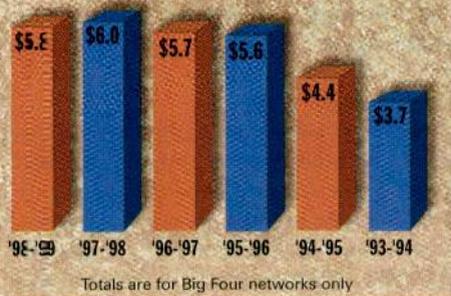
commission. The move only succeeded in generating enmity among some station groups.

"The letter was unbelievable...to let them audit our books, give back money on retransmission consent and to let them dictate exclusivity terms is just too onerous," said one group executive who requested anonymity.

However, under Fox's new \$4.4 billion NFL contract, affiliates may still get back two new units within games. "Looking over the past four years, each of you has been the primary beneficiary of a bold strategic move we were willing to make with football," Peter Chernin, chairman of the Fox Television Group, told the assembled affiliates. "While you were increasing the value of your stations, were we were reporting a \$350 million write-down on that first NFL contract." Station sources estimated Fox hopes to recoup \$30 million annually from affiliates over the eight years of its NFL deal.

Regarding its own \$4.4 billion NFL deal, ABC on the last night of the meeting proposed a similar \$30 million annual giveback of inventory and compensation by the stations to the network. Station sources said common ground was met on a related proposal by the affiliates for a giveback of inventory for Disney's One Saturday Morning block, with ABC to return a small portion of prime-time inventory.

## AFTER 4 UP YEARS, THEY'RE DOWN



overall by about 2-3 percent, while evening news was down about 2 percent. One agency exec said evening news skews older and many advertisers decided to opt for other demos. Another buyer said competition from the multitude of cable news outlets adversely affected the network evening category.

On the cable side of the upfront, the market slowed somewhat after several agencies tried to push through early business with the major cable networks. According to cable execs who would not speak for attribution, MCI could end up doubling or tripling its spending in cable, a move that might push traditional base players such as TeleVest off some schedules. Cable networks that closed some deals include USA Networks, Turner, Discovery Networks, Lifetime and A&E Networks. Among the more active agencies in cable were Y&R's Media Edge, TeleVest, Leo Burnett's Starcom and the major auto-buying operations.

## MEDIA WIRE

several months ago that I would leave the company after seeing Studios USA through its acquisition, the network pilot season, advertiser upfront presentations and the international screenings."

Diller, chairman/CEO of the reconfigured USA Networks—which is in the process of meshing Diller's HSN cable operations with USA Networks cable group and Universal's TV production arm—said he hoped to be associated with Meidel in future projects.

Meidel is the latest key executive to leave the company's ranks since Diller took control in October. Kay Koplovitz, founder and chairman/CEO of USA Networks, made her exit in April.

In the wake of Meidel's departure, Diller moved quickly to adjust the company's internal reporting structure. Bob Fleming, executive vp/CFO, becomes group president, Studios USA; Steve Rosenberg becomes president, Studios USA Domestic Television. Ken Solomon, president Studios USA Television, and Barbara Fisher, president of Studios USA Pictures, remain in their positions and report to Fleming. —Betsy Sharkey

### California Radio Cluster Overcomes FCC Dissenters

The Federal Communications Commission has stood by its approval of Regent Communications' four-station radio buy in Redding, Calif., despite antitrust concerns voiced by two commissioners. "The application was uncontested and approved," said FCC spokesman David Fiske. "The commissioners' statement was only a notice attached to the approval."

In an announcement last week, commissioners Susan Ness and Gloria Tristani said the buy by the small-market company may not have been in the "public interest." They contended that the agency failed to properly investigate a possible monopoly.

Covington Ky.-based Regent owned two stations in the northern California city before the deal; the acquisition increases its ad-revenue market share to 64 percent. Although the six-station cluster abides by FCC rules barring ownership of more than six stations in some markets, Regent's market dominance nonetheless was called into question. Further complicating the Redding market is (continued on page 8)

# Can *Queens* Be King?

Buyers see promise in CBS' Monday lineup, to *Moonves*' glee

TV PROGRAMMING/ By Betsy Sharkey

**K**evin James is not blond and he's not by any stretch thin, but at least one media buyer is predicting the star of the new CBS comedy *The King of Queens* will be next fall's Jenna Elfman (*Dharma & Greg*). "I see the show and see that same kind of fresh charm," said the buyer, who was still locked in upfront negotiations last week and declined to be identified.

James stars as a sort of working-class everyman with a sensitive '90s streak, which reminds the buyer of "Archie Bunker without the edge." James already has a fan club. "I really loved it—it was the one show that really jumped out," said Bill Croasdale, Western International Media's president/broadcast. "The consensus is that *The King of Queens* will win the time period [8:30-9 Mondays]."

"We need to get younger and we're going to get younger, but we can't put on a *Dawson's Creek*," said Leslie Moonves, president/CEO of CBS Television. "If you put on shows that have young, appealing people who will appeal to 30-35 year olds, our viewer, who's a little older, will still respond to the show."

Stars like James, former *Dream On* star Brian Benben and *Murphy Brown* veteran Faith Ford (*Maggie Winters*) are the prototype for this strategy. And based on buyer reaction, Moonves is making inroads at least with the advertising community. The viewers will check in this fall.

Of *The Benben Show* (Mondays, 9:30), set in a TV newsroom with a seasoned anchor ousted by a young hunk, the assessment of Bill Carroll, vp/director of programming for Katz, is typical: "A very fine show, a terrible title." Of Ford's

*Winters*, Carroll finds it "funny, sweet, and a little bit like *Ally McBeal*."

The strategy is making a CBS ad buy potentially more attractive. Buyers noted that in the design of its new shows, the network has managed to move closer to effectively straddling the older/younger demographic divide that Moonves continues to try to bridge. "Les recognizes he's not going to turn that ship around on a dime," said Croasdale.

"It's going to take several seasons. These comedies are not going to turn them into 18-49, but they have the right appeal."

Not all buyers are so enthusiastic. Paul Schulman, who heads his own buying firm, said: "I was not overly impressed. But we didn't have a smash hit in *Murphy Brown* or *Designing Women* the first year.... Sometimes it takes a well-produced



**Dream on, HBO: Benben has his own CBS show.**

comedy a while."

There were two central components to the decisions on which comedies landed on CBS' fall prime-time schedule, according to Moonves. One was the creative quality of the shows, the other was schedule. Both *King of Queens* and *Benben* are likely to skew more urban and more male, which benefit the CBS affiliates, and the O&Os in particular.

"There's no question that when we lost [NFL] football, we lost a lot of men, a lot of younger men," explained Moonves. "Having that platform [for promotion] is going to help our entire schedule." ■

## UPN's October Surprise

Hoping to grab viewers' attention, network pushes back premieres

THE FALL SCHEDULES / By Betsy Sharkey

**O**ctober is when viewers either will or won't "find themselves at UPN." That's when the network's six new series targeting Main Street USA and five-night schedule will premiere under a new "You'll Find Yourself on UPN" branding campaign.

The shift from an August to an October launch and the new promotional tack are among the major strategic pieces that Dean Valentine, UPN president/CEO, and Tom Numan, executive vp of entertainment, will unveil this week at the network's affiliates meeting in

# Circulation.

Numbers don't lie: we sold **350,000** subscriptions in our first **4** weeks, the May issue sold out in only **10** days, and we had to go back to press for **400,000** more copies.

The result: our rate-base is going from **500,000** to **800,000** as of August, an increase of **60%** after only **5** issues.

The message: teens everywhere are turning to Teen People in numbers unlike anything this category has ever seen.

To advertise in Teen People, call Associate Publisher Paul Caine at (212) 522-3520. You'll discover why circulation is just one of the reasons that when it comes to Teen People, there's only one word that says it all.

And that word is **wow**.



## In a word: wow.

## MEDIA WIRE

McCarthy Wireless, which owns three other stations that command most of the remaining ad revenue. —*Mira Schwirtz*

### Unfair Jurists Put Zeb Lee Back on Air, Appeal Charges

Attorneys for the Biltmore Forest radio consortium have asked the U.S. Supreme Court to overturn a federal appeals court decision that put veteran North Carolina broadcaster Zeb Lee back on the air last December. In a brief filed last week, BF's lawyers argued that the appeals court's judgment violated constitutional guarantees of a free and impartial judiciary. BF contends that N.C. Sens. Lauch Faircloth and Jesse Helms, both Republicans, interfered with the court and the FCC on behalf of Lee.

Lee attorney Steven Leckar said: "Now they're [BF] alleging a conspiracy between all three branches of government—the courts, the legislative and the executive. This is desperation." —*Alicia Mundy*

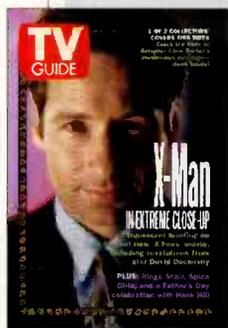
### Degree in Rocket Science Not Necessary For X Teaser

*TV Guide* hopes to break through *The X-Files* cover clutter next week. The title will not only offer readers a choice between David Duchovny and Gillian Anderson covers, it will also serve up factoids on the upcoming movie—in alien-ese.

To help break the code, readers will find clues throughout the issue. "But let me put it this way," said editor-in-chief Steven Reddcliffe. "Your SAT score doesn't have to be that high." The special issue will include features on the film, opening June 19, its stars and an interview with *X-Files* creator Chris Carter.

#### Synergy, in the key of X

While the package offers some corporate synergy—*TV Guide*, *The X-Files* TV show and the movie are all owned by units of Rupert Murdoch's News Corp.—the cover is a natural. "There are two franchises that have worked well for us over the years, *The X-Files* and *Star Trek*," Reddcliffe said. —*LG*



Laguna Nigel, Calif.

"I'm more optimistic going in than I ever thought we'd have occasion to be," said Valentine. "When I came here eight months ago, I felt we needed to broaden our audience base... If we were lucky, I thought we'd replace one or two shows with better shows and gradually evolve. We feel we were incredibly fortunate in our development and can go to five nights [from three] with an easy mind."

Based on an informal canvas of affiliates, Valentine and Nunan are likely to get a fairly positive response to their new initiatives. The moves follow a difficult season, during which UPN's management changed as radically as the network's target audience (now middle America) and at least one major affiliate group, Sinclair Broadcasting, defected.

Affiliates seem to like the new shows, particularly dramas *Legacy*, *Mercy Point* and *Seven Days* and comedies *Guys Like Us* and *DiResta*. "UPN is finally on the right track," said Robert Cox, general manager of WACY-TV in Green Bay, Wis. "We're Middle America here, and it's an audience that's been way underserved." Al DeVaney, gm of Chicago's WPWR, said: "We have gotten a very favorable reaction [on the shows] from advertisers, both local and national. Going to five nights gives us a chance to sell at

prime levels on five nights." Bob Quigley, programming director at Salt Lake City's KJZZ, added: "In the short run, going to five nights takes up more of our inventory, but the ratings in the last three years haven't been as high as we would like. We feel very good about the lineup."

Holding the premieres until October is a significant strategic shift, and it's another move that has affiliate backing. Emerging networks generally have benefited from launching their new seasons either before or after the intense crush of the Big Four networks' premieres.

"When we started in August, that put us into repeats too soon," said Bill Frank, senior executive vp of Chris-Craft Television, co-owner of UPN with Paramount. The network typically has gone into repeats just as the November sweeps began, a major negative for affiliates.

"I was buoyed by what advertisers have said—that they not only liked the shows but thought it was a good direction" for the network, said Tony Cassara, president of Paramount Station Group.

Valentine believes UPN's smaller size works to its advantage in attempting so many critical shifts. "In some ways we're like a child that can fall down 50 times and walk away—it's easier to do than when you're a 50-year-old adult," he said. ■

## FCC Moving on Rate Inquiry

At Senate hearing, agency defends its questioning of big operators

CABLE TV / By Alicia Mundy

**D**espite opposition from some lawmakers, the FCC is moving ahead with its investigation into cable rates and plans to issue a report on its findings this summer. At a Senate Commerce Committee hearing last Thursday, John Logan, acting head of the FCC's cable bureau, fended off attacks by Sen. Conrad Burns (R-Mont.), chairman of the subcommittee on telecommunications. Burns again voiced his opposition to a questionnaire recently sent by the FCC to the country's six largest cable operators. Burns, who has been outspoken in his defense of the cable industry, denounced continued regulation and "micro-managing the rate structure."

Logan told Burns that the aim of the questionnaire is to gather accurate information about the true effects of higher programming costs on rising cable rates. Cable prices rose 7.6 percent in the past year, while inflation was only 1.4 percent, Logan noted.

Sen. Ron Wyden (D-Ore.) said he is "terri-

bly frustrated" about rate hikes and lack of competition. Wyden expressed his doubts about the scheduled March 31, 1999 "sunset" of regulations on pricing for cable programming.

Logan sidestepped Wyden's call for "à la carte" pricing of channels, which has gained new adherents in Congress. Logan explained that because of the price structures and volume discounts in cable, there's no guarantee that if consumers decide to subscribe to only the 10 channels they watch, they will pay less than they do now for full 70-plus channel menus.

The hearing also offered a preview of this week's scheduled FCC meeting on set-top boxes. Burns said he is concerned that consumers will have to buy two boxes—one for programming and the other to provide security of signal for the cable company. Lobbyists for the electronics industry (such as Circuit City), the National Association of Broadcasters, the National Cable Television Association and the networks have been tripping over each other in the FCC corridors recently, preparing for the meeting. ■

# Cup Rating: Foreign-Soiled?

ABC/ESPN will root for USA, but Europe venue could hurt numbers

TV SPORTS / By Michael Freeman

**T**he relatively small U.S. population of hard-core soccer fans and potential converts will get their quadrennial dose of live World Cup soccer action beginning this week from France courtesy of ABC, ESPN, ESPN2 and Univision Network. The nagging question, however, is whether audience levels here will be any higher than when America played host to the last World Cup, in 1994.

"The trick will be the U.S. team surviving the first round, and the ratings will likely be off 15 percent or more without them," said former CBS Sports president Neal Pilson, who now owns a New York-based sports consultancy.

ABC is set to air 14 games and ESPN/ESPN2 will carry the remaining 50, with all matches starting between 10:30 a.m. and 3:30 p.m. Eastern time. The Disney-owned networks again hope to fuel interest in the sport by offering the World Cup's entire slate of 64 matches on a live basis (June 10-July 12) and without in-game commercial interruptions. Meanwhile, Univision will continue to serve strong Hispanic-American interest in Latin American teams by going

with a full 64-match slate of telecasts, the network's eighth World Cup outing since 1970.

Unlike the '94 World Cup, which tapped into national pride and a home-team advantage, this time the U.S. is playing on French soil in a difficult first-round grouping. The Americans will play three-time World Cup champion Germany in their opening game. With ESPN commentators Bob Ley and Seamus Mallin serving as principal announcers, ABC will preempt *General Hospital*—going to the extent of running the soap opera instead in prime time—to carry the USA-Germany match on June 15. Other key Group F matches will pit the USA against another strong team, Yugoslavia (June 25), and a much-anticipated June 21 match against Iran, appearing in just its second World Cup.

In the U.S., the 1994 Cup averaged a 4.7 rating/15 share for ABC's 10-game schedule, while ESPN averaged a 2.2 rating for the 28 games it carried live. Pilson estimated that because of the American team's difficult draw and the six-hour time difference with France,

the combined ABC and ESPN/ESPN2 rating can be expected to dip to between 2.1 and 2.5 from a combined 2.9 for ABC/ESPN in '94. Four years ago when the tournament was in the U.S., all game telecasts were in the afternoon and early fringe, when viewership levels are higher.

David Downs, senior vp of operations for ABC Sports, acknowledged that achieving the near-5 rating average that ABC scored four

years ago "would not be realistic." But Downs added that scoring "half of those ratings" will still "justify the games on an economic basis."

Even with limited inventory owing to its no in-game spots format, ABC still is in "good stead" to make a profit on its \$25 million rights fee, Pilson said.

Due to the non-stop nature of soccer play, ABC and its ESPN siblings are again (like 1994) limiting commercial in-

ventory to 14 :30-second units per game, all of which will be inserted in the half-hour pregame, halftime and post-game shows. A combined ABC/ESPN sales force sold "gold" sponsorships to advertisers including Anheuser-Busch, Nike, MasterCard and Canon for rotation packages in the range of \$6 million each. Other buyers of spots and billboards include the U.S. Army, Honda and National Car Rental.

For soccer-mad Hispanic fans, who four years ago propelled Univision to a 12.8 average rating in US. Hispanic TV homes (835,000 homes per rating) for World Cup games, the Spanish-language network is offering 56 games live and eight on a tape-delay basis. Univision game telecasts also will be without commercial interruptions. Univision top-tier "gold" sponsors including AT&T, Anheuser-Busch, Coca-Cola, Honda and McDonald's will get spots within the fringe programming and animated or computer-generated crawls during short breaks in play. Lower-tier Univision sponsorships were sold to Midas Muffler and Sears; they will also participate in the crawls. ■



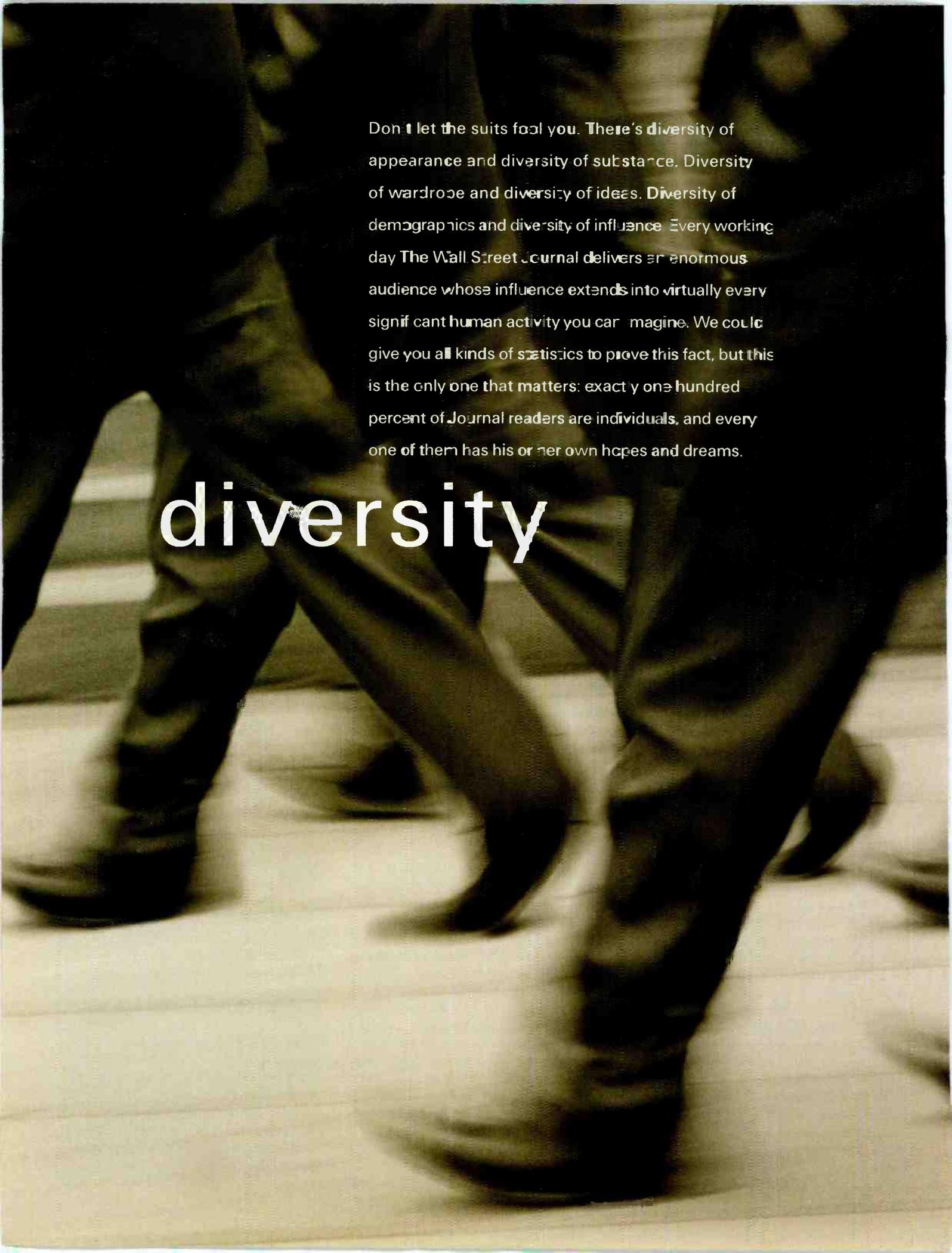
ABC hopes U.S. star defender Alexi Lalas (r.) draws viewers.

## NETWORK TV

**CBS** will air four consecutive repeat episodes of *Everybody Loves Raymond* tonight between 8 and 10 p.m., with series star Ray Romano serving as host of the two-hour block. The network has described the move as "unprecedented." Marc Berman, associate programming director of Seltel, the New York-based media rep firm, says he has "no recollection" of a TV network slating such a block previously. It is common, however, among cable networks such as Nick at Nite. And some of the broadcast networks have aired two consecutive episodes of a series. Romano, who has been touted by CBS Television president and CEO Leslie Moonves as the "next Jerry Seinfeld," will provide wrap-arounds introducing each of the episodes, which all originally aired this past season. In its second year on the air, *Raymond* moved up from 75th to 35th in the ratings, recording a 9.2 rating/14 share average this past season. The show won its 8:30 p.m. Monday time period 22 times out of 24. But for next season, CBS has shifted *Raymond* to 9 p.m., where it will precede two new series, sitcom *The Benben Show* and drama *L.A. Docs*.

**NBC** may have a new presentation for ad agencies aimed at touting the buying power of its various targeted viewer demos, but network execs still like to throw out some reach figures. NBC president/CEO Bob Wright recently pointed out that *The Tonight Show With Jay Leno* has more viewers now than *Tonight* had during Johnny Carson's last two years as host, although Carson had a higher audience share. NBC West Coast president Don Ohlmeyer noted that TV's top-rated drama *ER*—with a 20.7 rating this season—delivers 40 percent more viewers than CBS' *The Andy Griffith Show*, the top-rated program in 1967 with 27.6 rating.

**Currently 88 Fox affiliates** carry local news at 10 p.m., including 21 of the network's 22 O&Os. Denver affiliate KDVR recently purchased land and will begin building a news facility. By the end of this year, 92 Fox stations will air 10 p.m. local news; by the end of 1999, the total is expected to reach 117. In 1990, Fox had only 14 stations airing local news in prime time. —John Consoli



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## SYNDICATION

**Fox Television Stations** chief Mitchell Stern last week was given the additional responsibility of overseeing sister company Twentieth Television's syndication division. Stern, a 13-year Fox veteran, also was promoted from president/COO of Fox TV Stations to chairman/CEO. "These kinds of reorganizations are driven by seeking economies of scale, which invariably dictate more vertical integration," said Stern, who has headed up the 22-station group since January 1993. As part of the reorganization, Twentieth TV president Rick Jacobson will report to Stern. The ratings success that the Fox O&Os have enjoyed with *Good Day L.A.* on KTTV-TV and *Good Day New York* on WNYW-TV may lead to the development of a localized morning talk format for sale to other stations in syndication. "These shows work because they are unique to their markets, but it may also be possible to take some of these formulas and have them work in other markets," Stern said.

**New York rep firm Seltel** issued data last week explaining some of the factors in the recent ratings losses incurred by Warner Bros.' *Rosie O'Donnell* talk show. Seltel noted that all syndicated talk shows with the exception of USA Studios' *Jerry Springer* have sustained 5-15 percent drops in household and key demo categories. For second quarter to date, *Rosie's* 4.2 household rating (NTI, April 1-May 10) was down 12 percent from 1997; the show's 3.5 rating among women 18-49 was off 14 percent and its 3.6 among women 25-54 was down 17 percent. Seltel also noted that *Rosie's* concentration of early-fringe clearances placed the show against tough competition from King World Productions' *The Oprah Winfrey Show* and Worldvision Enterprises' *Judge Judy*.

**Twentieth Television's** *The Magic Hour* late-night talk show, hosted by Magic Johnson, has lined up several A-list stars for its opening week, starting tonight. Set to appear are Arnold Schwarzenegger, Whitney Houston, Harrison Ford, Peta Wilson (of USA Network's *La Femme Nikita*); Michael Douglas, Arsenio Hall, Gloria Estefan, Gillian Anderson (*The X-Files*) and former Los Angeles Lakers coach and current Miami Heat coach Pat Riley. —Michael Freeman

# Syndie Ads to Hit \$2.2 Bil

*ASTA estimates 7 percent increase in total barter sales for '99*

**SYNDICATION** / By Michael Freeman

**W**ith the syndication upfront market just about wrapped, the Advertiser Syndicated Television Association is projecting that total barter ad sales will rise 7 percent to \$2.2 billion in calendar-year 1999. The healthy increase for syndication contrasts with this spring's softer upfront for the broadcast networks.

The ASTA report, made available to *Mediaweek* last week, estimates sellout levels of about 85 percent in the syndication upfront. Tim Duncan, executive director of the New York-based barter sales association, said the sellout rate was surprising given media buyers' pessimism over the broadcast upfront. While new Optimizer software programs are widely believed to have diffused buys among the broadcast and cable networks, Duncan said that Optimizers had "little or no effect" on syndication upfront buys.

Despite recent flat or slightly declining ratings for almost every syndicated talk show (with the exception of USA Studios' *Jerry Springer*),

Duncan noted that daytime nonetheless earned a robust 17 percent increase to tally slightly more than \$300 million in the upfront.

Early fringe (afternoon) and prime access (6-8 p.m.) daypart programming, dubbed as "early prime" by ASTA, moved up 14 percent to a projected total of \$840 million.

Fueling the strong results for early prime were strong CPM increases by Worldvision Enterprises' *Judge Judy*, the continued strength of King World's *Wheel of Fortune* and *Jeopardy!* and KW's introduction of its *Hollywood Squares* strip. Also boosting the daypart were off-network sitcoms including Warner Bros.' *Friends*, Paramount's *Frasier* and Columbia TriStar's *Seinfeld*; and dramas like Twentieth's Television's *The X-Files* and Warner Bros.' *ER*.

The expansion of the WB and UPN networks helped limit syndicated action-adventure series to "high single-digit increases" totaling \$350 million to \$400 million, Duncan estimated. Late-night syndication came in at \$150 million, up about 10 percent to 11 percent. ■

## Across the Great Divide

*Karlgard moves from 'Forbes ASAP' editor to 'Forbes' publisher*

**MAGAZINES** / By Lisa Granatstein

**F**orbes *ASAP* editor Richard Karlgard will now be taking care of business. In an unusual move, Karlgard, 43, was plucked last week from the tech business magazine's top edit post to become publisher of *Forbes*, its big sister. For the first time, a *Forbes* publisher will be based part-time in California; Karlgard works out of Burlingame, south of San Francisco.

"It's a terrific perch from which to see the future," said Karlgard, who will be bicoastal. "It gives *Forbes* a balance, with eyes on the Pacific Rim and Silicon Valley."

As cofounder and editor-in-chief of *Upside* magazine and founder of *Forbes' ASAP*, Karlgard is well-versed as both an entrepreneur and editor. "*Forbes* is breaking the mold by elevating me to publisher," noted Karlgard of his move to the business side. "What I bring is the ability to talk about the new economy and talk about *Forbes'* position in this economy as it undergoes tremendous change."

"I think it's fabulous that an editor is

publisher" of *Forbes*, said Pam McNeely, vp/group media director of Dailey & Associates. "In a lot of instances, publishers are glorified ad directors and have a business sensibility, but not a publishing sensibility. An editor understands the demands of putting the magazine together."

While Karlgard will also write a *Forbes* column on business in the tech world, he won't be involved in editing. "The church-state divide is still very important," he stressed.

Karlgard is to become publisher on July 1, succeeding group publisher Jeffrey Cunningham, who is forming a company to create and acquire media properties. *Forbes* is expected to be a minority partner.

*Forbes'* ad pages dropped 6 percent to 808 in the first quarter, but the title was still well ahead of chief rivals *Fortune* (up 11 percent, to 699 pages) and *Business Week* (down 4 percent, to 778). ■



**New toast of two coasts: Karlgard**

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# Suddenly Summer For NBC

Marketing execs decide to remove 'Gone Fishing' sign to viewers

**NETWORK TV /** By Betsy Sharkey

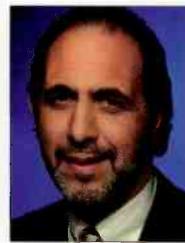
**T**here's not much on NBC these days that doesn't come wrapped in a promotion that promises, "It's new to you." It's a simple phrase that grew out of a plan to not simply promote the reruns of NBC's prime-time shows over the summer, but to begin changing fundamental television viewing behavior.

"It's a 40-year mindset that we helped create that we're trying to overcome," said Vince Manze, senior vice president/advertising & promotion. "And frankly we wish the other networks would join us on this one."

Manze is referring to what he calls the "gone fishing" sign the broadcast networks have hung out for years. Essentially the message has been that prime-time programming is a little like school—it's fresh and new in September, finals are in May, and the

summer, well everyone takes the summer off. And viewers bought it.

Last summer, NBC launched the first "It's new to you" campaign, which drew a largely negative response from critics, "like we were right next to serial killers," according to Manze. But viewers seemed to like it. In an era when most networks experience



CHRIS HASTON/NBC

**Manze, above, created spots to lure summer viewers back.**

audience erosion, NBC held its share of the 18-49 and 25-54 audience through the summer months. This summer, the strategy has been revised.

The "It's new to you" strategy itself was sparked by data from Nielsen Media Research people meters that detailed how many episodes of even the top prime-time shows that viewers missed. Even among hard core fans of *ER*, the top rated show on television, viewers saw only 41 percent of the episodes. They missed almost 60 percent. And that was just one piece of the story.

"Even when *ER* gets a 20 rating, that means 80 percent of the public hasn't seen it," said John Miller, executive vice president of advertising and promotion. Between those who don't watch and those who just happen to miss an episode, NBC was looking at a huge pool of potential viewers who had never seen the shows.

But something happens when a show is labeled as a "repeat" in *TV Guide* and newspapers' local television listings—in the viewers'

mind it's tainted. They are far less likely to tune in. That's where "It's new to you" went on the attack, to convince viewers that even though the episode was a rerun, the odds were that they had missed seeing it.

"Essentially it's a three-pronged effort," explained Manze. "The first is our daily line-up spots. We name the episode...the famous 'Chandler in a box' episode [of *Friends*]. If we label it, it instantly strikes a chord, people know, 'Oh yeah, I saw that one,' or, 'I missed it.'"

The second layer uses conceptual spots that try to capture why people might miss their favorite shows. These range from a baby-versus-dad relay in front of the TV set—this one goes to the baby—to two teens who miss their favorite show when their braces get caught as they kiss.

The final layer involves generic spots for each show, a sort of Gilbert & Sullivan operatic recap of series highlights all sung by an "obnoxious male chorus that sticks in your mind," said Manze.

"Cable has made a living of showing things 20-30 times," said Miller. "We're trying to say ours are far fresher."

The harsher reality of today's network television economics drives this strategy on two fronts. First, no network can afford to take the summer off anymore—the ratings erosion to cable has grown with each passing

**WHO HAS THE TOP 3 KIDS' SHOWS? \***

if you think Nickelodeon, think again...



season. Secondly, coming up with all new episodes over the summer isn't realistic. "Creatively, we cannot write 52 episodes of *Frasier*—that's not going to happen," said Manze. The trick is to find other ways to make the summer matter.

In the case of *Suddenly Susan*, a very specific promo was devised. The core audience for the Monday night comedy is very much like the core audience for *Melrose Place* on

Fox. But until mid-July, *Melrose Place* is off the air.

"It provided us an opportunity to say *Melrose Place* is not going to be on, why not take a look at *Suddenly Susan*," said Miller.

The spots are campy send-ups of the *Melrose Place* intrigues of romance, betrayal and lust with the *Suddenly Susan* cast creating their own melodramatic version.

"We've gotten a lot of feedback from real

civilians who liked them, which means they're cutting through and registering," said Miller. "From a ratings standpoint we're No. 1 in 18-49—we're winning the time period—so at least these didn't hurt. Maybe we would have done it without the *Melrose Place* spots, but I think we added some new light to *Suddenly Susan*."

As Manze put it, "these days, maintaining [audience share] is good." ■

# From Print to TV: Welcome Mat Missing

*Seen as futurist, 'LA Times' veteran Shelby Coffey faces uphill struggle in reviving ABC brand*

**NETWORK NEWS /** By John Consoli

**T**hose who have made the switch from print journalism to television have rarely found it an easy move, especially when it's at the top levels. So when veteran newspaper editor Shelby Coffey III joined ABC News as executive vp, it reminded Tom Johnson, chairman, president and CEO of CNN—and a former colleague of Coffey—of his own tough transition into TV back in 1990.

"I predict a few years down the road he [Coffey] will prove to be an excellent choice if he isn't sabotaged by the TV traditionalists at ABC," said Johnson, who as publisher of the

*Los Angeles Times* brought Coffey in as editor in 1989. "Traditionally, TV people don't welcome print people. There's been a long history of that."

Johnson related how "some people at CNN thought I was the worst possible choice" and how he had to develop allies until he proved himself. Coffey, he said, will need to do

the same. "ABC is getting a terrific journalist, a very good news manager and a futurist. What he doesn't know directly is the TV business. But from the outside he has had a great interest in TV and entertainment. Those were two of the most important beats at the *Times*."

Coffey acknowledged that he has a lot to learn about TV news operations but believes what's most important is the quality of news coverage, and that his vast print news background brings "some similarities and some differences" to the TV news table. He said he will spend his initial days meeting everyone in the division and will concentrate on extending the

ABC News brand via the Internet and through cable programming development. David Westin, who was named president of the news division last year, will oversee ABC's news programs. "My job description is to initially focus on whatever David feels can help him in the organization," Coffey said.

Westin first contacted Coffey for the post just a few days after he left his post as *L.A. Times* editor last October. Coffey contends he

was interested from the start because he has admired "the tradition of innovation" at ABC News. Coffey realizes he is joining a news division that's in a state of some turmoil. *Good Morning America* and *World News Tonight* have both suffered ratings erosion and the division's staff has been cut back. ABC News chairman Roone Arledge stepped aside two weeks ago but will still be consulted on major news decisions. ■



**Uphill from here: ABC's Coffey**

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## LETTERS

Another First-Hand Take  
On the Demise of *Buzz*

As the former publisher and a seven-year employee of *Buzz*, I read Catherine Seipp's Commentary (*Mediaweek*, May 18) about the demise of the magazine with great disappointment. It is truly astonishing that Ms. Seipp is given any voice on this matter. Ms. Seipp is a former contributing columnist [until a year-and-a-half ago] who never wrote a business plan, never sat in on a management meeting, never witnessed an advertiser sales call and had no role in the day-to-day of what was a \$10 million operation.

Ms. Seipp has spent an inordinate amount of her time slamming *Buzz* since [she left]. Typically, her comments have appeared in much less prestigious publications than *Mediaweek*. Reading her "insights" in your publication was particularly offensive.

As the second-longest-employed person at the magazine (only cofounder Eden Collinworth was there longer), I know the real inside story. Although our advertising revenues were up (by 40 percent in 1997 vs. 1996 and 30 percent in 1998 year-to-date vs. 1997), *Buzz* died for the same reason thousands of businesses die annually: cash flow. All the attempts to ferret out scandal and intrigue aside, the real reasons were quite ordinary.

As someone who spent seven years in advertising sales at the publication (I started as the local salesperson and rose to publisher, managing a sales and marketing staff of 16), I was uniquely positioned to constantly hear input and criticism from the outside world (as opposed to the opinions of the insider clique of Catherine Seipp, et al.).

The magazine was never better received than during Marilyn Bethany's year-and-a-half editorial leadership. Period. End of story. Advertisers and readers alike said the magazine was stale, boring and obnoxious prior to her arrival. Ironically, perhaps the greatest chorus of relief and "bravo" came when Ms. Seipp's "Our Times" (her "insider" column on *The Los Angeles Times*) was discontinued. Aside from a small number of journalist insiders, no one cared that much about *The Los Angeles Times*. Readers and advertisers commented that

the column kicked the proverbial dead horse to a bloody pulp.

Some of the time line Ms. Seipp outlines is accurate. But again, much of what she addresses she truly knew nothing about. Sharon Chadha (and her husband, Parvinder) were *Buzz*'s saviors. When the Thai economy collapsed and Sondhi Limthongkul was forced to stop investing, the Chadhas saved *Buzz* from a sure death. To characterize Ms. Chadha as a "rich man's wife" is insulting (and surprisingly misogynistic). Where Ms. Seipp got it that Ms. Chadha ever attended a fashion show ("the fabulousness of a front seat at fashion show eventually wears thin") is beyond me. And patently false.

Again ironically, it was former editor and cofounder Allan Mayer's final act—the creation of *Buzz* brand extensions and new "sources of revenue" *Buzz Weekly*, *Buzz Books*, *Buzz On Line* and *Buzz Events*—that brought about the corporation's close. These new divisions, created to lure investment dollars, all spent more money than they earned. Indeed, with the exception of *Buzz Weekly*, they earned practically nothing.

It was the lack of these revenues—not the revenues of the magazine—pushed the Chadhas to their spending and risk-level limit. The search for additional investors ultimately ended in *Los Angeles* magazine's bid to give the Chadhas \$5.3 million to shut the magazine down (thereby eliminating the competition). This bid was the only offer that came close to providing a means by which all creditors of the corporation could be paid in full. As of today, the bankruptcy court has indicated that in all likelihood, no creditor will go unpaid.

Many of the fantastic staff members we had at *Buzz* have already found new employment. Although it's sad to see the magazine go, we are all moving on. I suggest Ms. Seipp finally do the same.

Mark Smelzer  
Former publisher, *Buzz*  
Los Angeles

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Regional Sales Dirs: Los Angeles: Charlotte Erwin; Midwest: Sherry Hollinger; Boston: Ron Kolgraf; Category Mgrs: TV Linda D'Adamo, Print Richard Eyd; Account Mgrs: EAST: Karlene Diemer, Lori High, Robert W. Jones, Jennifer Pascal; Los Angeles: Wendy Hudson, Jacki Leigh; Midwest: Leah Torsberg; CLASSIFIED: Publisher: Harold Itzkowitz; Sales Mgrs: Julie Azous, Wendy Brandariz, Christie O. Manning; M. Morris, Karen Sharkey; Sales Reps: Sarah Goldfish, Stacey Tilford; Sales Assists: Michele Golden, Zalina Walton

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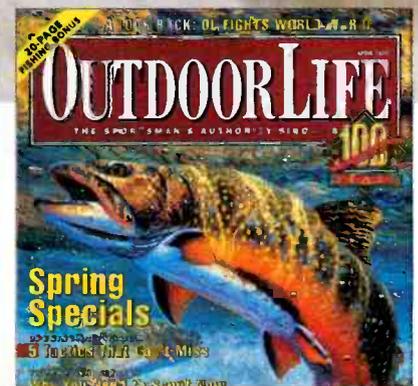
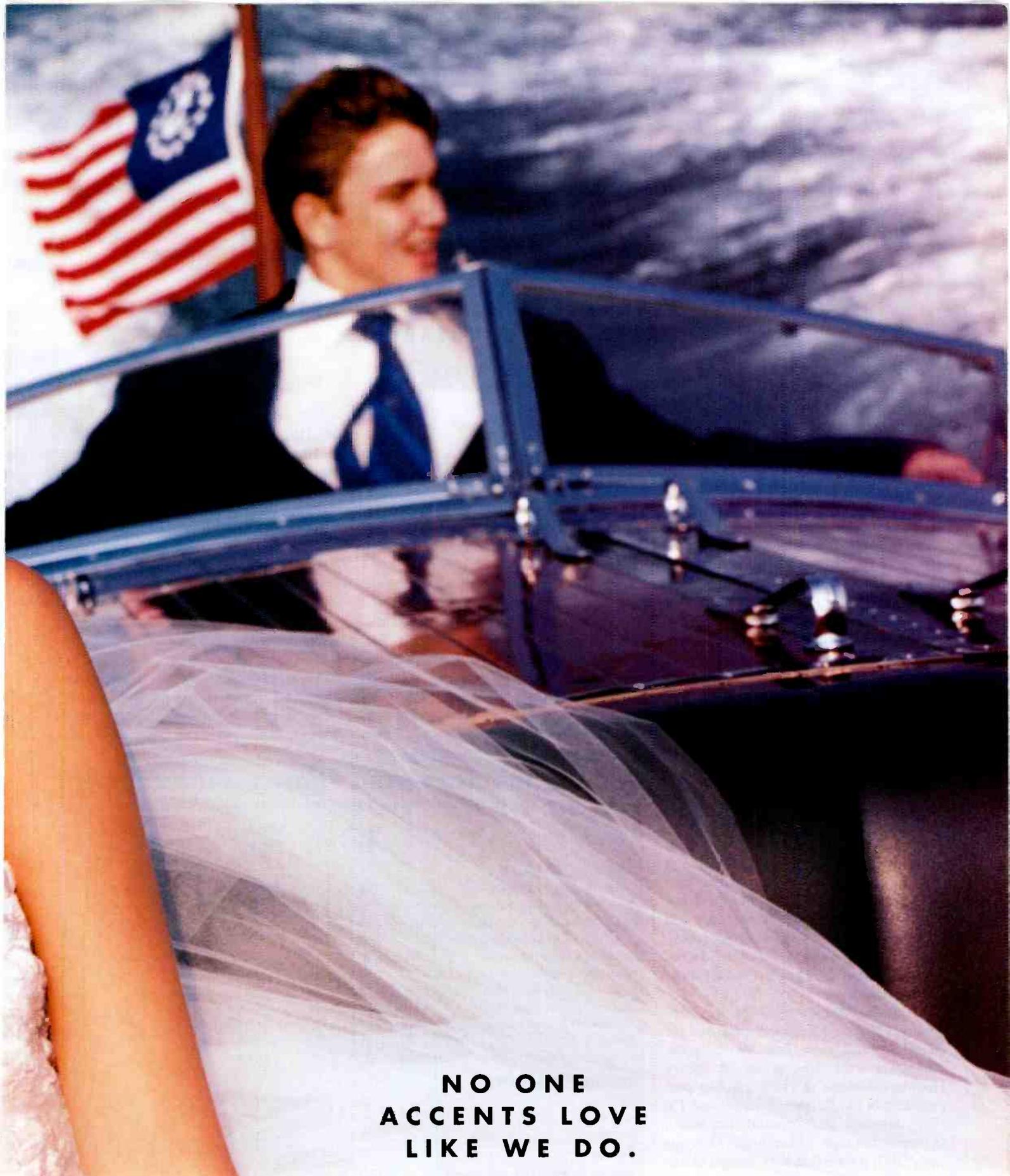


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## PITTSBURGH/RADIO

### Buyers Look for Justice in Market

• PITTSBURGH AD BUYERS SAID THEY HAVE long been ready to meet the consolidation siege on their market—with federal firepower if necessary. “We’ve been in touch with the Department of Justice, ready to notify them on rate increases or any forced buys,” said group media director Chris Penezic of Ketchum Advertising in Pittsburgh.

No moves on that scale have been made yet, but it may just be a matter of time, observers say. In the last two years, Pittsburgh has gone from a market with more than nine station operators to just five commercial owners. Dominant players are now Chancellor Media Corp., owner of seven stations, and CBS with four. With the radio giants controlling about 80 percent of the market, a face-off with buyers seems inevitable, insiders say.

Penezic and her coworkers began educating themselves last year when Pittsburgh radio outlets were selling so fast that buyers couldn’t keep track of who the latest corporate owners were. What they did know was that the city’s late-bloomer economy inevitably would invite consolidation, mirroring what had already befallen other top markets.

“Knowing that deregulation was happening, I think we were well prepared for consolidation,” said Duncan Jameson, senior vp/media director at ad agency Hallmark/Tassone in Pittsburgh. As past president of the Pittsburgh Radio and TV Club, Jameson said consolidation was a perennial hot topic at meetings. That was early 1997, a time that also brought assurances from radio station execs that consolidation would not affect rates.

Rates, however, have nonetheless increased steadily since then. Buyers and station executives have attributed the higher

prices to both a healthy economy and hot inventory—a dramatic turnaround from a flat-lined economy stung by the recession-prone steel industry.

Several calls to the Justice Department seeking comment were not returned.

Jameson and other buyers are apprehensive that the healthy economy—up 8 percent so far this year, industry observers said—leaves Chancellor and CBS each primed to capture every dollar due to market dominance. Their fears are likely well-founded. Local CBS Radio executive Cas-

sidy Hos, for one, said packaged deals and the like are the corporate owners’ prerogative, and may well be on the way. “I certainly think one of the primary reasons these big owners are buying these clusters is to be able to offer a marketing arm by covering every demographic” with their groups of stations, said Hos, sales director for three radio stations recently sold to CBS. “It’s the big scope. Some of the advertisers are into it and some of them are resistant to it, but that’s the reason the owners are coming in.”

In other words, it’s the new market order and buyers may have little choice. “Less competition means higher rates,” Jameson lamented. “I’ve been buying the

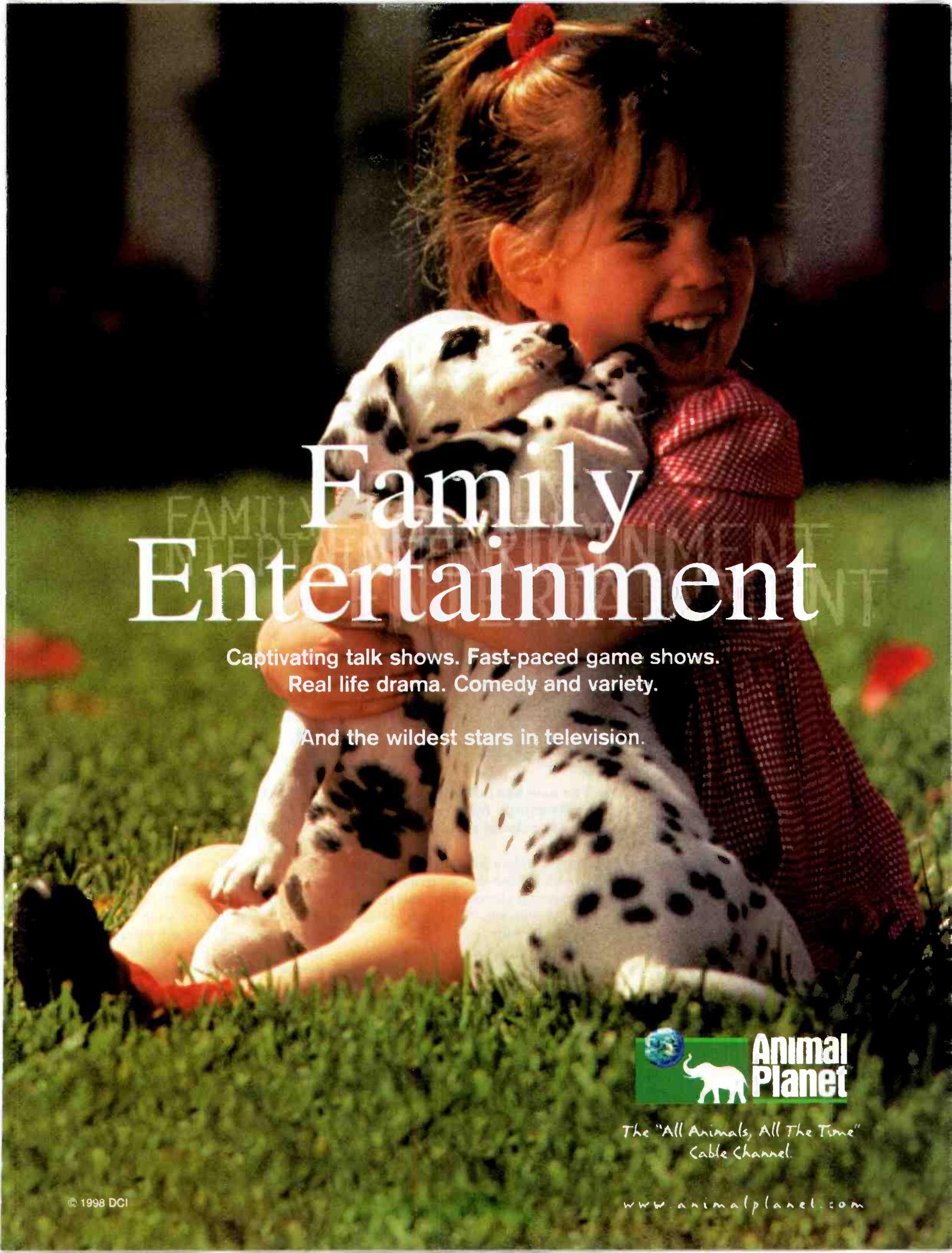
## SCARBOROUGH MEDIA PROFILE: PITTSBURGH

How Pittsburgh adult consumers compare to those in the country’s top 50 markets

	Top 50 Markets %	Pittsburgh Market %	Pittsburgh Market Index (100=average)
<b>MEDIA USAGE</b>			
Read any daily newspaper—average issue	58.7	64.6	110
Read any Sunday newspaper—average issue	68.5	72.5	106
Total radio average morning drive M-F	25.4	25.7	101
Total radio average evening drive M-F	18.2	17.5	96
Watched A&E past 7 days	35.2	40.2	114
Watched Discovery past 7 days	39.6	47.3	119
Watched ESPN past 7 days	32.2	39.1	121
Watched Lifetime past 7 days	24.8	32.5	131
Watched TNN past 7 days	18.2	26.4	145
Watched USA past 7 days	31.6	40.0	126
Watched The Weather Channel past 7 days	37.3	49.8	133
<b>DEMOGRAPHICS</b>			
Age 18-34	33.8	28.6	86
Age 35-54	39.4	36.9	94
Age 55+	27.4	34.5	126
Blue Collar	22.3	21.3	95
<b>HOME TECHNOLOGY</b>			
Connected to cable	69.8	80.1	115
Connected to satellite/microwave dish	6.0	*	*

Source: 1997 Scarborough Research—Top 50 Market Report

\*Respondent count too small for reporting purposes



# Family Entertainment

Captivating talk shows. Fast-paced game shows.  
Real life drama. Comedy and variety.

And the wildest stars in television.



The "All Animals, All The Time"  
Cable Channel.

market for 17 years, so I know what I want. You're not going to sell me on stations I don't want, you're just going to frustrate me." —MS

**PITTSBURGH/NEWSPAPERS**

**It's War, and Buyers Can't Be More Thrilled**

• OUT AT LUNCH EACH WORKDAY, MEDIA DIRECTOR Richard Koris has gotten over the surprise of seeing street vendors on every corner hawking both the *Pittsburgh Post-Gazette* and the *Pittsburgh Tribune-Review*. In the last few months, he said, it's the most visible of many signs that "there's definitely a war going on."

Koris, who works at Blattner/Brunner, knows better than the casual passerby that his city is engaged in a battle for newspaper readers and ad dollars. And that's despite the fact that the combined 183,000-copy clout of the *Tribune-Review's* seven dailies and two weeklies is considerably behind the *Post-Gazette's* 245,000 daily circulation.

Still, it's an impressive feat in just six years for the *Tribune-Review's* owner, Richard M. Scaife. Although he lacks a traditional newspaper publishing background, the Mellon fortune heir brings something increasingly valuable to today's media marketplace, say Pittsburgh's media planners: a sense of strategy that has made both advertisers and the competing *Post-Gazette* pay attention.

The *Tribune-Review's* expanded presence has even made ad buying easier at the *Post-Gazette*, said Michele Fabrizi, president and chief operating officer at ad agency Marc & Co. "It's much different now," she said. "Before, they acted like order takers and didn't listen. Now they come up with new products, from polybags to islands in the middle of the stock listing, and invent ways to get ads in the paper, which is great."

Such inventiveness is increasingly critical as Pittsburgh enters a retailing renaissance, fueled by a booming economy and a well-heeled senior citizen market second only to Dade County, Fla., said Petra Arbutina, media director at Ketchum Advertising. Big regional advertisers, including Circuit City, Home Depot, Best Buy and others, have come to town in the

past 18 months, "and we need to respond to advertiser needs," added group media director, Chris Penezic. "The *Post-Gazette* is waking up to that," echoed Arbutina. "And we're saying, 'Keep it coming.'"

The change in attitude is part of an acknowledged shift in operating philosophy, said Bob McCray, the *Post-Gazette's* ad director. "We've changed our entire sales operation. We've added six managers, and we'll probably add another five who are responsible for supervising categories." The change explains why ad revenue surged 15 percent last year and is expected to grow at least 8 percent in 1998, he said.

Working in the *Tribune-Review's* favor is an entrepreneurial spirit and long memories from loyalists unlikely to forget that the *Post-Gazette* (owned by Toledo, Ohio-based Blade Communications) closed down their beloved *Pittsburgh Press*.

In April, Scaife—who has bought five dailies in the past 14 months—bought a

Auto" and "Real Estate Sunday." "Advertisers are also responding quickly to our new color facility," a new \$43 million color printing plant, dubbed "Newsworks," which opened last October and also prints *USA Today's* Pittsburgh edition. —DP

**PITTSBURGH/TV STATIONS**

**Economic Uptick Fuels TV's Castor-Oil Logic**

• SOME AD BUYERS JUST DON'T KNOW WHAT'S good for 'em. That's what Pittsburgh TV station execs tell a frequently despondent ad community as they fret over rising costs in a robust economy—but no more viewers than they had five years ago.

Granted, Pittsburgh's population is down slightly and the number of TV households since 1991 has remained stagnant at 1.15 million. But today's economy is brimming with new retailing giants like Circuit City and Home Depot. Factor in burgeoning health-care and telecommunications industries and there's a new shine to this former Rust Belt city.

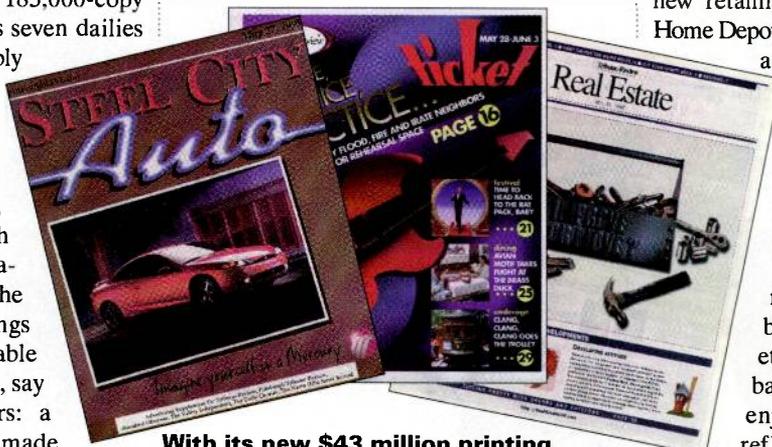
Hence, observers note that buyers shouldn't worry that seemingly fewer eyeballs are glued to their campaigns. Consumers generally didn't have the money back then to go out and buy new autos and other big-ticket items. Now they do, and those bargain-basement rates once enjoyed by advertisers were just reflections of an ailing market.

So, these insiders said, get used to myriad advertisers racing to get their share of dwindling inventory.

"Sure, media may not be such a good deal anymore," confessed Duncan Jameson, vp and media director for Hallmark/Tassone in Pittsburgh, "but the truth is, there are more advertisers out there advertising bigger schedules. Are [buyers] getting more for their money? You bet they are."

Not so, other buyers contend. Rates have "gone through the roof," argued Julie Stewart, a Pittsburgh buyer for Gray, Baumgarten and Layport. Unaccustomed to virtually any rate increases in the past decade, she and other buyers said prices for 30-second spots have risen 20 percent since 1993. Moreover, Pittsburgh's (DMA No. 19) dwindling audience becomes even more fragmented by a growing number of cable networks, critics contend.

"Prices are up but rating points are



**With its new \$43 million printing plant, the Pittsburgh Tribune-Review is able to turn out these colorful advertising tabloids.**

majority share in all-news radio station KQV-AM. *Tribune-Review* executives say he plans to put the all-news radio station on the company's Web site. "That's very progressive," said Penezic.

With the combined clout of the Web site and now KQV, "We can guarantee advertisers the exposure they're looking for," explained the *Tribune-Review's* ad director, Craig Cawley. "If an auto dealer wants to reach a million consumers a month, we'll be able to do that by pulling in the radio and the Web site."

On the print side, he said, business has been up "by double digits" since launching a combined Sunday newspaper for six of the dailies nine months ago. Part of that increase was attributed to three new sections, "Ticket [an entertainment weekly]," "Steel City

# Wonder

The anticipation of open air and open road.  
The beauty of the world at your feet.  
The intrigue of exotic cultures.

Capture the experience.



down," said another buyer who requested anonymity. "I don't feel as though I am getting as much for my money...I have to buy more inventory than before" to make the same impact.

To avoid being crushed by a heavier price tag, advises Petra Arbutina, media director for Ketchum Advertising in Pittsburgh, one should buy up to a year in advance. Some buyers are heeding this call, she said.

Meanwhile, station managers are reluctant to comment on further price hikes.

On the station front, CBS O&O KDKA-TV is looking to become the ratings leader beginning this fall with the return of the National Football League to the network. Even better, it's got the hometown Steelers to show for 16 regular-season games as well as preseason telecasts—an obvious blow to Cox Broadcasting's WPXI-TV, the NBC affiliate that runs neck-and-neck with KDKA in both local news and prime-time telecasts. "KDKA used to dominate, and the football negotiations should really help them in prime," said Ketchum's Arbutina. —ML

## DAYTON, OHIO/RADIO

### A Familiar Face Returns To Head Jacor Outlets

• HOPING TO SPROUT SOME QUICK ROOTS FOR its newly acquired Dayton station cluster, Jacor Communications has brought in a native son to cultivate some connections.

Rick Porter, who became vp of Jacor's Dayton six-station cluster last week, is the company's first permanent top official in Dayton since it entered the market. Jacor acquired the stations from ARS six months ago.

"The challenge is to take a good existing property and move it forward," said Porter. Previously, Porter spent a year as vp and gm for Jacor in Salt Lake City.

Although Porter may joke that his only plan to date is finding his way around town,

Jacor appears confident that he is the right choice. Porter has spent more than 20 years in Cincinnati radio, and Jacor wants him to capitalize on his Ohio connections, a Jacor source said.

Porter acknowledged that there are similarities between the two Ohio markets, including many of the same radio representatives and clients.

Industry data indicate that Jacor's six Dayton stations account for 43.3 percent of the radio market's revenue—\$14.3 million in 1997—making Jacor the highest grossing group in the area. The stations include No. 2-rated WMMX-FM and No. 5 WLQT-FM. —Lori Lefevre

## SAN DIEGO/RADIO

### Heftel Seeks Right Mix For Hispanic Listeners

• SAN DIEGO, HOME TO THOUSANDS OF HISPANICS, is finally getting a Spanish-language radio station. Long lacking a U.S. broadcaster with Spanish programming, San Diego has become a listening base for a half-dozen signals emanating from across the U.S.-Mexico border. That all changed last month when Heftel Broadcasting paid Covington, Ky.-based Jacor Communications \$65.1 million to acquire FM stations KJQY and KKLQ.

"It's the largest Hispanic market we're not in, so we're eager to get in," said McHenry T. Tichenor, Jr., Heftel president and CEO. The Spanish-only broadcaster, based in Dallas, owns 39 U.S. stations with outlets in heavily Hispanic cities such as New York, Houston and Miami. San Diego will be the third, and largest, border market for Heftel. It also owns stations in El Paso, Texas, and nearby McAllen-Brownsville.

In an area where Hispanics make up more than 20 percent of its 2.8 million population, the two new outlets are a coup for Heftel. Jacor was forced to sell the pair after its 1997 purchase of Nationwide Broadcasting stations

pushed it beyond federal ownership limits.

Under Jacor management, KJQY and KKLQ played mainstream, top 40's music. Jacor will apply that format to its new acquisition, KXGL-FM. Its other new property, KMCG-FM, becomes an urban AC outlet, said Mike Glickenhau, the Jacor San Diego gm.

Heftel, meanwhile, believes an opportunity awaits its Spanish voice. Mexican-based competitors, it said, have been unsuccessful in commanding a larger share of Hispanic listeners, taking only 6 percent of the city's market share. Tichenor said he can double that if he can tap into Hispanics' varying listening tastes. Experience shows that it could take up to three years before the right mix is settled upon.

Moreover, Heftel may expand even further with a Spanish news/talk AM station, Tichenor added. "There are some opportunities there," he said cautiously. San Diego is "a pretty big addition."

Mainstream operator Glickenhau wasn't so sure. "Is it competitive? I guess so, but we've never seen a Heftel or a Spanish Broadcasting in this market," Glickenhau said. "We'll see what kind of expertise they'll bring to the format." —MS

## NEW YORK/NEWSPAPERS

### Times: Broadway Bound

• TIMED TO COINCIDE WITH THIS WEEK'S TONY Awards, *The New York Times* has launched a series of special promotions to support the current season's Broadway shows. The effort includes a reader contest and newsstand promotions in the metro area. The grand prize is two tickets to each of 10 shows of the winner's choosing. "Stars in the Alley," a free outdoor concert given in Broadway's legendary Shubert Alley with the *Times*' sponsorship, kicked off the promotion last week to precede the June 7 Tonys.

## MINNEAPOLIS/TV STATIONS

### KSTP-TV Reporting Wins

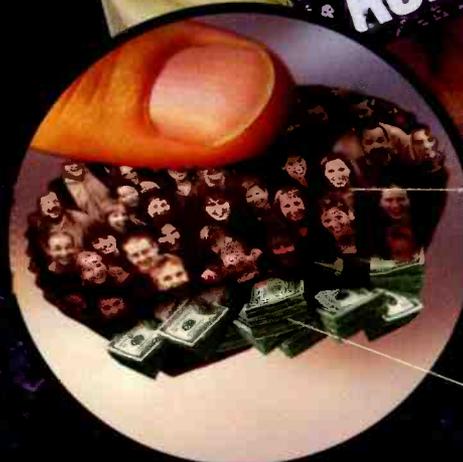
• KSTP-TV IN MINNEAPOLIS TOOK HOME top honors in key categories for excellence in journalism at the Page One awards of the Society of Professional Journalists, Minnesota chapter. Channel 5 journalists took first place for in-depth reporting for their segment "Voting." The ABC affiliate also received first- and third-place finishes in investigative journalism for "Drivers Ed: Are they Really Learning?" KSTP is owned by Hubbard Broadcasting of St. Paul, Minn. ■

## JACOR'S DAYTON CLUSTER

STATION	FORMAT	ON-AIR I.D./SLOGAN
WMMX-FM	Hot Adult Contemporary	MIX 107.7
WLQT-FM	Soft Adult Contemporary	LITE 99.9
WBTT-FM	R & B, Hip-Hop	The Beat 94.5 (Stopless Music)
WTUE-FM	Mainstream Rock	Dayton's Best Rock, 104.7
WONE-AM	Adult Standards	AM 980 WONE
WXEG-FM	Pop/Alternative	The X @ 103.9

Hey, you've got your  
**UPSCALE HOUSEHOLDS**  
in my mass audience!

Well, you've got your  
**MASS AUDIENCE** in my  
upscale households!



**UPSCALE HOUSEHOLDS:**

**#1** in both delivery and composition of adults  
18-49 in households earning **\$75,000+**

**MASS AUDIENCE:**

**#3** among all cable networks  
in delivery of adults 18-49 and  
**#1** in delivery of women 18-49

**NICK  
at  
NITE**  
Classic TV

Two great demographics that  
sell great together!



*Your Message Here.*

In an era when there is rarely an uncluttered place for your brand message, AMC offers an unspoiled environment. On AMC, you'll have exclusive sponsorships of classic movies, original programs and documentaries. You'll also be seen by an intensely loyal viewing audience in over 68 million homes. So, what would you rather be seen with? Consumerism run amok? Or the embodiment of Hollywood style and glamour?

*Or Your Message Here.*



American Movie Classics



Anywhere else, it's just a movie.

# Magazines

By Lisa Granatstein

Refocusing an often "delusional" 1970s outlook, 'Mother Jones' gets an update for the millennium

## MoJo's Reality Check

**M**other Jones, the activist magazine from the Left Coast, is planning a major revamp and an all-out effort to boost circulation and ad pages. *MoJo* is investing \$3.5 million on marketing research and a complete redesign slated for the September/October issue, due out in August. ♦ For 22 years, the earnest bimonthly's brash exposés and thorough investigative pieces have struck a chord with readers (and occasionally a sour note with the big corporations that have come under the title's scrutiny). But over time, *Mother Jones'* approach became predictable, and

the once steadfastly alternative magazine began losing its edge. The title has dropped off the radar screens of major print media buyers in New York and Los Angeles, a situation that *MoJo* publisher Jay Harris is out to repair.

most 25 percent, to 145,000 at the end of 1997, according to the Audit Bureau of Circulations. Advertising pages, which averaged 35 per issue in the second half of last year, were up more than 25 percent in the first six months of this year, Harris says.

With these encouraging numbers, *MoJo* decided to take its business to the next level. The title hired the hip S.F. marketing research firm Tattoo, which has worked with a number of high-profile magazines including *Time* and *Martha Stewart Living*. From Tattoo, *MoJo* learned that it still had strong appeal among diehard liberals, former hippies and a broader group of "media omnivores," as Harris calls them. No surprises there. But *MoJo* found it also had picked up momentum with readers in their late 20s. This group "shares the values and ideas of the baby-boom generation," Harris explains, "but their heroes, symbols and language is different." The younger set was happy when the magazine ran pieces questioning the virtues of biotechnology or Microsoft Corp. But an interview with Earth mother/author Margaret Atwood? Forget about it.

Tattoo's focus groups also identified a sharp dissonance between the look and the tone of the magazine. "The content was in your face—bold and assertive," Harris

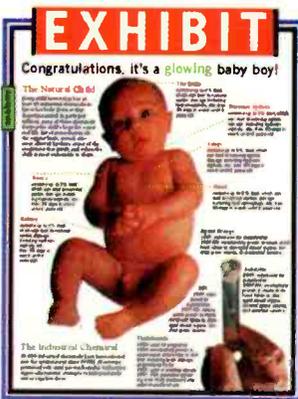
says, but "the design was much more restrained and decorative."

So the makeover effort will aim to broaden *MoJo's* appeal without alienating the old-timers who love the book for what it is. The new look will be "as forceful and as dramatic as the content," says Klein. It will feature larger, heavier fonts and bolder visuals, making the pages more "in-your-face."

On the reporting front, *MoJo* plans to expand its coverage of technology. "This younger generation accepts technology as the oxygen they breathe," says Klein. "They want to understand the moral dimension of it." New columns in the book will include "Your Ad Here: Greg Beato," a look at the marketing/promotion hustle, and "Exhibit," which will aim to deconstruct an issue or event with visual aids, such as illustrating the toxins present in a newborn baby.

While *MoJo* figures to continue booking ad pages from the likes of The Body Shop and university press book publishers, Harris hopes to attract new categories into the fold, including technology, automotive and camping/hiking gear, clothing and footwear.

"In a controversy-adverse world, [*Mother Jones*] may be too hot," Harris says. "But its passion will be a strong positive for [advertisers] who want to speak to very committed readers."



The August redesign will feature several new columns.



"The people producing [the magazine] who thought it would lead to change were delusional," says Harris, who has been with the San Francisco-based magazine for seven years. "Readers, several years ago, checked out on that."

To get things rolling in the right direction again, the independently published magazine in 1992 rehired one of its founding editors, Jeffrey Klein, who has since reinvigorated *MoJo's* claim to fame—investigative reporting.

The effort is paying off. Since Klein came aboard, *Mother Jones'* paid circulation has increased al-

### 'Prevention' Gets Younger 'Your Grandmother's Magazine' No More

*Prevention* editor Anne Alexander is close to putting the finishing touches on her ongoing retooling of the monthly health digest. The Rodale Corp. title's overhaul has been a hit with readers and has helped attract a new crop of advertisers. Once derided as "your grandmother's magazine," the new-look *Prevention* is skewing considerably younger, says publisher Ken Wallace.

Before Alexander, former edi-

# We've Got A Lot On Our Plate!

THE SIMPSONS, MOVIE BLOOPERS, BONUS FLIP BOOK!

## NICKELODEON

Our **MONSTER** 5th Birthday **ISSUE!**

**GODZILLA** is back!

©1997 SIMMONS KIDS STUDY.

Nickelodeon Magazine IS CELEBRATING FIVE FABULOUS YEARS OF EXCITING EDITORIAL FOR 6 to 14 YEAR OLDS. MORE THAN 6 million KIDS\* READ NICKELODEON MAGAZINE EACH MONTH!

DURING THE PAST FIVE YEARS, OUR RATE BASE HAS GROWN TO 875,000. AN INCREASE OF 483% SINCE OUR LAUNCH! THIS PAST YEAR ALON OUR ADVERTISING PAGES HAVE INCREASED 52%\* TO JOIN OUR GROWING LIST OF ADVERTISERS, CONTACT PEGGY MANSFIELD, VP/PUBLISHER AT 212/258-8572 OR CHECK OUT INFO.NICK.COM.

\*REFLECTS JAN/FEB '90 - MAY '98 ISSUES.

VISIT US ON THE WEB AT [nick.com](http://nick.com).

Are you decorating doggy bowls next?



Thanks to everyone FOR DECORATING COMMEMORATIVE BIRTHDAY PLATES. HERE ARE JUST A FEW DESIGNS BY OUR ADVERTISERS AND THEIR KIDS.



RYAN FORMAN  
CRANSTON, RI



SHANE & RANDALL STAFFORD  
REDWOOD CITY, CA



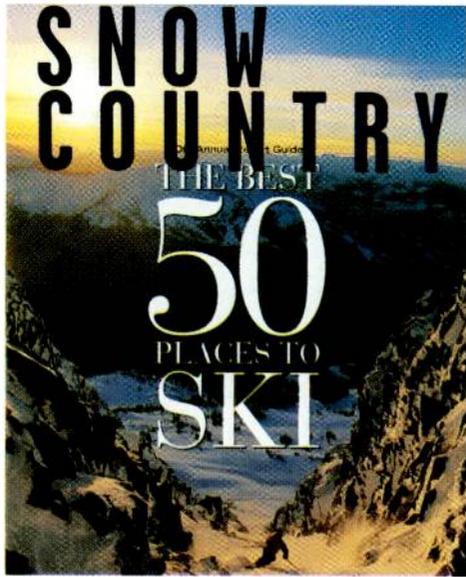
BECKY HOM  
NEW YORK, NY



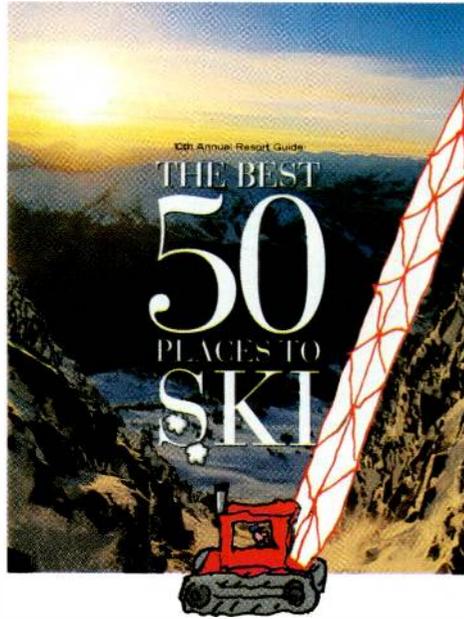
ALAN & TAYLOR MOORE  
CHICAGO, IL



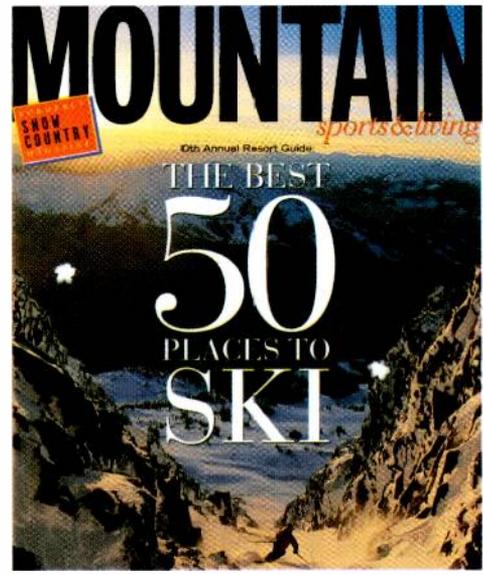
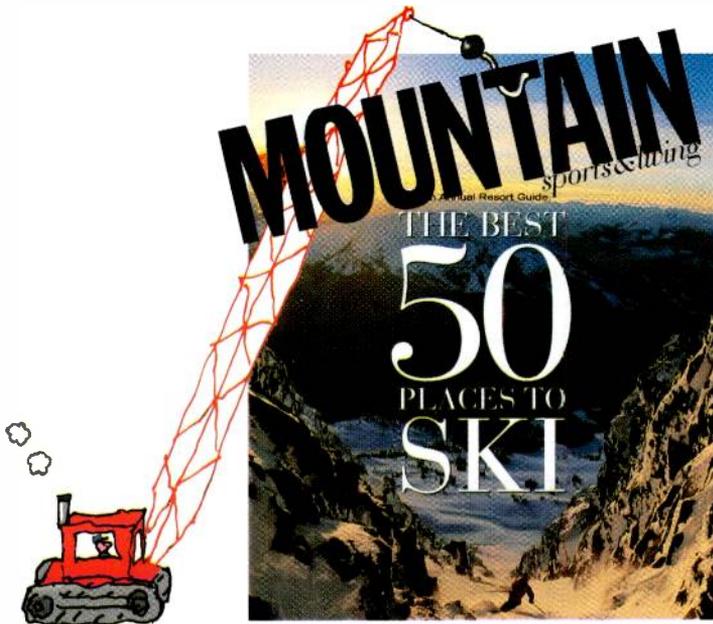
JOHN VACCARO  
NEW YORK, NY



*Our readers came to snow country to ski.*



*But when the snow went away, they stayed. . .*



*...and stayed and stayed. They stayed all year long because they love biking, hiking, golf, tennis, and climbing, too. As well as first-class travel, fine wine and four-wheel drive.*

*That's why we changed our name to MOUNTAIN Sports & Living. But that's not all we're changing. With our September issue we're introducing a new editor, a new look and 400,000 all-paid subscribers.*

*Want to reach the top of the active sports market?*

*You'll find them on the mountain.*

**Win a trip for two to the #1 ski area in North America.** Just correctly identify the mountain on our September cover (above) and you'll be entered in a drawing. Send your answer by July 31, 1998 on your business card to Mason B. Wells II, Publisher, MOUNTAIN Sports & Living, 810 7th Avenue, 4th floor, New York, NY 10019. Or better yet, give him a call at 212-636-2700 and make an appointment to hear the whole story... because there's more to the mountains than snow.

A publication of **MILLER SPORTS GROUP**

## Magazines

### Must-Reads

A compendium of noteworthy articles from recent issues:

Richard Alleman dives into the 50 of the world's best hotel pools in "Taking the Plunge," *Travel & Leisure*, June

Tom Stienstra offers tips on getting away from it all without bug bites and blisters. "Into the Woods," *Men's Fitness*, June

It's not only camping season, it's also wedding season. William Wegman, look out. In "Puppy Love," Bruce Weber captures canine couples on their day of bliss. *Vogue*, June

tor-in-chief of *Natural Health*, joined the magazine last summer, *Prevention* was geared for women in their late 40s. While the median age remains 40-plus, the magazine's editorial content is now targeted primarily to the lifestyle needs and desires of people in their late 30s and early 40s. "We're trying to make the magazine much more modern, so that it fits into that busy person's life," says Alexander. "We want to skew it slightly younger, with a more modern approach for women."

Almost every section of the book has been revamped. In January, the key areas of health, nutrition and fitness were all reorganized and the columns renamed. More color, photography and "short, actionable tips." were added to the mix, says Alexander. The food section, now known as Fast & Fabulous, focuses on flavor and convenience, guaranteeing that readers will dirty less than two pots.

Fall will bring the new columns Walking Fit and Supplement News, all about vitamins. The magazine is toying with adding a column called Successful Aging that may be selec-

tively bound in for subscribers 55 and older.

Also coming, possibly by August, is a likely hike in newsstand price from \$1.95 to \$2.25.

The makeover of *Prevention*, which competes against such titles as Time Inc.'s *Health* and Weider Publications' *Living Fit*, was in part a response to a big dip in newsstand sales of 19.3 percent in the second half of last year. In March, the title cut its rate base by 7.7 percent, to 3 million. "We cut way back on the draw and accepted a smaller unit sale to get the efficiency up," says Wallace. As a result, the publisher estimates that *Prevention* exceeded its reduced rate base by about 300,000 in the first half of this year.

### New National Soccer Mag *Kick!* Is Suited Up To Take the Pitch

Heads up, soccer moms. *Kick!*, a new national soccer magazine, rolls off the press this week, coinciding with the kickoff of the sport's huge

quadrennial tournament, the World Cup. The 1 million controlled-circulation quarterly from Aegis Group Publishers, a division of Warren, Mich.-based C-E Communications, will be distributed in the top 20 markets where a family member has ties to the U.S. Youth Soccer Association. The title will target players 15 to 36.

"We are reaching an audience with this publication that has never been fully addressed," says *Kick!* editor Jamie Trecker, who is also the soccer correspondent for *USA Today*. "Kids want to know the stories behind their heroes [and] what's driving the game."

The soccer field includes the Patch Communications bimonthly *Soccer*; family-run *Soccer Junior*, based in Fairfield, Conn.; the weekly tabloid sheet *Soccer America*; and Century Publishing's *Soccer Digest*. *Kick!*'s corner on the market? "No one is doing a full-color, well-financed, mass-market soccer magazine," Trecker says.

Two-thirds of *Kick!* will be devoted to features, previews and comprehensive coverage of play at the high school, college and pro levels. The title will also feature instruction, drills by top coaches and columns on nutrition and psychology designed to help parents and kids get the most out of the game (read: don't kill your kid, or your teammates).

The quarterly is the first non-custom magazine from 60-year-old Aegis. The company publishes more than 40 custom consumer titles, business-to-business books and employee publications for Farmers Insurance, Exxon and General Motors.

The first issue of *Kick!* will have 19 pages of advertising from Best Western Hotels, Chevrolet and Reebok, among others. ■



**The goal: A mass-market audience**

### 60 SECONDS WITH...



#### Arthur Frommer

Editor, *Arthur Frommer's Budget Travel*

**Q. Why start a magazine now?** **A.** For 30 years, people told me it was impossible. From the very first day I published my guidebook, the idea occurred to me. People shrugged me off, saying there are no advertisers that deal with popularly priced travel. I sort of swallowed that. **Q. What's your beef with the high-end travel magazines?** **A.** They provide entertainment, but they are irrelevant to people's lives. I have been increasingly dismayed to see how totally unrealistic these magazines have been. All of them continually recommend hotels that charge \$400 to \$600 a night. I've never spent that kind of money in my life, and I don't think most people would dream of this. **Q. Come on, you have the money—it must be tempting.** **A.** I have on occasion stayed in deluxe hotels when someone else is paying—when Simon & Schuster sends me on a media tour. I find them the most boring hotels in the world. **Q. What are your summer plans?** **A.** I'm hoping to go to China. My wife and I will make our own reservations, buy train tickets, and just see how you travel in China. **Q. Where can a stressed-out publisher go to refuel?** **A.** This is the year of Asia. The prices have plummeted to such an extent that virtually all Asian destinations offset the higher airfare of going there.

More emotion in one night  
than that vacation with your in-laws.



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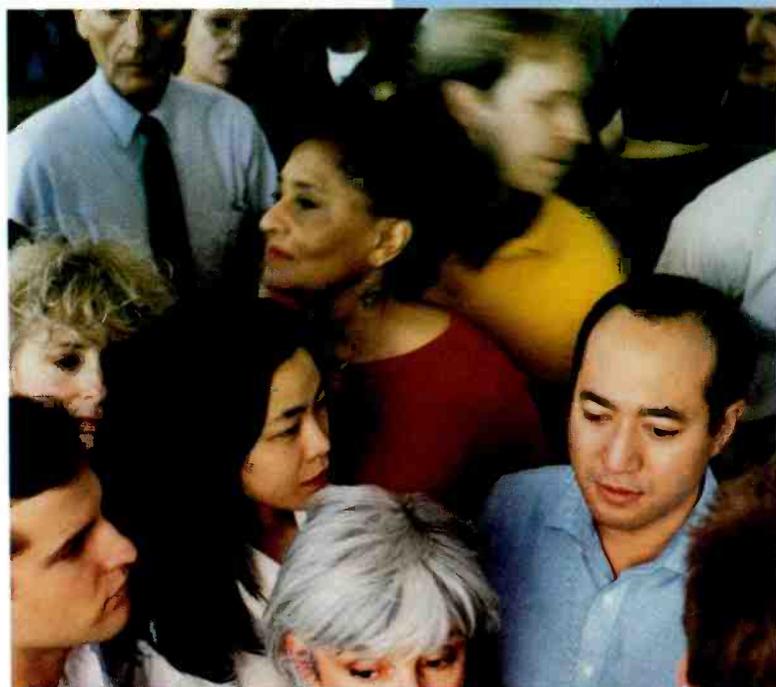


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## MOVERS

### NETWORK TV

**Jerome Conlon** was named senior vp, marketing and research at NBC, West Coast. Conlon will be responsible for development of marketing and branding initiatives for NBC Entertainment, NBC Studios and NBC Enterprises. He will also oversee the network's West Coast research department. Prior to joining NBC, Conlon was vp, brand planning, category development and consumer insights for Starbucks Coffee Co....PaxNet has named **Dennis P. Thatcher** vp of its midwest region. He will oversee the development, sales and operations of the new network's TV stations in the midwestern markets. Previously, Thatcher performed double duty as vp/general manager of WOIO-TV, the Fox affiliate, and gm of WUAB, the WB/UPN affiliate, in Cleveland.

### CABLE TV

**Maureen Smith** was promoted to general manager, Fox Kids Network and executive vp of Fox Family Worldwide. Smith, who previously served as senior vp of, planning, scheduling and station relations in a liaison role between Fox Kids affiliates and the network, will now be responsible for overseeing all aspects of day-to-day operations of Fox Kids. She will oversee programming, scheduling, on-air promotion, marketing, station relations and research. Smith will also continue to oversee scheduling of all dayparts of Fox Family Channel, which is scheduled to launch on Aug. 15.

(continued on page 37)

# The Media Elite

Edited by Greg Farrell

## P.O.V.'s Danger Man

**M**ichael Finkel is no Cabin Boy. Unlike comedian Chris Elliott's film of hijinks on the high seas, the *P.O.V.* outdoors editor spent three hazardous weeks as a bait boy, fishing for snow

crab off Alaska's coast. "I'm always fascinated by people who do unusual things," Finkel says. "Particularly really bad jobs." In this case, Finkel was lured by the prospect of experiencing firsthand the country's most deadly

occupation. You have to wonder if the guy had a death wish. Though the fishing itself is not dangerous, the severe lack of sleep leads to dulled senses and life-threatening mistakes. "It's the equivalent of drinking three bottles of vodka and then operating a vehicle staggeringly drunk for a 1,000-mile drive," he explains. For five days, Finkel refused to trade his extra 90 seconds of sleep for a change of clothes or to brush his teeth.

When he wasn't baiting fish, he was sorting crab, ducking beneath swinging 700-pound pots and jotting down notes. Despite his bruised, cramped hands, Finkel managed to crank out a 7,000-word feature upon his return. And though he's proud of his story, which appears in *P.O.V.*'s June/July issue, he's even happier he became one of the crew. His boat took in 300,000 pounds of crab in nine days. "It was the most prized paycheck I ever got," Finkel says of his \$3,000. Despite the hardship, he may go back. Then again, he says: "I think I'll just read the piece over one more time." —Lisa Granatstein



Finkel on assignment: No crabbing about the danger.

## Fortune Gives His Airness a Big Booster Shot

**T**he staff of *Fortune* watched the May 31 do-or-die NBA playoff game between the Chicago Bulls and the Indiana Pacers fervently hoping for a Bulls win. Not because the NASDAQ depended on it, or because basketball is more thrilling than business (of course not), but because the magazine had put Bulls' star Michael Jordan on the cover of its June 22 issue.

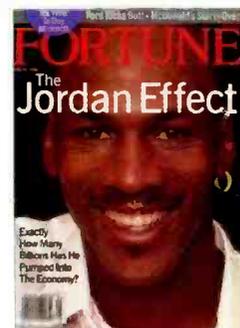
"Let's just say when we sat down for the game on Sunday we had a keen interest in the out-

come," says deputy managing editor Rik Kirkland. "We figured if we hit this right, everybody will be talking about it, though if we miss it, it will be a little embarrassing."

The biweekly's schedule requires that cover stories be decided the week before publication, making the

cover choice a bit of a gamble.

Kirkland likened the magazine's Jordan score to its cover of Tiger Woods the week he won the 1997 Masters. And unlike the celebrated jinx of Time Inc. sister publication *Sports Illustrated*, Kirkland posits that *Fortune* has a cachet of its own. "Now it's the *Fortune* booster shot," he quips. —Mira Schwirtz



Fortune gambles on Jordan in big game.

# MOVERS



**Time's Schlax up in Chicago**



**Shirer promoted at Men's Health**

## MAGAZINES

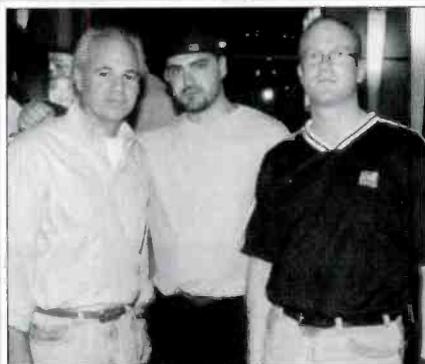
**Tim Schlax** has been named midwest advertising sales director for *Time*. He succeeds Kathy Kayse, who was named publisher of Time Inc.'s *Your Company*. Also at *Time*, **Terri Faletti** has been named Detroit sales representative and **Jim Helberg** has been named a sales rep in Los Angeles...**Joyceann Shirer** has been promoted to senior consumer marketing director for *Men's Health* magazine, published by Rodale Press.

## NEWSPAPERS

**Michael J. Fisch**, previously president and CEO of *The Bakersfield Californian*, a Gannett paper, has been named president of *The Honolulu Advertiser* and president of the Hawaii Newspaper Agency. Fisch has named **Dennis Francis**, formerly vp/circulation in Honolulu, to the new position of gm...At Dow Jones Newswire, three execs have been promoted: **Susan Donovan**, previously national sales manager, West, becomes Western sales director; **Steve Reiser**, national sales manager New York, to Eastern sales director; and **Jeff Pomeroy**, national sales manager, East, to director of customer support...At the Newspaper Association of America, smaller-market papers division: **William J. (Bill) Sutcliffe**, from Thomson Newspapers, to vp/marketing; **Charles Diederich** of Media General to director of recruitment advertising; **Morton (Mort) Goldstrom III** of Knight Ridder to director of marketing and advertising in national/retail; **Gina Gonzalez** from the Fort Lauderdale *Sun-Sentinel* to director of marketing and advertising in national/retail; and **Debra Gersh Hernandez**, formerly of *American Advertising Magazine* and *Editor & Publisher*, to director of p.r.

# MEDIA DISH

*The Source* on May 28 held the "Players 2 Playaz Hip-Hop and Video Game Challenge" at Sylvia's in Atlanta. (Below) from left: David Mays, publisher of *The Source* and *The Source Sports*; Jon Richmond, president of Fox Interactive; and Dave Neubecker, executive director/marketing, Fox Sports Interactive.



*Gourmet* magazine recently hosted an event featuring the pairings of wines and fragrances at the home of publisher Gina Sanders (far right). With her, from left: Coco Kopelman and Arie Kopelman, president of Chanel.



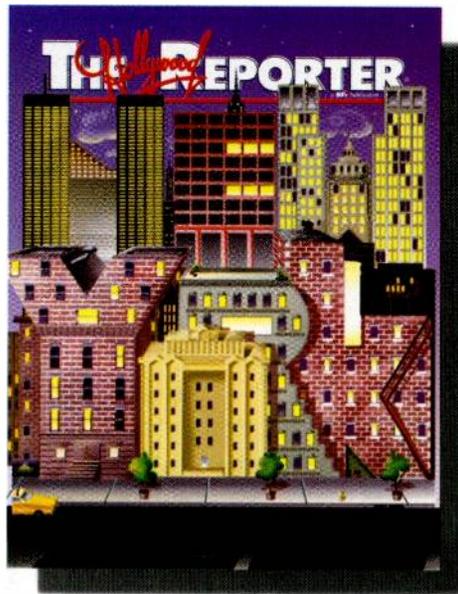
At a recent AWNY event sponsored by *Mademoiselle*, (above) from left: Jan Aglioloro, account coordinator, *USA Today*; Renee V.H. Simons, director of media, Philip Morris U.S.A.; Lauren Effron, consumer products manager, *Mademoiselle*.



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## SPOTLIGHT ON...

**Brad Samuels**Senior vp/affiliate relations  
Comedy Central

Brad Samuels is surfing a pretty big-wave these days. As long as the cartoon character Kenny keeps on dying and as long as the fiendishly uproarious anti-family values animation show *South Park* keeps nailing top ratings, Comedy Central's consumer buzz is high and cable operators are eager to deal.

That's good news for Samuels, CC's senior vp affiliate relations, who last December was charged with leading the network's first affiliate sales group. It was excellent timing for Samuels, as the programming supernova that is *South Park* was just beginning to explode. Samuels, with his dedicated department in place, has been able to spin Comedy Central's growing popularity into about 3.5 million new subscribers since January. That total is already more than half of the 5 million total subs the network picked up in all of 1997.

Samuels previously worked with the MTV Networks team that handled distribution for Comedy Central along with MTV, VH1 and Nickelodeon. But Time Warner and Viacom, 50/50 owners of the network, decided the network should be sold as a stand-alone, and that job fell to Samuels.

Growing up as a self-described "radio gypsy," Samuel explains that his father, a radio executive, moved from market to market on the East Coast before settling in Cincinnati. After graduating from Michigan State University in 1982, Samuels worked with his father in radio advertising sales for two years before picking up a master's degree in telecommunications management from Michigan State.

Samuels then jumped to cable as an affiliate representative for the PASS sports network in Detroit. In 1986 he landed his first job with MTV as an account manager in Chicago. He joined Comedy Central in 1993 as vp of affiliate relations. At that time, Samuels remembers his

job as divided between being "part cheerleader, part cop" in trying to help MTV sell the service while keeping Comedy Central's own interests at the fore.

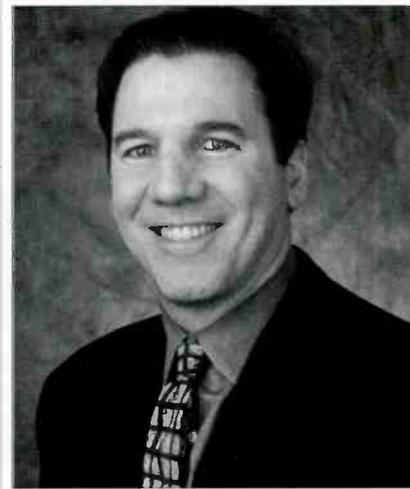
In the six months since spinning off his department, Samuels has hired a staff of 25, including three vice presidents: Clayton Banks, vp for the Northeast region; Lisa Delligatti vp for the Southeast; and Richard Freeman, vp for the West-ern region. Samuels has also set up five offices in order to "have our reps as close

to the markets as possible," he says.

As for the rest of 1998, Samuels says he is confident that he can turn the network's 49.7 million subscriber count into 55 million, a number that will certainly help Comedy's advertising sales efforts. Samuels is also eager to ramp up Comedy Central's local promotions and ad sales operations. And if the consumer buzz on programming continues, those goals will be within Samuels' reach.

His mission: "We want to make sure the channel is valuable on all cylinders."

—Jim Cooper



With the success of *South Park*, Samuels' timing has been perfect.

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\* Nielsen Cable Activity Report, avg. 4Q96-3Q97.

\*\* NTL, custom duplication analysis (7 days, 24 hour cume hh) 10/20-26/97.

# MEDIA DISH SPECIAL

## Golf for Women, Adweek Get Women Out on the Links

The Advertising Women of New York took over the Greenwich (Conn.) Country Club last Monday for its second annual golf outing. The day on the course is designed to encourage women interested in taking up golf to practice and play a round in a friendly environment. Sponsored by *Golf for Women* magazine and Adweek Magazines, this year's outing drew more than 100 players. To prepare for the day, AWPY members had two practice sessions and golf lessons at Chelsea Piers in Manhattan. By the time they reached Greenwich, everyone was ready to play.



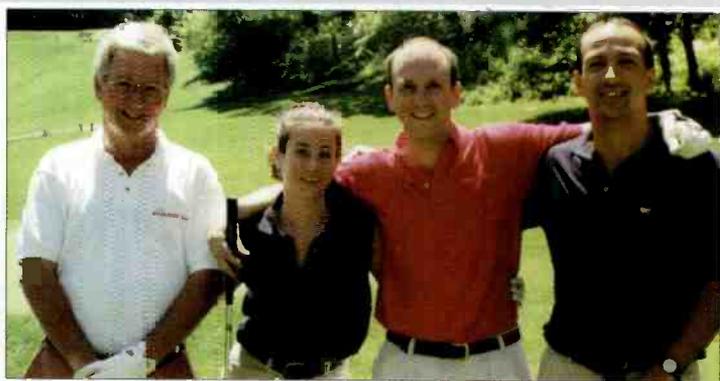
(left to right above): Marshall Dostal of Northern Lights Post; Ann Haire of BPI Communications; Teri Wagner of ABC Sports; Mark Dacey, president of Adweek Magazines.

Below, a break between holes for (from left): Lynn Ruane, *People*; Dave Watt, *People*; Kathy Riordan, Kraft Foods; Barbara Singer, Kraft Foods.



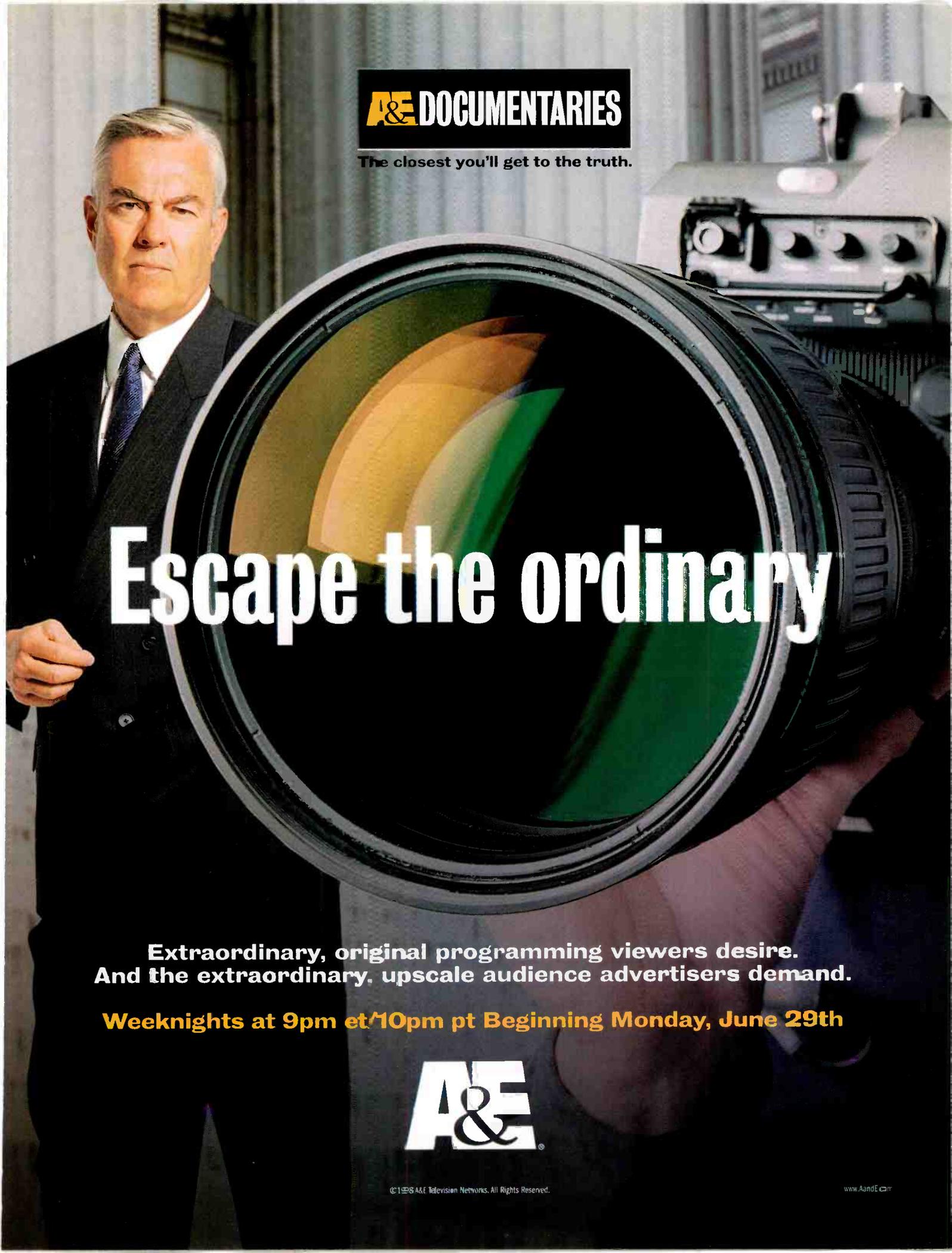
(Above, from left): Greg Smith; Celia Curin, *The Wall Street Journal*; Michael Parker, exec vp/group publisher, Adweek Magazines; Jill Manee, *Advertising Age*; Caroline McCurdy, *The Wall Street Journal*; Mark Dacey, president, Adweek Magazines; Lisa Pearson, *Go! for Women*.

Driving for show (below, left to right): Brenda McKenna, Marquardt & Roche/Meditz & Hackett; Diane Sacken, *Better Homes & Gardens*; Nanci Shallman, the Shallman Group; Susan Lyons, *Garden Design* magazine.



Putting for dough (above, from left): Tony Hoyt, American Media; Dana Morgenstern, *Soap Opera* magazine; Brian Carrigan, *Soap Opera*; Paul Tsigrikes, American Media.

On the green (left to right): Karen List, *The New York Times*; Pete Michaels, Media Passage; Debbie Steiner, Media Passage.

A man in a dark suit and tie is looking through a large, professional camera lens. The lens is the central focus, showing a blurred view of a room with a typewriter in the background. The man's expression is serious and focused.

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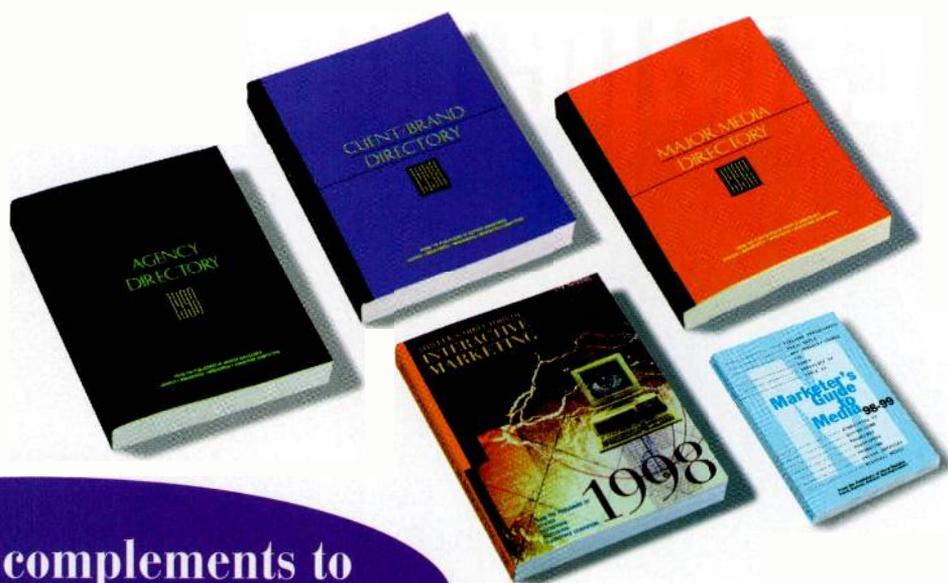
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United Kingdom  
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Advertising Agency/Contact:  
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(212) 647-0135 Barbara Warner, Acct.

Additional Advertising Agencies:  
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(212) 697-6000 David Landesberg, Acct.

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Exec. Vice Pres., Spirits Frederick LeD  
Vice Pres., Pub. Rel. Jack S  
Dir., New Pdcis./Ventures Arlene Ger  
Mgr., Promo. Lynn David  
Mgr., Pub. Rel./Event Mktg. Kate Clem  
Mgr., Pub. Rel./Event Mktg. Scott Mus  
Spirits Mktg. Alan W  
Brand Publicity/Event Mktg. Steve Gold

Brand Name, Brand  
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URL, Headquarters/Parent Company,  
Product/Service Category, Media  
Expenditures, Leading Ad  
Agency/Contact, Key Personnel

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Event Management/Management

Advertising, Strategic Planning

Corporate Communications

Fields Served: Automotive

Financial Services/Banks/Savings & Loans,

Food, Retail Stores/Chains

Employees: 55

Year Founded: 1990

1996 Billings: \$29,384,753

1996 Billings By Medium: Network TV -

\$4,995,408, Cable TV - \$587,695, Radio -

\$4,407,713, Newspapers - \$4,995,408, Consumer

Publications - \$1,175,390, Trade Publications -

\$293,848, Direct Marketing - \$881,543, Other -

\$12,047,748 (Pub. Rel./Sales Promo.)

1996 Fee Income: \$3,621,383

Key Personnel:

Chmn./CEO Eric Mow

Sr. Partner Doug B

Sr. Partner Judith Hojn

Partner/Creative Dir. R. Cray Cyp

Partner/Dir. Brdcast. Prodn. Chris

Major Accounts:

Arby's - Syracuse & Rochester, NY Co

The Buffalo News

The Buffalo Sabres

The Children's Ho

4 Deale

Agency Name, Address,  
Telephone, Fax, E-mail, URL,  
Services Offered, Fields Served,  
Annual Billings, Billings by  
Medium, Key Personnel,  
Major Accounts/Clients

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Fax, E-mail Address, URL,  
Key Personnel, Services  
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Accounts, Strategic alliances,  
Company Profile

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Audit: ABC 06/30/97

Single Copy: \$2.50. Annual Sub: \$51.48.

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the people, motives and ideas that shape the

increasingly in

Target Reader:

active and in

Mng. Editor

Pres.

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Creative Dir.

Mktg. Mgr.

Mktg. Mgr.

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Digital Marketing:

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Branded Products: Portfolio South.

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American Marketing Association (DPM [www.ama.atlant](http://www.ama.atlant)

Andersen (Diskette, Kiosk); BellSouth (Kiosk); Internet S

(DPM [www.abundant.com/iss](http://www.abundant.com/iss)); Internet Security System

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1998 Directory of Interactive Marketing - \$225

1998 Marketer's Guide to Media - \$75

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Wedding bells have been ringing in recent weeks throughout the interactive advertising community, as at least five newly-merged companies have been created out of a gaggle of smaller firms. The mergers can make one positively misty-eyed over the fact that the days are so far gone when new interactive agencies could come to prominence out of nowhere. However, if the mergers can help make this a profitable business, then there's something to be said for dry-eyed clarity. —Catharine P. Taylor

## @deadline

### Agency Assumes Spiral

After owning a stake in **Spiral Media** for the past year, **Agency.com**, New York, has taken 100 percent ownership of the New York-based interactive agency. Spiral Media will become a subsidiary of Agency.com and will operate under its own name. Art Williams will remain as Spiral's CEO and will also become executive vice president of operations for Agency.com. Spiral's clients include Reuters, AT&T, Nickelodeon and Xerox. The move follows Agency.com's mergers with Online Magic in London and Interactive Solutions in Boston.

### Pathfinder Name Wanes

As part of an evolving strategy shift, **Time Inc. New Media**, New York, is promoting its individual online media brands, such as Parenttime and Time.com, instead of its umbrella online brand Pathfinder. Company officials said Pathfinder, which has ceased to be an important brand for consumers, is now being treated as an infrastructure for striking deals and selling ads.

### InterActive8 and TPI

Silicon Alley's **InterActive8** last week acquired **Tuckett/Parshall Interactive**, an African American owned and focused agency, also based in New York. TPI will operate as a separate unit of InterActive8, servicing clients such as Morgan Stanley, *Essence* and Motown Records.

# What's Olds Is New Again: Alero to Launch Online

By Bernhard Warner

**O**ldsmobile, the car division that has been the most aggressive among the General Motors units about marketing on the Internet, is now preparing to make online media the starting point, and centerpiece, of its media blitz to launch its sporty new model, the Oldsmobile Alero.

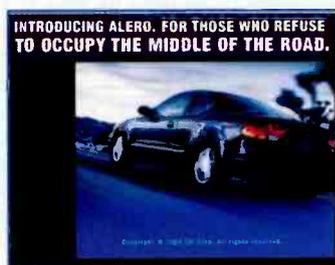
The car's online campaign will also bring the Internet further into the sales loop than it ever has been before. Oldsmobile is planning to make an Alero test drive just a click away for prospective buyers, who will have an Alero driven to their home just by requesting a test drive off the Web. At press time, logistics of the plan had not been finalized.

The online campaign, created by Leo Burnett unit Giant Step, Chicago, will probably break in July as part of a total launch budget of \$80 million. Oldsmobile would not divulge the budget for the Internet launch, but it is believed to be in the millions of dollars.

"I think this will be ten-fold more effective than any other launch we've ever done," said Debbie Craig, interactive marketing manager at Olds. "You're going to be able to go through the entire purchase funnel online."

Priced as low as \$17,500, the Alero is Olds' youngest skewing model targeted toward

more sophisticated 35- to 45-year-olds. The online campaign is expected to consist of banners and larger online ad units placed on various sites to introduce the model to casual surfers. These ads will link to Alero.com, which has already been launched, plus flash a message about registering for a test drive to be delivered to a would-be customer's doorstep, perhaps by a local Olds dealer or car rental company. Eventually, Olds will target prospective buyers.



People interested in the Alero (above) will be able to order a test drive online.

Delivering test rides directly to customers' homes is a new convention among car makers, especially with higher priced models. The purpose is to minimize customer contact with pushy car dealers. There are no plans to sell the car off Alero.com, Craig said.

Detroit-based GM has aggressively targeted the Internet to help it sell cars. Its GM Buy Power program began in October, enabling car buyers in California, Oregon, Washington and Idaho to buy cars directly online from participating dealers' inventories. Eventually, the program is supposed to be rolled out nationally. By the fall, consumers will be able to purchase the Alero either through the Buy Power program or through other online car sellers such as Microsoft's CarPoint and Auto-By-Tel. ■

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MERGER: USI AND DIGITAL EVOLUTION p. 48		BRANDING: THE SYNDICATION SOLUTION p. 50			

# b i t s

◆ **Inquisit**, San Francisco, which provides personalized news services over the Internet, today will launch Enterprise Inquisit, a low-bandwidth, agent-based news filtering service that can be deployed through a link on a corporate Intranet. **Visa International**, **Lockheed Martin** and **DMW Group** are customers of the new service.

◆ **Personify**, San Francisco, today will launch Personify Essentials, a service that provides online advertisers with marketing information such as segmentation, return-on-investment reports and cross-selling analysis. The software allows marketers to analyze in real time what makes customers click, identify the most receptive Web consumers and measure return on advertising and content investments.

◆ For the week ending May 30, **Yahoo**, Santa Clara, Calif., had five of the top 10 most viewed Web banner ads, according to Web measurement company, **NetRatings**, Milpitas, Calif. Others cracking the top 10 were banners for **Link Exchange**, **AutoWeb**, **AltaVista Search Service** and **Tri-Star Pictures' Godzilla**.

◆ **BankAmerica**, San Francisco, struck a deal to market its credit card products to members of the free email service of **Juno Online Services**, New York. As part of the multi-year alliance, Juno will flash credit card offers in a variety of ads on the service and enable its 5 million members to register for cards online.

◆ **Ticketmaster Group**, West Hollywood, Calif., has entered into a marketing alliance with **Yahoo** for the company to become an exclusive merchant on the search service. In turn, Ticketmaster will promote the Santa Clara, Calif.-based search service in its mailings and on Ticketmaster Online. Concert and event listings will be posted in Yahoo's Get Local, Sports and other event areas.

◆ **Pixelpark**, New York, a German interactive agency that opened its American branch in April, has entered into a partnership with German electronic commerce software maker **Intershop Communications**. Intershop will provide its software to Pixelpark's locations in Berlin, Hamburg, New York and Paris. Pixelpark France, the firm's newest office, is scheduled to open Aug. 3. The company also has an alliance with a French design firm called **Tribe**.

Correction: The name of David Wamsley, president and CEO of **Adaction.com**, was misspelled in last week's issue.

## Comedy Central Gets Serious About South Park Copyrights

BY ANYA SACHAROW—Parable, a Newton, Mass.-based multimedia software company, will today announce a deal with Comedy Central that demonstrates content providers can have some control over how their properties are used online. The company will also announce that it has signed search engine Lycos as a distribution outlet.

Through its alliance with Comedy Central, which will first focus on the hugely popular South Park cartoon series, Parable is making and distributing what it calls South Park "Things"—copyrighted, multimedia images of the characters which can be collected for use off- and online. Comedy Central and Parable envision that these official representations of characters will be used by fans of the series on the thousands of Web sites devoted to South Park.

The deal will help Comedy Central continue to promote the series online; each Thing is embedded with the Comedy Central URL and will contain ads for the TV show. It will also help the network protect the South Park franchise. As personal publishing on the Internet has increased,

companies that own popular brands have had difficulty controlling how they are used online.

"This is the first time we've been able to use the technology to actively enforce our copyright without shutting fan sites down," said Beth Lewand, senior producer, Comedy Central Online.

Parable has also been building an archive of official, online animated Things for a number of properties, including the New England Patriots, the Boston Red

Sox, the Hasbro computer game *Frogger* and Jones Soda. The company plans to expand its roster of multimedia collectibles to cover any sort of brand.

Although Parable has been seen primarily as a software company, the firm has set its eyes on licensing. "Our business is expanding beyond tools," said Steve Barlow, chairman and chief technology officer of Parable. "We're aggregating brands and distributing them to portals."

With the Lycos deal, the search service becomes the first syndication partner for ThingSearch, a searchable database of Thing images. ■



A copyrighted Cartman will soon be available on the Web.

## Magnet Attracts Curiosity To Kellogg's Kids Sponsorship

BY BERNHARD WARNER—In an effort to reach kids where they play online, Battle Creek, Mich.-based Kellogg Co. has entered into a six-month sponsorship on Curiosity's FreeZone.

Washington, D.C.-based Magnet Interactive Communications, which handles some of Kellogg's interactive work, brokered the deal between the cereal maker and the free kids entertainment site. The syndicated Kellogg's content will appear at [www.freezone.com](http://www.freezone.com) as "Kellogg's Club K"—a playpen of games, trivia contests, surveys and Kellogg's-sponsored chat sessions. It launches today.

Up to this point, Kellogg's has concentrated the bulk of its online promotional efforts on banner ads and sponsorships to drive traffic to its Planet K site, located at [www.kelloggs.com](http://www.kelloggs.com). In this case, Kellogg's is lending its arcade games and kids-themed content to FreeZone and its more

than 200,000 registered members. The sites will get reciprocal links and FreeZone parent company, Thomson Target Media, Chicago, will promote Kellogg's in its in-school publication, *Curiosity*.

Kellogg's primary objective with the program is to leverage the online community phenomenon to build brand loyalty among the pre-teen set, said Chris Wuhler, director of media planning and online marketing at Magnet. "We could go out and do banners, but that's not the way to go out and market to kids," he added.

Instead, the packaged goods company wants to achieve the "soft sell" by bringing Kellogg's-branded games and Tony Talk, an application akin to America Online's Buddy List, to the popular online kids community. Wuhler said Kellogg's does not get access to data about FreeZone members. ■



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## USI, Digital Evolution Merge

As the latest agency merger in a spate of consolidations, US Interactive, Malvern, Pa., and Digital Evolution, Los Angeles, will combine forces to form a new company under the USI name on June 15. Terms were not disclosed.

The new entity, whose clients will include Toyota, IBM, Microsoft and the American Stock Exchange, will be headed by Eric Pulier, executive chairman and co-founder of Digital Evolution, and Larry Smith, CEO of USI. Both will retain their titles; Pulier will be based in L.A. and Smith in New York.

The companies' assets will be combined, and estimated joint revenues for 1998 exceed \$20 million, according to the principals. Their combined 1997 revenues totaled \$15 million. "It's a merger of equals," Smith said. "This is not one company acquiring another company."

USI will now have offices in New York, Los Angeles, Malvern, Seattle and Washington, and plans to expand through more acquisitions. "We will be selectively looking and hoping to acquire some of the really smart independents in the marketplace that want to work with other really smart operators," Smith said.

The agreement follows courtship of both agencies by others who were ultimately rejected. Digital Evolution chose to merge with USI, Pulier said, because it is complementary geographically and philosophically. "We are not a Wall Street invention," he said. "We're a group of truly creative enthusiasts."

USI also plans to increase its work abroad this year. Digital Evolution already does work in Hong Kong and New Zealand. USI plans to open an office in Hong Kong and may enter Singapore.

—Adrienne Mand

## IQ movers

Hasbro Interactive, Beverly, Mass., has appointed **John Hurlbut** vice president, marketing. Hurlbut was formerly senior vice president, director of new business development at Ingalls Advertising, Boston ... **Mark Moran** has joined 24/7 Media, New York as general counsel from the New York-based law firm Proskauer Rose LLP ... **Craig Marr**, formerly a partner and national director of business development at Poppe Tyson, New York, was named vice president of business development at US Interactive, New York ... **Andreas Panayi**, formerly senior partner, director of international operations at Poppe Tyson, New York, has been named president of Brand Dialogue, New York, a division of Young & Rubicam.



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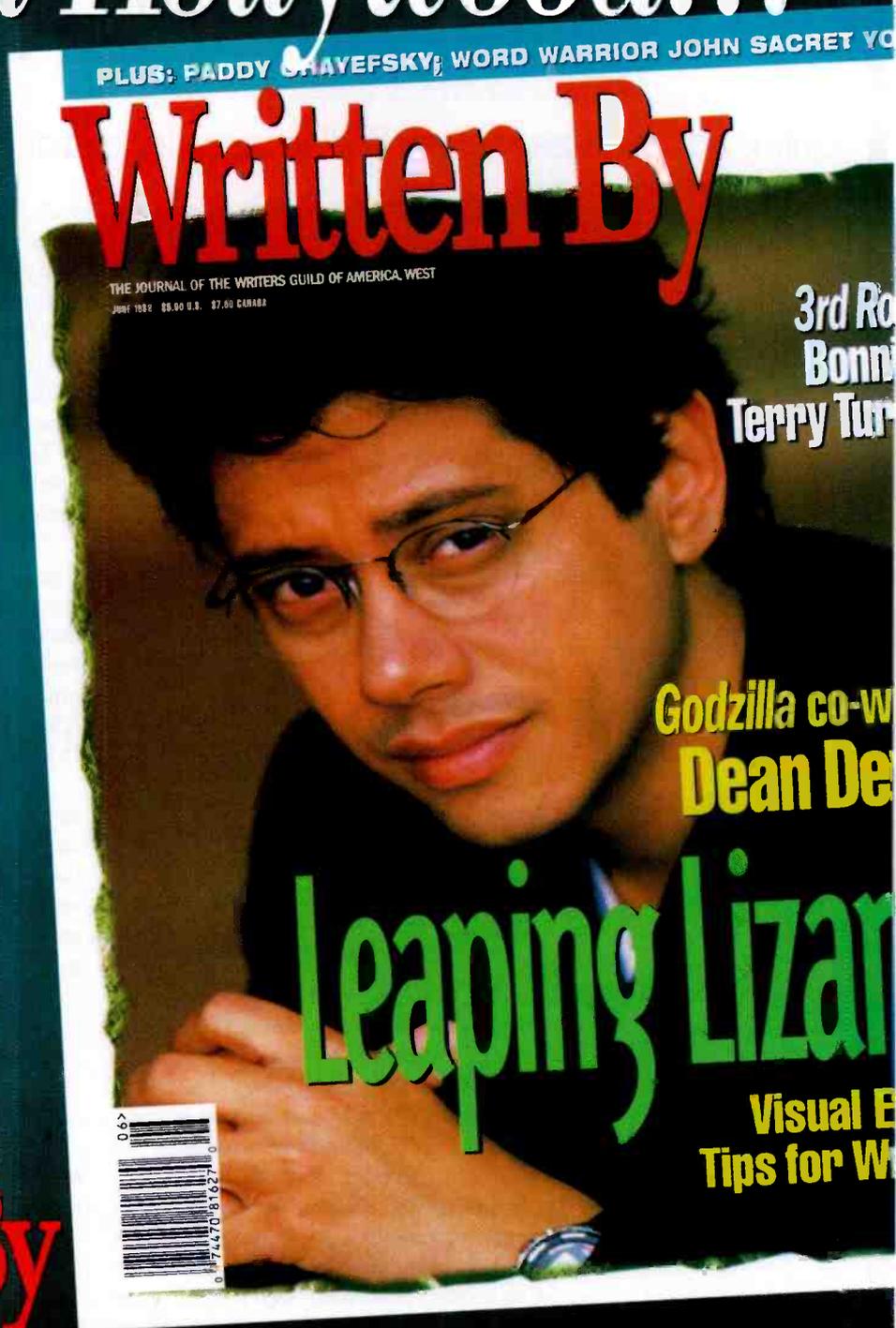
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# Where the Surfers Are

Online ad messages are now finding users, instead of the reverse. *By Adrienne Mand*

If knowing everything there is to know about Pop-Tarts doesn't seem like a good use of time, you can imagine how this truism of the consumer/marketer relationship presents a problem for packaged goods companies, and others, who wish to market their products on the Internet. But as evidenced by a Pop-Tarts slot machine game that appeared earlier this year on the Comedy

visit. As with many online advertising trends, there have been many attempts to coin a term for it. Kyle Shannon, co-founder of Agency.com, New York, calls the concept "intermedia." John Young, chief creative officer of Poppe Tyson, New York, prefers "kinetic marketing"; and Gregory Galloway, who heads Giant Step's online efforts, describes it as "content nesting."

In point of fact, the trend may harken back to good old-fashioned advertising, in which the marketing message lies amidst the editorial content.

"If media is: you find the audience," Agency.com's Shannon explains, "intermedia is: the audience finds you." Agency.com has produced "sitelets" or single-screen, branded sites for clients that link off destination sites. These mini-sites include *Performancedriving.com* for Allied Signal, *Lifeadvice.com* for MetLife and a British Airways London destination site.

But the gambit is working for content providers as well, who have just as much of a need as advertisers to publicize their services online. In the past two months sixdegrees, New York, an online networking community, has inked deals to distribute parts of its network, including a personalized posting service called "my bulletin board," with job sites and special interest communities.

"It's a big step beyond advertising because it is essentially setting up franchises," says Nicole Berlyn, vice president of marketing. "It gives somebody direct access to sixdegrees [content]." Job site Online Career Center, Indianapolis, Ind., and CollegeBeat, Hudson, Mass., both feature sixdegrees content in revenue-sharing deals.

"We believe that it's important to have sort of a network perspective on [the site]," says Emma Friman, vice president of business strategy and strategic alliances at OCC.

For CollegeBeat's site, located at *www.collegebeat.com*, sixdegrees provides "my bulletin board" and has created a "Keep in Touch"



Pop-Tarts got itself on Comedy Central by placing a game on the channel's site (above).

Central site (*www.comedycentral.com*), marketers are now finding methods other than building Web sites to reach their target audiences. The game, created for the Kellogg's product by Leo Burnett unit Giant Step, Chicago, appeared alongside the comedy site's own collection of games.

With banner click-through rates seldom climbing out of the single digits, a growing number of companies are branding themselves online by syndicating content from their Web sites to other sites or featuring sponsors's content on theirs.

The idea is to connect with consumers where they're already paying attention rather than luring them away from the site they've chosen to

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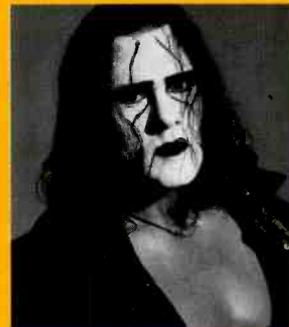
Rank	Program	A18-49	A25-54
1	WCW Wrestling(**)	6.0	6.0
2	Home Improvement(AT)	5.6	5.6
3	The X-Files(AT)	5.0	5.1
4	Seinfeld	4.9	5.0
5	WWF Wrestling	4.2	3.9

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A25-54	+9%	M18-49	+10%
		M25-54	+9%

Source: NSS A18-49 Ranking, AA/GAA where applicable (showing associated A25-54 rating) 9/22/97-4/19/98. AT=additional telecast. (\*\*)=umbrella program  
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database of alumni, high school friends and other people students want to locate.

Jen Revis Snider, vice president of marketing at CollegeBeat, says the site works with Classifieds 2000 and other sponsors that provide "a lot of functionality and tools for our users without [us] having to go and develop it."

Those who syndicate advertising content also feel these reciprocal relationships are key. "[You can] build something really appealing and really attractive and it's also meaningful," says Young of Poppe Tyson, which last month merged with Westport, Connecticut-based Modem Media. "I could go write *War and Peace* and put it up on my site or I could go license *War and Peace* and put it on my site." He believes syndicating others' content is more efficient than devoting the company's own resources to developing new content.

Young also admits consumers are jaded when it comes to checking out online ads. "The thing about a banner is that someone looks at it and they know exactly what it is," he says.

Instead, the agency's clients have been utilizing a more distributive promotion model, including sponsorships. For instance, for Johnson & Johnson, the agency syndicated content about babies to Parentsoup and Baby.com.

"It's intersecting [with] consumers where they are instead of trying to force them all to go to one place," Young says.

"The trend right now is differentiation. If you're up there and all your competitors are up there, what's going to make someone come to your site vs. your competitor's site?" he continues. "It's more distributed content. Instead of big, large megasites, it's being at all the key places along the path."

Giant Step's Galloway says that for his company, the decision to syndicate advertising content "... came out of noticing general trends on the Web. It seemed like people were

going to destination sites." Conversely, people weren't going to marketers' attempts at making their own sites popular destinations.

Instead, the agency looked for something about their clients that could be relevant elsewhere, which gave rise to the Pop-Tarts slot machine game on Comedy Central. The game offered players a chance to win a free case of the product.

The most important aspect, as well as the biggest benefit to syndicated content, is not disrupting the user's time online. "Our hopes are that it is enhancing the user experience," Galloway says. "We're not taking them out of the environment they came to Comedy Central for in the first place."

Mark Silber, vice president and executive creative director of Grey Interactive, New York, which has done similar campaigns for Procter & Gamble and Dell Computer, echoed those sentiments.

"We think that it fits in with our vision of what users online are doing," he says. "They're task-oriented. It's different than watching television. People are actually using the Web in whatever they're doing."

"We think if we can make our content part of the task they're trying to accomplish

online ... we're pretty confident it's going to be more effective," he says, adding, "We like to do the thing software companies do very well—build it once and use it multiple times."

With much early success, it is expected the practice will continue. "From a branding perspective, traffic perspective, membership building perspective ... it's far and away more effective than just banner swaps," says sixdegrees' Berlyn. "It works into a user's lifestyle and Webstyle a little more."

"Use of the medium for pure branding is going to get increasingly sophisticated," predicts Agency.com's Shannon. "The line between editorial and advertising is going to continue to blur ... From a consumer point of view, from an advertising point of view, from a client point of view, it's actually a very positive thing." ■

"...[syndicating content] is essentially setting up franchises," explains sixdegrees.com's Nicole Berlyn.

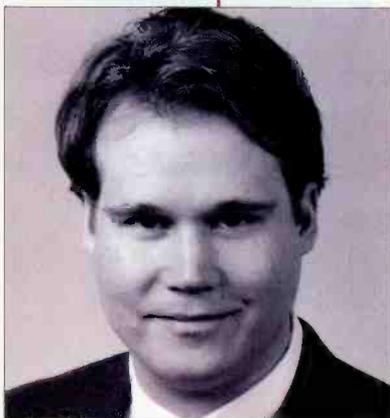
Poppe's John Young

(below) says that

syndicated ad con-

tent is "kinetic

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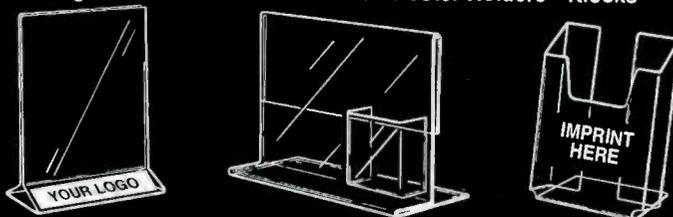
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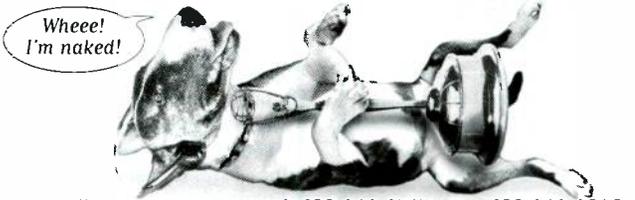
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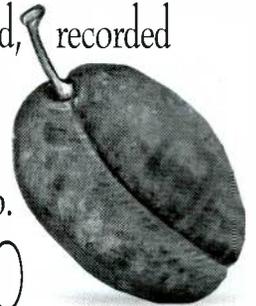
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# EMPLOYMENT

## INTERNET MARKETING MANAGER

MCI Telecommunications is seeking an Internet Marketing Manager to support one of the leading Internet service brands in the industry. Responsibilities will include product positioning, developing pricing strategy, launching new products, and ensuring consistent brand messaging in various sales channels.

Successful candidate will have 3+ years of Internet service marketing experience. Ability to develop and execute strategic objectives, and top-notch communications skills are required. Position is located in Arlington, VA.

As a world-class company, MCI offers excellent compensation and benefits. Please forward resume and salary requirement to:

**MCI Telecommunications Corp.**  
1200 S. Hayes St., Dept. 3628/082  
Arlington, VA 22202  
Fax: (888) 393-0744  
MCI is proud to be an  
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## MEDIA SUPERVISORS

DMB&B is looking for Media Supervisors with strong local planning experience to work on Coca-Cola in NY and LA. Regional Fast Food or Beverage experience is preferred. If you have 5+ years experience in planning and buying, please fax or e-mail your resume to:

Barbara Messink  
**DMB&B NY**  
1675 Broadway  
New York, NY 10019  
212-468-4160  
messinkb@dmdb.com  
EOE

## ACCOUNT SUPERVISOR

Heavy fast food experience. Must be able to run co-op meetings, maintain budgets, and supervise communications with corporate and franchisees. If you love the fast pace of fast food, you'll love working with this very successful chain.

Fax your resume to Houston  
(713) 552-9155.

## ACCOUNT EXECUTIVE

JANE Magazine is seeking an advertising account executive to sell advertising space in mass beauty and packaged goods categories. Must have category experience and/or established contacts. Please fax resume & salary req's to:

Box: JN  
Fairchild Publications  
(212) 630-4295  
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Fairchild  
Publications

## Sales Representative & Print Production

Two freelance opportunities available. Work with an upscale advertising trade magazine focussing on creativity in advertising.

Please fax resume to:  
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# EMPLOYMENT

## ASSISTANT BRAND MANAGER

We are a world-wide leader in the design, manufacture and distribution of designer and house brand eyewear (Gucci, Christian Dior, Valentino and more). We are seeking an Assistant Brand Manager to be based in our U.S. headquarters in northern New Jersey. Selected candidate will be a creative professional who has experience planning, implementing and evaluating marketing campaigns by brand, channel and customer profile. Individ. will have a bachelor's degree in marketing/communications and 3-5 years related exp. Prior exp in optical, fashion accessories, cosmetics req'd.

Send resume to:

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## ENTRY-LEVEL SALES

Organized, energetic, computer-savvy, rising star who knows a CPM from an AMD, and is great with VIP clients over the phone, needed by dynamic weekly for the biggest names in Media. Entrepreneurial, dedicated staff, with established pros at the top, looking for someone to keep tabs on our booming sales and ensure clients get the service they deserve. Salary ++.

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We're an award winning New York creative services group specializing in branding and creative production for the entertainment industry. We're looking for a media researcher who is strategically minded. This position requires research and communication skills, marketing knowledge, and an understanding of how TV networks end up in our living rooms. This position also requires coordinating a small department and maintaining its reference library.

Please fax resume to  
212-966-0052.

## TRAFFIC COORDINATOR

Fast-paced travel advertising agency needs experienced Print Traffic Coordinator (1-2 years) for assignment on major account. If you are highly organized, detail-minded and aggressive, please fax your resume to:

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## NATIONAL MEDIA FIRM

Looking for min. 2 yr. experienced salesperson to sell radio and tv advertising.

Call 516-576-1000  
Or fax resume to 516-576-1013

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

Classified Asst: Michele Golden

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.

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

**HELP WANTED**

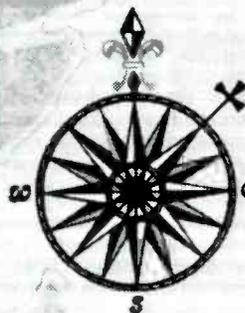
# PACKAGING DESIGN MANAGER

Hill's Pet Nutrition, Inc. (a Colgate-Palmolive Co.) has a career opportunity available for a qualified professional to work out of our Topeka, Kansas corporate office. Working within company guidelines, you will identify, develop and implement quality packaging graphics designs to deliver product information to our customers in the most cost-effective manner possible. In addition, you will coordinate packaging graphics between Marketing and Research and monitor to ensure continual improvement of the packaging graphics process.

Responsibilities include developing and managing timelines for the conversion of graphic needs to finished artwork; developing, managing and communicating project schedules to all departments involved; participating in graphic design decisions and assisting in project planning; assisting with annual graphics budget; recommending cost reductions and new vendors; evaluating packaging performance in the field; and serving as a global graphics consultant.

Successful candidate will possess a Bachelor's degree in Design, Graphic Arts or a related technical field with 5+ years experience in consumer goods packaging graphics with an emphasis on project management. Strong working knowledge of packaging printing technology and computer graphics design systems required. Must have excellent communication and interpersonal skills and experience in team participation systems.

We offer a competitive salary, bonus and excellent benefits. Please e-mail your resume to: [HR\\_Staffing@Hillspet.com](mailto:HR_Staffing@Hillspet.com) Please indicate position of interest and paste your cover letter and resume directly into your E-mail program (please don't attach them as files). Or you may mail your resume to: Hill's Pet Nutrition, Inc., Corporate Staffing, Req. #537, P.O. Box 148, Topeka, KS 66601. Resumes will be electronically scanned. When submitting resumes by mail, please avoid using bullet points and graphics. Non-Tobacco Company. An Equal Opportunity Employer M/F/D/V



As Florida's largest energy provider, FPL Group is always exploring new ways to enhance our market presence and ensure that our customers take advantage of our many innovative solutions. Currently, the FPL Residential Marketing Group is embarking on an exciting mission: to chart new territory in retail energy services and, in so doing, shape the future of our industry. This major initiative requires the attention and talent of top-notch marketing professionals who thrive on developing dynamic marketing channels.

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Proven leadership skills, strong analytical and creative abilities, the drive to deliver hard-hitting solutions, and outstanding verbal and written communication skills are prerequisites. A Bachelor's degree in Marketing or a related field and at least two years of consumer brand marketing/management experience are necessary. An MBA is desirable.

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 e-mail: [admin@webnet-marketing.com](mailto:admin@webnet-marketing.com)

**REACH YOUR AD COMMUNITY  
 ADWEEK MAGAZINES**

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ADWEEK Magazines seeks a dynamic, eager and imaginative inside sales rep for our classified advertising department. Although this is a full-time inside sales position, we're looking for someone with the intelligence and poise of an outside sales pro. 1-3 years experience preferred. Salary & commission + benefits. Fax resume & salary history to:

Harold Itzkowitz  
 (212) 536-5315

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## HELP WANTED

## Product Training Specialist

We are seeking dynamic individuals to fill positions in our Birmingham, Chicago and Los Angeles offices as a product training specialist for our Advertiser/Agency division. These positions are responsible for conducting training sessions to show our clients how to use the TAPSCAN WORLDWIDE PC based services to more effectively achieve marketing and media objectives.

The ideal candidate will have a minimum of 2-3 years of agency and/or advertiser experience, which includes familiarity and comfort with using both qualitative and quantitative data. Experience with TAPSCAN services is a plus. If you are a strong presenter, have solid PC/software skills and are ready to travel, send your resume and salary requirements to: Tony Gochal, TAPSCAN WORLDWIDE, 3000 Riverchase Galleria, 8th Floor, Birmingham, AL 35244

**TAPSCAN  
WORLDWIDE**

### COMPUTER GRAPHIC DESIGNER

needed F/T for NY Communications/Advertising Co. Must have 2 years experience using Quark Xpress, Adobe Illustrator and Adobe Photoshop; utilizing computer graphics with Japanese desktop publishing on Mac OS & computer arts system to convert graphic data from European lang to Japanese; creating realistic & abstract works or images of objects, people, nature, topography & events. Must have Bachelor's in any design field. Respond to: YAR Communications Inc. 220 Fifth Ave., 11th Fl., NY, NY 10001

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The Newspaper Network, a nationwide newspaper placement and services company seeks a Regional Sales Manager to lead its NYC office. Qualified candidates must have excellent sales/management skills w/ minimum 5 years experience in newspaper and/or advertising agency sales management positions. Must be highly motivated, self starter, and have demonstrated record of strategic thinking, sales development and strong relationships w/ key decision makers. Excellent presentation, written and verbal communication skills a must. Outstanding benefits/EOE.

Send cover letter, resume and salary history to: Louisa Koken, 1010 East North Street #B, Greenville, SC 29601. No phone calls.

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Production Management Agency seeks Direct Response Coordinators, Assistant and Associate level. Heavy client interaction, resource management, computer experience. Excellent work environment, compensation commensurate with experience.

Fax resume in confidence to:  
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NYC based editing facility seeks enthusiastic, creative editor. Expanding facility, New Illusion Suite, great time to join this dynamic company!

Please fax resume to:  
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### SALES MANAGER

IMS, a leader in Market Research Information, is seeking a Sales Mgr to sell media/marketing software to agencies, advertisers, & broadcasters on the East Coast, add new business sales to existing client base, & renew contracts. Travel req'd.

Must have 4 yrs agency media planning exp, as well as knowledge of Windows & Excel. IMS Windows software & Spanish a +. Send resume w/sal reqs to:

IMS, 198-3, HR  
11 West 42nd Street  
NY, NY 10036  
EOE

### ADVERTISING SPACE SALES

National College Magazine seeks driven individual with 4+ years of print advertising sales. Prefer someone with youth marketing experience. We want a creative thinker, hard worker, and a proven go-getter. Aggressive self-starter who understands the print sales business, how to prospect, close and maintain accounts. Magazine is 1MM+ circulation, audited and publishing for 5 years. Excellent compensation package based on salary and commission, great medical, dental and 401k plan in an explosively growing public company.

Fax resume, with salary history to:  
212-966-1380

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812-853-9325 - 812-853-1953(fax)  
web:SRAEVANSVILLE.COM

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DMB&B is looking for Media Planners with at least 2 years regional and/or national experience. Candidates must have strong writing and communication skills. Positions are available on a variety of accounts. Be part of a team of strong media professionals and learn from the best. Your career growth is important to us.

Please fax or e-mail your resume to:

Barbara Messink  
DMB&B NY  
1675 Broadway, NY, NY 10019  
212-468-4160  
messinkb@dmdb.com  
EOE

### NATIONAL ACCOUNT REPRESENTATIVE

A Western New York publishing company is looking for a national advertising sales representative. The newly created position offers excellent pay and benefits.

Successful candidates will have a minimum 3-5 years sales experience. Experience dealing with national corporations and print media sales is a plus. A moderate amount of travel will be required.

For additional information contact:

Personnel  
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(716) 648-2664  
Ext. 238

### Strategic Marketing Specialist: Branded Foods

Expanding consulting firm specializing in strategic marketing for branded food companies, seeks ambitious person to add drive and leadership in a core consulting services team. At least 5 years relevant experience of branded food sector, previous leadership responsibility, communication skills, ability to convert concepts into income generating business. Compensation in line with experience. Contact Beverly Patton at Bpatton@promarinternational.com or PROMAR Int'l., 1625 Prince Street, Ste. 200, Alexandria, VA 22314. No telephone calls accepted.

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Josh Harris  
Pseudo Programs Inc.  
Email: josh@pseudo.com  
Fax: 212-925-9577  
Phone: 212-925-7909 x 131

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**SENIOR VP ACCOUNT SUPERVISOR TO 110K**

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**TV Radio/Buyer**

Flexible, organized knowledgeable Growing agency Div of Entertainment. Salary commensurate with ability.

**TV Research Mgrs  
TV Resch Analysts**

Great opp to join growing network. Syndie, Net, Rep experience a must. NTI AMOL, etc.

**Agency/TV Resch Mgr to 60K**

Minimum 3 years experience at Agency/Buying service. Must know NSI, MRI, DDS. Negotiation and strong analytical, writing & comm skills a must.

**Agency TV Research Analyst to 30K**

1 to 2 years Agency, TV Rep or Net experience. Must know NSI, MS Word, Excel, DDS a plus. Strong analytical writing & comm skills a must.

**Contact: Lee Rudnick  
DBI Media Executive Search  
PH: 212-338-0808 Ext 5  
Fax: 212-338-0632**

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Executive & Support Staffing Services  
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**AD SALES MGR/REPS**

Growing weekly newspaper with Boston and NY editions seeks take-charge people for immediate openings. Dynamic market. Salary + commission. Excellent opportunity. Fax letter/resume to Connell at 888-246-3200 or call 888-474-7436.

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*Salary commensurate with experience.*

*Please fax resume and a cover letter with salary history and requirements to:*

**Jane at (212) 840-2877**

**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**

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As a member of the worldwide ad team advising IBM Global Industries, you will be challenged to increase awareness and drive purchase intent of our IT solutions throughout eleven vertical industries. Interacting with the ad agency, you will provide strategic counsel and help drive creative development and media activities. To qualify, you must possess a Bachelor's degree in Advertising/Communications or the equivalent along with a minimum of 7 years client-side advertising management or agency account management experience. Exceptional communication and team-building skills are essential.

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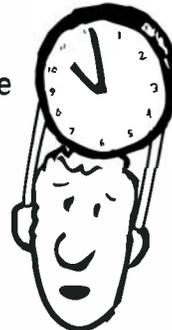


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## HELP WANTED

If these scenarios seem familiar,  
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- 1) You discover another team is working on your assignment.
- 2) Creative director implores everyone to work on "freelance" posters.
- 3) Your ads got killed. Internally. By someone who doesn't work on the account.
- 4) Client faxes headlines directly to the studio.

Sick of being a cog in a big machine? Be a cog in a little machine. We're looking for a Senior Art Director (tons o' broadcast a plus), Direct Response Creative Team (2-5 yrs. experience) and an Assistant Art Buyer. Send relevant stuff to Mary Davenport at 312 Stuart Street, Boston, MA 02116 or contact her at [mdavenport@hmme.com](mailto:mdavenport@hmme.com).

**holland mark martin edmund**

## Media Buyer

Washington, DC



**GEICO Direct**, one of the nation's leading direct auto insurers, has an exciting opportunity available for a **Media Buyer**.

In this position, you will be responsible for the planning and procurement of radio and television spots for our Marketing department.

To qualify, you will need 3-5 years' experience buying radio and television, preferably with an advertising agency background. A BS/BA is required. Excellent communications and Microsoft Office skills are a must.

**GEICO Direct** offers an outstanding benefits package that includes health, dental, life insurance, tuition reimbursement, and a profit-sharing and 401(k) plan to provide for your future. Salary commensurate with experience. Please send resume and salary requirements to: **GEICO Direct**, Human Resources/BB-MY, One GEICO Plaza, Washington, DC 20076; FAX: (301) 986-3092; e-mail: [jobs@geico.com](mailto:jobs@geico.com)

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DIRECT**

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EOE, M/F/D/V.

## Direct Response Copywriter

Immediate opening available for a direct response copywriter capable of producing quality work in a high-volume consumer marketing environment.

You'll join an award-winning team of creative professionals in a state-of-the-art, in-house environment near the Pocono Mountains of Pennsylvania (no clients!), and work in a wide variety of media, including direct mail, print, free-standing inserts, television and more.

You must be a good conceptual thinker and be able to write aggressive, benefit-oriented copy according to a variety of overall creative strategies. Direct response experience is crucial; a background in writing copy that sells intangible or service-oriented products would also be preferred.

We offer an attractive salary and benefit package. Send us your resume, salary history, and several non-returnable samples of your best work (photocopies ok) to:

V.P. Human Resources  
ICS Learning Systems  
Dept. CREATADWK  
925 Oak Street  
Scranton, PA 18515

**ICS LEARNING  
SYSTEMS**  
A DIVISION OF HARCOURT BRACE & CO.

EOE/AA M/F/D/V



## Consumer Promotion Associate Manager

San Francisco Bay Area

The Clorox Company, a premier packaged goods marketer located in Oakland, California, is seeking an Associate Manager to join its Consumer Promotion department.

As part of our Corporate Marketing Services team, you will be responsible for implementing key consumer promotion initiatives that will provide new growth and learning for the company. You will have exposure to all of our products by working directly with our brand teams, other functional groups and outside services such as promotion agencies, design firms and vendors.

You should have 3-5 years solid experience in packaged goods promotion, advertising or direct marketing. You are a results oriented leader with a proven track record of successfully managing a variety of promotion tactics such as couponing, sampling, event marketing, games of chance, database and account specific programs. Strong communication, analytical, interpersonal and leadership skills are desired. Bachelor's degree in business or marketing is preferred.

For consideration, send your resume and salary history to:  
**The Clorox Company, Corporate Staffing Dept. AMAWX5356**  
P.O. Box 24305, Oakland, CA 94623 fax: (510) 208-2673  
e-mail (ASCII format only): [staffing@clorox.com](mailto:staffing@clorox.com)

### CAREER SURFING?

[www.rga-joblink.com](http://www.rga-joblink.com)

Roz Goldfarb Associates  
(212) 475-0099

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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](http://www.eej.com) (888) 335-4335

## HELP WANTED

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Join forces with ZULU (formerly Softbank Interactive Marketing), the world's leading interactive sales and marketing company which wrote the book on Internet advertising. We're aggressively expanding our offices in NYC, SF and LA. If you're an experienced media sales pro with established contacts in the interactive community, we want to talk to you!

Positions are available at various levels of experience, including:

Account Managers - Account Executives  
Account Coordinators - Marketing (LA)

We offer an excellent compensation and benefits package. Please send your resume via email to [careers@zulumedia.com](mailto:careers@zulumedia.com) or fax it to 310-643-2670, Attn: B Mendez. EOE.

**ADVERTISING/PUBLISHING ACCOUNT EXECUTIVE**

AAAA Agency specializing in book publishing seeks motivated, organized person. Excellent communication and administrative skills. Must be able to track/juggle multiple projects. Knowledge of Media & Production. Mac Knowledge a must. Publishing or advertising with minimum 3 yrs. exp.

FAX cover letter, salary requirements and resume to:

Ms. Bostwick 212-685-0812

**HOME & GARDEN TELEVISION**

If you are a media planner or account executive, we are looking for someone like you to join our ad sales planning staff. Must have 3+ years ad agency experience and a desire to get into sales. Computer proficiency required. Fax resume and cover letter to:

HGTV-Sales Planner  
212-382-1758

**OUT-OF-HOME-MEDIA**

Leading Media Management Service specializing in out-of-home media seeks Account Executive with OOH planning and buying experience to work on national accounts. Strong communication skills, strategic orientation and solid work ethic are musts. Send resume and salary requirements to:

Out of Home Media Services  
Seven Penn Plaza, Suite 802  
New York, NY 10001  
Attention: Managing Director  
or FAX (212) 268-0236

**Assistant Account Executive**

Hot creative ad agency with top clients seeks a detail-oriented AAE to support Account Teams. Must have 1 to 2 years experience interacting with Clients, Creatives, Traffic & Production. Ideal person is a motivated, self starter who can follow through and work independently. Excellent opportunity to grow in a unique, dynamic environment.

Please fax resume to 212-843-5279 att: AM

CALL 1-800-7-ADWEEK

**Leading New England Agency needs help.**

Fast paced, fast growing agency with a mix of biz to biz consumer and financial services clients seeks three highly motivated team players.

**Creative Services Director**

Candidates must have a minimum of ten years agency experience. Must also possess thorough knowledge of production, billing, traffic, printing, and estimating. Must be PC literate. AMS software familiarity preferred, but will train. This is a job for a real pro.

**Traffic Manager**

Candidates must have at least five years of agency traffic experience with at least 2 years in a managerial capacity. PC literacy is an absolute must. AMS software familiarity would be nice, but will train.

**Copywriter**

Budding creative talent with the drive and ambition to seize creative opportunities. 2 to 3 years experience. Please include 3-5 print samples along with resume.

Please send resumes to Box 780, ADWEEK, 100 Boylston St. Suite 210, Boston, MA, 02116. Equal Opportunity Employer

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Full-service, successful midtown ad agency seeks:

1. Effective Manager with Ad Agency Background
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3. Inspirational in presenting business proposals
4. Controls multi-million dollar billings

\*Equity and Partnership available.

Please fax resume or call Martin Cohen at  
Tel: 212/880-2668 Fax: 212/880-2644

**ADVERTISING SALES**

LA-based publisher of the nation's premier trendsetting music and lifestyle magazines is seeking an aggressive, experienced, and trend-savvy ad sales guru to rep 2 books in our East Coast office (NYC). Competitive base plus commission compensation package plus opportunity to get in at a growth phase makes faxing your resume a must.

To Tracy at (310) 828-4675

**We're always telling clients where to stick it. Now it's your turn.**

**Media Director**  
wanted for Colorado agency.  
Fax resume, (303) 573-6472.

**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.

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

## HELP WANTED

### MEDIA BROADCAST NEGOTIATOR/BUYER WANTED

The **Bravo Group**, the leading Hispanic Advertising Agency in the USA, has an opening for an experienced broadcast negotiator in their exploding San Francisco office. One year experience desirable. Hispanic experience is a plus but not a requirement. Strong negotiating skills, computer know how, and a sharp mind are essential. This is a very exciting position, dealing with the rapidly expanding Hispanic market, at a very fast moving agency.

Please mail/fax resumes to:

#### The Bravo Group

Attn: Betty Lieboff

100 First Street, Suite 1720

San Francisco, California 94105

Fax: (415) 764-1311

No phone calls, please.

# Giants Wanted

*David Ogilvy says, "We must hire people who are bigger than we are."*

People ready to face huge challenges – without so much as a blink. Who can take on a high-profile technology account and tackle issues that are changing the face, not just of advertising, but of the world. As part of our Account Team, you'll deal with (*gasp!*) product life cycles barely six months long and constantly changing Client needs.

To join our New York based team, you must be a direct marketing pro with solid agency experience, and have a love for the latest innovations in computers and digital media.

The ability to nurture both the business and the talent among our own staff is required. We're hiring at most levels of the Account Team, so you'll get the room to grow.

**OgilvyOne**  
worldwide

Please forward or fax (212-237-4185) your resume including salary history, in confidence, to Attn: Giants, OgilvyOne, 309 West 49th Street, 15th Floor, New York, NY 10019-7399.  
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We print and produce promotions throughout the country. Our edge is speed and specializing in promotions that bring more sales to our customers. Our growth reflects our customers' growth.

If you have business to business selling experience, we offer an unlimited upside. Our reps after 2 years are earning \$60-200K. Nominal travel.

This is an excellent opportunity in the Philadelphia/So. Jersey area.

Fax to:

**Dismar Corp.**

Dept. 11

609-488-1664

### MEDIA PLANNER

Come join DDB Needham's Media Department. We are looking for experienced, ambitious advertising media professionals.

Candidates must have at least 2 years solid media planning experience; strong analytical, communication and presentation skills. Excellent knowledge of media concepts.

Fax resumes with salary requirements to:

**Human Resources**

(212) 415-3549

EOE

### ART DIRECTOR 5 yrs. exp.

N.Y. ad agency serving MAJOR BOOK PUBLISHERS seeks a Mac-savvy A.D., proficient in Photoshop, Quark, & Illus. **Conceptual thinking, strong typography & excellent design skills a must.** Design copy-heavy ads with style and speed. TV exp. helpful. Fax resume with salary history and sample ads to:

**Richard 212-685-0812**

For more info: [www.spier-ny.com](http://www.spier-ny.com)

### JR. AE

Stamford-based marketing communications agency seeks college grad for entry level AE position on national packaged goods account. Ideal candidate should be a personable, self-starter, "idea" person with excellent computer and organization skills. Join our growing team and start your career.

Send/fax resume to:

P.O. Box 1216

Stamford, CT 06904

FAX: (203) 977-2117

### Account Supervisor Account Executive Senior Web Producer

Leading Asian American ad agency has immediate openings in SF on retail & health care accounts. Knowledge of Asian markets a plus. Apply today.

Fax resume to 415-296-8378

Details at [www.dae.com](http://www.dae.com)

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

**1-800-722-6658.**

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

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e-mail: [adweek@adweek.com](mailto:adweek@adweek.com)

## CALENDAR

**MacDonald Communications**, publisher of *Working Woman* and *Working Mother*, is hosting the second annual **Marketing to Women Congress**. Co-sponsored by Deloitte & Touche and Frankel, the event will take place in New York on June 11 and 12. For more information, contact Christina Duffney at 212-445-6237.

**The Advertising Club of New York and the Magazine Publishers of America** are hosting the MPA Kelly Awards, recognizing the best magazine advertising from 1997. The event will be held June 16 at the Plaza Hotel in New York. Information: 212-533-8080.

**The Newspaper Association of America** will present four June conferences at various sites in Orlando, Fla.: cooperative marketing/sales, June 18-20; new media, June 18-21; NEXPO '98 technical expo, June 20-23; and marketing, June 23-24. Contact: 703-902-1600.

**Women in Cable & Telecommunications** will hold its **1998 National Management Conference** July 19-22 at the JW Marriott Hotel in Washington. Utilizing a case-study format, the event will group participants into teams according to their professional experience to solve cases. Contact WICT at 312-634-2330.

The Satellite Broadcasting & Communications Association will present the **SBCA '98 National Satellite Convention & Exhibition** July 23-25 at the Opryland Hotel in Nashville. Contact SBCA at 703-549-6990.

# Media Notes

## NEWS OF THE MARKET

Edited by Greg Farrell

### Worldvision Cans *Pictionary*

Worldvision Enterprises last week canceled *Pictionary*, its syndicated game show, due to low ratings. *Pictionary*, hosted by Alan Thicke, has averaged a 1.4 rating (NSS, Sept. 3, 1997-May 24) in households nationally in its first season. Worldvision Enterprises president John Ryan said in a statement that the current marketplace has made it "tough for game shows to establish a foothold" with broadcast stations. Worldvision has informed stations it will discontinue distribution of the show as of Sept. 18.

### Comcast Hires ABC's Burke

Comcast Corp. last week lured Steve Burke away from his position as ABC Broadcasting president and named him president of Comcast Cable Communications. His departure comes one week after Geraldine Laybourne, head of Disney/ABC cable networks, left to form her own company. Burke is the son of Daniel Burke, former CEO of Capital Cities/ABC, which Disney bought several years ago.

### Primetime Live Wins in Court

A federal appeals court in San Francisco has ruled that a 1994 *Primetime Live* report on ABC did not slander a Santa Barbara, Calif., judge when it suggested that he used a crystal ball in making his decisions. The Ninth Circuit Court of Appeals upheld a lower court dismissal of a suit filed by Judge Bruce Dodds, stating that the report did not show a reckless disregard of the truth. *Primetime Live* reporter Cynthia McFadden said the crystal ball was seen in Dodds' office and former Dodds staffers made charges that the judge relied on it. Dodds would

not be interviewed for the ABC report, but contended in court papers that it was just a toy. The appeals court criticized Dodds for his lawsuit, stating he should not be so "thin-skinned."

### Nielsen Bests Post-Newsweek

As Nielsen set out to begin meter service in Jacksonville, Fla., on June 1, Post-Newsweek, owner of local CBS affiliate WJXT-TV, filed for an injunction to stop the rating service. Post-Newsweek claimed the rates of cooperation on metering are not representative of the local population sample, especially that of older African-American view-

ers. Post-Newsweek's move to block the Nielsen meters was denied in court.

### BPA Names Directors

BPA International, the auditing authority for business publications, has named 14 directors to its board. Howard Lelchuk of OgilvyOne Worldwide was elected 1998-99 chairman. Representing advertisers on the board are: Thomas Haas, Siemens Corp. manager of corporate marketing communications; Peter Little, Kodak Canada director of marketing; George Varjan, Novartis Consumer Health, corporate media and marketing services director.



The Hachette title goes after independent-film buffs.

## H-F At the Movies

Hachette Filipacchi's *Indie* magazine has its premiere this week. The monthly will be mailed free to 250,000 independent-film enthusiasts. *Indie*'s first issue includes a profile of actress Christina Ricci by *The New York Times*' Bernard Weinraub and a preview of 54

by the *Village Voice*'s Michael Musto. Joseph Steuer is the magazine's editor-in-chief and publisher. On the advertising front, Sony, General Motors and Dockers weighed in with pages. Also in the works is a new Hachette partnership with PaxNet; the publisher will create programming based on its stable of women's magazines, including *Elle*, *Family Life* and *Home*. The daytime shows will begin airing when the new Paxson Communications national broadcast TV network launches on Aug. 31. The first show to air will be *Woman's Day*, at 2 p.m. weekdays. —Lisa Granatstein

# Media Notes

CONTINUED

Representing ad agencies are: Beth Gordon, president, The Media Edge; Richard Notariani, group media director at DDB Needham Worldwide; Scott Warne, vp of client services and director of Warne Marketing and Communications. Representing publishers are: James Casella, CEO of International Data Group; James Hall, president of Maclean Hunter Healthcare; Leon Hufnagel Jr., executive vp of Cahners Business Information; John Kerr, president and COO of Kerrwil Publications Ltd.; David Nussbaum, senior vp of Miller Freeman; Alexander Rozenbroek, managing director, Pan European Publishing; and Beverly Topping, chairman and CEO of Today's Parent Group.

## Syracuse Papers Pick Sage

*The Post-Standard*, *Syracuse Herald-Journal* and *Syracuse Herald American*, known collectively as Syracuse Newspapers and owned by Advance Communications, has named Syracuse, N.Y.-based Sage Marketing Communications as its agency of record. The papers have a combined daily and Sunday circulation of 363,000 in the Syracuse market.

## ESPN to Air NFL Golf Tourney

ESPN will televise all three rounds of the Cadillac NFL Golf Classic, a Senior PGA Tour/NFL event set for June 26-28 in Clifton, N.J. The tournament will feature tour regulars including defending champion Bruce Crampton and 56 NFL stars including 1997 champ Trent Dilfer, Brett Favre, Jerry Rice and Dan Marino. *Time* magazine is the presenting sponsor.

## ABC Sells WTN to AP

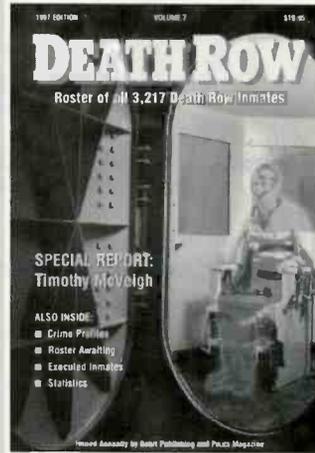
ABC News has agreed to sell its 80 percent stake in Worldwide Television News to the Associated Press. AP will acquire the remaining 20 percent ownership in WTN from Nine Network Australia and ITN London, each of which own 10 percent. ABC News also will enter into a multi-year deal with APTV, the AP international video news agency, for subscription to its service; ABC's news service, NewsOne, will provide material to London-based APTV. Currently, APTV has 80 worldwide bureaus and serves more than 200 broadcasters.

## ABP Elects Board

The American Business Press has elected its new executive committee and board of directors. Bill Communications President/CEO John Wickersham was named ABP's new chairman. Marshall Freeman, chairman of Miller Freeman International, a new member of the executive committee, was elected vice chairman. President/COO of Penton Media Daniel Ramella and vice president/CFO of Ziff-Davis Timothy C. O'Brien will remain as secretary and treasurer, respectively. The newly elected members of the board are: John B. Babcock of BPI Communications (parent company of *Mediaweek*), Alan M. Douglas of Douglas Publications, Nancy Field of Leisure Publications; Michael J. Hanley of Hanley Wood; and Michael S. Leeds of CMP Media.

## Today's Homeowner on TV

*Times Mirror Magazines'* *Today's Homeowner* is launching a weekly half-hour home-improvement TV show. *Today's Homeowner With Danny Lipford*,



**Publisher's target: to make a killing in bookstores**

*VIII*, a *Police Magazine* spin-off previously published as a media and law-enforcement reference, will make its commercial premiere this August in bookstores across the country. The company expects sales to boom. "I think we're going to make money because people are just starved for information about these really nasty guys," says managing editor Bonnie Bobit. All 3,388 current death row inmates are featured in the book, along with the 432 executed since the legalization of the death penalty in 1976. For its new marketing makeover as "a great coffee table book," Bobit is dressing the pages up with noteworthy sidelights, such as killers' favorite last meals (steak). There's even a map of the 50 states indicating what forms of execution (lethal injection, gas chamber, the chair, etc.) are favored where. —Mira Schwirtz

a remodeling guru, launches in syndication this month in 50 markets across the country.

## Times, Oggi Team for Soccer

*The New York Times* and the U.S. Italian-language daily newspaper *Oggi* launched a special promotion offering readers both papers at select newsstands for \$1 from June 1 through July 10. The promotion includes a special sweepstakes to coincide with the 1998 World Cup soccer tournament.

## El Diario World Cup Effort

Sprint PCS, New Jersey Tourism and the New York Sporting Club are some of the advertisers who have signed up to promote their products in "Fuerza America!" (the American Force), a special supplement that *el diario/La Prensa* is publishing June 7-9 to promote the 1998 World Cup. The paper will also publish a special World Cup wrap-up supplement on July 19.

# Death Row Hits Stores

Talk about your captive audience. Los Angeles-based Bobit Publishing, which provides business-to-business readers with such specialized magazines as *Police Magazine*, *School Bus Fleet*, and *Contemporary Surgery*, has just come out with an annual to end all annuals. *Death Row*

## Ketter Resigns From Ledger

William B. Ketter, longtime editor of *The Patriot-Ledger* (Quincy, Mass.), has resigned three months after the paper changed hands. The *P-L*, one of Massachusetts' largest suburban newspapers, was sold to Newspaper Media LLC, owned by publisher James F. Plugh and Frank Richardson. The partners also own *The Enterprise*, a Brockton, Mass., daily. Chazy Dowaliby, most recently *The Enterprise's* executive editor, has succeeded Ketter.

## Alternative Papers Meet

The 21st annual convention of the Association of Alternative Newsweeklies meets this week in Washington, D.C. More than 700 members of the alternative newspaper group, representing 109 non-daily publications, will meet at the Capitol Hilton June 11-13.

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*Tuesday, June 16, 1998*

*Celebrate the winners at Mediaweek's Media Plan of the Year Awards Luncheon.*

Awards will be given in eleven categories, plus a \$10,000 grand prize will be awarded for the best overall plan.

Tuesday, June 16, 1998  
200 Fifth Club  
Two Hundred Fifth Avenue  
(Between 23rd and 24th Street)  
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Cocktails at 11:30 a.m.  
Lunch and Awards presentation  
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\$125 per seat  
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RSVP by June 9, 1998

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12th floor, New York, NY 10036. For further information, please call (212)536-6588

## BIG DEAL

### Dell Goes Direct

**Advertiser:** Dell Computer

**Agency:** J. Walter Thompson, Chicago

**Begins:** This week

**Budget:** \$110 million

**Media:** TV, print

In its first global image campaign, direct-PC king Dell Computer employs simple but striking images to position the firm as bold and direct, but not full of itself. The TV and print ads carry the tagline: "Be direct." The \$110 million campaign aims to "carve out territory that's exclusive to Dell," said vp corporate brand strategy Scott Helbing, at a time when major PC makers and retailers are marshalling "build to order" models that mimic elements of Dell's direct-sales approach. In essence, the campaign defines "direct" as more than just a distribution option, but driving all aspects of Dell's business. The ads, via J. Walter Thompson, Chicago, break Friday in Dell's Austin, Texas base before hitting national network talk shows like *Meet the Press* and *Face the Nation* on Sunday morning. The campaign hits Europe and Japan this fall, and the rest of Asia-Pacific in early 1999. "Maze," the first TV spot in a planned round of at least three, employs the metaphor of a maze-bound mouse trying to figure out the best route to the cheese, before turning to Dell for help. A voiceover asks, "If you know what you want, why let obstacles stand in the way?" That's followed by the new tag: "Be Direct. Dell. WWW.Dell.com." The spots "have a wry smile and a wink to them . . . They give you the impression that we're having fun, that we're confident but not arrogant, that we're real happy doing what we do," Helbing said.

The media plan targets corporate IT decisionmakers, less in their "must-read" work books than in leisure reads including *Wired*, *Sports Illustrated*, *Golf Magazine* and *American Heritage*, and experienced home PC users. Print also includes top metro dailies and weekly news magazines. TV airs in the top 15 spot markets and on national cable, particularly sports programming. Computer trades and the Internet complete the mix. —Tobi Elkin

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

### MCILHENNY NASCAR CD PROMOTION

**Advertiser:** McIlhenny Tabasco Sauce

**Agency:** In-House

**Begins:** This month

**Budget:** Undisclosed

**Media:** Cable TV, radio, print

McIlhenny is fueling up its Tabasco pepper sauce Nascar sponsorship with a CD offer, a view-and-win promotion and even an attempt to parlay the relationship into its own TV show. Tabasco—initially signed on for this year's Nascar 50th anniversary promotional blow-out but expected to re-up on its exclusive condiment status later this year—is pitching networks and sponsors for a lifestyle/cooking show called *Nascar Cooks*. Upcoming on that promo slate: a Nascar Country Heat CD offer and a "Watch Nascar & Win" promotion for fall. Kicking off later this month is the on-pack offer for a compilation CD of country music artists such as Terri Clark and Diamond Rio, available for \$9.95 plus proof of purchase of any Tabasco products. Then, on Oct. 11, McIlhenny teams with TNN for the Watch Nascar & Win promo. Support is via local radio and cable TV ads, print ads in Nascar publications such as *Winston Cup Scene*, and a tag on a national racing-themed spot via Kraigie Newell, Atlanta, which features the driver of the No. 25 Team Tabasco car, Todd Bodine.

—Stephanie Thompson



lineup, in test at 21 stores in Chattanooga, Tenn., moves later this month to more "meat and potatoes country" in Green Bay, Wis., a not-so-risky move given the line's current demos. "Most of these customers aren't vegetarians, they just want to take a couple of days off and not eat meat," said marketing operations manager Paul Probst. The sandwiches, which sell for \$2.49 alone or \$2.99 in a combo meal, account for 15% of the menu mix in the Chattanooga test, or 75-85 units per week, and that's ahead of expectations, he said. —Karen Benezra

### 'RUDOLPH' HOME VIDEO

**Advertiser:** Good Times Entertainment

**Agency:** Ayer/Deare & Partners, N.Y.

**Begins:** Fall

**Budget:** \$20 million

**Media:** Network TV, Cable, print, POP

Good Times Entertainment has lined up a roster of partners including Wendy's, Sears Portrait Studios, Macy's, Chase MasterCard and Rayovac for more than \$20 million in fall marketing support for the home video launch of *Rudolph the Red-Nosed Reindeer: The*

### McIlhenny's hot Nascar promotion

*Movie*, an animated remake of the holiday classic. The partnerships, developed jointly by Ayer/Deare & Partners, N.Y., and Good Times, a N.Y.-based home video distributor, will buttress Good Times' own \$5 million media budget for network and cable TV ads as well as print ads in such magazines as *Woman's Day* and *Family Circle* to support both a limited theatrical release from Legacy Pictures on Oct. 15 and video release Nov. 10. Beginning in November, Wendy's will feature characters from the new Rudolph on roughly 10 million kids' meal bags and 20 million trayliners, plus window decals and premiums. POP and a TV spot featuring animation from the film, via Bates USA, N.Y., will be available to local franchisees. —ST

### BLIMPIE VEGETARIAN

**Advertiser:** Blimpie International

**Agency:** John Bassinger & Assoc., N.Y.

**Begins:** This month

**Budget:** Undisclosed

**Media:** Radio, print, POP

Blimpie International has linked with Worthington Foods to test an expanded lineup of vegetarian sandwiches, as the chain looks to woo new customers and offer more variety to spur repeat purchases from its core customers by diversifying its meat-heavy menu. Blimpie's expanded "Veggie Choice"

# CMR TOP 50

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

Week of May 18-24, 1998

Rank	Brand	Class	Spots
1	BURGER KING	G320	64
2	ACE HARDWARE	V376	28
	KFC	G320	28
4	TACO BELL	G320	26
5	WENDY'S	G320	25
6	SEARS SALES ANNOUNCEMENT	V450	24
7	BOSTON MARKET	G320	21
8	MCDONALD'S	G320	19
	TYLENOL EXTRA STRENGTH GELTAB	D511	19
10	COCA-COLA CLASSIC	F441	18
	NISSAN ALTIMA	T112	18
12	HOME DEPOT	V376	16
	WARNER BROS.--ALMOST HEROES	B660	16
14	MAYBELLINE MOISTURE WHIP LIPSTICK	D120	15
	PALMOLIVE ULTRA DISHWASHING LIQUID	H410	15
	PEPSI	F441	15
	SPRINT	B221	15
18	7 UP	F441	14
	AT&T LONG DISTANCE	B221	14
	DIAL-10-321 LONG DISTANCE	B221	14
	FANNIE MAE	B329	14
	PAYLESS SHOE SOURCE	V313	14
	PEPCID AC HEARTBURN TABLETS	D531	14
24	APPLE MACINTOSH POWER G3	B511	13
	TARGET DISCOUNT	V570	13
26	GATORADE	F450	12
	OLIVE GARDEN	G320	12
	PONTIAC GRAND AM	T111	12
	VISA	B111	12
30	K MART	V550	11
	BURLINGTON COAT FACTORY	V311	11
	FORD	T114	11
	POLAROID INSTANT FILM	G143	11
	ULTRA SLIM FAST	D543	11
35	ALMAY STAY SMOOTH	D120	10
	AS GOOD AS IT GETS VIDEO	H532	10
	CARESS DEODORANT BODY BAR	D221	10
	CENTRUM VITAMINS	D541	10
	GILLETTE WOMEN	D250	10
	HALLMARK	B722	10
	HELLMANN'S MAYONNAISE	F130	10
	SERTA MATTRESSES	H122	10
	UPS DOMESTIC	B832	10
	WISH BONE SALAD DRESSING	F130	10
	WISK LIQUID DETERGENT	H422	10
	ZYRTEC ALLERGY	D560	10
47	ALLEGRA ALLERGY	D560	9
	BUTTERFINGER CANDY BAR	F510	9
	DISNEY'S ANIMAL KINGDOM	T440	9
	DR. PEPPER	F441	9

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

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**Baltimore**

410-715-0796

**Charlotte**

704-374-3669

# Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

## Know Thy Stuff

OH, NO. GINGER SPICE HAS LEFT THE SPICE GIRLS.

It can't be! Yet it is. Says so right here in the *Times* so it must be true and furthermore, it must be important. Ginger was the spiciest Spice Girl of all, it is alleged. Now the other Spice Girls, Parsley Spice, Sage Spice, Rosemary Spice and Thyme Spice must somehow go spicing on alone. (Unless, of course, they are able to convince Parsley's younger sister, Oregano Spice, to join the group.) Media Person is bereft. No he isn't. Media Person is just being facetious again. Though not entirely because there is a serious point embedded in the facetiae.

Namely, what do we do—those of us addicted to the media—with all the stuff, the marginalia, the impedimenta, the sheer dreck, that endlessly creeps into our ever more crowded consciousnesses?

Even though Media Person doesn't give a pestiferous rodent's gluteus maximus about the Spice Girls, that Ginger-Quits factoid is stuck in his mental craw. Somebody—MP thinks it was Sherlock Holmes—said that the brain is like an attic and when it fills up yet you keep cramming in new stuff, you have to lose some old stuff.

If this is true—and Media Person prays it isn't, but fears it is—those stinking Spice Girls are probably shoving something vital right out the window. Soon MP won't be able to recall his phone number or what steps to take when his computer crashes, but Ginger Spice has moved in to stay.

Irrelevant facts are insidious. Do you know the name of the official residence of the president of South Korea? If you're like Media Person, you do, because you recently read a long front-page story about the president's decision to soften his government's policy toward North Korea with a view toward the eventual reconciliation and reunion of the two countries.

Already all the political information in that article is beginning to fade and in a couple of months or two—Media Person knows this from bitter experience—the main thing he'll remember about South Korean politics is that the president lives in the Blue House.

Nor can Media Person tell you the ins and outs of the managed health care industry or the battle to reform it that is shaping

### Do you know the name of the official residence of the president of South Korea?

up in Washington. His command of the facts on this important and timely issue is so feeble he'd probably lose an argument on it with Kathie Lee Gifford.

What MP does remember quite vividly, however, is that Senator Ted Kennedy is trying to recruit Helen Hunt to promote his health-care bill because she was so sympathetic playing a mom with HMO problems in the movie *As Good As It Gets*. That fact is indelibly stamped on Media Person's memory, probably to the day he dies.

What causes this affliction, anyway? Is it the schools? Or maybe evolution? Why do some people remember that which is entertaining rather than important?

Media Person knows he's not the only

one who has the condition.

He suspects that government, for one institution, is full of fellow sufferers and it may even be having a deleterious effect on national security. An investigation of our pathetic CIA (which just blew it again in India) revealed that one of that inept agency's problems is that U.S. spy satellites produce so much information the CIA's analysts can't handle it all.

But is it information glut that's the only problem, or is it also the mentality of the sifters?

Media Person suspects there's some guy in Langley saying to the spook next to him, "Hey, get a load of this photo; do you see what this farmer is doing to this cow?" Meanwhile, the picture showing the truck carrying the hydrogen bomb to the desert test site got shoved aside in a big pile of stuff on the desk that he never got around to.

(By the way, the story Media Person read about the CIA's incompetence noted that agency jargon for spies as "human intelligence"—as in, "Say, Fred, we got any human intelligence in Bangalore?" "Nope, just the clowns in the office."—a fact Media Person knows he'll have no problem remembering.)

Lord, what inanity clogs MP's tortured brain. He knows that one of Monica Lewinsky's new lawyers wanted to be a juggler

in vaudeville as a boy and the other, whose name is Plato, wears \$1,500 suits. He knows that Jerry Brown was serenaded by a band called Naked Barbies at his victory party after being elected mayor of Oakland. He knows that a statue of Crazy Horse on his steed now being built in South Dakota will be the largest sculpture on earth. He knows that the governor of Alabama, who carries the wonderful name of Fob James, is accusing his opponent in the Republican primary runoff of being fat.

All of this absurd baggage Media Person carries around wherever he goes and can never put it down. Truly, Media Person is the man who knows too much...about all the wrong things.

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