

MEDIA WEEK

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July 6, 1998 \$3.25

NFL Is Slow to Go

Buyers dispute talk of big CPM bumps, say market is flat **PAGE 4**

THE MARKETPLACE

Cable Upfront Crawls Home

Buyers and sellers missed July 4th target; fireworks continue on CPMs

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REGULATION

Justice Dept. Is Wired Up On Cable

Antitrust official is "vehemently unhappy" with competition levels in some markets

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RADIO

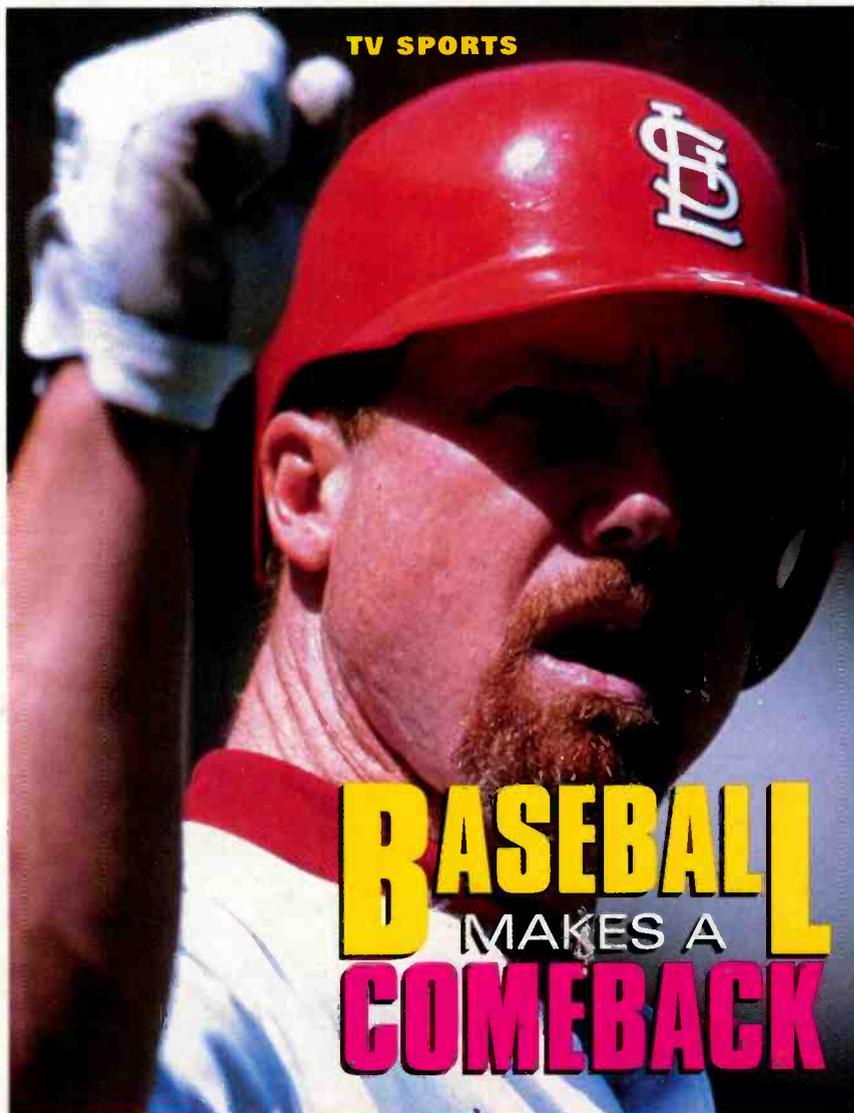
AMFM Net Beeps RADAR

New service boosts total listenership

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TV SPORTS



BASEBALL MAKES A COMEBACK

As Mark McGwire chases the home run record, ratings are up nationally and in about half of the Major League markets **PAGE 9**

ELSA HASCHE/SPLASH

MARKET INDICATORS

National TV: Quiet

Third-quarter scatter is available, with some advertisers taking audience-deficiency units due them from earlier in the year. Most agency execs were waiting until after the holiday weekend to take a closer look at scatter buys.

Net Cable: Hot

More than 80% of upfront is finished, but some negotiations are still working as several agencies and buyers haggle over CPMs. Third-quarter scatter is tight with spillover upfront money.

Spot TV: Mixed

Rapid pacing of May/June cools. But \$40 million in political spending is expected to boost market come August. Auto is still strong despite GM strikes.

Newspapers: Strong

National continues to accelerate, fueled by domestic autos. New drug intros continue; Windows '98 begins to boot up pages.

Magazines: Mixed

Beauty, fragrance ads are retrenching; autos stay strong. Ads for TV shows are a big hit with publishers.

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Laura K. Jones JUL 06 1998

AT DEADLINE

Wildfires Kill Race, Push CBS to Air Reruns

Out-of-control wildfires in the Daytona Beach, Fla., area forced the postponement of the Pepsi 400 auto race, which was scheduled to air Saturday on CBS from 8 to 11 p.m. The decision to put off the event—the first broadcast network telecast of an auto race in prime time—was made last Thursday, forcing CBS to put on reruns of its regular Saturday-night schedule, including *Dr. Quinn, Medicine Woman*, *Early Edition* and *Walker, Texas Ranger*. With most Nascar fans in demos other than the network's regular Saturday prime-time audience, many advertisers that had bought time on the race telecast chose not to air their spots. This made for a busy couple of days leading into the holiday weekend for CBS' sales crew, which contacted regular Saturday advertisers with offers of bonus inventory for the "encore" schedule. The Pepsi 400 has been rescheduled for Oct. 17.

Times Mirror Names 6 VPs

Times Mirror Co. has appointed six newspaper executives to corporate vps. They are: John S. Carroll, editor and senior vp, *The Sun* in Baltimore; Janet Clayton, editor of the editorial pages and vp, *Los Angeles Times*; Robert G. Magnuson, senior vp, regional editions at the *Times*; Anthony Marro, editor and executive vp, *Newsday*; William J. Rowe, publisher and CEO, *The Stamford Advocate* and *Greenwich Time*, both in Connecticut; and Gary K. Shorts, publisher and CEO, *The Morning Call*, Allentown, Pa.

TV Rating Services Under Audit

The Advertising Research Foundation, in cooperation with the Media Rating Council, will conduct a comparative audit of the new Nielsen A/P and SRI SMART television meters. To be executed by Ernst & Young, the audit will focus on each system's ability to identify the content being viewed—both programming and commercials. The audit is expected to be completed in the first quarter of 1999 and will be funded by Nielsen and SRI. The audit has received the blessing of a coalition of ad groups including the Association of National Advertisers, the Four A's, Committee on Cable Audience Measurement and the Advertiser Syndicated Television Association.

Fox Affils Said Near NFL Cost-Share Plan

Fox Broadcasting Co. and its affiliates are said to be coming closer to agreement on how the TV stations will contribute toward the cost of National Football League rights in return for the network ironing out an agreement on program exclusivity. "Financial mechanisms have been essentially worked out" for

affiliates to contribute cash earned from retransmission consent fees (from local cable operators) as well as some money returned from the affils' sale of the Fox Children's Network, said a general manager of a West Coast Fox affiliate who requested anonymity. Included in the proposal is a swap of national and local ad inventory similar to CBS' agreement last month with its affiliates. Unlike the CBS deal, however, the Fox gm said there is no talk of the network placing a surcharge on stations in markets with NFL teams. Program exclusivity still proves to be the most pressing issue for affiliates, but the station executive expressed confidence that "the whole package of issues will be resolved within a few weeks." (see related story on page 4)

INSIDE



Fox's Chernin warns cable marketers
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Addenda:

At presstime, negotiations continued on a deal between NBC and Paramount Pictures that would create **Saturday Night Live Films**, a co-financing arrangement for feature films produced by *Saturday Night Live* executive producer Lorne Michaels... **Kevin Coyne** has been promoted to executive vp, director of media and new technologies at Bates North America... In a move to boost newsstand sales, **Sports Illustrated** lowered its single-copy price from \$3.50 to \$2.95, starting July 1. The weekly gets about 3 percent of its paid circulation from newsstands... Radio One Broadcasting, based in Lanham, Md., has bought Detroit radio station **WCHB-AM/FM** for \$34.2 million from Bell Broadcasting... **David Coleman**, most recently NBC's East Coast director of network advertising and promotion, was named director, advertising and promotion at WCBS-TV, CBS' flagship O&O in New York... In the same week, **The Magic Hour** with host Earvin "Magic" Johnson lassoed a July 2 appearance by Howard Stern (*Mediaweek*, June 30) and, sources said, dismissed Johnson's sidekick, comedian Craig Shoemaker... Youngstown, Ohio (DMA rank 97), will get a Fox affiliate come Sept. 1. Charlotte, N.C.-based Gocom Communications has combined two low-power stations to create **Fox 40/62**.

Corrections:

In last week's issue, a story about CNN's presentation of *Cold War* should have noted that the four charter sponsors will run a full complement of TV spots in addition to on-air billboards. ...An item in the June 8 Real Money section should have noted that the McIlhenny Nascar CD promotion was created by Kraigie Newell, Atlanta, and that the Team Tabasco car is No. 35.

MEDIA WIRE

Hallmark, Henson Put Up \$100M for Odyssey Channel

In the second major venture linking the entertainment brands of Hallmark and Henson, the two production companies announced last week that they will invest \$100 million in cash and programming in cable's Odyssey Channel.

Hallmark Entertainment is the producer of high-profile television miniseries such as the recent *Merlin* and *Gulliver's Travels* (produced with Henson, both minis aired on NBC). Jim Henson Co. is the creator of *Sesame Street* and other classic kids programming. Each partner will get a 22.5 percent stake in the cable channel. Tele-Communications Inc.'s programming arm, Liberty Media Corp., and the National Interfaith Cable Coalition hold the rest of the equity. Odyssey currently has 30 million subscribers. Hallmark and Henson will create original programming for Odyssey as well as supply programming from their libraries.

In September, Hallmark and Henson will launch the Kermit Channel, named after one of Henson's best-known Muppets characters, Kermit the Frog. Kermit, announced in May, will be a 24-hour, global pay-TV channel featuring family entertainment also drawn from the Henson-Hallmark libraries. Kermit will go on air in Asia and Latin America first, with a global rollout to follow.

Hallmark also has its own premium international pay-TV service, Hallmark Entertainment Networks, launched in 1995. —*Betsy Sharkey*

With January Postal Hike, Santa Claus Comes Early

An expected 4.6 percent hike in postal rates for periodicals (8 percent for non-profit titles) recommended by the Postal Rate Commission in May will go into effect on Jan. 10, 1999, the U.S. Postal Service announced last week. "I'm in interminable ecstasy," said George Gross, executive vp for government affairs of the Magazine Publishers of America. The MPA, as well as the American Business Press, had lobbied for a low rate increase and a delayed implementation date in 1999.

Publishers were (continued on page 6)

Football Field

Buyers dispute reports of big CPM hikes for NFL

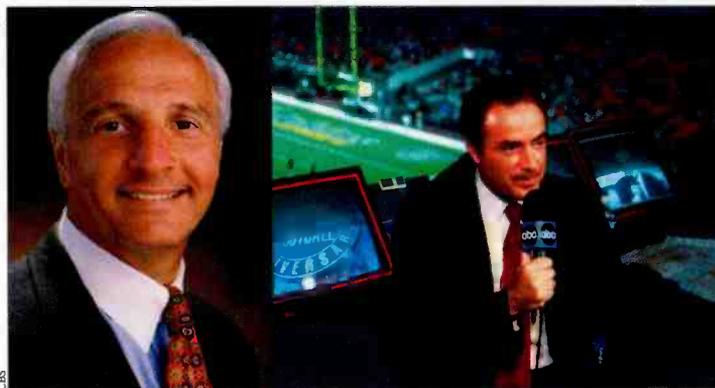
NETWORK TV SPORTS / By Eric Schmuckler

With the TV networks about half done with advertising sales for professional football, sports buyers are predicting a flat marketplace for the 1998-99 season. They're also scoffing at reports of percentage increases in cost-per-thousands in the high teens and low 20s. CBS, which took the AFC package from NBC, appears to be

ning CPM increases of 20 percent over NBC's AFC numbers last season. Buyers have hooted at these accounts, putting price hikes in the mid-single-digits, with low teens for certain accounts. CBS sales president Joe Abruzzese told *Mediaweek* his network is "on track to write 20 percent more dollars than NBC," which is a very different claim. He said a third of his sales are from advertisers new to the

AFC or to pro football. CBS signed Nasdaq to sponsor its halftime show and Southwest Airlines for the pre-game show, both new AFC advertisers that each could kick in \$10-million-plus for their entitlement packages.

"Advertisers are responding to the [ratings] parity between the AFC and NFC," Abruzzese



CBS sales chief Abruzzese (left) says he's way ahead of where NBC was last year; ABC's *MNF* is holding out for top dollar.

pulling some ad dollars away from Fox's NFC coverage; ABC is said to be pacing behind last year with *Monday Night Football* but has held out for premium rates. In the midst of the action, no buyers and only one seller would speak for the record. "It's not a disaster yet," said one of the many buyers still sitting on the sidelines, "but there's not a lot of strength in the market."

The networks are hungry to pull in ad dollars to underwrite their expensive new contracts with the NFL. The NFL was roughly a \$1.3 billion dollar ad economy last season, and there's little evidence it will grow much this year. Ratings have long been in decline and show no signs of leveling—over the last four seasons, *MNF* has lost roughly a household rating point each year; the Sunday afternoon games have fallen about half a point a year. The networks are further hampered by the league's ban on in-game sponsorships such as IBM's "You Make the Call" or the "AFLAC Trivia Question." The nets do get three extra :30s per game to sell; Fox turned over two of them to its affiliates.

Several press reports have said CBS is win-

explained. "We're well over half-sold." Indeed, the AFC pulled to within 3 percent of the NFC's rating (a 10.4 versus a 10.7, respectively, in the regular season last year), but the widely held perception remains that the AFC—without teams in Philadelphia, Detroit, Dallas, Chicago and Washington—is weaker. CBS may well be pulling dollars away from Fox, two buyers reported. Fox sales people, in turn, are saying CBS is taking bad deals, one buyer said. Honda paid in the mid-singles and got a demo guarantee from CBS, an unusual concession, the buyer added. Abruzzese would not comment on any specific deal.

Fox is believed to be finding the market a bit lower than it would have preferred. It is said to be booking some sizable increases—mid-teens and up—on accounts with low bases, but otherwise is looking for mid-to-high single-digit bumps. Fox sales president Jon Nesvig declined to comment.

ABC is well behind last year's pace in volume, delayed in part by an internal tug-of-war over whether the network or ESPN sales staff would handle the NFL on ESPN. ABC won, which is good news for buyers who previously

Is Flat

games on CBS, Fox, ABC

had to chow down a heaping helping of ESPN's second-tier sports to get NFL spots on the cable net. ABC is sticking to its guns on *MNF* and won't accept less than \$350,000 per :30; for some accounts, that amounts to a 20 percent boost. After a relatively modest prime-time upfront, the network has been keen to package *MNF* with other dayparts. ABC sales president Marvin Goldsmith could not be reached.

The bellwether automotive category, which accounts for a quarter of the NFL market, has been "torturously slow," as one buyer put it. GM is said to be done with CBS; Chrysler is nearly finished with CBS and Fox; Ford is rumored to have spent money with ABC. Among the beers, Anheuser-Busch is all wrapped up, paying a purported \$340,000 a unit on *MNF* for two years, then jumping to \$400,000 for a couple years more. Miller, with a big baseball/football deal at Fox, may not be down yet at CBS. Visa has bought sponsorship of the halftime show on Fox.

It's early to predict how the nets will fare financially with their costly new football deals. CBS has hinted that it will break even on football this year, which some buyers dismiss as an attempt to soothe Wall Street by CBS president Mel Karmazin. "I don't see the networks being able to will a marketplace just because of their rights fees," one buyer noted, while another warned, "If they try to push it too much further, there'll be a lot of Friday afternoon fire sales." ■

Cable Cancels the Picnic

Upfront was supposed to be done by July 4; buyers are still balking

THE MARKETPLACE / By Jim Cooper

The fireworks display to celebrate the conclusion of the 1998-99 cable upfront market is on hold, as buyers and sellers last week continued to battle over CPM increases and dollar volume. The deadlocks caused cable to miss its self-imposed July 4th deadline, with only 80 percent of its expected \$2.8 billion in business written. If the total reaches that number, it will be a \$600 million increase over '97.

Some buyers said they were holding back business in the face of high CPMs. Buyers said they were cutting deals last week at CPM increases in the low-to-mid single digits, while their network counterparts put the increases above 10 percent.

"There is still a gap...between some of the networks and ourselves in terms of where they're reading the strength of the marketplace versus where we are, and we haven't reached a resolution yet," said Bill Croasdale, president of national broadcast for Western International Media. Croasdale said he still expects to be working on cable this week and next.

"Look, there is enough inventory out there that I can walk from CPMs that don't move," said another buyer. "Either they'll come down or we'll take the money off the table and spend it with networks that will deal, or go back to the broadcasters," echoed a buyer who said he is holding back as much as 40 percent of his clients' cable business because of what he sees as unjustifiably high CPMs.

Network sales executives admitted that lingering negotiations have become tense, with

some buyers getting prickly over the CPM increases both large and niche networks are seeking. "Some [buyers] were belligerent when we wouldn't move south of double digits," said one ad sales executive at a niche network. But confidence among sellers over increases still prevails. "It's way up in the high single digits, and it's almost over," one vp of ad sales said of his business.

Turner Broadcasting System, according to a representative, hit double digit increases and is nearly finished; the rep declined to discuss Turner's total haul or specific increases. Buyers put Turner's and USA Networks' increases at 5 to 8 percent. ESPN, A&E, Discovery and Comedy Central were said to be still hammering out isolated deals.

Smaller cable networks whose subscriber counts have grown rapidly in the last year have been demanding much higher CPMs, and in some cases are getting them. As the larger networks pushed for higher CPMs, buyers shifted more money to smaller networks than ever before, using the same argument on the big cable nets as the cable nets use to sell against the Big Four broadcast nets. For example, money falling off A&E, MTV/VH1 and ESPN is landing in the pockets of Bravo, MuchMusic and Speedvision. Negotiations "were the most intense I've ever seen," said Steve Newman, senior vp of ad sales for Home & Garden TV.

Large increases in dollar volume came from automotive, pharmaceuticals, software and telecommunications advertisers. ■

'Time', CNN Retract Nerve Gas Story

By Lisa Granatstein and Jim Cooper

Time magazine and CNN late last week apologized and retracted the explosive allegations put forward in the Operation Tailwind story, the first of their highly publicized synergistic efforts. The story aired on June 7's *NewsStand: CNN & Time* and ran in that week's issue of *Time*. The CNN piece, which alleged that nerve gas had been used by U.S. forces during the Vietnam War, was produced by CNN's April Oliver and fronted by correspondent Peter Arnett. Both Oliver and Arnett received bylines for their story in *Time's* June 15 issue.

Time was planning to run a letter from the editor in this week's issue, apologizing to its readers and explaining CNN and *Time's* latest findings. In the meantime, *NewsStand* senior producer Pam Hill has resigned, Oliver was fired and producer Jack Smith will leave the network; Arnett will be reprimanded.

"It's not that they were making it up," a *Time* editor said. "They believed the thesis. They were just a little too gung-ho in making the thesis work." Rick Kaplan, president CNN/USA, and Walter Isaacson, *Time* managing editor, could not be reached for comment. Tom Johnson,

CNN News Group chairman and CEO, issued a statement saying the story "cannot be supported." Johnson added that "the fault lies with the editors, producers and reporters and executives responsible for the program and its contents."

The retractions, apologies and dismissals followed an investigation into the CNN report by First Amendment attorney Floyd Abrams, at the urging of Johnson. Abrams' inquiry resulted in a 56-page report. Though the CNN-*Time* relationship will continue, execs of the two Time Warner units are expected to meet to determine how they will handle future stories. The *NewsStand* programs that journalistically linked *Time* and CNN had been the highest-profile joint effort since Turner and TW merged in 1996. ■

MEDIA WIRE

concerned that the hike would take effect on the 1st of January, a heavy direct-mailing month, which likely would have forced them to begin their campaigns during the holiday season to save money. The extra 10 days will help give publishers some breathing room. "I think we're all very happy with January," noted Jim O'Brien, director of distribution and postal affairs for Time Inc. "But it's still difficult to see the need for a rate increase when [the Postal Service] is \$1.4 billion in the black this year and on track to do as well or better than they did last year."

The rates are expected to remain in effect until January 2001, but Postmaster General Bill Henderson said he hopes to extend the next rate cycle until 2002. —Lisa Granatstein

Survey: Digital TV a Turnoff; Only 28% Seen Buying

Consumers are not as eager to buy digital TV sets as some would like to think. The Consumer Electronics Manufacturers Association has long boasted that buyers will clean the shelves come next year's full rollout of high-definition sets. Not so, according to research by Frank N. Magid & Associates, which found that no one wants to pay \$4,000 or more for a digital set. Moreover, only 28 percent of those polled said they would be interested in a digital TV, says Brent Magid, president of Magid's North American TV unit.

Magid said those most likely to go digital are male sports fanatics, film buffs and "action fans." There is also a strong correlation between Internet users and those keen on HDTV.

In an effort to understand what would drive consumers to go digital, Magid surveyed more than 600 people ages 24-64. The results of his trend studies were presented last week at the New York State Broadcasters Association in Lake George, N.Y. —Megan Larson

\$100M Rainbow Media Plan To Get to Big Apple's Core

Rainbow Media last week announced it will spend about \$100 million to launch three local channels in the New York area, all bearing the MSG brand name Rainbow's parent (continued on page 8)

Feds Plugged in on Cable

DOJ is keeping close tabs on level of competition, official says

REGULATION / By Alicia Mundy

Addressing a rapt gathering of telecommunications lobbyists last week in Washington, D.C., Joel Klein of the Justice Department dropped some ominous hints about the future relationship between the DOJ and the cable industry. Klein, Assistant Attorney General for the antitrust division, got a laugh when he mentioned that his interactions with the National Association of Broadcasters are so good now that the NAB no longer feels it needs to invite him to its gatherings. But, Klein noted archly, he very much expects the National Cable Television Association to keep him on its guest for some time to come.

Klein made his remarks at a luncheon sponsored by The Media Institute, a Washington think tank. As NCTA president Decker Anstrom smiled gamely nearby, Klein outlined DOJ's current assessment of the cable business. "We do think that the structure of the cable industry right now is one that is problematic in terms of competition policy," he said. Klein has made past references to the increasing consolidation of ownership of cable systems and programming sources. "In many parts of the United States, there is just one outlet for consumers," Klein said. "And frankly, we are vehemently unhappy when there is only one outlet."

Klein also took on the PrimeStar-News Corp. satellite deal, which Justice has sued to block. He said the proposed merger of PrimeStar (owned by the country's largest cable oper-

ators) and News Corp.'s ASkyB satellite unit is "anti-competition" and would keep consumers from getting alternatives to cable. Klein added that he does not believe that the PrimeStar-News Corp. combination would really attempt to sign up DBS subscribers if the partners were awarded a key satellite orbital slot because it would threaten their cable business. A federal judge last week set a Feb. 1 trial date for the suit.

Several lobbyists present said afterward that it was unusual for a Justice official to speak so candidly about a pending action. But a DOJ lawyer who requested anonymity said: "Joel is adamant about this case, and he believes that if the players understand how much the Justice Department opposes it, they will cut their losses here and move on."



Klein: Cable structure is "problematic."

Anstrom declined comment on Klein's remarks.

An NCTA spokesman said: "We don't want to go into this at this time."

Asked about the proposed AT&T-TCI deal, Klein said only that it will get "very careful scrutiny" from DOJ. Richard Wiley, a veteran telecom attorney and a cable lobbyist for PrimeStar, said: "I would like to have heard [Klein's] take on the potential impact of the AT&T merger on cable ownership and his concerns in this area." The Senate Judiciary Committee may address cable ownership issues and antitrust provisions at a hearing this fall. ■

AMFM Adds Listeners

New Chancellor network boosts total audience by 10.7 percent

RADIO / By Mira Schwartz

The introduction of Chancellor Media Corp.'s AMFM radio network this year has mixed things up a bit in the new RADAR 57, the radio network ratings survey, released last week. This year, the survey counts 144 million listeners (or 65 percent of the U.S. population) as having heard at least one radio commercial in an average

week. That number is up 30 percent from the RADAR 56 count released last March, which counted 130 million listeners for the fall of 1997.

"In effect, we've introduced a new audience to network radio," said AMFM vp/marketing Martin J. Raab.

AMFM, with more than 400 stations in top- and mid-level markets, is a likely source

REMEMBER WHEN PEOPLE THOUGHT THE INTERNET WAS A FAD?

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Leg warmers. Moon boots. Hootie. They had disciples. They had the hype. What happened? *Who cares?* We're here for good. So. Wanna ride this Internet thing all the way to the bank? C'mon. Get in. We're driving.

YAHOO!

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MEDIA WIRE

company, Cablevision Systems Corp., owns Madison Square Garden.

Envisioned by Rainbow executives as electronic equivalents to the Sunday newspaper, the three services—MSG Metro Learning Center, MSG Metro Guide and MSG Metro Traffic & Weather—will launch on Aug. 5. Metro Learning Center targets students by day and adults in prime time. Metro Guide offers up a primer on Big Apple cultural and social activities, with a six-hour block programmed entirely by WNET, the New York City public TV station (that block, from 9 p.m.-3 a.m., will be commercial-free). Metro Traffic & Weather will customize traffic reports to individual parts of the metro area.

For the Record, MTV VJ Not A Truthful Camper, *Spin* Says

Spin does a fine job in its August issue in blowing the lid off of MTV veejay Jesse Camp's life story. Camp, who recently beat out 4,000 potential VJs in a nationally advertised audition, claimed he was a street kid from a poor broken home. On stands July 14, the alt-music monthly sets the record straight via a split cover that will feature the veejay in record stores and actress Christina Ricci on all other copies. In the article, *Spin* contributing editor Maureen Callahan tracks down Camp's father, who alleges the family is well off and that Jesse isn't quite the "loopy stoner" that *Spin* said MTV has presented to the

public. The VJ's father, who chairs the humanities department at the University of Hartford, tells *Spin* that his son speaks three languages, went to a swanky Connecticut boarding school and "had a lot of fun with drama." In a

A gritty background gets grounded.

statement, MTV said it stands by Camp and believes his description of what constitutes his real world. —L.G



of the 10.7 percent increase in network radio listening since many of its stations were not network affiliated before its debut. AMFM is an amalgam of stations owned by Chancellor and its sister operator, Capstar Broadcasting. Both companies are controlled by Dallas-based investment firm Hicks, Muse, Tate & Furst.

The young network's 13 percent audience share in the survey was due more to the listeners it brought with it than any grabs it made from network lions CBS-owned Westwood One and ABC. Nevertheless, Westwood One lost five percent of its listeners, down to 10.3 million from 10.9 last fall. ABC lost one percent, to 10.2 from 10.3 million.

American Urban Network, formed in 1992 from a joint venture between Sheridan Broadcasting Network and National Black Network, lost 16 percent of its listenership, down to 413,000 from 492,000.

"Hey, we don't make the numbers, but we have to live by them," said Jim Bryant, president of American Urban. "We have lost no listeners from our affiliates."

ABC's adult programming networks Galaxy, Prime, and Platinum showed a total decline of 18 percent. The losses, however,

were offset by the 10 percent increases made by its youth-oriented Genesis and Advantage programming.

ABC is not worried about its shifts in the market, said network marketing director Julia Atherton, because it still controls the most popular shows in the business, with all of the top 20 programs owned by ABC.

"Paul Harvey remains the dominant personality in network radio," Atherton said. "When you look at the specific programs, we are very pleased with this RADAR report."

Executives at Westwood One were not unavailable for comment at press time.

In the 25-to-54 demographic, ABC's Advantage and Genesis youth networks ranked third and second respectively, AMFM Youth Radio Network was eighth, and Westwood One's youth networks NeXt and Source were fifth and twelfth.

Prime, ABC's adult network, ranked first in 25-54, while its Platinum network ranked seventh and the Galaxy network was 14th. AMFM Adult ranked fourth. Westwood One's top adult network was No. 6 NBC, with its CBS network ranked 13th, the CNN network ninth, and its Spectrum and Variety networks tied for tenth. ■

Bracing for the Future

CTAM confab warns industry: "Traditional marketing is dead"

CABLE TV / By Jim Cooper

Cable marketers struggled to make sense of their industry's rapidly changing face as they gathered in Chicago last week for the Cable Television Administration and Marketing Society's annual summit. Just days before the conference, the entire industry had been rocked by the proposed mega-merger of AT&T and TCI.

"Traditional marketing is dead," declared Peter Chernin, president/COO of News Corp. and chairman/CEO of the Fox Group. He said that once digital set-top boxes that have enough computing power to let consumers store 100 hours of programming are rolled out, "all notions of scheduling and programming go out the window." Chernin also pointed to the Internet as a medium that will not only make other media look like "child's play," but will change the face of advertising by attracting more revenue than cable in five years.

"Anyone thinking about control is fooling themselves," continued Chernin, referring to the conference's umbrella title, "From Chaos

to Control." Chernin said that the light-speed pace of technology will likely continue unabated and that cable is going to have to keep pace by shifting from mass to personal marketing or risk losing customers.

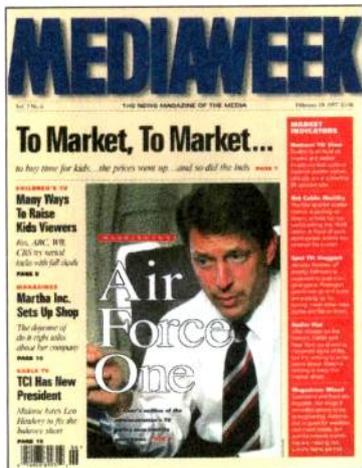
That won't be easy in the face of the AT&T/TCI merger and any further market consolidation, but it does present opportunities. "We have the ability to put cable operators at the forefront of the Internet wave in the next five years," said Kay Koplovitz, former chairman and CEO, USA Networks.

As usual, CTAM turned to marketers outside the industry to tell tales of how their companies have used marketing to create success. Scott McNealy, president/CEO of Sun Microsystems, offered advice on how the industry should move forward. "Use Web-based technology in the cable plant," McNealy exhorted the attendees, "because that's where all the content is being created in the marketplace. The Web platforms are the platforms that run on every computing device on the planet." ■

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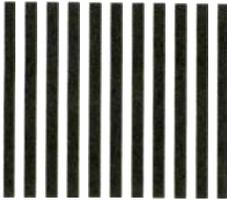
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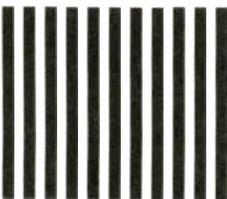
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'Pastime' Is Back on Base

Major League Baseball's local and national ratings are on the rise

TV SPORTS / By Michael Freeman

From the looks of its TV-ratings scorecard, Major League Baseball has taken some baby steps forward in rebuilding fan interest 3 1/2 seasons after a crippling players' strike all but destroyed the sport. Heading into the All-Star Game tomorrow night on NBC, local and network TV executives and industry watchers say the sport appears to be on the road to recovery.

Through June, baseball's national broadcast and cable TV ratings are up 8 percent overall from last season. On the local broadcast level, 15 of the 33 U.S.-based MLB rightsholders' ratings are up for the first three months of this season, by an average of 13 percent (see chart).

In contrast to the struggle for viewers and attention that baseball has endured over the last few years, enthusiasm for the game has returned this season, thanks to several factors:

*Three players are well on their way to breaking Roger Maris' record of 61 home runs in a season.

*The New York Yankees are on pace to win a record 120 games.

*The second season of interleague play has continued to give a significant lift to both national and local TV ratings.

"I think it is safe to say that baseball is finally coming back from the effects of the 1994 work stoppage and has established a sustained growth pattern," says Neal Pilson, a former president of CBS Sports who now operates a his own New York-based sports consulting firm, Pilson Communications. "The dominance of the Yankees is a positive story, interleague baseball is strengthening interest and several player and team records could be broken."

Since kicking off its Saturday-afternoon telecasts on May 30, the Fox network's lineup of national and regional games has averaged a 3.7 rating/11 share in the Nielsen metered markets (NSI, May 30-June 27), a 3 percent increase from last season. Peter Ligouri, senior vp of marketing for Fox/Liberty Networks, expects that those numbers will grow as the pennant and playoff wild-card races heat up and as the home run-record chase continues among the St. Louis Cardinals' Mark McGwire, the Chicago Cubs' Sammy Sosa and the Seattle Mariners' Ken Griffey Jr.

MLB interleague matchups, which concluded last week, were a big hit with TV viewers. Fox's June 27 broadcast of the New York Yankees taking on the crosstown Mets lifted Fox to

a record 4.3 rating/12 share in the metered markets. In New York, the Yanks-Mets telecast on Fox O&O WNYW-TV scored a 10.9/28. The following night, the Yankees and Mets delivered a regular-season baseball record for ESPN, which registered a 4.3 rating reaching 3.2 million homes. Another interleague game between the Houston Astros and Cleveland Indians gave Fox its highest local baseball number ever, a 21.4/49 on Cleveland's WJW-TV.

"The idea of getting a quarter of all homes in New York and half of the households in Cleveland for interleague baseball has gone beyond our wildest imagination," says Ligouri. "While we have undoubtedly experienced a bounce from interleague games, we have had only a handful of those matchups and they are not the sole, major contributor to our growth."

Fox/Liberty officials note that the biggest percentage ratings growth for baseball this season has been on cable. Fox Sports Net's Thursday-night lineup of regional games is up 16 percent over last season to a 0.8/1 within the cable universe for the first 12 weeks of this season. Meanwhile, Saturday-night matchups on Fox's FX cable network are up 3 percent to a 0.4/6 in cable households. ESPN's lineup of Wednesday and Sunday night games is also up by 4 percent, to an average 1.5/3 universe rating/share.

Artie Bulgrin, ESPN vp of research and sales development, acknowledges that while baseball's ratings do not yet approach the pre-strike 1993 levels, he also notes that the "competitive landscape on cable and broadcast has also multiplied the number of programming alternatives, and made it all the more difficult to register bigger increases."

Tim Spengler, deputy director and senior vp of national broadcast for Western International Media, believes that baseball still has a long way to go before it can proclaim itself fully healed from the strike. Spengler says that he is "not all that impressed by mid-to-high-single-digit increases" in the national ratings for Fox and ESPN. "On average, even if they are up 4 to 8 percent in ratings, we're talking about tenths of a rating [point] increases, and that is not yet a significant swing. Marketplace demands will dictate if [baseball's networks] get any increases for their inventory."

Pilson, whose CBS aired a national baseball game of the week in the late '80s and early '90s, prefers to accentuate the positive. While the sport's national TV ratings growth indeed has

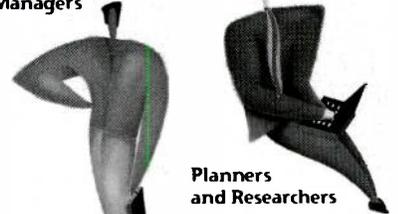
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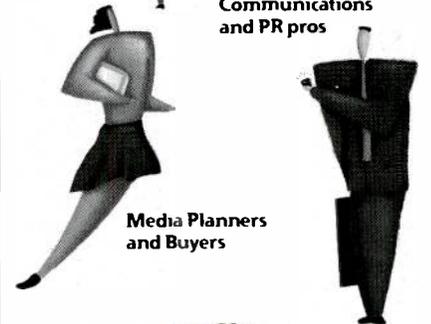
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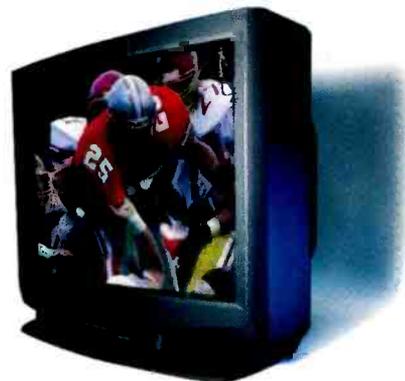
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been only in single digits since 1995, "in totality it would mean baseball has achieved double-digit growth, and that is a very positive story," Pilsen says. "No one is going to get double-digit growth in a single season in this age of proliferation and competition. Single-digit growth is actually a joy to see."

Among local broadcast rightsholders this season, nine are earning ratings equal to or above 1993 pre-strike levels. In 1995, only five local broadcasters were performing above pre-strike averages.

While local baseball ratings typically rise and fall along with the home team's standing in the pennant race, other factors come into play.

Even though the Boston Red Sox are 10 games behind the Yankees, the Sox are one of MLB's best teams and UHF independent WABU-TV is 40 percent ahead of last year with an 8.1 rating average for its Sox telecasts. On the flip side, while the Houston Astros are in first place in the N.L. Central, the team's broadcast ratings are down 29 percent to a 3.0, due in part to a shift this season to low-rated UHF indie KNWS-TV. The Minnesota Twins, second in the A.L. Central, have seen their broadcast ratings plummet 56 percent partly because CBS Cable's Midwest Sports Network moved 10 games to lower-rated UPN affiliate KMSP in a sub-licensing deal this season. ■

BASEBALL'S 1998 LOCAL BROADCAST TV RATINGS

Team	TV Rightsholder(s) (total '98 package)	Season-to-Date Rating/Share Average	% Rating Chg. From '97
AMERICAN LEAGUE EAST			
Baltimore Orioles	WJZ (37 games)	11.1/21	-25%
Boston Red Sox	WNUV (30 games)	6.0/13	-44%
New York Yankees	WABU	8.1/19	+40%
Tampa Bay Devil Rays	WPIX	6.7/13	+2%
	WTSP (15)	5.3/13	NA #
	WWWB (51)	4.0/7	NA #
Toronto Blue Jays	CBC*	NA	NA
AMERICAN LEAGUE CENTRAL			
Chicago White Sox	WGN	2.7/6	-31%
Cleveland Indians	WUAB	16.9/33	+17%
Detroit Tigers	WKBD	3.9/9	-28%
Kansas City Royals	KMBC (15)	4.9/13	-26%
Minnesota Twins	KCWB (36)	4.0/10	-2%
	KMSP	4.0/13	-56%
AMERICAN LEAGUE WEST			
Anaheim Angels	KCAL	2.8/5	+8%
Oakland Athletics	KRON	3.7/9	+3%
Seattle Mariners	KIRO (41)	13.7/28	-1%
	KSTW (23)	11.5/29	-17%
Texas Rangers	KXAS (15)	9.2/19	-5%
	KXTX (80)	6.2/11	+2%
NATIONAL LEAGUE EAST			
Atlanta Braves	WTBS (90)	13.0/23	+11%
	WUPA (11)	9.4/14	-20%
Florida Marlins	WBFS	4.7/10	-18%
Montreal Expos	SRC/TQS *	NA	NA
New York Mets	WWOR	3.8/8	+19%
Philadelphia Phillies	WPHL	4.1/9	+28%
NATIONAL LEAGUE CENTRAL			
Chicago Cubs	WGN	5.0/14	-6%
Cincinnati Reds	WKRC (15)	6.5/16	-19%
	WSTR (30)	4.8/11	even
Houston Astros	KNWS	3.0/6	-29%
Milwaukee Brewers	WCGV	6.0/11	+18%
Pittsburgh Pirates	WPGH (8)	6.9/17	+11%
	WCWB (7)	5.4/10	+2%
St. Louis Cardinals	KPLR	12.4/25	+6%
NATIONAL LEAGUE WEST			
Arizona Diamondbacks	KTVK	7.6/15	NA#
Colorado Rockies	KWGN	7.7/19	-8%
Los Angeles Dodgers	KTLL	3.7/9	-20%
San Diego Padres	KUSI	7.1/20	+22%
San Francisco Giants	KTVU	5.6/14	+4%

Sources: Nielsen Sports Marketing Service, Major Market Network and station rightsholders, based on Nielsen Station Index data (March 30-June 8).
Footnotes: NA=not applicable *Canadian ratings are not comparable to U.S. Nielsen averages. #1998 expansion teams

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Buyers: Joyner Wooed by WMMJ-FM

WASHINGTON RADIO STATION WMMJ-FM is seeking to climb the ratings chart by wooing away popular morning host Tom Joyner from top-ranked competitor WHUR-FM, buyers say. These radio insiders insist that on-again/off-again negotiations between ABC Radio, Joyner's producer, and WMMJ owner Radio One will soon culminate in bringing the popular syndicated talk-show host to seventh-ranked WMMJ.

Not so, insists Radio One CEO Alfred Liggins, maintaining in carefully chosen words that Joyner will not be joining the WMMJ lineup this year.

But local ad buyers believe otherwise. They said that getting Joyner is a coup that Liggins just can't pass up. "I do not see any way for Alfred not to get Tom Joyner right now," said one source, requesting anonymity. "He's [Liggins] the No. 1 black-owned-and-operated radio conglomerate in the country, and he always gets what he wants." Said another buyer, also requesting that his name not be used: "Picking up Tom Joyner would be a big plus for them and a big loss for WHUR."

In the quest for a.m. drive-time supremacy in D.C., the Joyner negotiations are the capstone of a ratings battle between WMMJ, ranked eighth in the market, and WHUR, owned by Howard University.

Joyner's contract with WHUR is set to expire this month. A three-month "no-employment clause" in Joyner's contract push-

es any possible start date at WMMJ to later this year.

Meanwhile, insiders say WMMJ's current morning drive-time host, Doug Gilmore, is preparing to leave when his contract expires in December. *Doug Gilmore in the Morning* has struggled to prove itself, with the comedian/musician's ratings stagnating around 11th place since he signed on with WMMJ nearly three years ago.



D.C. stations are playing hide-and-seek for Joyner.

Syndicated with ABC for five years, Joyner's urban entertainment program is on 95 U.S. stations and ranks first with D.C.'s heavily African American market. The two stations directly compete for the capital's 25-54 audience, the most desirable demographic in advertising.

"WHUR is sold out nonstop; you have to book three or four weeks in advance to get in. It's a powerhouse in this market," said Brad Perseke, media director at local agency Greer Margolis Mitchell & Burns in Washington. —MS

NEW YORK STATE/BROADCASTING Plea for Diversification Gets Few Supporters

PERHAPS THE FCC IS MISSING THE POINT ON increasing the number of minority and

women TV and radio station owners, several New York broadcasters said last week.

Responding to an FCC official's call for diversification of viewpoints, conferees at the 37th annual New York State Broadcasters Association meeting at Lake George, N.Y., said that effective ethnic broadcasting is not contingent upon minority ownership.

"No one cares who owns the station," said Richard Buckley, president of Buckley Broadcasting Association, "as long as the programming appeals to the audience." It certainly is a nonissue in major markets, Buckley said, pointing to the success of urban radio stations run by nonminorities like Emmis Broadcasting's WQHT-FM (Hot 97) in New York.

Roy Stewart, chief of the FCC's Mass Media Bureau, implored the 250 attendees to work toward a broadcasting democracy. "Diversity of ownership equals diversity of opinion," he said. And if available opportunities continue to elude the minorities while that segment mushrooms to fully half the nation's population by 2050, whatever minority voices heard now will grow fainter.

Stewart attributed part of the problem to consolidation in both TV and radio, as well as the recent abolition of tax credits to station groups that sold outlets to minorities.

Lew Freifeld, VP of PaxNet's eastern region, agreed on both accounts. Two years ago, Freifeld served as vp/gm of ABC affiliate, WTNH-TV in Hartford, Conn. It was one of two stations owned by Cook Inlet Communications Corp., based in Anchorage, Alaska and owned by American Eskimos.

It was "a great company" that would still be in the broadcast business if Congress hadn't killed the tax credits, he said. Without them, he lamented, Cook "didn't have the resources to compete against the likes of Hicks-Muse and Argyle," two broadcasting conglomerates.

Stewart said the FCC is looking to revive the tax credits. For now, however, the agency is relying on public appeals and the goodwill of multi-station owners to sell outlets to female and minority entrants.

But the solution to minority station ownership lies not with broadcasters but with educating young minorities and women, said Ave Butensky, president of the Television Bureau of Advertising. "Universities can tell you how to become a news anchor or a producer, but they fail to teach the business," such as offering courses on how to be a sales manager, he said, urging the FCC to take their road show to college campuses. —ML

LONG ISLAND, N.Y./MAGAZINES

Rich Market Showers Potential on Publishers

• IF THEY DIDN'T COVER LONG ISLAND'S TONY Hamptons, you could almost believe the region's select magazine publishers were turning on their cherished socialites in favor of Socialism. "Share the wealth" is the philosophy of Jason Binn, co-publisher of *Hamptons* magazine, concerning the competition between his weekly and the equally glossy, oversized monthly *Hamptons Country*.

That three-year-old magazine magazine got deeper pockets last year with the arrival of Marvin R. Shanken as publisher. *Country's* focus on financiers and the famous is a logical step for Shanken's publishing company, which targets the rich and exclusive with his other ultimate niche lifestyle magazines, *Cigar Aficionado* and *Wine Spectator*. "It's a well-known fact that it's a very affluent market and it's a trend-setting market," Shanken said. "If we didn't think that there wasn't potential, we wouldn't have gone into it."

Binn, who claims his mag's revenue has jumped 30 percent, is not thinking about sharing this year's largesse. Rather, there's money to be made by all at this vacation isle of free enterprise, so there's really no need to compete.

This year *Hamptons* magazine's ad revenue will near \$3 million, up 30 percent over last year, Binn said. It is difficult to determine which magazine has the lead, since neither mag submits to independent publishing audits.

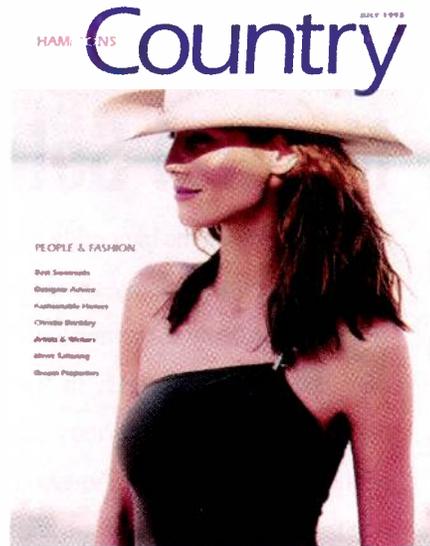
The founder of another luxe publication, south Florida-based *Ocean Drive* magazine, Binn joined 20-year-old *Hamptons* last spring at the invitation of publisher Randy Schindler. It is this summer's early success

that is already fueling dreams of making even more money. "Eventually, we'll either be bought out by a conglomerate or create our own regional publishing empire," Binn said.

Binn said he has already capitalized on his relationships with advertisers from *Ocean Drive*, selling more than \$1 million in ads for *Hamptons* in his first month.

Like *Hamptons*, Shanken says *Country's* business is booming, with revenue up "in the hundreds of percents" compared to last summer.

Both magazines say they don't have much in common other than their appeal to the wealthy. Binn said the target age for *Hamptons* is the early 30s. Shanken said *Country's* target is 30 and over.



Shanken says *Country's* revenue is up "in the hundreds of percents."

Nevertheless, both agree that neither their advertisers nor their editorial overlap.

Granted, both pubs feature articles on charity events, polo and expensive real estate, and each is equally riddled with candid photos of stars and less-recognizable members of local society. But *Country*, which prints and distributes 50,000 copies (most of which are free),

throws in a relatively generous helping of editorial meat, with articles on artists and writers. *Hamptons*, which prints 35,000 copies for free distribution, is more dishy. Articles on Ivana Trump's new boyfriend and a party thrown by David Bowie are more likely to make its headlines. —MS



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Magazines

By Lisa Granatstein

Natural Selection

Hoping to invigorate its somewhat staid image, 'Audobon' is evolving with more service and travel in its edit environment

Audobon, the bimonthly nature/conservation magazine, is gearing up for a busy second half of 1997. The title will introduce an ecotravel-themed issue in September/October, celebrate its 100th anniversary in November/December and unveil a redesign in the January/February edition. ♦ Though Audobon, which is published by the National Audubon Society, has earned a solid reputation for its photographic essays and articles linking global events to the environment, it has been perceived as being somewhat staid and academic in tone. Lisa Gosselin, who came over last February as editor-in-

chief from Rodale Press' *Bicycling*, has given Audobon a wake-up call. The design has become more open and airy, the length of stories is more varied and new columns and departments are in development.

"We needed to bring a lifestyle element to environmentalism," Gosselin

explains. "How Audobon can encourage you to act, to enjoy nature more and understand it better."

Many health-conscious readers have called Audobon for extra copies, New York's American Museum of Natural History wants to reproduce the guide in a publication for high school students and Walt Disney Co. has ordered copies for its theme-park chefs.

Among the new columns is Backyard, which offers tips on building ponds and luring hummingbirds. An upcoming section will show how explorers and scientists go about making the world a better place. "This is not an armchair publication," Gosselin says.

Audobon's next issue will drive that point home. While it has long written about the wonders of nature, the magazine will now offer information on how to get to particular spots, where to stay and eat and note special events, adding for the first time a true service element. The Sept./Oct. book will feature a giant ecotravel section outlining a wide range of treks, from a \$1,800 jaunt to Suriname to help sea turtles move their eggs to a \$27,000 guided tour of Africa via private jet. For Dian Fossey wannabees, there's wild gorilla-stalk-

ing in Uganda's forests. The ecotravel special is expected to run at least once a year, while a regular travel column will be added to the magazine.

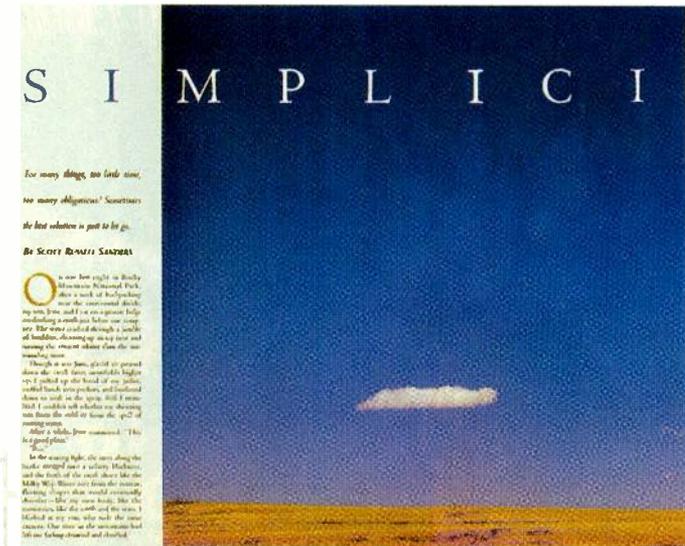
The title's increased emphasis on travel is a response to readers' desire for nature-related getaways, says Audobon publisher James Fishman. Most of the title's readers are twentysomethings or boomers with no kids and ample disposable income. "Our readers travel like crazy," Fishman says. "And its done in relation to Audobon, rather than casinos and wildlife—not that they don't go there, too."

About 40 percent of the magazine's ad pages are travel-related, primarily from foreign countries and state and regional tourist authorities. "We get every state in the union, but not the airline to take people there," admits Fishman. "I'm hoping as Lisa presents a magazine that has a more mainstream feel to it, those advertisers will feel that Audobon is more than just a special-interest magazine." Fishman is also looking for more business in the luxury goods and financial services categories.

Audobon's ad pages were up 31.3 percent in the first quarter, to 125. Fishman says the gain primarily came from the same clients booking additional pages, rather than new business.

"They're not on everyone's radar screen," Melissa Pordy, Zenith Media senior vp/director of print services, says of Audobon. "But once people in the ad community are exposed to the title, they really see the validity it has."

The book's circulation operates much like *National Geographic*, *Smithsonian* or *Sierra Club*. Subscribers receive Audobon by joining one of 500 local chapters of the National Audubon Society. Audobon's circ has remained flat at slightly above 450,000 since NAS lowered the rate base several years ago from its peak of 480,000. Newsstand sales, which account for just 1 percent of total circ, dropped 5.1 percent in the second half of last year, to 5,176. "We are looking at a more aggressive newsstand stance," says Fishman. "We think there's an opportunity for a highly specialized magazine, if it's sold in the right outlets, to do very well."



Lightening up: New design touches give features more breathing room.

explains. "How Audobon can encourage you to act, to enjoy nature more and understand it better."

The title's new call-to-action approach was showcased in a pull-out consumer guide to seafood safety that appeared in a May/June special report on sealife conservation. At least three cruise lines, including Royal Caribbean, have banished swordfish from their menus as a result of the guide.

Preparations are in the works for the Nov./Dec. centennial issue, a celebration of 100 years of conservation that Gosselin promises "will have a different look and feel from all other issues." The package will include a look at 100 people who have helped save the world and 10 places and species the conservation movement has saved—and lost.

New U.S. News Editor Smith: Making Sense Of the Complicated

Just prior to Fourth of July weekend, *U.S. News & World Report* editor James Fallows set off some fireworks of his own by announcing to his staff in a 19-page speech that he had been fired by owner Mortimer Zuckerman. Staffers at the Washington, D.C.-based newsweekly responded to Fallows' farewell address with a standing ovation.

Fallows' statement, which reportedly infuriated Zuckerman, led to a flurry of high-level internal phone calls and e-mail exchanges over why the editor had gone on the offensive about his firing and who had actually dismissed him—Zuckerman or editorial director Harry Evans. Hours later, Evans named Stephen Smith, editor of *National Journal*, as *USN&WR*'s new editor.

Smith, a veteran of *Time* and *Newsweek*, is expected to take the helm by next week. Last Tuesday, he met with the 220-member *U.S. News* staff for an hour and fielded questions. Staffers said the new editor promised there would be no immediate personnel changes. He discussed the magazine's strengths (technology, political reporting) and weaknesses (the title's overall design, and the cover in particular).

In an interview, Smith said of his mission: "You need to make sense of complicated issues for readers and you need to cover interesting stories well. And you have to present it in photography and design that brings out the best of the story." Smith's primary challenge is figuring out

60 SECONDS WITH...



Nancy Novogrod
Editor-in-chief, *Travel & Leisure*

Q. You've just hit your fifth anniversary running T&L. What are your proudest accomplishments?
A. I'm proud of the way the magazine looks and reads. I'm also proud we've found a way to package service-oriented information that presents a very full view of travel and that expands the boundaries of a travel magazine into lifestyle areas like food, shopping and beauty. **Q.** How's it going with T&L Family?
A. We had the first issue in April and the second one is coming out in October. This is an acknowledgment of the enormous growth in the family travel market, the two-career couple and the fact that vacations are becoming more opportunities for busy families to bond. **Q.** You mean there's more to family travel than screaming at your kids in the back seat?
A. [Laughs] Well, yes, you do some of that. But they are learning things even if they are just fighting in the back seat. One of our funny experiences was taking our kids to Venice years ago. Here we were walking along these canals and our son was looking for shops where he could buy T-shirts of rock groups. We suggested that there was a better time and place. But it got through, because he's a great traveler now. **Q.** What's this about you being a serial packer?
A. One of the ways of avoiding this terrible time of packing the night before, when I really want to do other things, is by packing bit by bit for a week or so before my trip. I just have to remind myself which trip. It can get confusing.

how to narrow the gap between *USN&WR*'s paid circulation of 2.2 million and that of *Time*'s (4.2 million) and *Newsweek* (3.2 million).

Fallows' departure follows last month's exit of *USN&WR* president/publisher Tom Evans, who joined Internet company GeoCities.

In his statement, Fallows said that he and Zuckerman had differences over "the process of owner-editor interaction...and the operations of the magazine as a business." Fallows also said he had been at odds with his boss about news priorities, citing their disagreement over how to cover Gianni Versace's murder as one example (Zuckerman thought the magazine did not devote enough space to the story). Fallows also cited tension over shutting down foreign bureaus and cutting back on stringers, who had taken up some of the slack from the bureau closings.

The editor did not mention it in his statement, but staffers said he also was upset with Zuckerman and Evans for not having spent enough to promote the magazine, particularly

in connection with the June 29 exclusive cover story on a new set of Monica Lewinsky tapes.

"My read is that Mort was actually actively angered by the improvements at the magazine that were attributed to Jim's editorship," says Timothy Noah, a *USN&WR* senior writer. "I think Mort doesn't like sharing credit." "He's like George Steinbrenner," another staffer says. "Just get a new manager."

Zuckerman and Evans could not be reached for comment.

Fallows had a difficult relationship with the owner almost from the day he took the job in fall 1996, and his last few months were filled with speculation about his departure. In an April 6 e-mail, Tom Evans wrote Fallows: "[Harry Evans] also said he thought that this week's mag was outstanding and that he has become a big fan of yours and he's still working on Mort, admittedly with limited success." ■

Writers' Block

A sample of great writing from a recent issue:

"High heat created irrational solutions: linen suits that collapsed into deep wrinkles when one bent an arm or a knee, and men's straw hats as stiff as matzohs, which, like some kind of hard yellow flower, bloomed annually all over the city on a certain sacred date—June 1 or so. Those hats hung deep pink creases around men's foreheads, and the wrinkled suits, which were supposedly cooler, had to be pulled down and up and sideways to make room for the body within."

— in "Before Air-Conditioning," Arthur Miller fondly recalls hot summers in New York City.
The New Yorker,
June 22&29

1998 RETIREMENT GUIDE



U.S. News & World Report

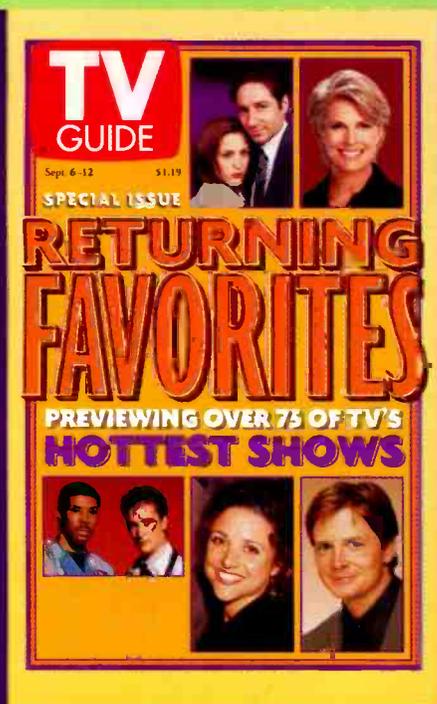
EXCLUSIVE
The Other Tapes
Monica Lewinsky, Linda Tripp:
New revelations from their private talks

Fallows reportedly wanted a bigger push for this issue.

The

Classics

Rock



Returning Favorites

Issue Date **Sept 5**

Space Close **Aug 4**

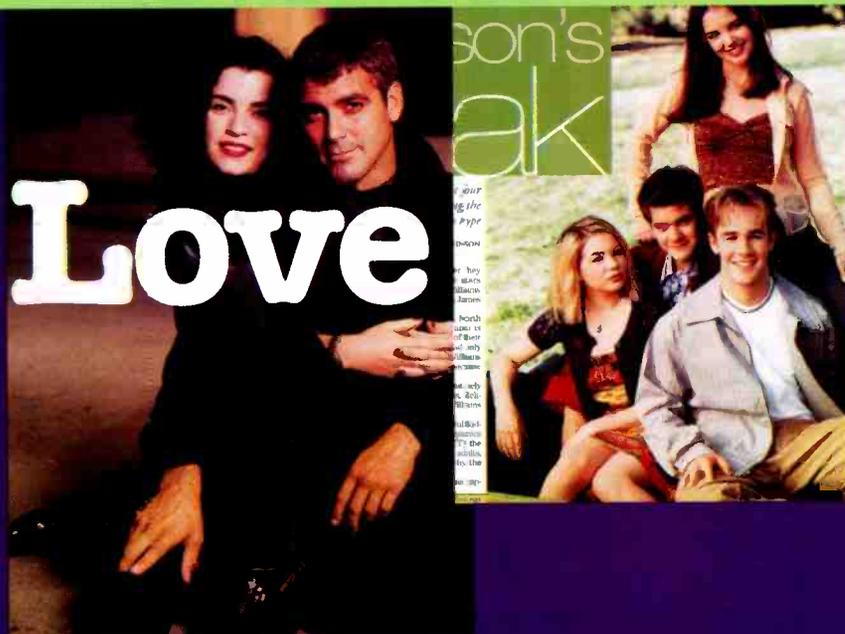
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MOVERS

AGENCIES

Ann Fenkell has been promoted to senior vp/director of print production services of BBDO Detroit, from vp/director of print production services and art buyer... **Annette Cerbone** of TBWA Chiat/Day has been promoted to media director of corporate broadcast and research... **Maren Woodlock** was named vp/group media director of Grant/Jacoby... **Chris Newton** has left Arnold Communications, Boston, as vp to join Greenberg Seronick O'Leary & Partners as vp/director of media and marketing services.

MAGAZINES

Ann Lundberg, New England manager for *Vogue*, has been named publisher of *Parenting's BabyTalk* and *Parenting's Healthy Pregnancy*... **Joseph G. NeCastro** has left Reader's Digest USA as vp, finance to join Penton Media as CFO... **Meryl L. Gura** has left Meredith Corp. to join Sunset Publishing as senior account manager... **Jennifer A. Smyth**, former Midwest manager for *House Beautiful*, has been named Midwest ad sales manager of *Soap Opera Digest* and *Soap Opera Weekly*.

TELEVISION

Mike Mazurek, former manager of media and interactive sales for Detroit Red Wings and Olympia Entertainment, has joined Fox Sports Detroit as national sales manager... **Laura Bonington Masse**, former division director of marketing for Discovery Channel Online, has joined American Movie Classics as vp of marketing. Also, **Jacqueline Majers** has joined AMC as director of marketing, from Spelling Entertainment.

The Media Elite

Edited by Greg Farrell

SPOTLIGHT ON...

Ron Kuby

Co-host, *Curtis and Kuby*
WABC-AM, New York

It's one hour before his daily radio show, *Curtis and Kuby*, on WABC-AM, and New York public defense lawyer Ron Kuby is meeting with his on-air sparring partner, conservative Curtis Sliwa, to discuss the day's topical subjects.

"Livoti?" Kuby proposes, referring to New York city police officer Francis Livoti, convicted that day of violating a citizen's civil rights. Sliwa, a founder of the street vigilante group the Guardian Angels, shrugs. The subject won't rouse his conservative listeners.

"Jews getting dissed by Superman?" Sliwa counterproposes, describing Jewish groups' criticism of DC Comics for publishing a Superman installment that did not identify victims of the Holocaust as Jews. Kuby doesn't bite.

The controversial defender of such notorious figures in New York criminal circles as convicted Long Island Railroad killer Colin Ferguson, Mafia kingpin John Gotti and

World Trade Center bomber Sheik Omar Abdel-Rachman, Kuby was often a target of Sliwa's Guardians, who would yell at him across police barricades at rallies in New York. A year ago, Sliwa invited Kuby to be a guest on the *Curtis Sliwa Show*.

The pair worked so well off each other, says WABC program director Phil Boice, that Kuby was offered a Saturday-morning gig with Sliwa that helped them land their present 6-7 p.m. weekday time slot.

The two have found a rare radio chemistry that gives their show "great potential," Boice said.

Kuby is still the target of vehemence. Today, however, what keeps him ticking is the show's listeners, who number 200,000 a week, a strong average considering radio listening drops dramatically after 6 pm.

"At first, they all called to tell me how much they hated me," Kuby says recalling his listeners' outraged reaction to the show when it started a year ago. "Now, it's about half." "There's not much yelling on the show," Boice adds. "I tell them, don't go for the jugular. I look at it more as fencing than a gunfight." —Mira Schwirtz



Ron Kuby (left) with Curtis Sliwa: Together they cover the spectrum.

Philadelphia Daily News Urges Readers to Lock Their Guns

The *Philadelphia Daily News* has had to buy another round of gun locks in response to the paper's gun safety program, launched June 24. The Knight Ridder-owned daily, which expected to give away 1,000 of the special locks during a year-long campaign, distributed 1,400 in the first week of the campaign, titled, "Have You Locked Your Gun Today?"

"We want that slogan to be imprinted onto people's con-

sciousness," said Frank Burgos, associate editorial page editor. Unconventional as the editorial campaign is, said Zack Stalberg, executive editor, "it's readers who are driving this. In recent focus groups, they've told us, more than I would have imagined, 'get in there and solve problems.'"

Last month, the National Rifle Association held its annual meeting in City of Brotherly Love, which has more gun owners than any other American city. —Dori Perrucci



Welcome to Philadelphia: Have you locked your gun?



FAIR CAREY

An unusual career path for Carey: from print sales to recording artist

Former *Worth* Sales Rep Marketing Her Own CD

Almost every famous musical artist, from Joni Mitchell and Carole King to Jewel and Natalie Merchant, started at the bottom and worked hard to achieve success. Edie Carey, who aspires to follow in their footsteps, also started at the bottom—the bottom of the publishing business. Carey never expected that her job in sales at *Worth* magazine would further her musical career, but now, she says, it “was so unbelievably helpful.” Carey, currently a 24-year-old p.r. assistant with Capital Publishing, *Worth’s* parent, is leaving after two years with the company to pursue her singing ambitions full time. And she’s leaving with a wealth of marketing knowledge. “I’ve learned how to promote myself,” Carey says. “You become a really great spokesperson for yourself.”

Carey, an Italian literature major, joined the fashion sales department at *Worth* and helped sell the magazine’s advertising space to Italian designers, including firms like Versace and Armani, before moving to the public relations department.

Her new job will be to sell her first CD, *The Falling Places*, and she is looking for a small label to distribute it. She says her current plan of marketing the CD over the Web at www.cdfreedom.com works, but limits her recognition. How many first-time recording artists have this kind of marketing savvy? —Lori Lefevre

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The media spent last week dissecting the AT&T/TCI deal; now the story is entering a new round of debate. According to at least one published report, America Online chairman Steve Case and @Home chief Tom Jermoluk are fighting over what should enter the home via a cable modem. Jermoluk has positioned @Home, which is part-owned by TCI, as a speedy Internet connection and a portal. Case thinks cable operators' pipes should be open to competitors such as AOL. Stay tuned. —*Catharine P. Taylor*

@deadline

Web-A-Bunga

Nestle, Glendale, Calif., and Fox Television Network, Los Angeles, are collaborating on a site centering on the Butterfinger Candy Bar and *The Simpsons*, sources said. Expected to launch July 13 at www.butterfinger.com, the site is being created by Rare Medium, New York. It will include a trivia contest as well as other activities.

No Smoke Screen

As part of a \$70 million war chest to promote the **State of Florida Anti-Tobacco Pilot Program**, Miami-based agency Crispin Porter & Bogusky Advertising and Cow Interactive Communications, Los Angeles, relaunched a teen-centered anti-tobacco Web site July 4 at www.wholetruth.com. The site is being funded from the state's January court settlement with tobacco companies. The agencies are considering online media ad buys for the state's anti-smoking campaign.

Very Big Deals

Unilever, London, last week announced two large-scale deals with **America Online**, Dulles, Va., and **Microsoft**, Redmond, Wash. With AOL, Unilever has entered into a three-year international interactive marketing deal in which 100 Unilever brands will receive prominent placement throughout AOL's service. Microsoft announced a multi-year agreement with Unilever to boost use of the Internet for advertising mainstream consumer products.

Go Western: Zentropy To Align with Media Buyer

By Bernhard Warner

Western International Media, a leading media buying firm, is in negotiations to buy up an unspecified stake in another Los Angeles-based neighbor, Zentropy Interactive, people close to the negotiations said. The deal could be finalized as soon as this week.

Daniel Roth, chief strategic officer at Western, declined to comment on the talks. Roth and Western president and chief operating officer Michael Kassan are believed to be heading discussions for the agency. Zentropy officials also refused to comment.

The potential investment in Zentropy by Western, a unit of The Interpublic Group of Companies, New York, would give the media-buying stalwart a division to develop online media, in the form of both Web sites and ad units, as it continues in its strategy to work more directly with advertisers rather than through ad agencies. Western reported \$2.6 billion in U.S. media billings for 1997.

For Zentropy, the Western affiliation would put the online agency in front of more advertisers at a time when they are ready to commit dollars to multimedia ad campaigns, perhaps convincing some to shift more money toward online media buys. Media planning is typically

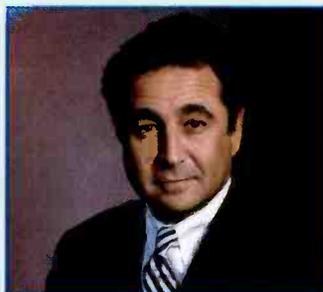
a higher margin business for online agencies.

Zentropy has amassed a roster heavy with West Coast-based clients, including skincare company Neutrogena and Dreyer's Grand Ice Cream, plus movie studios and record labels such as Twentieth Century Fox Pictures and Polygram Records. Zentropy has been working continuously with Western's syndication division since the May 1997 launch of the Conan.com Web site for the syndicated television series.

Zentropy specializes in content development for the Internet, interactive television and online marketing. In 1997, the agency generated \$2.3 million in revenue.

The proposed deal would be a deviation from the recent spate of agency mergers in which traditional ad agencies have initiated deals with inadequately funded interactive agencies. This would be the first deal in which a company specializing in media buying purchased an online agency.

While it hasn't been as aggressive as its New York-based competitor Omnicom Group, IPG currently owns a stake in a variety of interactive agencies including: Thunder House Online and Nicholson NY. ■



Western exec Michael Kassan (above) is said to be a key player in the Zentropy deal.

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[SPRITE SPONSORS PSEUDO'S HIP HOP p. 28](#) | [JAGUAR.COM FINE TUNES WITH REDESIGN p. 29](#)

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Sprite Sponsors Pseudo, For Real

Coca-Cola Company's youth-targeted Sprite brand committed to its first Internet sponsorship last week, in a venture with Pseudo Programs, New York. Pseudo bills itself as an Internet television network and broadcasts live weekly shows using RealNetworks' RealAudio and RealVideo.

Sprite sponsored last Wednesday's 10 to midnight Pseudo show, 88Hip-Hop, holding The 88Hip-Hop Sprite Summit, which was cybercast at www.88hiphop.com and could also be accessed at www.pseudo.com. The show typically receives 150,000 unique viewers per month.

The event was constructed as a special edition of 88Hip-Hop. Kool Herc, a DJ from the Bronx who is credited with inventing the phrase "hip hop" in the '70s, as well as editors from hip hop magazines *The Source* and *Stress*, discussed the definition of hip hop and how it is being represented in the media.

"It's a test case for Sprite to see how it goes and build better things [on the Net]," said Mark Kotlinski, executive producer of 88hiphop.com. "It's target marketing to their core audience."

Sprite sponsored the NBA this year and runs its TV creative targeted to urban youth. Though the brand focuses on a young demographic, the company has been slow to incorporate online media in its marketing. Sprite's major competitor, 7 Up, launched a significant Web presence at www.7up.com in 1995. Last year 7 Up spent an estimated \$500,000 to \$750,000 on its interactive budget.

Executives from Sprite could not be reached for comment.

—Anya Sacharow

IQ movers

Hearst New Media & Technology, New York, named **Eliot Russman** vice president of network marketing; he was formerly executive vp of FreeRide.com, New York. Also at Hearst, **Marty Chavkin** was promoted to vp of e-commerce and database marketing from director of marketing ... **Stephen Ste. Marie**, previously vp of DIRECTV, Los Angeles, has joined CareerPath.com, Los Angeles, as CEO ... Arbitron NewMedia, New York, has appointed **Greg Verdino** vp and general manager, Internet information services; he was formerly vp of Blau Marketing Technologies, Bethesda, Md. ... Cone Interactive, New York, has named **Debbie Katz** senior media planner. She was a media planner at Modern Media, Chicago.

Jaguar.com Redesign On The Prowl for Luxury Car Buyers

BY ADRIENNE MAND—Ogilvy Interactive, New York, part of the OgilvyOne Worldwide direct marketing subsidiary of Ogilvy & Mather, this week will launch the first part of a two-phase redesign of the Jaguar Cars Web site. The site, representing the high-end Ford Motor Co. division, is geared toward current owners and potential luxury car buyers.

At www.jaguar.com, the site features a section on each model, a history of the British company, which has North American headquarters located in Mahwah, N.J., and a dealer locator. A personalized car configurator will be added in the fall, which will coincide with a \$100,000 online media buy to support the site, said J.G. Sandom, director of Ogilvy Interactive.

A main goal was to get the online brand in sync with the look and feel of its ongoing traditional campaign, which is handled by Ogilvy & Mather. "We wanted to make sure we were consistent," said Beverly Sobel, interactive and database marketing manager for Jaguar Cars.

The site, originally created by SoftAd, Mill Valley, Calif., has been on the Web since 1995 and has not always meshed with Jaguar's offline campaigns.

In order to determine what elements to include in the redesign, Ogilvy and Jaguar asked nearly 200 consumers, many of whom are Jaguar owners, to rank 150 features that might be included in the site by preference.

"For the first time ever, we did a specif-

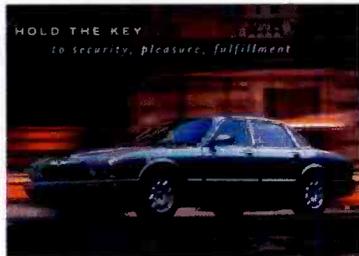
ic look at what people want in a Web site," said Sobel, describing the new incarnation as a foundation to which functions can be added in the future. "It's overwhelming the kinds of functionalities that you can provide on this site ... It's hard to decide what it is you're going to throw your limited funds at." Sobel would not say how much the site cost.

Kenneth Kim, producer at Ogilvy Interactive, said the research showed that consumers wanted information on safety, which was added to the redesigned site, and a more illustrated history of the company. In response to the survey, the site also has a new section on how to buy pre-owned Jaguars, as well as details on the automaker's warranties.

The old site was at the Web address jaguarcars.com, but Sobel said the company acquired jaguar.com from its previous owner. The new address will be included in traditional ads as well.

Sandom said Ogilvy carefully evaluated Jaguar's goals before creating the site. "We've always been sort of chagrined by the lack of business principles" when companies create Web sites, he explained. "[Principles] sort of fly out the window."

Matters such as the site's objectives and who to target often get overlooked in online projects, he said. In addition to the customer research, Ogilvy also analyzed traffic to the site, the path users follow most and the number of leads it sends to dealers. ■



The new jaguar.com aims to have much more in common with the carmaker's offline campaign.

bits

► **@Home Network**, Redwood City, Calif., signed 10 distribution agreements in North America and internationally for its high-speed cable modem Internet access. Domestically, @Home inked deals with cable operators **Century Communications**, **Insight Communications**, **Bresnan Communications Co.**, **Lenfast Communications**, **Jones Intercable**, **Cogeco** and **Garden State Cable**. This extends @Home's market to L.A., Colorado Springs, Indiana, Illinois, the upper Midwest, Philadelphia, southern N.J., Delaware, Washington, Washington, D.C., and Las Vegas.

► **FreeRide Media**, New York, a site that offers consumers discounts and free merchandise, this month will kick off an online campaign. Half of the banners will run on general interest sites, while the rest will target groups including women, families with children, college students and seniors.

► **CDnow**, Jenkintown, Pa., launches its \$22 million ad buy on the cable networks **MTV** and **VH1**, both New York, this week, with ads on MTV. Ads on VH1 will begin running in two weeks. The overall figure includes online integration of VH1 and MTV content on CDnow's site as well as integrated marketing between the networks and CDnow.

► **MatchLogic**, Louisville, Colo., has launched a new service, **TruEffect**, that provides Internet-based, cause-and-effect ROI tracking for online advertisers. The service tracks consumer action within an ad campaign across the entire Web, ending with the final sale on the marketer's homepage. Results are delivered in near real-time.

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bits

► **America Online** and **Excite** both turned to Wall Street last week to raise cash. AOL, Dulles, Va., announced it will offer roughly \$500 million in common stock in a block trade; the money is expected to be used to finance further acquisitions. Separately, AOL struck a series of marketing alliances worth \$75 million with **Donaldson Lufkin & Jenrette's DLJDirect**, **ETrade Group**, Palo Alto, Calif., and **Toronto-Dominion Bank's Waterhouse Securities**, for display on AOL's personal finance channel and its new Brokerage and Mutual Fund centers. ... Excite, meanwhile, announced the **Securities and Exchange Commission** granted the Redwood City, Calif., company approval to initiate a two-for-one stock split, which goes into effect July 6.

► The **Internet Advertising Bureau**, New York, announced plans to develop voluntary standards for measuring audience metrics of the Internet. The IAB has set a September target date for completing and publishing guidelines on research practices, a forum for comparing research results and educating the industry about the differences among the various measurement companies. In addition, the IAB is pushing for experimentation with new reporting tactics.

► **Michael Fuchs**, a former chairman of **HBO**, New York, joined the board of directors of enhanced TV broadcast provider **Wink Communications**, Alameda, Calif. Fuchs was instrumental in developing original programming for HBO.

► **Correction:** The new headquarters for **VF Corp.** was incorrectly stated in a June 22 article. The location is Greensboro, N.C.

Tripod to Pinch-hit for Major League Baseball Players' Site

BY BERNHARD WARNER—Failing to spark serious interest in its Web site from either advertisers or fans, the Major League Baseball Players Association is ceding partial control of the ad sales and promotional duties for its year-old site, **Bigleaguers.com**, to community site Tripod and its parent, Lycos. The new-look, co-branded site is expected to make its debut this week.

Developed by Think New Ideas, New York, the site launched last July with the hopes of achieving some much-needed public relations help for professional baseball players and a new advertising revenue stream for the union. But the union lacked the funds and manpower to promote the site and subsequently failed to attract big-spending advertisers. As a result, **Bigleaguers.com** has languished with low traffic figures and a small pool of advertisers such as online merchants **Spree.com** and **Netmarket**.

MLBPA officials last year were optimistic that the union could leverage the site to secure sponsorship deals with technology companies—a category of advertisers it has had limited dealings with offline. No such deals have materialized, said Chris Dahl, editor of **Bigleaguers.com**, citing the union's lack of connections in that industry.

Now, the ad sales operation will be handled by Tripod's 60 sales representatives, said Scott Walker, vice president of marketing at Tripod. Tripod currently charges between \$40 and \$50 per thousand impressions. But Dahl, a former Associated Press

sports writer and the union's only employee who works on the site full time, believes the MLBPA's online sponsorship fortunes will turn around with the help of Tripod and Lycos. "Certainly, our focus in the first year was to build on the content and get a handle on this new toy we have here," Dahl said. "Now we're ready to take step two ... We recognize Tripod has the ability far beyond ours to generate A: traffic and B: ad sales."

As part of the deal, Williamstown, Mass.-based Tripod will assist the union and Think with building content, including baseball-themed communities, plus promotion and ad sales. Tripod and Lycos will split all advertising sales revenues 50/50, Dahl said. Ad rep firm, 24/7

Media, New York, had handled ad sales duties until last week.

The deal, which runs through opening day of the 1999 baseball season, is based purely on revenue-sharing with no money changing hands upfront, Walker said. The MLBPA plans to expand merchandise sales on the site; Tripod won't be involved though, Dahl said.

Dahl noted a top concern for the MLBPA was getting the more than 700 active players to make regular updates to their homepages. Signs of just how daunting a task it is keeping the site current were evident last week. Pros Pete Harnisch and Gary Sheffield, each of whom have changed teams in the past year, were pictured on the site's front page wearing their former teams' uniforms. ■

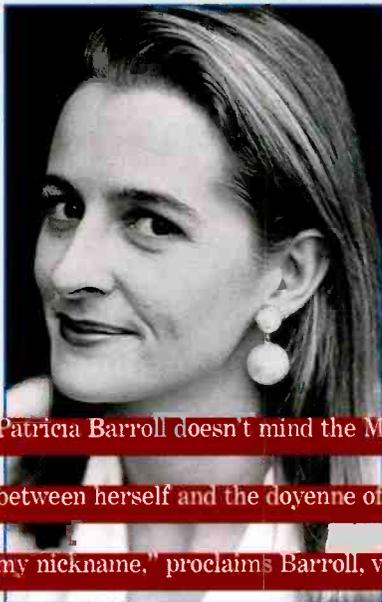


The MLBPA site features outdated photos such as Cincinnati Red Pete Harnisch in a Mets uniform.

...statistically speaking, of course.



* Media Metrix report, 12/97.
 * Survey conducted 10/97,
 NFO panel research.



INSIDER

STOLI'S STEWARD

By Bernhard Warner

Patricia Barroll doesn't mind the Martha Stewart references. In fact, the 34-year-old thinks the connection between herself and the doyenne of sophisticated palates is an apt one. "The 'Martha Stewart of Martinis' has become my nickname," proclaims Barroll, vice president of marketing communications at Carillon Importers.

the Fort Lee, N.J.-based marketers of Stolichnaya Russian Vodka. Over the past two years, Barroll's work teaching adult education classes about the intricacies of martini mixology has made her a fixture in hotspots from San Francisco's Bix to lower Manhattan's Pravda. But it's Stoli's presence on the Internet, not on the club circuit, that has made Barroll a true pioneer.

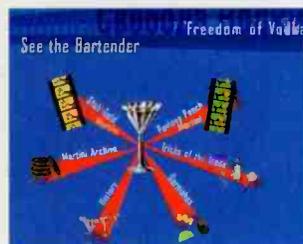
In 1995, Barroll beat Martha and all but a handful of advertisers onto the Web with the Stoli Central site before either the martini or the Internet were considered a chic part of '90s culture. Carillon, under the direction of its agency, Margeotes, Fertitta & Partners, New York, was the first distilled spirits

marketer to venture online with Stoli.com, breaking an industry-wide, decades-old voluntary abstention from advertising on any form of electronic media.

Despite the threat of backlash from consumer watchdog groups, Barroll never considered Stoli Central a gamble. "It was not a problem for us because we've always taken the high road," says Barroll, a 10-year veteran at Carillon.

The Web is an extension of Stoli's vivid print ads, which consistently feature modern Russian art. "We've always strived to make [the site] sophisticated,

not sophomoric. Just like our print campaigns," she says. Today, the Web is an extension of Stoli's branding position as



a cocktail authority. Earlier this year, Stoli Central was upgraded to version 2.1, now containing Quicktime video segments of martini mixing demonstrations.

It's all in keeping with Barroll's philosophy: A little guiltless self-indulgence is good. "People are taking the time to do the research to find out what is the best of the best. "This is how I see the Internet being used—more as a tool of convenience rather than a tool of luxury." ■

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Rates:
(Eff. 01/01/97)

	1x	6x	13x
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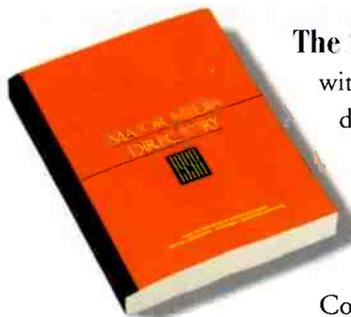
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CULTURE TRENDS

MTV Around the World

Week of 6/29/98

MTV Europe

Artist	Title
1. Lighthouse Family	High
2. Madonna	Frozen
3. Savage Garden	Truly, Madly Deeply
4. K-CI & JoJo	All My Life
5. Celine Dion	My Heart Will Go On

MTV Latin America (North Feed)

Artist	Title
1. Run DMC	It's Like That
2. Garbage	Push It
3. Ricky Martin	La Copa De LA Vida
4. Madonna	Ray Of Light
5. Billie Myers	Kiss The Rain

MTV Brasil

Artist	Title
1. Biquini Cabadao	Janaina
2. Planet Hemp	A Doled
3. Backstreet Boys	Everybody
4. Racionais	Dairo De Um Detento
5. Natalie Imbruglia	Torn

MTV Japan

Artist	Title
1. Massive Attack	Teardrop
2. Hide w/ Spread Beaver	Pink Spider
3. Smashing Pumpkins	Ava Adore
4. Simply Red	Say You Love Me
5. Lenny Kravitz	If You Can't Say No

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by *Broadcast Data Systems*, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by *SoundScan*. July 4, 1998

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	6	The Boy Is Mine	Brandy & Monica
2	2	2	21	You're Still The One	Shania Twain
3	3	1	21	Too Close	Next
4	4	1	9	My All	Mariah Carey
5	9	5	3	My Way	Usher
6	10	6	2	Come With Me	Puff Daddy
7	7	7	6	Adia	Sarah McLachlan
8	5	4	12	Everybody	Backstreet Boys
9	8	7	23	They Don't Know	Jon B.
10	6	3	7	I Get Lonely	Janet
11	11	1	15	All My Life	K-CI & JoJo
12	15	12	14	Say It	Voices Of Theory
13	20	13	2	Make It Hot	Nicole Feat Missy Elliott & Mocha
14	12	1	31	Truly Madly Deeply	Savage Garden
15	13	8	13	Sex And Candy	Marcy Playground

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Yellow Pages

*Based on 1996 MKIS population data for Brooklyn, Queens and Manhattan.

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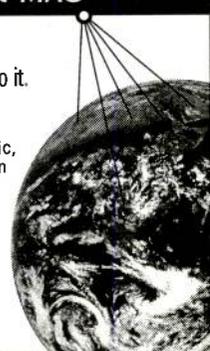
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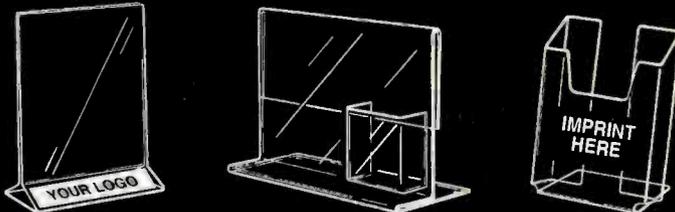
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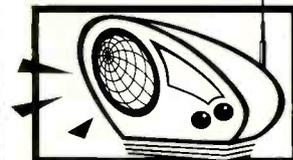
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We have an award-winning radio
production company. ⇨ You want
your spot to be as good as it can be.
⇨ We want every spot we produce
to be as good as it can be. ⇨ You
call and ask for our reel. ⇨ We send
it to you, along with our rate sheet. ⇨
You love the reel. ⇨ We talk. ⇨ You
fax us your script. ⇨ We tweak it (if
you want us to). ⇨ You approve it. ⇨
We send an estimate of what it will
cost to produce. ⇨ You approve it.
⇨ We cast in LA or New York or
wherever. ⇨ You approve it. ⇨ We
produce in LA or New York or
Portland (depending on the job). ⇨
You come to the session or get
patched in by phone. ⇨ We make it
perfect. ⇨ You approve it. ⇨ We
ship it. ⇨ You love it. ⇨ Your client
loves it. ⇨ We get paid. ⇨ You win
awards. ⇨ We get a "Production
Company" mention. ⇨ Everybody's
happy. ⇨ Repeat.

Los Angeles (213) 938-9287
New York (212) 337-9800
Portland (503) 224-9288

EASTERN SERVICES & RESOURCES

RADIO PRODUCTION

COOKIE LOVES HER CLIOS.

Wheee!
I'm naked!



Call for our radio demo! 213-969-9767 • Fax: 213-969-9343

Sarley, Bigg & Bedder
Radio at its best

RADIO PRODUCTION

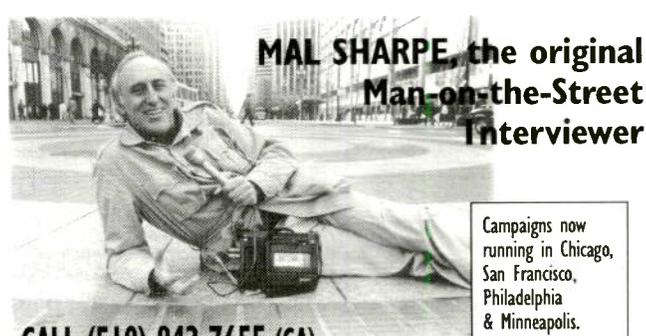
AMAZING NEW TECHNOLOGY!

Press this ad to your ear to hear our latest Radio Ranch Demo reel.

[If this ad has crashed, call or fax for a free tape]

Dick Orkin's Radio Ranch
Phone 213.462.4966 Fax 213.856.4311

RADIO PRODUCTION



MAL SHARPE, the original Man-on-the-Street Interviewer

Campaigns now running in Chicago, San Francisco, Philadelphia & Minneapolis.

CALL (510) 843-7655 (CA)

TV PRODUCTION

Phenomenal Film And Video Productions For Limited Budgets. Call Joan at Richman Films 212-582-9600

VOICES

MY VOICE FOR YOUR PROJECT Promos, commercials, narrations & hosting ISDN capability @ BMProd. 212-229-1887

Classified Advertising
1-800-564-5448

VOICE-OVERS

The Voice You Wish You Had Is Mine! Sandra Van Delinder 1-800-739-5306

WEBSITE DESIGN

wwwdesign@594.com 212-560-7412

YELLOW PAGE SERVICES

O'Halloran Advertising, Inc. Serving Nat'l & Regional advertisers. Strategic marketing designs, mapping, demographics & business data all at no added cost. (800) 762-0054.

OFFERS & OPPORTUNITIES

POSITIONS WANTED

SMALL AGENCY CONSULTANT

Management, Systems, Production, Traffic, Billing, Business Affairs.
914-359-0632

NOTICE

ATTN: FREELANCERS

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

EMPLOYMENT

DESIGNER

Designer/layout specialist sought for fast-paced growing communication consulting firm. Branch office seeks creative, organized, responsible, self-starter to join a small, congenial team. Must be Macintosh expert, specifically Pagemaker, Quark, Illustrator and Photoshop, with strong knowledge of electronic file preparation. The candidate for this position should have the ability to work independently with support from our full-service California design studio. Salary commensurate with experience. Please respond with resume and salary history to:

Sheppard Associates
ATTN.: Design Director
1055 Washington Blvd., 6th Floor
Stamford, CT 06901
FAX (203) 359-3406
no calls, please

ACCOUNT PLANNERS WANTED

Love advertising? Zap through shows to view commercials? Top creative agencies need **account planners** with crackling intelligence, passion, creativity, and out-of-the-box strategic thinking to uncover consumer behavior and develop outstanding advertising strategies. 3 yrs+, \$50-185K+, SF, LA, NYC, Chicago.
Ada Alpert, Alpert Executive Search
212-297-9009 Fax: 212-297-0818
alpertsearch@worldnet.att.net

EMPLOYMENT

CAREER SURFING?

www.rga-joblink.com

Roz Goldfarb Associates
(212) 475-0099

FILM & TV JOBS

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

DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees Call 1-800-7-ADWEEK and get the details.

Classified Advertising
1-800-7-ADWEEK

RATES for Employment and Offers & Opportunities

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

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$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

Field Marketing Manager

As a member of the Retail Operations group you will be charged with supporting the Southeastern U.S. franchisees in planning, executing and evaluating advertising and marketing programs. Focus will be directed towards integrating national marketing initiatives at the local level.

You will work closely with Field Operational Managers and Franchise Partners to meet sales goals. You will travel frequently to facilitate ad co-op meetings, marketing workshops, brand evaluations and grand openings.

Qualified candidates have 5+ prior years hands on advertising & marketing experience, a successful track record in selling in marketing programs to business owners and are proficient in public speaking roles. Experience working with franchisees, ad co-ops and ad agencies is preferred. Travel up to 50%.

Mail resume and salary requirements to:
Attention: Human Resources
PO Box 5000
Leesburg, VA 20175

**Precision
Auto Care** 

DIRECTOR OF PROMOTIONS

Venator Group, a national specialty retailer, seeks a highly skilled professional to create, develop, manage, and execute promotional programs for Foot Locker, Lady Foot Locker, and Kids Foot Locker. In addition, you will develop/enhance relationships, and manage outside promotion agencies as well as negotiate promotional deals with leagues, properties, etc.

Qualified candidate must possess 5-7 years of consumer promotion experience on a client or agency side along with a proven track record of successful retail promotions. Candidate must be a superior negotiator, well-organized, and have excellent communication and computer skills. You must also have the ability to travel as needed.

Please mail/fax your resume (only resumes with salary requirements will be considered) to:

Employment Manager-DB
233 Broadway
New York, NY 10279
FAX: (212) 553-2475

An Equal Opportunity Employer M/F/D/V

DYNAMIC AGENCY

One of America's fastest growing marketing & communications agencies (www.dvc.com) needs talented people NOW:

SENIOR COPYWRITER

Successful candidate needs 7+ years heavy promotion experience working on both consumer and trade materials, sales brochures, POP, Direct Mail, T.V. etc. Must be MAC proficient on Quark, Photoshop and Illustrator. Good supervisory and training skills are a must. Code: SRCW

COPYWRITER

Requires 3+ years of experience with print, broadcast advertising, and promotion for both consumer and trade. Successful candidate will create concepts and write copy for all types of marketing communications. Must be MAC proficient and able to handle numerous projects. Code: CW

ACCOUNT SUPERVISOR:

7+ years of AGENCY experience with at least 2 years at an AS level. Must have extensive experience within the travel trade and hotel industry; excellent strategic planning, writing and verbal skills. Must have strong supervisory & management skills. Job Code: AS

We offer excellent growth potential, competitive compensation and great benefits, in addition to being an extremely employee oriented company. For consideration, please send resume & cover letter which must include salary history to:

Dugan Valva Contess Inc.

Attn: HR/11st job code
10 Park Avenue, Morristown, NJ 07960
or fax: 973-285-3078

NATIONAL TV AD SALES

Account Executive with 2-3 years Experience

NYC company seeks sales professional with agency contacts to represent syndicated, cable and satellite TV ad sales on both agency and client level. Strong presentation and negotiation skills. Salary 60+ & comm (based on experience).

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

CLASSIFIED SALES MANAGER

Great opportunity to join leading trade publication serving the professional photography market. Individual will be responsible for managing classified section for a monthly magazine. You will be soliciting new business as well as maintaining and upselling current acct. base. Candidate should have 1-2 year's sales experience, strong telemarketing and organizational skills. Knowledge of sales software programs a plus. Send resume along with salary requirements to:

PDN, Attn. Associate Publisher
1515 Broadway, NYC 10036
Fax (212) 536-5224

SENIOR PRINT BUYER

Extremely busy and expanding dept. is seeking individual that has current & strong print buying experience. Candidates should possess superior negotiating skills, be motivated and detail oriented. Knowledge of other forms of media and/or barter experience a plus. Excellent package and benefits.

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

ADVERTISING SPACE SALES

Leading magazine company seeks a dynamic, eager, and imaginative sales rep for advertising sales serving the advertising, marketing, new and traditional media communities. We're looking for someone who has the talent and hunger to become a sales star. 2-3 years sales experience is preferred. We pay salary + commission + benefits. Fax your resume, income requirements, and a cover letter to:

CLARISSE
212-536-5353
Equal Opportunity Employer

PRODUCTION TEMP

Full time temp position needed for Production Dept at trade magazine group. Person will assist in ad trafficking, page transmission, reprints and general duties. Prepress and reprint production experience preferred. August 1998 through January 1999.

Send letter/resume to:
Elise Echevarrieta
ADWEEK Magazines
1515 Broadway, 12th fl.
New York, NY 10036
or email:
EEchevarrieta@Adweek.com

Regional Account Executive

First Data Solutions is the information products division of First Data Corporation, a Fortune 500 company and \$5 billion credit card processing giant. U\$AVE is a strategic marketing application that brings together thousands of merchants with some of the most well known credit card issuers in the industry. We are looking for aggressive, self-motivated sales professionals for our U\$A Value Exchange Group. We have sales opportunities available nationwide.

You will call on businesses and retailers to sell U\$AVE's target marketing and advertising programs for placement in credit card statements. 1+ years of outside cold calling is required. Candidate possessing experience in selling copiers, pagers, cellular service, credit cards, or check guarantees would be a definite plus.

In return for your efforts, you'll enjoy a competitive compensation package (first year earnings potential up to \$50,000 including base plus commission), and rewarding benefits. For immediate consideration, fax your resume including salary history to: 713-850-2346 or email to: lhopkins@usavalue.com

First Data Solutions

www.firstdatacorp.com
Equal Opportunity Employer M/F/D/V

ADVERTISING SALES

Billboard, the world's foremost music industry magazine, seeks advertising sales representative in its New York office. Previous sales experience in the entertainment category required.

Please fax resume to:
(212) 536-5055

Attn: Sales Department

DO GOOD WORDS HERE.

New York's fastest-growing technology agency is looking for copywriters. Required: Agency experience, team attitude, positive feelings for technology. Experience working with New Media and/or on computer or telecom accounts a big plus. Fax resume and letter to

M. Welch @ (516) 741-3966

Or e-mail to:
mwelch@wngadv.com

Reach Your Ad Community in
ADWEEK
CLASSIFIED

HELP WANTED

Make a great living in New York City with under 10k.

Let's face it, not everyone can work wonders with a 10k banner ad. But then again, we're not looking for the average media person.

We're the Strategic Interactive Group. A team of dedicated professionals with a passion for creative ideas and a talent for strategic thinking — and we're looking for an **Associate Media Director** to join our New York office. You'll work with a Fortune 500 client roster that includes American Express,

Federal Express, L.L. Bean, and Seagrams to name a few. And that list is growing fast.

So fast, in fact, that we also have openings at all levels in marketing and creative in both New York and Boston. So if you're the kind of person who can think outside the box — no matter how small it is — e-mail a resume to tdreier@sig.bsh.com today. You'll find working for the Strategic Interactive Group has many rewards — including a great salary.

Strategic Interactive Group

A Bronner Slosberg Humphrey Company

Mail to: Terri Dreier, Human Resources, The Prudential Tower, 800 Boylston Street, Boston, MA 02199 • Fax (617) 867-1111 • No phone calls, please.
SIG is an equal opportunity employer. M/F/H • www.sig.bsh.com

BUILD an ENTIRELY NEW MEDIUM

WASHINGTON, D.C. AREA

Digital City, a division of America Online, is a national network of localized online and internet sites featuring city guides, entertainment, directories, classifieds and other content. We are currently seeking a Manager of Market Research to work in our Tyson's Corner, VA office to play a critical role in setting the course of content development and driving advertising sales.

MANAGER OF MARKET RESEARCH

You will analyze and interpret AOL usage and industry reports to help Digital City determine appropriate content and programming plans in support of local advertising sales efforts in major metropolitan areas. Conduct and/or commission original empirical research into the online activities and interests of Digital City members, AOL members and internet users.

The ideal candidate will possess a Bachelor's degree, training in sampling and scientific methodology, and 4-6 years of research and analysis experience, preferably in the online medium. Must be able to create new resources to draw conclusions regarding the direction of programming content for Digital City as well as possess excellent communications skills. Media and/or ad agency experience helpful. A strong understanding of the correlation between programming and marketing is desired.

Relocation assistance will be provided. We offer an outstanding compensation package including an attractive salary, stock options, and excellent benefits. Please forward your resume to: AOL, Human Resources, Attn: 01ABM007, 22000 AOL Way, Dulles, VA 20166. Fax: (703) 265-5769. Or email: careers@aol.net (include Attn: code on subject line)

AOL is an Equal Opportunity Employer.



THE WALL STREET JOURNAL

Advertising Sales

- ▼ The **Sales Representative** will be responsible for selling advertising space in The Wall Street Journal and other Dow Jones publications for the Media Category. We require 2+ years of sales experience, excellent presentation skills and a college degree. Agency experience would be a bonus. (Code: 62201)
- ▼ The **Advertising Coordinator** will assist the Media and Technology Representative in selling The Wall Street Journal. This is a perfect opportunity for someone wishing to break into sales! The ideal candidate will have strong organizational and presentation skills and a college degree. (Code: 62202)
- ▼ **DOW JONES** offers a competitive salary and an excellent benefits package, with opportunities for career growth. For consideration, please mail/fax your resume including salary requirements to:
- ▼ **DOW JONES & Company**
Staffing LP (Code: _____)
- ▼ 200 Liberty Street
New York, NY 10281
- ▼ FAX: 212-416-4290
- ▼ E-mail:
▼ lucila.poncedeleon@cor.dowjones.com
- ▼ Visit our website:
▼ www.dowjones.com/careers

DOWJONES

The world looks to **DOW JONES** and our flagship publication, **The Wall Street Journal**, for timely, insightful, and accurate business news and information. We seek two dynamic entrepreneurs to spearhead advertising sales from our midtown office.

Equal Opportunity Employer

HELP WANTED

LookSmart™

LookSmart Limited, the fastest growing category navigation service on the World Wide Web, is seeking a number of outstanding advertising sales candidates for the following positions in both our New York and San Francisco offices.

Regional Account Managers

5+ years advertising sales experience with a proven track record for increasing revenue. Must possess excellent presentation and writing skills to excel in a highly competitive interactive ad sales market. Must be highly organized self-starter with an entrepreneurial spirit and an interest in sales management. Knowledge of the web ad market a plus.

Account Managers

3+ years advertising sales experience with a proven track record for increasing revenue. Must possess excellent presentation and writing skills to excel in a highly competitive interactive ad sales market. Must be highly organized self-starter and an entrepreneurial spirit. Knowledge of the web ad market a plus.

Both positions offer competitive compensation packages and excellent benefits. **Forward your resume to jobs@looksmart.net, by fax to 415.437.3829 or mail to: LookSmart Limited, 487 Bryant Street, San Francisco, CA 94107-1316 Attn: Sales Manager**

Would you call a plumber when you have a headache?

Of course not.

Then don't call just any temp service when you need a DM pro. Call DMOC!



The original — and still the ONLY — interim staff service focusing exclusively on direct marketing.

There's too much to risk. So when you need the very best interim database, traditional DM or website marketing help, call the FIRST, the BEST in the business — Direct Marketers On Call.

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Tel: 212•691•1942 / Fax: 212•924•1331
visit our website at www.dmoc-inc.com

Public Relations/Marketing Professionals Expand Your Strategic Horizons

Cone Communications is a nationally recognized public relations/marketing firm with a dynamic and energizing environment. If you share our passion for innovation, excellence, and social responsibility, you should be here.

Account Director

Professionals with at least 8-10 years experience in public relations/marketing who are searching to service an outstanding roster of Fortune 500 clients in the field of consumer products with a strong interest in active lifestyles. We are seeking strategic thinkers with exceptional staff management and development skills, plan development experience, budget administration and strong client/stakeholder relationships for a major internationally recognized consumer brand. Candidates should have a deep understanding of the pr/marketing industry.

Please send resume to:

Cone Communications
90 Canal Street, Boston, MA 02114
or fax to (617) 523-3955.

Join a fiesty, growing team unwilling to settle for work that simply gets noticed. If it doesn't get talked about, we get pissed. We're looking for a couple of key people who share that passion.

SENIOR WRITER

We need: Strong concepts, good presenter, broadcast experience.

We prefer: Prolific wordsmith.

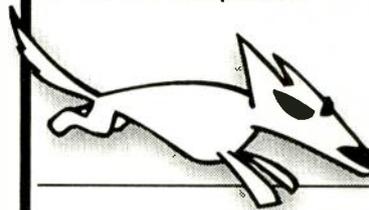
You get: CW/AD owners, clients who choose us for our creative.

ACCOUNT MANAGER

We need: An experienced team leader who loves people, details and brand development.

We prefer: Range of experience.

You get: Great clients, great work, totally cool working environment!



Send resume, samples and a snappy cover letter to:
robbin@ydog.com
or fax to (864) 676-0001.

REVENUE PLANNER

Works with VP of Sales Planning on tracking and forecasting Fox Family Channel Ad Sales. Assists in development of upfront & scatter rate cards, inventory control, stewardship and tracking of CPM and revenue growth for the network. Takes part in the development of a computer system for Ad Sales. Requires minimum of 2 years in sales and/or agency setting. Strong organizational/analytical skills a necessity, in addition to strong PC skills (Excel preferred). Seeking team player with solid work ethic & positive attitude. Broadcast network experience preferred. **Mail resume to: The Fox Family Channel, Human Resources, 1133 Avenue of the Americas, 37th Floor, New York, NY 10036. EOE/No phone calls, please.**

The Fox Family Channel



AD SALES SR. RESEARCH ANALYST

Turner Broadcasting seeks an experienced Senior Research Analyst to join its NY based ad sales research team for TBS/TNT Entertainment Networks. This highly motivated, detail oriented individual will be responsible for generating audience and marketplace analyses, effective sales positioning and support materials for the sales force. Ideal candidate will have 3-5 years related research experience at a cable or broadcast network, ad agency or other media research company. Knowledge of Nielsen Media Research national products, MRI and other syndicated research sources required. Strong written & verbal skills, strategic creative thinking and the ability to interpret data are essential.

For consideration please send/fax resume & cover letter with salary requirements to:

Turner Broadcasting Sales, Inc.
420 Fifth Avenue, NY, NY 10018
Attn: Lisa Jakovac Fax: (212) 596-6397
A Time Warner Company
Equal Opportunity Employer

**REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES**

ACCOUNT EXECUTIVE ASSISTANT ACCOUNT EXECUTIVE

Dynamic mid-town ad agency looking for two energetic account people. Excellent opportunity to be part of fast growing \$30MM plus national account; terrific Client/strong marketing partnership. AE should have 3+ years agency experience (packaged goods background a plus); AAE should have 1+ years (media/traffic background OK).

Please fax resume to: 212-354-1002

HELP WANTED

Make
a
day
at
your
job
worth
a
day
of
your



cunningham communication inc

Cunningham Communication is a team of talented and motivated public relations professionals who work with industry-leading, technology based clients. We have opportunities in our Austin, Texas, Cambridge, Mass., and Palo Alto, California offices.

Account managers with six or more years in public relations, including agency experience managing a PR account team. A technology background is preferred.

Account associates with three or more years in public relations, agency experience a plus, with strong writing and media relations skills required. A technology background is preferred.

We value innovation, leadership, quality and honesty; we offer excellent compensation, premium benefits & a unique, refreshing work environment.

Please send, fax or e-mail your resume today, indicating location desired to: Human Resources

1510 Page Mill Road
Palo Alto, CA 94304
Fax: (650) 858-3702
E-mail: kgreene@ccipr.com

Visit our web site at: www.ccipr.com

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

Typesetter Motivated, top-notch typesetter to join our fast-paced environment. Must be a team player with a "can-do" attitude. Candidates must have a minimum of 2 years professional typesetting experience for this full-time position. Must be proficient in Quark and possess advanced typesetting skills for multiple page layouts, including style sheets. Knowledge of Illustrator 7.0, Photoshop 4.0 and scanning abilities a plus.

Senior Artists Terrific opportunity exists for talented design professionals to create dynamic work in a corporate art studio. The ideal candidates are high energy individuals with the ability to work on multiple projects simultaneously and meet aggressive deadlines. Qualified candidates have 5 years proven design experience in creating collateral, packaging, logos, etc. You must be able to conceive ideas in a team atmosphere while providing art direction to others. Excellent attention to detail is a must. Must be MAC literate and proficient in Quark, Photoshop and Illustrator.

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

Computer Associates International, Inc.
Human Resources Dept -AW
One Computer Associates Plaza
Islandia, NY 11788-7000
Tel: 800-454-3788 • Fax: 800-962-9224
Or E-mail your resume in ASCII text to:
resumes-usa-r1@cai.com
Or visit our Web site at: www.cai.com



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**Berks County, PA ad agency ready to
hire our next team of superstars!**

CREATIVE DIRECTOR - ART

Looking for a C.D. with the proven ability to provide strong concepts/strategies and solid creative direction. A passion for high design, excellent leadership qualities, and superb presentation skills a must.

SENIOR ART DIRECTOR

Seeking exceptional senior level art director. Qualities wanted: A passion for great design and concepts, ability to handle multiple projects, and direct others effectively. Must be MAC proficient, production savvy, and detail oriented. Minimum 5 years experience.

Beautiful country location. National accounts.

Send resume, salary requirements, and sample work to:

P.O. Box 2398, Reading, PA 19608

We want the best!

**SALES PROFESSIONAL
WANTED**

Leading magazine company has a top metro NYC sales position open for a dynamic, energetic self-starter. 2-4 years selling experience in print and online. 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

DIRECT MARKETING EXECUTIVE

\$100 Million Agency

Baltimore-based Gray, Kirk/VanSant Advertising and Public Relations Agency is looking for an executive to head up our Direct Marketing Division.

The ideal candidate will have 10 plus years in developing direct marketing campaigns with consumer products/services. Agency account service experience is preferred.

The right person will immediately join the senior ranks of our agency with the opportunity to enjoy both personal and financial growth.

Our agency offers a competitive salary and comprehensive benefits.

Please send, fax or e-mail your resumé to:

Roger Gray
c/o Gray, Kirk/VanSant
The World Trade Center
401 E. Pratt Street, Baltimore, MD 21202
(Fax: 410-234-2441)
rogerg@gkv.com

Responses will be held confidential.

HELP WANTED

**ESTABLISHED MAINSTREAM AGENCY
SEEKS ROCK-SOLID ACCOUNT DIRECTOR.**

You're a mature individual with the experience in "brand name" mega-agencies that makes our clients comfortable. You've got a flexible, "client-friendly" golf game and strong schmoozing skills. Yet you can also make the creatives feel that they're almost being heard. And, of course, you can talk about "strategic planning" as if you could actually do some. Sound like you? Then rush salary history and resume to Account Director, Box 00, New York, NY 10022 now.

If you wouldn't even dream of responding to the ad above, let's talk.

We want an account director with brains, backbone, a sense of humor and, well, some attitude. Write to Human Resources, FGI, 206 West Franklin Street, Chapel Hill NC 27516, e-mail: hr@fginc.com. Oh, and if you happen to have a good golf game, we won't hold it against you.

fgi Smart people quietly building a great creative agency.

ADVERTISING SPACE SALES

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

*No Phone Calls, E-mail, or unrequested visits, please.
We're an equal opportunity employer*

Knightridder Real Cities, the first web network with deep community roots, is seeking experienced sales staff to expand our efforts. Unlike many web publications, each one of our 40 sites has a real-world counterpart in the community it serves. A real office, staffed by people who have been interacting with our audience for years, bringing them relevant news, information and content that relate to their lives. All of which makes this a dream network for advertisers. Visit our web site at www.realcities.com.

Senior Internet Sales Managers, East/West Coast

are needed to sell Real Cities products to national advertisers and agencies, develop sales plans, make presentations, demonstrate products, provide customer follow-through, and ensure successful advertising programs. 3+ years of media sales exp. required, Internet/banner sales desirable; 30-40% national travel required. They report to our Director of Sales Development.

If you are interested in joining this collegial and entrepreneurial team, please send your resume by email: jobs@newmedia.kri.com or fax to (408) 938-6098, or mail your materials c/o Human Resources at Knightridder New Media, 50 W. San Fernando, 7th Floor, San Jose, CA 95113.

**MANAGER,
CUSTOM PROJECTS**

Bring your expertise to Time Inc., the nations largest magazine publisher and a leader in the marketing of books, music and videos. Currently, we have an outstanding opportunity for a detail-oriented professional to direct the development of advertising supplements for FORTUNE magazine.

Managing a team of freelance creative and sales professionals, you will have responsibility for assigned projects.

The creative entrepreneur we seek will have a bachelor's degree, preferably in the liberal arts, marketing or business, and demonstrated sales, sales development and negotiating abilities. The team-player we seek will be highly-motivated and able to handle multiple projects simultaneously while meeting strict deadlines.

We offer an attractive salary and outstanding benefits. For consideration, forward your resume to: Recruiter CS, Room 4067, Time Inc., 1271 Avenue of the Americas, NY, NY 10020-1393, or fax to: 212-522-4510. EOE.

Time Inc.

**DIRECTOR
OF MEDIA SERVICES**

(New York City/Long Island)

Immediate opening for experienced pro well-versed in all media types. Must be well-acquainted with computer technology and print/on-line media. Person can work in NYC or Long Island office. Must be team player, solid communicator.

Candidates should fax response and resume to:

(516) 741-3966

**ACCOUNT EXECUTIVE
ASS'T. ACC'T. EXECUTIVE**

DCA Advertising has challenging positions working on prestigious accounts requiring solid experience in print, collateral and TV in full service ad agency. We seek professional, assertive and energetic individuals with strong verbal & writing communication skills. A/E position requires min. 4 yrs. exp. and A/AE requires at least 2 yrs. exp. in an ad agency. Heavy client contact and interaction with all departments. Excellent benefits and competitive salary. Please fax or e-mail your resume and salary requirements:

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CULTURE TRENDS

MTV's Buzz Clip

Buzz Clips are usually by new, up-and-coming artists who MTV believes have special potential. Of the 40 videos that MTV designated as Buzz Clips since January 1994, more than 75% have been certified gold or platinum.

Week of 6/29/98

Artist/Group: **Eve 6**
Song/Video: **"Inside Out"**
Director: **Scott Sampler**

Not one of the members of the L.A. trio Eve 6 are of legal drinking age, but the core of the band have been writing and performing together for five years - developing songs that capture angst and frustration with a refreshing honesty and poeticism as well as music sophistication and raw power. Drawn together by a seriousness about playing in a rock band and a love of punk music, the band was signed to RCA Records Label two years ago while they were still in high school.

Artist/Group: **Rammstein**
Song/Video: **"Du Hast"**
Director: **Philipp Stolzl**

Little is known of the six East German men who have ascended to International fame and notoriety under the moniker of Rammstein. Formed in 1993 by an assemblage of factory-weary proletarians raised in East Berlin and the more remote Schwerin, Rammstein wasted no time crafting a distinctive voice. The relentless pulse of the band's industrial/metal sound and unparalleled pyromania of its live shows have accounted in equal measure to Rammstein's meteoric rise to fame in its homeland. With their first U.S. release, *Sehnsucht* out, the band's magnanimity is bound to resonate stateside as well

© 1998 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending June 29, 1998

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	New	Dr. Dolittle	29,014,324	3	29,014,324
2	2	Mulan	17,017,845	10	54,234,591
3	1	The X-Files	13,282,430	10	54,886,848
4	New	Out of Sight	12,020,435	3	12,020,435
5	3	The Truman Show	8,505,589	24	99,495,475
6	4	Six Days, Seven Nights	7,579,671	17	47,136,940
7	5	A Perfect Murder	5,273,527	24	55,237,974
8	7	Hope Floats	2,435,158	31	48,929,193
9	6	Can't Hardly Wait	2,138,505	17	21,169,878
10	10	The Horse Whisperer	1,885,386	45	66,532,043
11	9	Deep Impact	1,606,139	52	135,792,903
12	8	Godzilla	1,458,014	41	132,388,522
13	New	Gone With the Wind (reissue)	1,192,593	3	1,192,593
14	14	Everest	1,006,529	115	22,451,159
15	13	Titanic	922,618	192	587,071,239
16	11	Dirty Work	496,666	17	8,987,403
17	37	Lost in Space	439,208	87	67,490,100
18	12	Hav Plenty	394,464	10	1,854,768
19	26	Paulie	338,996	73	25,070,144
20	21	The Opposite of Sex	307,802	38	1,554,599
21	17	Bulworth	240,805	45	25,360,854
22	34	High Art	223,600	17	469,469
23	18	Good Will Hunting	211,689	206	137,529,046
24	16	I Got the Hook-Up	202,419	33	9,906,181
25	19	The Last Days of Disco	193,592	31	2,196,587
26	25	The Spanish Prisoner	184,298	87	8,015,028
27	42	He Got Game	171,359	59	21,021,254
28	22	The Wedding Singer	144,136	136	79,410,776
29	74	Dangerous Beauty	137,689	129	4,448,372
30	41	Cousin Bette	131,795	17	344,518
31	33	Thrill Ride	124,867	353	7,038,941
32	31	Wilde	118,591	59	1,321,063
33	20	City of Angels	117,226	80	75,754,519
34	23	Sliding Doors	115,400	66	11,088,670
35	57	Les Miserables	104,123	59	13,583,119

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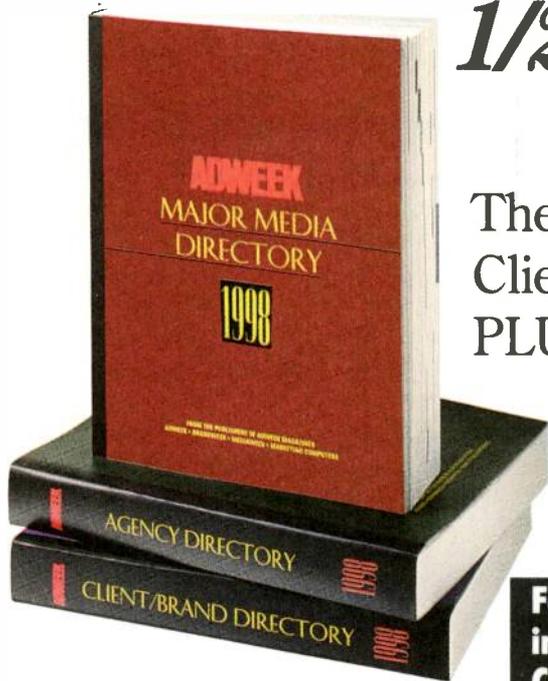
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CALENDAR

Women in Cable & Telecommunications' 17th annual national management conference will be held in Washington, D.C., on July 19-22 at the JW Marriott Hotel. With the theme, "Put your mind on the line," the conference offer attendees instruction in how to make the most of technology in the workplace. For further information, contact WICT at 312-634-2330.

The Satellite Broadcasting & Communications Association will present the **SBCA '98 National Satellite Convention & Exhibition** from July 23-25 at the Opryland Hotel in Nashville, Tenn. For more info, contact the SBCA at 703-549-6990.

The **Society to Advance Media Professionalism** is hosting its first annual expo, "Media in the Millennium—What's New? What's You?," to be held Aug. 12-14 in Chicago. The expo will focus on the difference between the "old media" and the "new media." For details, call 717-651-0903.

Women in Cable & Telecommunications will hold an **Executive Development Seminar** from Sept. 9 to 11 in Loveland, Colo. For more info, contact Chris Bolletti, 312-634-2335.

The **IRTS Foundation** will host a newsmaker luncheon with Federal Communications Commission chairman William Kennard as the guest speaker. The event will be on Sept. 15 at the Waldorf-Astoria in New York. For more information, contact Marilyn Ellis, 212-867-6650, extension 306.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

New Disney Programming

Beginning this week, the Disney Channel is introducing a new overnight programming block, "Vault Disney," aimed primarily at Disneyphiles and nostalgic adults. The channel will kick off "Vault" with the Swamp Fox series and the film *Johnny Tremain*. Programming will run from 11 p.m. to 6 a.m. Mondays through Saturdays and from 9 p.m. to 6 a.m. on Sundays through August. Throughout the summer, the block will feature various older Disney series, selected episodes from *The Mickey Mouse Club*, as well as some classic Disney films.

Survey: DBS & Cable Mix

The Satellite Broadcasting and Communications Association and research firm the Yankee Group will release a set of surveys today indicating that 25 percent of direct broadcast satellite homes with access to cable maintain their subscriptions and that 88 percent of new subscribers would recommend DBS to friends.

GH Seal of Approval for Cars

The Good Housekeeping Institute seal of approval will find a new home—automobiles. The Institute conducted a survey of female new car owners, studying how they felt about their vehicles. The results, which were compiled from 3,503 responses, will be used to rate cars on how they meet women's standards of importance. The study revealed that while 77 percent said they were "very satisfied" with their cars, only 57 percent would buy it again. Car seats were very important in a car purchases, yet they were satisfactory least often. The most important fea-

ture was airbags, and respondents considered power doors and windows and remote keyless entry a safety feature, rather than comfort and convenience accessories.

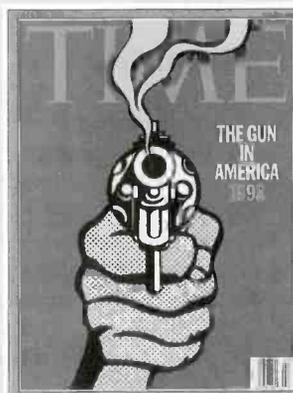
Promotions at Hearst

Hearst Magazines announced several promotions. Chris Butler, group circulation director, was promoted to vp. Christopher L. Lambiase, publisher of *SmartMoney*, was also promoted to vp. In addition, Risa J.

Turken, director of licensing, and Cynthia R. Lewis, publisher of *Marie Claire*, were both promoted to vp.

New Times Mirror Title

The Outdoor Company, a division of Times Mirror Magazines, will be launching a new magazine targeted at male boomers called *Outdoor Explorer*. The new title, which will first be published seasonally and then bimonthly in 2000, is designed to be a how-to guide



Time turns back the clock with recent covers.

Backward in Time

Forget about the '70s. It's the '60s that are back, baby. With *Lost in Space* and *The Avengers* in theaters this year and grownups on TV singing the Slinky theme song in Isuzu commercials, everyone is getting into the nostalgia act—even *Time* magazine. For the past few issues the newsweekly has been churning out covers that are a blast from the past. First, the magazine chimed in with the coverline "Everything your kids already know about sex * bet you're afraid to ask"—a play on the now-classic '60s sex book. The June 15 story examined where children's sexual knowledge is coming from. Using the book's title "was just a very easy way of getting across that line," explained James Kelly, *Time* deputy managing editor. "Then we decided well, let's just ape the whole 1960s *Austin Powers* look." Next was last week's issue on "The Gun in America 1998," a reproduction of the memorable Roy Lichtenstein June 21, 1968 cover. "We did it around this time 30 years ago, shortly after Robert Kennedy's assassination," Kelly explained. —Lisa Granatstein

Media Notes

CONTINUED

to the outdoors. "It will show readers how to enjoy the outdoors," says Jeff Paro, publisher of *Outdoor Life, Field & Stream* and the new title, "in contrast to the current diet of leading publications that challenge you to go outdoors." *Sports Illustrated's* Stephen Madden has been named editor of *Outdoor Explorer*.

Cutbacks at DJ's Ottawa

Effective Aug. 1, Dow Jones will trim fulltime staff at its Ottawa group of community newspapers by 220, or 8.4 percent. The decision is aimed at bringing about a significant margin improvement at Ottawa. Ottawa publishes 19 daily and 17 weekly newspapers in 12 states.

Newsday in Food Fight

Newsday's new "Food Day" pages, which feature a weekly shopping list and menus for the week ahead, premiered June 24. "Food Day," which appears in the Long Island, N.Y., paper's Part 2 section, is also located in the leisure section of the paper's Web site.

Tearsheets Go Digital

Digital tearsheets launched last week for ad agency and advertising clients of Media Passage, the Seattle-based newspaper advertising, planning, placement and payment service. "Customers have asked the newspaper industry for tearsheet processing relief and we have responded with an efficient, high-quality, scalable solution," said Carl Bryant, the company's executive vp for business development. The product, called *digi-TearSheet*, is available on CD-ROM and can hold up to 1,300 images.

Brickyard 400 on Live TV

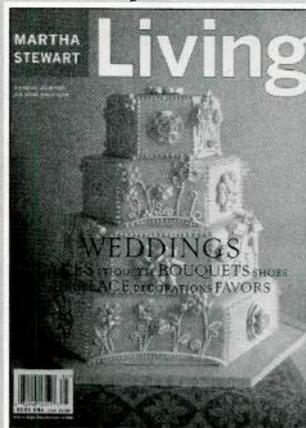
For the first time in its five-year history, the Brickyard 400 stock car race will be televised live in Indianapolis on local ABC affiliate WRTV. Raceway management decided to give WRTV the right to air the Brickyard this year "as an experiment" to see how it fares in the ratings and as an anniversary gift to the station, which turns 50 this year, said a spokesman for the Indianapolis Motor Speedway. WRTV will pick up ABC Sports' national broadcast of the Aug. 1 race.

TLC Ratings Up

The Learning Channel said it continues to grow its prime-time ratings. TLC ratings increased 14 percent the second quarter of 1998 over the previous year, to an average 0.8 universe rating, according to Nielsen Media Research data. TLC's ratings among adults 25-54 were up 20 percent, to an 0.6, tying the network (in rating) with Nickelodeon, A&E and Discovery for sixth place in that demo. TLC credits the overall increase to the success of two special programs, *Lost Ships* and *Great Egyptians II*, which earned a 1.3 rating and a 1.2 rating respectively.

Newsweek News

Newsweek has named Bruce Brandfon advertising director, a vacant post since Greg Osberg left for C/Net last fall. Brandfon was *Newsweek's* eastern regional ad director. In other moves, William Youngberg was named Chicago-based franchise development director, a new post, from salesdevelopment director. Western regional advertising director William Ganon was named sales devel-



By popular demand, *MSL Weddings* goes quarterly.

opment director and will relocate to New York from Los Angeles. In New York, Roy Brunett was named director of communications for the magazine. He had been at the Susan Magrino Agency, where he worked on a variety of television and print accounts.

FCC: No Waiver for Granite

Despite a stated goal of increasing the number of minority-owned stations, the FCC denied minority-owned Granite Broadcasting's appeal to co-own KNTV-TV in San Jose and KOFY-TV in San Francisco due to conflicts with duopoly rules—both stations have overlapping Grade A signals. Regulators stated that while they appreciated the FCC chairman's goal for a diversified viewpoint in broadcasting, they did not consider it sufficient grounds for granting a duopoly waiver.

NY Daily News Latino Special

The *New York Daily News* will celebrate the 10th anniversary of the Bronx Puerto Rican Day Parade with a special, VIVA New York, July 26. The Latino monthly magazine has a distribution of 400,000 and will be inserted in the paper's Sunday

Martha Marries Times 4

Here comes the bride—again. *Martha Stewart Living Weddings* will be published four times a year beginning with the Winter 1999 issue. A statement issued by Martha Stewart Living Omnimedia attributed the increase to a "wonderful response" to previous editions. *Weddings* launched in July 1994 as an annual and was increased to a biannual publication in 1997. Over the last year, there was a 33 percent increase in ad pages, bringing the total for the upcoming issue to 262. The new edition will be the biggest ever when it hits the stands July 27. —Lori Lefevre

edition. Ad rates are \$5,880 for a half-page of color and \$10,500 for a full page.

Billboard Tops Own 40 Chart

Hot 100 Singles Chart and *Billboard* celebrate 40 years of setting pop music trends this year. The anniversary will be highlighted in *Billboard's* Sept. 19 issue, on newsstands Sept. 12. The magazine will focus on the performers who have topped the charts over the past 40 years, asking people in the industry to discuss what the charts have meant to them. The issue will also include trivia about chart records. *Billboard* is published by BPI Communications, parent of *Mediaweek*.

Littleford Awards Given

Weyerhaeuser Co., in conjunction with McGraw-Hill's *Chemical Engineering*, was awarded the Grand Littleford Award for Corporate Community Service by the American Business Press. The award honors companies, as well as the publications and reporters who report on it, for their commitment to social issues. The awards were named for William D. Littleford, chairman emeritus of BPI Communications Inc.

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ADWEEK  **OF THE MONTH**

BIG DEAL

Flight of the Infiniti G20

Advertiser: Nissan's Infiniti division
Agency: TBWA/Chiat Day, Venice, Calif.

Begins: This month

Budget: \$40 million

Media: Newspaper, TV

Looking to attract younger buyers, Infiniti will position its all-new G20 sedan this month in newspaper ads touting the car as "Born in Japan. Educated in Europe. Sold in the U.S." Magazine ads, outdoor ads and a TV spot, all backed by an estimated \$40 million budget, follow in August for a new launch that is viewed as representing the Nissan unit's best shot at attracting first-time luxury buyers. To do so, the G20, priced around \$25,000, will be positioned in ads as bringing a European sense of style to a Japanese luxury compact. That appeal will be picked up in the launch TV spot, via agency TBWA/Chiat Day, Venice, Calif., in which the car is seen cruising past world icons, such as the Eiffel Tower and Oxford University, said Infiniti vp and general manager Tom Orbe. "We think the G20 will appeal to a slightly younger buyer than we have had," said Orbe. "We've been able to price it aggressively to attract people in their upper 20s and early 30s, and we think one of the car's strengths is its styling and fun-to-drive quality."

The newspaper ads will run next week in *USA Today*, *The Wall Street Journal* and *The New York Times*. The magazine ads are running in car enthusiast magazines as well as men's and women's lifestyle magazines. Infiniti, like its sibling division, is lagging the competition, posting 21,480 in unit sales through May, down 16.3% from a year earlier. That contrasts with big gains for competitors Lexus, Mercedes-Benz and BMW. Infiniti is running a double-barreled campaign under the tagline, "Own One and You'll Understand," alternating among humorously hyperbolic TV spots showing how devoted owners are to their cars and other ads that play up real-customers' satisfaction with the machines. In those, the car is displayed on a turntable while the soundtrack plays Peggy Lee's "Fever" and carries voiceovers from owner letters about how much they like their car. —David Kiley

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

PEPSI ONE

Advertiser: Pepsi-Cola

Agency: BBDO/N.Y.

Begins: November

Budget: \$50 million

Media: TV, radio, print, outdoor
Pepsi-Cola will launch Pepsi One, a new diet cola made with a "better-tasting" artificial sweetener approved last week for use in beverages by the Food and Drug Administration. Pepsi is looking to beat out rival Coca-Cola as the first to introduce a beverage using the sweetener, acesulfame potassium, or Ace-K, marketed as Sunett by Nutrinova Hoechst Group, based in Frankfurt, Germany. Beverage marketers have been pinning their hopes on a better-tasting sweetener to revitalize the slumping diet cola category. Pepsi One, which contains one calorie, will hit shelves in 12 to 15 weeks. Creative will debut with a TV campaign in November, via BBDO in New York. The national launch will be backed by radio, print, outdoor, in-store and sampling efforts. Spending is estimated to be in excess of \$50 million, sources said. Pepsi One will be marketed separately from Diet Pepsi, which will retain its formula, said a company representative. Pepsi spent \$20 million on Diet Pepsi media last year, according to Competitive Media Reporting. Packaging features a silver background with the globe icon, and the word "One" in black block letters. Diet Pepsi's packaging is silver and white. —Sloane Lucas

FRISKIES DENTAL DIET

Advertiser: Nestlé

Agency: McCann-Erickson, L.A.

Begins: September

Budget: \$10 million

Media: TV, print, POP

Nestlé is hoping to drive sales of its Friskies brand in the competitive dry cat food segment this September with more than \$10 million in introductory support behind new Friskies Dental Diet, the first non-prescription food for adult cats that touts prevention of dental problems.

As Friskies continues to lag well behind Purina's various entries in the \$1 billion dry cat food segment, Nestlé aims to spur interest among cat owners with a new larger, chewier cat food that promises to reduce feline plaque and tartar by 25%. Beginning in October, Nestlé will launch \$7 million in dedicated TV ads, \$1.6 million in consumer print and millions in promotional support, an onslaught aimed at reaching 95% of cat owners 10 times between October and December, with the message: "Strong personalities start with strong teeth." Nestlé determined the need for a product such as Dental Diet, which comes in 16.2-



From BBDO: a big push for Pepsi One

oz. bags, when research showed 80% of cats over age three can develop dental problems that lead to gum disease and often larger health problems. The formulation of Dental Diet, which features bigger, chewier kibble pieces, is intended to remove plaque and lead to better dental hygiene, results that until now have only come from veterinarian-prescribed products. Dedicated TV ads, via McCann-Erickson, L.A., will air on network prime time featuring the current tag, "Bring out the Friskies in your cat," along with creative featuring cats eating new Dental Diet and saying, "Now we can feast on Friskies and crunch our teeth clean." Nestlé will offer trial-size shippers in stores and will offer 2 million free-box coupons as well as buy one, get one free coupons to top markets, 1 million direct mail samples or free coupon purchases to cat-owner households and 1 million samples in a leading cat litter brand. A 45 million-circulation FSI drops in early October. PR efforts will communicate the importance of feline dental care to the top

CMR Top 50

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

Week of June 15-21, 1998

Rank	Brand	Class	Spots
1	MCDONALD'S	G320	95
2	WENDY'S	G320	45
3	M&M CANDIES	F510	40
4	BURGER KING	G320	39
5	BLOCKBUSTER VIDEO	V372	28
6	PAYLESS SHOE SOURCE	V313	26
7	JC PENNEY BUILDING SUPPLIES	V470	24
8	BUENA VISTA--MULAN	B660	22
	DOMINO'S	G320	22
	K MART APPAREL MEN	V510	22
11	10-10-321 LONG DISTANCE	B221	21
12	1-800-COLLECT	B221	19
	COLGATE TOTAL TOOTHPASTE	D211	19
14	PIZZA HUT	G320	18
	QUALITY CARE PARTS & SERVICE	T144	18
16	SPRINT LONG DISTANCE	B221	17
	VICTORIA'S SECRET STORES	V311	17
	VOLKSWAGEN JETTA	T113	17
19	7 UP	F441	16
	AT&T LONG DISTANCE RESIDENTIAL	B221	16
	RED LOBSTER	G320	16
22	ACCLAIM FORSAKEN GAME SOFTWARE	G511	15
	CREST EXTRA WHITENING PASTE	D211	15
	OLIVE GARDEN	G320	15
25	EVEREADY ENERGIZER BATTERIES	H310	14
	REVLON MOISTURE STAY LIP COLOR	D120	14
	SEARS	V450	14
28	DURACELL ULTRA ALKALINE BATTERIES	H310	13
29	FORD AUTOS	T114	12
	GATEWAY COMPUTER	B511	12
31	ALL ULTRA LIQUID LAUNDRY DETERGENT	H422	11
	DIEHARD AUTOMOTIVE BATTERIES	T141	11
	FORD TRUCKS	T117	11
	HEALTHY CHOICE LOW FAT CHEESE	F312	11
	HOME DEPOT	V376	11
	PIER 1 IMPORTS	V379	11
	PRIMESTAR SATELLITE SYSTEM	H514	11
38	ACCLAIM ALL-STAR BASEBALL GAME	G511	10
	CADILLAC CATERA	T111	10
	GATORADE	F450	10
	LOREAL VITA VIVE SHAMPOO	D320	10
	MAYBELLINE EXPRESS FINISH NAIL POLISH	D150	10
	UPS	B832	10
44	AMERICAN EXPRESS CREDIT CARD	B111	9
	BUENA VISTA--ARMAGEDDON	B660	9
	BURLINGTON COAT FACTORY MEN	V311	9
	HALLMARK GREETING CARDS	B722	9
	JC PENNEY APPAREL MEN & WOMEN	V410	9
	JELL-O GELATIN	F142	9
	KENMORE REFRIGERATOR	H211	9

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

200 newspapers, cat shows, radio and local TV. —Stephanie Thompson

DUNKIN' DONUTS' COOLATTA

Advertiser: Allied Domecq

Agency: Hill, Holliday, Connors, Cosmopolos/Boston

Begins: Labor Day

Budget: \$6-8-million

Media: TV

Allied Domecq's Dunkin' Donuts unit this week touts refreshment and excitement in TV commercials from new agency Hill, Holliday, Connors, Cosmopolos/Boston, behind its Coolatta beverages, which are charged with winning new consumers at non-peak periods to the coffee and baked goods chain. The two spots, the first in a pool of nine spots being readied for Labor Day, are expected by industry sources to absorb \$6-8 million in media during their six- to eight-week flight, or about 20-30% of the Randolph, Mass., firm's annual budget. One 30-second spot titled "Construction" shows hot, sweaty workers at a dusty downtown work site apparently ogling pretty women. It turns out, however, that what they're really thirsting for is one of the cool coffee Coolattas being carried toward them on a tray by a jovial hardhatted coworker. A *Jaws*-inspired spot for Fruit Coolattas, Dunkin' Donuts' first non-coffee-based drink, features a lifeguard yelling into a megaphone at swimmers and sunbathers that "He's back!" No, it's not the great white shark, or even Fred the Baker, who's being heralded, but rather the man dispensing Fruit Coolattas. "Come see what all the excitement is about," enthuses the voiceover. The coffee- or fruit-flavored drinks, which could rack up \$100 million in sales between May and August, are attracting business from new consumers at times outside the 7-11 a.m. period when some 60-70% of Dunkin' Donuts sales are generated. "This is all incremental business," said marketing vp Edward Binder. The spot-market media buy for the TV spots as well as for radio ads also due this month will mirror the availability of the product: systemwide for Coffee Coolattas, from Maine to the mid-Atlantic states for Fruit Coolattas, Binder said. —Judy Warner

Media Person

BY LEWIS GROSSBERGER



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All Out of Figs

YES, IT'S TIME ONCE AGAIN FOR MEDIA PERSON'S popular Fig Ratings. These evaluations of current media concerns are issued here periodically, beginning in 1973, when MP readers complained that information overload had reached such crisis dimensions that they could no longer keep up and nobody was sure which issues they should give a fig about and which they shouldn't. Since then, media clutter has only gotten worse and so figs are more important than ever for news filtering—as well as being excellent sources of fiber. The Fig Rating system (whose mechanics are kept a closely guarded secret to thwart copycatting but basically utilize a focus group of lightly intoxicated soccer referees) objectively assesses issues in the media and then awards either three figs (you are deeply, deeply concerned and must learn all you can); two figs (you're interested, but if the story jumps to another page, you're not going with it); one fig (the headline's all you need), or no figs (you've entered a level of ennui so profound it's indistinguishable from death).

Streisand Marries Brolin! (0 figs): She's a dominating diva who makes unwatchable movies; he's the former star of an old TV show Media Person can never remember the name of. For Fig fans, the upside of their pairing is that two annoying celebrities can now be ignored at the same time.

Zuckerman Fires Fallows! (0 figs): No surprise; Zuckerman fires everybody. Of course Harold Evans says it was really he who fired Fallows. Guess what? *Either way, we don't give a fig.* It's not as though anyone was reading *U.S. News*. But at least Maureen Dowd got a column out of the event—and also used up all the good lines. ("Zuckerman goes through editors faster than he once went through girlfriends.") Media Person is starting to get annoyed with Maureen Dowd.

(By the way, we were supposed to have little pictures of figs after each headline instead

of just writing how many figs are awarded but the art department got into a big dispute over whether to draw fresh figs or dried figs and now nobody's talking to anybody and there are no pictures of figs at all.)

Science Panel Urges Study of UFO Reports! (0 figs) How can you study UFO reports? Even if there really was an alien spacecraft hovering in the sky when two substance-abusing rollerbladers took a fuzzy

Again, we see that the only people who give a fig about the interminable, increasingly desperate Starr prosecution are radio talk-show hosts.

photo of it, it isn't going to be there any more when the scientists show up with their instruments. Besides, there wasn't. *Life is not* The X-Files. There are no space creatures buzzing around and never have been and even if there were, so what? Tourism is good for the economy.

Casino Gambling Lures the Elderly! (0 figs) Maybe you'd rather have them forming street gangs and mugging ghetto youths?

Judge Throws Out Web Hubbell Case! (1/2 fig) Once again, we see that the only people who give a fig about the interminable, increasingly desperate Starr prosecution are radio talk-show hosts. The public has decided that Clinton is probably guilty of something, but nothing worth getting into a tizzy about.

It will not be budged from that position. Starr can't win the public over and he can't win the courts over. Starr needs to take a long vacation and rethink his entire life.

Calvin Klein Sues Ralph Lauren Over Similar Perfume Bottle! (0 figs) This case stinks.

No More Unknown Soldiers! (1/2 fig) Following identification of the remains (six bones) of an Air Force pilot shot down over Vietnam which will now be removed from the Tomb of the Unknowns, Defense Secretary William Cohen said technology makes it unlikely there will ever be another unknown soldier buried there. Damn! Another disincentive for young people to enlist in our armed forces.

Ohio Paper Apologizes to Fruit Company! (0 figs) *The Cincinnati Enquirer* did print a front-page story retracting accusations it made in an investigative series alleging bribery in Colombia and improper pesticide handling, but Media Person simply refuses to take seriously anything relating to a corporation that insists on calling itself Chiquita Banana.

Mike Wallace Lobbies Disney to Make Changes in Movie About Him! (0 figs) Mike, you are *not* going to be played by Leonardo DiCaprio. Now quit bugging them.

Visitors Flock to Opening of Princess Di Museum! (0 figs) Media Person can hardly wait to go to Althorp and view such fascinating exhibits as the 100,000-shoe closet, the bickering animatronic Charles and Di robots and of course that scary, state-of-the-art tunnel roller-coaster ride.

U.S. Industry Slows Production! (1/2 fig) The economists have got it wrong again. They say that the decreasing growth rate by U.S. manufacturers, lowest since 1955, is a clear sign that the Asian crisis is hurting the American economy. No. It's a clear sign that it's summer, when nothing happens and even when it does it seems less interesting. It's hot. Nobody wants to work except Ken Starr. In fact, that's why it's hard to care about anything right now...and why hereabouts figs are in such short supply. ■

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