

# MEDIA WEEK

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# Two for One

Carolyn Hughes and son  
 Alfred Liggins build up the  
 country's biggest black-  
 owned station group,  
 Radio One Page 16

Mags' Circ Drops  
 In 1st Half page 4

CN Beats Out Hearst  
 For Fairchild page 5

Bidders for KRON-TV  
 Are Multiplying page 8

## MARKET INDICATORS

### National TV: Quiet

With the nets seeking double-digit increases over upfront's double-digit hikes, fourth-quarter scatter is still available. Most buyers are waiting for fall before committing further.

### Net Cable: Building

Fourth-quarter scatter budgets are tripling upfront increases. Several dot.coms are dropping \$1 million onto top nets. Pharmaceuticals, telecoms are hot.

### Spot TV: Brisk

Strong fall buys from dot.coms, telcos, corporate autos and auto aftermarkets. Early requests in for March political primaries. Levi's returns to the market.

### Radio: Tight

Top-10 markets are tight through Sept.; expect to pay 30-40 percent premiums. New York, Chicago and Philly nearing capacity for October.

### Magazines: Hopeful

Third quarter is strong for entertainment mags, with growth from Asian import autos. Publishers anticipate a boost from millennium ads.

MARTIN STRONG/USA



Sears Point  
 fighting through illness  
 Gordon finishes first/10

Giants hang on  
 8-7 victory over Dodgers  
 ends 5-games loss streak/10

# San Jose Mercury

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## Internet boss Scott Cook says electronic commerce is opportunity to be seized

his plans. Here is an edited transcript of that conversation.  
**Q:** Why are you so interested in the Internet?  
**A:** When printing was invented, nobody (initially) foresaw magazines and newspapers. When radio was invented by Marconi 102 years ago, nobody foresaw, for over 20 years, broadcasting. And yet in each of those examples, some of the biggest impacts on our lives came not from the original technology, but how it was used. The same thing will be shown with the Internet, which can be

used in ways totally unforeseen by its creators. We've been transforming our company to take full advantage of what we can do with the Internet to seize the opportunity presented in electronic commerce.  
 We're doing that by applying the Internet to two things: One, connect our users up to the financial world around them; second, invent Internet-based business which some people might call a "connected community." We call it being the "customer champion for financial decisions."  
**Q:** Can you give an example?

**A:** We will come out next summer with multi-user Quickbooks. At the same time, we'll launch a full payroll service, which means no longer will businesses have to worry about filing payroll taxes, payroll deductions. All that stuff, the filings, the checks, will all be done automatically, and that's a service we'll be able to sell for around \$500 a typical business — half the price they pay today for a mainframe (computer) and human-delivered payroll services. Ours will be PC- and Internet based. It's a huge  
*See COOK, Page 1A*

## Democratic Coalition continues as bellwether for Silicon Valley political

**BY PHILLIP J. TROUNSTINE**  
 Mercury News Political Editor  
 Eight members of an increasingly important coalition of Congressional moderates stopped in at Marimba Inc. in Palo Alto today, part of a field trip into the bastion of the new economy that is American commerce.  
 The hour-long meeting made no breaking news. Host Ken 35-year-old CEO of the 18-month-old software start-up, and new products. The members of Congress said nothing of the world view as the leading edge of national politics. The meeting can not because of what happened, but because it happened.  
 The purpose of the trip — which also included visits to Adobe WebTV and Yahoo — was for members and allies in the Democratic Coalition to understand what's going on at companies in Silicon Valley that issues are important to business leaders here.  
 The coalition's political arm — the New Democrat Network — trying to raise some money for 1998 political races. And they coordinated with Democratic members of the Technology bipartisan group headed by venture capitalist John Netscape chief Jim Barksdale.  
 But as Simon Rosenberg, executive director of the New Democrat Network, put it, the primary mission of the visit was for members to understand what's going on here so they're prepared to help nurture it.  
*See BELLWETHER, Page 1A*

## San Jose is of any,



...KE AND MICHAEL RONDQU — MERCURY NEWS  
 ...the next century, cities that are not as fortunate as  
 ...GOVERNMENT IS SURPRISINGLY BASIC.  
 ...they still are open to everyone because we  
 ...by divisive politics.

## WHY PIECEWORK WON'T GO AWAY

The practice helped fuel growth of Solectron, and others imitating

### MERCURY NEWS SPECIAL REPORT

**BY MIRANDA EWELL AND  
 K. OANH HA**  
 Mercury News Staff Writers  
 Industrial home assembly sounds like something from a bygone era or a distant land. But it remains entrenched in the way many high-tech products get made here because it provides what Silicon Valley values most: to reach tech leaders daily, 408-278-3484.  
 That's why paying workers by the piece to assemble electronics components at home has been hard to abolish, even as contract manufacturing has grown from a collection of scrap mom-and-pop shops into one



Workers at

Laura K. Jones AUG 23 1999

# AT DEADLINE

## Nick Jr. Magazine Preps for Launch

Nickelodeon's magazine publishing group in October plans to launch *Nick Jr. Magazine*, a bimonthly for preschool kids ages 3-7 and their parents. The magazine, with an initial 300,000-circulation rate base, will be divided into parenting and kids sections, with ads running only in the parenting section. Dan Sullivan, vp/Nickelodeon Magazine Group, said *Nick Jr. Magazine* is a response to Nickelodeon research that found kids want to spend more time with their parents. The Nickelodeon Magazine Group publishes two monthlies: *Nickelodeon Magazine* and *Rugrats Comic Adventures*.

## Rival Execs Question Possible NBC-Pax Deal

Following reports last week that NBC is negotiating to buy a minority interest in Paxson Communications, executives at rival broadcast networks questioned NBC's acquiring a stake in a company that is financially floundering. "If Bud Paxson came to us, we would take a look, kick the tires," said an executive of a competing network who declined to speak for attribution. "But it doesn't make sense for NBC or anyone else to buy less than a controlling interest. Even then, you'd have to weigh the cost versus the benefits, which don't seem to have much upside." NBC and Paxson would not comment on the reports. TV sources said that NBC might air ValueVision home-shopping programming—in which the network owns a stake—via the Paxson stations.

## ABC to Announce Production Cuts

Walt Disney Co. is expected to announce staff cuts this week in the wake of last month's merger between Buena Vista Television Productions and ABC's prime-time production unit. An ABC representative said that massive cutbacks are "not likely to happen," adding that most of the "job savings" will come via the elimination of open positions and attrition. The representative denied rumors of a 50 percent staff reduction at the newly formed ABC Entertainment TV Group, adding, "It's substantially less than half of that."

## Sports Vet Petitti to Helm WCBS

CBS Sports executive Tony Petitti has been named vp/general manager of WCBS-TV in New York. Previously senior vp/business affairs and programming at CBS Sports, Petitti will continue to serve as a special advisor to CBS Sports and will report to CBS Television Stations president John Severino. A rival N.Y. station exec said Petitti's hire signals the company's interest in putting a "stronger emphasis on developing sports-related advertising sales locally" in New York. But a representative for CBS TV Stations respond-

ed that there will be no such emphasis on sports, noting that Petitti is "an exceptional, all-round TV executive."

## Encore Lands Major Disney Movie Package

In a huge movie output deal, Encore Media Group will pay Disney's Buena Vista Television more than \$1 billion for 40 movies per year for four years starting in 2002. The deal includes releases from Touchstone, Hollywood Pictures, Miramax and Dimension Films. Clinching the Disney deal was crucial in order for Encore to stay competitive with HBO and Showtime, which have deals in place with all the major studios except for Universal (Encore's only other major deal is with Universal). Encore plans to offer the Disney titles via a subscription-on-demand service it is developing.

## WNEW-FM: Rock Is Dead?

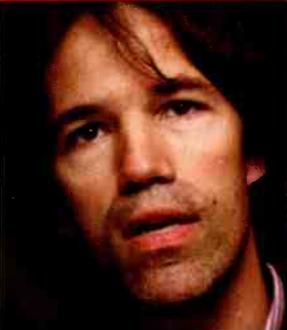
More signs are pointing to the end of rock 'n' roll on Infinity's WNEW-FM in New York City, one of the pioneers of album-oriented rock in the late 1960s. A spokesman at Infinity parent CBS said a rumored format flip could happen by Labor Day, "but the timing and content [are] still up in the air." The station has already registered the Web domain name [fmtalk1027.com](http://fmtalk1027.com).

**Addenda:** Ted Harbert, former ABC Entertainment chairman, is said to be a leading candidate to head up NBC Studios. NBC's West Coast chairman Scott Sassa and entertainment president Garth Ancier are said to be searching for someone whose name carries weight in the Hollywood creative community. Others rumored to be on the short list include UPN's Tom Mazza; Creative Artists Agency television packager Mike Rosenfield; and United Talent Agency's Chris Harbert (Ted's younger brother) . . . CBS Cable's **The Nashville Network** is two-stepping more toward broad-based programming and away from country music/lifestyle programming. *Prime Time Country With Gary Chapman*, *Crook & Chase*, *Crook & Chase Tonight* and *This Week in Country Music* will be dropped in December . . . Upfront revenue at **Univision** grew to \$425 million this year, a 42 percent increase over 1998. In addition, the number of advertisers making commitments during the upfront rose from 62 to 79 . . . Network radio's only syndicated female sports talker, the Fabulous Sports Babe, last week parted ways amicably with syndicator **ABC Radio Networks**.

## Mediaweek Takes a Holiday

*Mediaweek* will not publish an issue next Monday, Aug. 30. The next issue will appear on Sept. 6.

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## MEDIA WIRE

### Despite *American Health's* Demise, RDA Seeks New Rx

As Reader's Digest Association prepares to fold *American Health* and sell its name and subscriber list to Time Inc.'s *Health*, the publishing giant is making plans to test a new RD-branded health magazine, along with related components such as newsletters, Web sites and product services. The RD health extensions will be tested in the first quarter of 2000.

"We're very interested in what we're calling the Reader's Digest DNA," said Gregory Coleman, president of U.S. magazines for the RDA. "We're looking to test all kinds of health information vehicles and other products branded as Reader's Digest." In February, Thomas Ryder, RDA chairman/CEO, announced the company's strategy of homing in on health, home, family, finance and faith.

*American Health*, published 10 times a year, was founded in 1982 by American Health Partners and acquired by RDA seven years ago. Subscribers of *AH* (circulation 934,128) will receive copies of the 1.1 million-circ *Health* beginning in November. *Health's* new rate base could be announced as soon as this week. —Lisa Granatstein

### ABC Finds Winning Formula With Philbin's *Millionaire*

In a surprisingly strong launch, ABC's new game show, *Who Wants to Be a Millionaire?*, posted household ratings that shot up from a 7.2/13 for its launch last Monday to a 7.7/14 on Tuesday, 8.0/14 on Wednesday and 8.6/16 on Thursday. The show, hosted by Regis Philbin, won its 8:30 time slot all four nights and built on its adult 18-49 demo ratings each of those nights, from Monday's 3.7/12 to Tuesday's 4.2/14 to Wednesday's 4.6/15, to Thursday's 4.6/16.

In a summer that has spawned few ratings successes, *Millionaire* sparked a flurry of interest from buyers, selling out at \$145,000 per :30 unit last week.

Said Michael Greco, broadcast research manager for BBDO in New York: "If these numbers continue, we expect to see the show as a midseason replacement."

If there's any good news for ABC's competitors in this, it's the underlying message that viewers are sending to all of the major broad- (continued on page 6)

# Circ Challenges Mount for Mags

*Newsstand, sub problems trigger 1st-half declines*

**MAGAZINES /** By Lisa Granatstein

**P**ublishers' recent dire predictions of circulation falloff due to stamp-house problems, clutter on newsstands and consolidation among wholesalers are coming to pass. More than 62 percent of magazines reported declines in newsstand sales in the first six months of this year, according to preliminary figures released last week by the Audit Bureau of Circulations.

And magazines' total paid circulation dropped in the first half for the first time in years, according to *The New Single Copy*, a circulation newsletter published by Harrington Associates. While the decline of 0.2 percent is not large, it is significant in that publishers in the past have usually been able to make up for newsstand losses with gains in subscriptions. The overall circulation dip "reflects increasing problems with subscriptions because of the stamp sheets and lower response rates," said circulation analyst John Harrington.

Several magazines came up short of their circulation rate-base guarantees in the first half, including *The Source*, *Mirabella*, *Mother Jones* and *Family PC*. *The Source*, historically a solid performer on newsstands, was flat in the first half, despite the book's 44 percent gain in subscriptions, it failed to make its 428,000 rate base, reporting total paid circ of 425,218.

Other titles barely achieved their rate bases, including *Vogue*, *Essence*, *Latina* and *Us*. And a sizable number of titles, more than 90—including *Modern Bride* and *Autoweek*—failed to file statements with ABC on time, typically a red flag for circulation problems.

Several Condé Nast titles suffered newsstand softness, including 707,776-circ *GQ*, down 13.3 percent on stands; *House & Garden*, down 18.9 percent on stands (although up 37.3 percent in total circ, to 797,698); and 1.1 million-circ *Mademoiselle*, which

fell 16.5 percent in single-copy sales.

Publishers that have long depended on subscription boosts from sweepstakes mailings have had to spend more, and work harder, to sign up new readers. After Congressional hearings yielded new regulations forcing the stamp houses to tone down their mailings, the sweeps—American Family Publishers, Reader's Digest and Publishers Clearing House—are delivering far fewer new subs to publishers. Many publishers are still in the process of weaning themselves off dependence on the sweeps, and their subscription numbers have suffered.

Despite the unsteady circ picture, publish-

#### Circulation Stall

The Seven Sisters magazines are struggling with flat readership

	Subscriptions (in millions)	Newsstand (in millions)	Total Paid (in millions)	Newsstand % Change	Total % Change
<i>Better Homes &amp; Gardens</i>	7.2	356,833	7.6	-3.1%	-0.2%
<i>Family Circle</i>	3.2	1,843,556	5.0	-8.1%	-0.1%
<i>Good Housekeeping</i>	3.4	1,190,855	4.6	+1.2%	+2.4%
<i>Ladies Home Journal</i>	4.0	456,833	4.5	-15.4%	-0.5%
<i>McCall's</i>	3.8	411,167	4.2	+1.9%	-0.9%
<i>Redbook</i>	2.2	575,416	2.8	-6.2%	-1.9%
<i>Woman's Day</i>	2.4	1,639,333	4.1	-9.4%	+0.1%

Source: Audit Bureau of Circulations figures for the six months ended June 30, 1999

ers' primary source of income—advertising—is still solid. Total advertising in magazines through July was up 11.0 percent to \$8.2 billion, according to Publishers Information Bureau. "Almost every publisher has taken a big hit with the stamp sheets, and for a lot of publishers, the newsstand has not been a good friend," said Greg Coleman, president of U.S. Magazines for the Reader's Digest Association. "The significant issue is that the ad marketplace is still very strong. What publishers are evaluating is the balance between the money it costs and the marketing techniques that need to be employed to keep their rate bases propped up."

RDA's flagship *Reader's Digest* last month cut its rate base to 12.5 million from 13.3 million. *RD's* paid circ dropped 8.9 percent in the first half to 13.4 million, although newsstand sales advanced 15 percent. *TV Guide* will reduce its rate base from 11.8 mil-

lion to 10.8 million with the Aug. 28 issue.

Circulation for many of the Seven Sisters titles has suffered from the stamp houses' problems and from newsstand clutter (see chart). "Women's magazines are historically big players on the stamp sheets," said Dan Capell, publisher of Capell's Circulation Report. "They are affected more than anyone in terms of a particular group of magazines."

Last January, Hachette's *Woman's Day* cut its rate base by 300,000, to 4,050,000. Meredith's *Ladies Home Journal*, which made its 4.5 million rate base by a mere 404 copies in the first half, will reduce its rate base 8.9 percent to 4.1 million in February.

*LHJ* "is still relatively more dependent on the AFP and PCH business," said Christopher Little, Meredith Publishing Group president. "When that [source of subscriptions] dropped off significantly, the smart business decision was to take it down." Meredith has been converting *LHJ* to direct-to-publisher subscription mailings.

Another Seven Sisters title, Hearst's *Redbook*, last month slashed its rate base by 19.6 percent, to 2.25 million. *Redbook* cut out the sweeps entirely to help lower the median age of its readership, in keeping with the title's recent editorial repositioning.

On the fashion front, Hachette Filipacchi Magazines' *Mirabella*, which upped its frequency to 10 times from eight this year, failed to make its 550,000 rate base, reporting a 3 percent falloff in paid circ to 536,486. "Basically, we got lower production from the stamp sheets than we expected," said John Fennell, HFM executive vp and COO. "We thought we had enough newsstand sales and subscription sales, and we were wrong."

Among other fashion titles, total circ for Hearst's *Cosmopolitan* was up 11.5 percent, to 2.9 million; Condé Nast's *Glamour* was flat at 2.2 million. CN's *Vogue*, however, saw its circ fall dangerously close to its 1.1 million rate base, with only 828 copies to spare.

But it's not all bad news. Most men's titles are performing well in circulation, notably *Maxim*, up a whopping 139.6 percent in the first six months, to 1.52 million. *Maxim*'s newsstand sales shot up 163.4 percent, to 506,869. In January, the Dennis Publishing title will raise its rate base to 1.35 million and boost its frequency from 10 times to monthly. *Playboy* saw its circ grow 3.2 percent to 3.25 million; newsstand sales jumped 44.6 percent.

Looking ahead, said HFM's Fennell, "you are going to see adjusted rate bases, much tighter circulation models and [publishers] looking to the Internet to generate subscriptions. It's not the worst thing in the world for magazines to tighten their circulation models." ■

# CN's Fashion Fortune

## Deal for Fairchild to create consumer and trade powerhouse

**MAGAZINES /** By Lisa Granatstein

**W**alt Disney Co.'s anticipated sale of Fairchild Publications to Condé Nast will significantly expand CN's market share and dominance in the fashion industry. The combination of Fairchild's fashion consumer magazines *W* and *Jane* and trade publications including *Women's Wear Daily* and *Daily News Record* with CN's *Vogue*, *Glamour*, *Vanity Fair* and other titles will create a juggernaut that will change how business is done in fashion advertising.

Winning a high-stakes game of chicken between Condé Nast and archrival Hearst Magazines, CN chairman S.I. Newhouse Jr. is said to have agreed late last week to acquire Fairchild for \$650 million. Some analysts called the price high, but Newhouse apparently was willing to bid up to add Fairchild's jewels, *W* and *Women's Wear*. The deal was expected to be announced by Monday.

"It was a brilliant strategic move on S.I. Newhouse's part," said Parya Narang, media director of DeWitt Media. "It allows Condé Nast to corner the fashion market, because fashion advertisers' objectives are twofold—first, to reach the consumer to drive retail sales and, second, to purely reach the trade."

While CN has had a powerful foothold in the fashion world with its consumer titles, the company has never had a vehicle to reach the equally important—and profitable—trade audience. Having industry bible *WWD*, along with *DNR*, *Footwear News* and *Home Furnishings News*, will allow CN to own that side of the business and package ad buys with its consumer books.

Equally important is Fairchild's *W*, a 412,160-circulation cash cow that reaped \$87.6 million in ad revenue last year, according to Publishers Information Bureau. Over the years, *W* has evolved from a trade publication to a high-end consumer magazine; it

should fit seamlessly into the CN fashion fold.

As for *Jane*, the lifestyle monthly for 20-somethings, CN is likely to position the book to advertisers as a complement to *Glamour*, *Allure* and *Mademoiselle*. One CN exec, who would

not speak for attribution, suggested that the company could put *Jane* in "competition" with the other titles, "battling out the competing brands and gaining market share." CN follows a similar strategy with its food magazines, *Bon Appétit* and *Gourmet*.

The deal also includes *Los Angeles* magazine and profitable non-fashion trade titles such as *Supermarket News* and *Brand Marketing*. Some analysts last week said CN may hold on to those titles for a while before contemplating a sale.

For Hearst, and its fashion title *Harper's Bazaar* in particular, CN's acquisition of Fairchild will pose new challenges. Fairchild "would really have helped [Hearst] be at a parity" in fashion advertising, said Pam McNeely, Dailey & Associates senior vp.

For fashion advertisers, the 750,608-circ *Harper's Bazaar* could become "a stepchild," said Martin Walker, chairman of analysts Walker Communications. "With the [CN-Fairchild] packaging, it will get tougher and tougher for *Bazaar* to stand out and develop its own niche."

Other observers were not so pessimistic. The deal is "a missed opportunity [for Hearst] but business as usual," said Narang. "A fashion advertiser will still be in *Elle*, *Marie Claire*, *Vogue* and *Glamour*. But what they will end up doing is giving more of their total budget to Condé Nast."

Buyers expect ad rates to rise. "Fairchild has always been more flexible and lower out-of-pocket," said Zenith Media's Melissa Pordy. "Definitely, the rates will go up."

"The prices will go up," agreed Narang. "But it will vary, depending on how many other Condé Nast titles [a schedule] runs in." ■



**Dressed to kill: Vogue (1998 ad revenue of \$150 million), W (\$88 million) and WWD offer CN a striking ensemble.**

## MEDIA WIRE

casters. "This is another example that proves if they put on good original programming, the viewers are there," Greco said. —Alan Frutkin

### Search for Permanent Chief Under Way at E! Channel

Fran Shea, E! Entertainment Television acting president, last week said she declined to accept the post on a permanent basis. Shea, who has held the job since January, will become an exclusive consultant for E! once Comcast, the network's parent, names a successor.

Shea, senior vp/programming for nine years before taking the reins, said she had met her primary objective of restructuring the company and establishing a new executive management team and that she will pursue other priorities. Shea, who replaced longtime president and CEO Lee Masters, had a child around the time she was named acting president.

Neither E! nor Comcast would comment on a possible replacement, but insiders said several members of the management team, including executive vp's David Cassaro, Mark Feldman and Greg Brannan, could be up for the job. —Jim Cooper

### Hispanic, Urban Stations Moving Up Radio Charts

Radio stations programming to Hispanic and African American listeners were the biggest winners in the just-released spring Arbitron ratings. Compared to a year ago, Urban listening shares increased from 10.3 to 11.0, and Hispanic shares ballooned from 5.8 to 8.1, according to an Interep analysis of Arbitron data in the 93 continuously measured markets.

In the last two years, Urban has overtaken Country as the No. 2 format in audience share. In four of the top 10 markets, the No. 1 station is Urban. Spanish formats have the fourth-largest share of listeners, behind Adult Contemporary (No. 3), Urban (No. 2) and top-ranked News/Talk.

News/Talk, which has three top-ranked stations in the 10 largest markets, fell from 13.9 to 13.5 in overall share but remained the most popular format.

Jammin' Oldies, included in the Oldies category, continued to surge, from 0.7 in '98 to 2.0 this spring. —Katy Bachman

# News Corp. Dials Nokia

Mobile phone co. cuts \$4 million deal tying into Emmy show

**NETWORK TV /** By John Consoli

**N**ews Corp. One, the cross-media sales unit at media giant News Corp., has lined up mobile phone supplier Nokia for a \$4 million strategic marketing partnership, tying in with the Academy of Television Arts & Sciences. The deal gives Nokia exposure through a variety of ad vehicles surrounding the Sept. 12 telecast of the Emmy Awards on the Fox network.

In addition to receiving partial exclusivity in the telecom category during the telecast, Nokia will also get sponsorship tags for entertainment news and Emmy previews on TV Guide Channel's "Insider" segments in the week leading up to the awards show. Nokia will also sponsor segments on KTTV/Fox 11's *Good Day, L.A.* morning show and on the station's 10 p.m. newscast. In addition, Nokia will sponsor local cut-ins during pre- and post-Emmy coverage, will sponsor several ATAS events and will run full-page ads in *TV Guide* and a full-page ad in 50 million Sunday-morning newspaper inserts distributed via News Corp.'s News America Marketing.

During the Emmys telecast, ATAS is planning to announce details of a school outreach program. That initiative will also be sponsored by Nokia.

News Corp. One is hoping to sell a similar

marketing package in conjunction with Fox's telecast of the *Billboard Music Awards* in December. Company execs believe the annual *Teen Choice Awards*, which premiered earlier this month on Fox, also holds promise as a cross-marketing vehicle in the future.

Headed by Kayne Lanahan, News Corp. One was formed in April 1998 to sell advertisers into packaged marketing campaigns across several of the media giant's more than 35 advertising-supported businesses. Earlier this year, Internet search engine company Yahoo bought a package through News Corp. One. It included a Super Bowl pregame show sponsorship that tied into the *Family Guy* premiere following the Super Bowl telecast, spots on subsequent *Family Guy* episodes and ads in other News Corp. divisions.

The Emmy Awards telecast is rotated each year among the Big Four networks. Last year, on NBC, the telecast produced a 13.6 rating/23 share, according to Nielsen Media Research; two years ago, CBS drew a 13.5/21. When last on Fox in 1995, the show delivered a 12.4/20.

Fox reports it has sold out nearly all its Emmy inventory for this year's telecast. Rates were \$375,000 to \$400,000 per 30-second spot, media buyers reported. ■

# Upfront: Hot & Heavy

Buyers predict market may rise 15 percent, to \$850 million

**NETWORK RADIO /** By Katy Bachman

**Y**ou know it's a seller's year when even the network radio upfront breaks fast and early, at major double-digit rate increases. By some accounts, as much as \$350 million—about 40 percent of the yearly take—could be placed by Labor Day. Double-digit increases are expected to push network radio's total upfront take up 15 percent, to about \$850 million.

Buyers said they have never seen anything like it. Normally, the network radio upfront starts after Labor Day and drags on for a few months. "I feel like a TV buyer, and I don't like it," one buyer complained last week. Network sales execs expect to lock in 30 to 50 percent of their inventory for next year at

double-digit rate increases. "There are so many cases where advertisers couldn't get on for fourth quarter," said Traug Keller, senior vp/ad sales, ABC Radio Networks.

Demand for inventory has been fueled by a flurry of dot.com companies looking to get noticed prior to initial public offerings or simply to drive traffic to their Web sites. Other hot categories include packaged-goods advertisers Procter & Gamble, Nabisco and General Foods; pharmaceutical companies; retailers; and television tune-in ads.

Laura Kroll, SFM Media vp/network negotiations, is frustrated. "Some [nets] are asking more than 30 percent [more]," she said. "I can't justify [that] to my clients." ■



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**TV STATIONS /** By Michael Freeman

## Bids for KRON May Hit \$1 Bil

*Gannett, Raycom join 'reticent' NBC*

**P**reliminary bids were turned in last week for Chronicle Broadcasting NBC affiliate KRON-TV in San Francisco, and the price could hit the \$1 billion level by the next round. While NBC may hold a trump card in terms of resources and leverage, Gannett Broadcasting, Raycom Media and other suitors also tendered serious bids, according to several station-group owners and sources close to Chronicle. "Five to six parties have been looking over the books," said a source with ties to Chronicle.

A minimum price of \$600 million was set for Chronicle's TV assets (including KRON's 24-hour Bay TV cable news channel and two NBC affiliates in Nebraska), which translates to 10 times cash flow of \$60-65 million. Big Four network affiliates, however, can typically draw multiples of at least 15 times cash flow these days. That has led several group station owners to predict KRON's price tag will top \$1 billion by the end of the second round of bidding.

While the stakes are high, a source close to KRON noted that NBC TV Stations executives, after viewing the books several weeks ago, had "expressed concern about escalating pricing and a reticence at paying top dollar" for the 49-year-old affiliate in the nation's fourth-largest market.

Rival station-group executives said NBC's reticence is due more to distraction. NBC is mulling a bid for a 30 percent stake in Paxson Communications' 50-plus stations, which are on the sale block in the wake of the Federal Communications Commission's rewrite of the duopoly rules.

Another scenario has NBC seeking to jointly finance a KRON buy with either Gannett Broadcasting or Raycom Media, the latter of which is backed by pension-fund giant Retirement Systems of Alabama. Other station sources said Gannett and Raycom are looking to go it alone. One dark-horse candidate in the jockeying for KRON is said to be Young Broadcasting, owner of 12 stations, including KCAL-TV in Los Angeles.

Officials at NBC, Chronicle, Gannett, Raycom and Young either declined to comment or did not return phone calls at press time. ■

## VNU to Buy Nielsen

*Dutch media co. spends \$2.7 billion for TV ratings service*

**TELEVISION /** By Katy Bachman

**D**utch media company VNU last week agreed to buy Nielsen Media Research for \$2.5 billion cash and the assumption of \$200 million in debt. The acquisition is VNU's largest yet in a 15-year string of deals designed to build the company's media and marketing information-services businesses.

Nielsen, the U.S.' largest TV audience-measuring company, will join a VNU stable of services that includes Competitive Media Reporting, which tracks advertising expenditures. Nielsen operates a similar service, MonitorPlus, which may be combined with CMR.

Jerry Hobbs, VNU USA chairman/CEO, called the Nielsen acquisition "a perfect fit" with CMR and the company's SRDS, Claritas, Interactive Marketing Systems and Scarborough units (Scarborough is a 50/50 joint venture with Arbitron, the radio ratings company).

VNU USA also owns BPI Communications, parent of *Mediaweek*.

"With Nielsen, we will be in the unique position to unlock the value of integrated database and software solutions and provide real value," said Jeff Hale, president of VNU Media Information Group. "We are already the largest integrator of Nielsen ratings data, so there's a long-standing complementary fit with both businesses."

While Hale noted that MonitorPlus represents only 2 percent of Nielsen's revenue, some research execs expressed concern over the likely demise of CMR's rival. "We had two competitors in ad expenditures—the loss of competition is not a positive out-

come," said Jim Spaeth, Advertising Research Foundation president.

"Both services will continue to support their customer commitments and agreements," said Hobbs. "And any future changes would by necessity require market-place participation and acceptance."

Since Nielsen went public in July 1998, speculation had mounted that a sale was forthcoming. Nielsen earned about \$126 million pretax last year, and the company has beaten back potential TV-ratings challenges from Arbitron and Statistical Research. But television research in the U.S. is considered a fairly mature business. Several research executives said Nielsen has been reducing rates in order to renew contracts with them.

Down the road, the business could get bumpy as Nielsen rolls out new audience-metering technology to keep pace with the emerging digital world, a considerable investment. "I don't envy anybody going into TV these days," said Alan Wurtzel, NBC president of research and media development. "To measure accurately all the ways people will watch TV will be extraordinarily complicated. They are taking on a daunting task."

"The merger ensures there will be the appropriate investment in technology," promised Hale. Nielsen is testing two meters: an active/passive meter that uses audio and video encoding technology and a software meter that can measure the convergence of personal computers and television sets. Nielsen also has invested heavily in Internet-audience and e-commerce measurement. ■

## Fox Tries a *Full Nelson*

*News channel tries to go younger with 'Donahue'-like talker*

**CABLE NETWORKS /** By Jim Cooper

**I**n an unusual twist to the 24-hour news service genre, Fox News Channel has launched *The Full Nelson*, a Saturday-night talk show. Loosely patterned after the original *Donahue* talker, Fox's late-night program is aiming for the 25-to-40-year-old set, essentially the age group that encompasses Generation X.

While the cable news channels have

always had a difficult time luring younger viewers, Fox News president/CEO Roger Ailes said they are too important a category to disregard.

"Most people ignore that audience and won't take the risk to try to get there, but these are the future leaders of the next century," explained Ailes. "Fox already has a younger brand anyway through its enter-

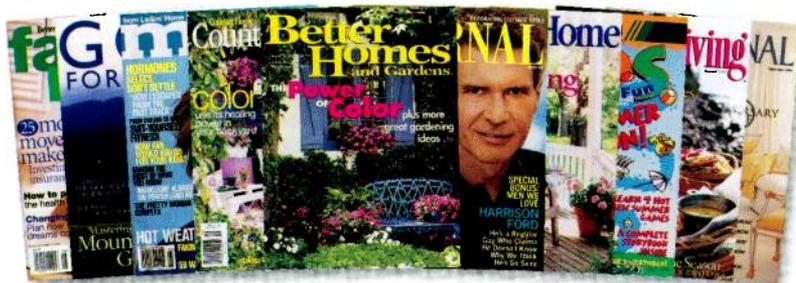


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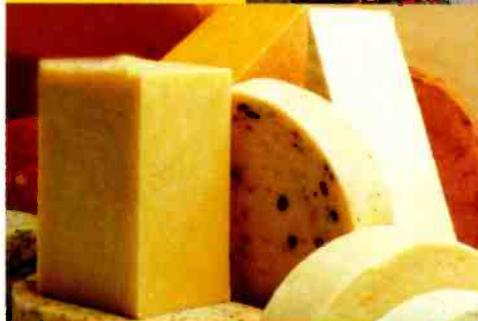
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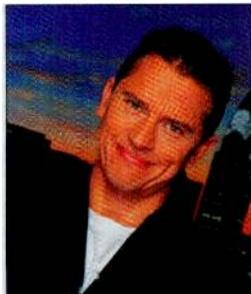
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tainment and sports [divisions]. So it's important for us in news to reach out to that audience as well."

The hourlong show—which premiered on Aug. 21 at 11 p.m., replacing a repeat of *Drudge*—is hosted by Rob Nelson. Nelson is the thirty-something leader of Lead or Leave, a grassroots political action group that challenged lawmakers in the early 1990s not to sell out the future of young Americans by changing Social Security. He is also a political commentator on FNC and will continue in that role.

Nelson said he wants his show to tackle challenging topics and plans to steer guests and audience members alike into spirited discussions. Topics range from the reproductive rights of men to whether or not America's prisons are too crowded.



Nelson locks onto Fox.

"People are hungry for something that is a little different, something that is smarter," said Nelson, who added that he wants to remain as spontaneous as possible in order to get the audi-

ence "to drop their TV guards . . . My goal is to get everyone to feel like they are in one big conversation."

Media buyers generally agreed younger viewers are an elusive news audience. But one buyer noted that if *The Full Nelson* can lure viewers when it's up against sketch comedies like Fox's *Mad TV* and NBC's *Saturday Night Live*, it could draw advertisers such as dot.coms, who are looking for young, hip eyeballs.

"The younger audience has become more politicized than they have been in the past," said Mickey Marks, executive vp and gm for Creative Media, pointing to the recent spate of shooting tragedies and the death of John F. Kennedy Jr. as possible causes for the surge in interest.

Marks did have at least one concern. "It's very important that the show be non-biased, but it seems that Nelson comes from more of an intellectual place rather than a political place."

Ailes is fully aware that in order to click, Nelson and the show cannot choose sides in a debate. "Younger viewers are not necessarily wedded to left or right," explained Ailes. "They're trying to find solutions that will make the 21st century better. Rob's show will hopefully be a forum for that."

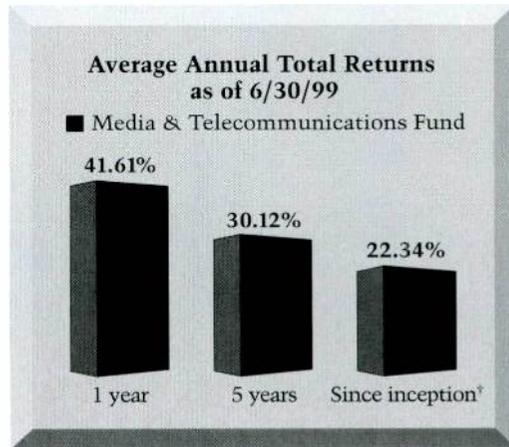
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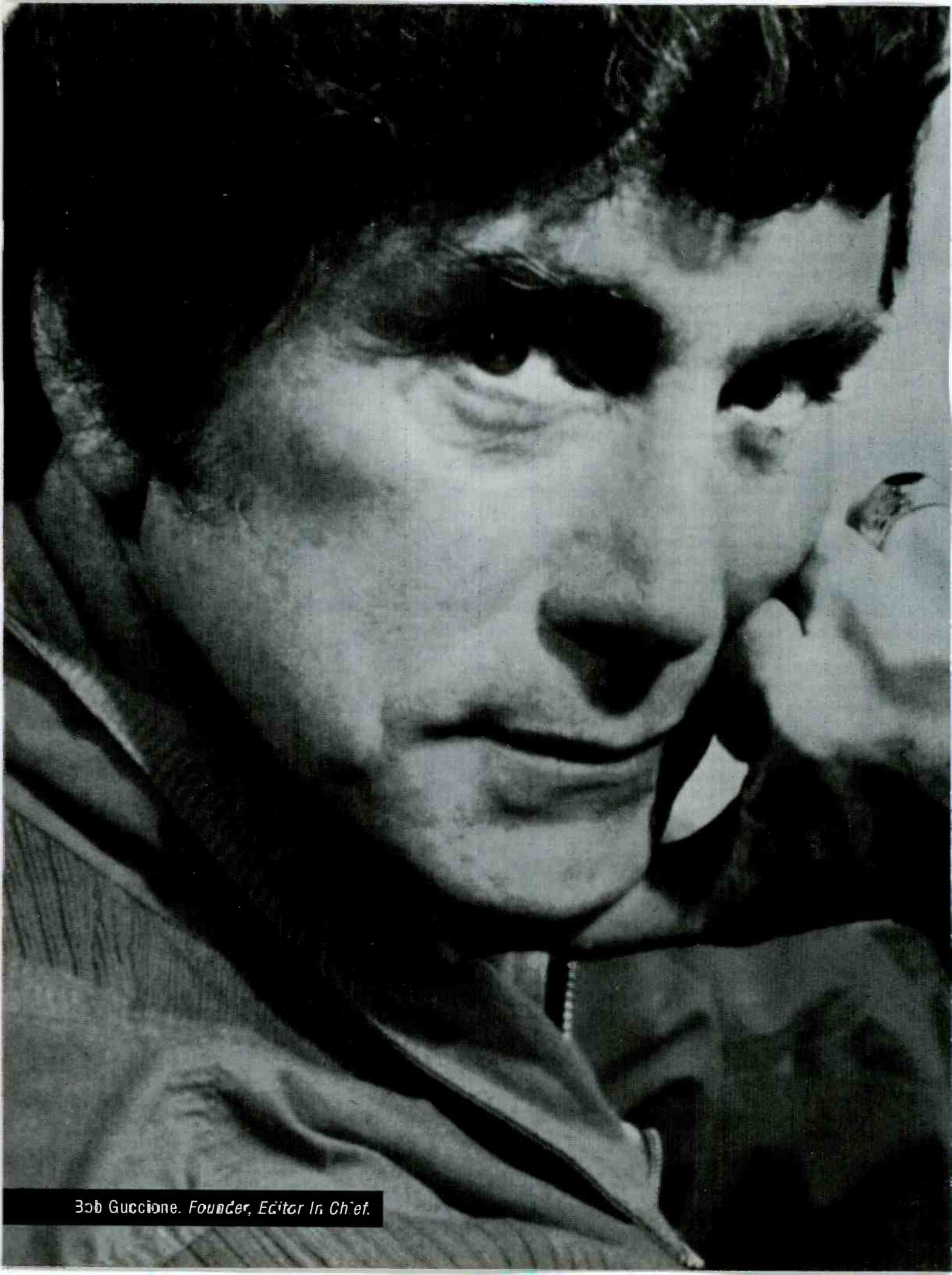
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306 Guccio. *Founder, Editor In Chief.*

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## CABLE TV

**Nickelodeon's** original animated series *SpongeBob SquarePants* has become the highest-rated Saturday-morning show among kids 2-11 across broadcast and cable. Nick's first Saturday-morning original, about an underwater sponge dwelling beneath Bikini Atoll, has delivered an average 4.9 national rating (about 1.9 million kids 2-11 viewers) since it launched on July 17. Trailing *SpongeBob* in the ratings are *Pokémon* on the WB (which earned a 4.5 rating, representing 1.7 million viewers) and ABC's *One Saturday Morning* (a 2.5/985,000 kids). *SpongeBob* is created and executive produced by Steven Hillenburg, who also worked on the Nick original *Rocko's Modern Life*.

**TBS Superstation's** third original movie, *First Daughter*, drew 5.3 million viewers on Aug. 15, breaking several records. The film attracted basic cable's largest audience of all time (excluding miniseries) and also gathered TBS' largest audience ever for a single program. *First Daughter*, which ran from 8-10 p.m., also bested all broadcast and cable competition among men 25-54 and men 18-plus, according to data from Nielsen Media Research. The movie, which earned a 5.3 national rating (representing U.S. homes, not just TBS' universe), put TBS third overall in the time slot. Year-to-date, TBS has recorded basic cable's highest average ratings for original movie premieres: *Silent Predators* in June earned a 4.9 household rating, and *Fatal Error* in March delivered a 3.4.

**USA Networks** last week signed a deal with Twentieth Television for broadcast-window rights to the current box-office thriller *Lake Placid* and five other recent theatricals. Beginning in 2001, USA gains access to *The Thin Red Line*, *The Siege*, *Never Been Kissed*, *Wing Commander* and *Ravenous*. The deal also allows for all six films to run on USA Broadcasting's TV-station group.

**The Cabletelevision Advertising Bureau** last week reported that national cable revenue was up 29 percent, to \$4.034 billion, for the first six months of 1999 over the same time period last year. —Jim Cooper

# The Art of the Juggle

*Buyers wary as prominent producers helm multiple fall shows*

**NETWORK TV/** By John Consoli

**P**ressure on the TV networks to come up with hit shows in the face of declining ratings is resulting in more of them contracting with the same big-name writers and producers, which raises a question: At what point does the creative talent begin to be diminished by work overload?

A few examples: David Kelley will have five shows on three networks next season—two on Fox, two on ABC, and one on CBS; John Wells, three, all on NBC; Bruce Helford, three—two on ABC and one on the WB; and Dick Wolf, three—two on NBC and one on the WB.

Ad buyers say having a prominent writer or producer adds some weight to the networks' efforts to sell time on a new show. "Even a poorly produced program under the David Kelley banner will supersede the quality of most other shows," said one buyer. But they are increasingly wary of how some prominent names are being spread so thin, and how they are forced to accept makegoods on lesser shows when the hyped programs fail to deliver.

Each network used the names of the writers and producers as a selling point during the upfront. In the case of Kelley, CBS told buyers that he plans to personally revamp *Chicago Hope*, while Fox insisted that he will still write *Ally McBeal* and put together the new half-hour *Ally* spinoff. And ABC said Kelley will continue his writing on *The Practice*, while it also sold ads in the upfront based on his involvement in the new show *Snoops*. But more and more, buyers are skeptical when the networks tout the "strong involvement" of a well-known writer or producer who is juggling so many balls.

Kelley acknowledges that his involvement in *Chicago Hope* had become almost negligible until CBS approached him about saving the show. He wrote last year's season finale and this year's season premiere. Beyond that,

he says, he "may write one or two" others throughout the course of this season. "If all goes according to plan, I won't have to write much at all," Kelley said. "But I certainly plan to be a more active consultant than I was the last two or three years.

"My day-to-day responsibilities will be on

*Ally McBeal* and *The Practice*," Kelley said. "It's really not that complicated. One day I'm writing *The Practice* and the next day I'm writing *Ally McBeal*, and I find time, within those days, to read scripts on the other shows and give my notes on those scripts."

To rejuvenate *Chicago Hope*, Kelley hired executive producers Henry Brommel, who will do most of the writing, and Michael Pressman, the



**Ally McBeal** shares David Kelley with *The Practice* and three other shows.

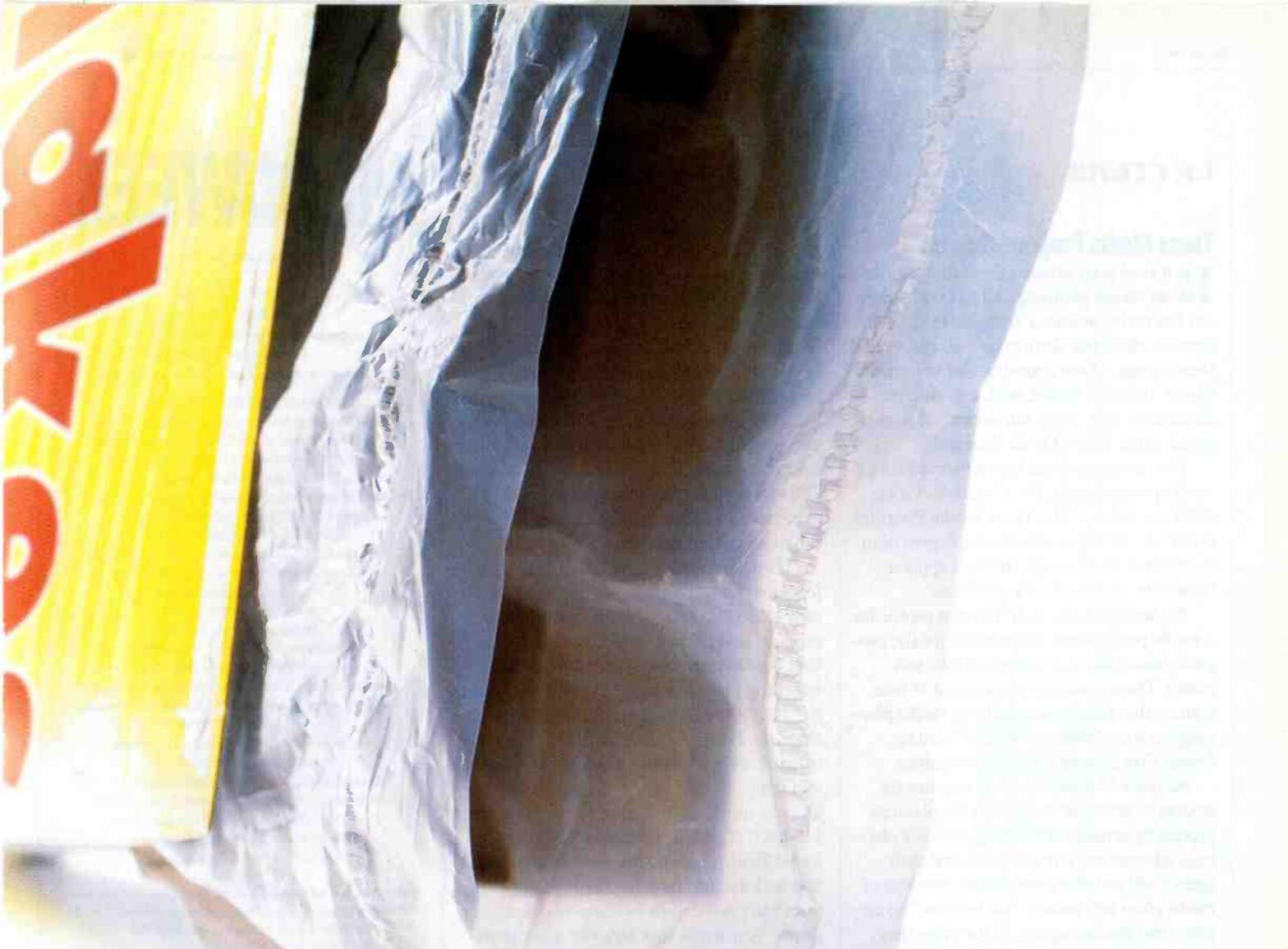
original *Hope* executive producer, a Kelley protege from CBS' *Picket Fences*.

"You would always rather have a person do one show exclusively," said CBS Television president Leslie Moonves. "But David Kelley is living up to what he promised us. He brought in his top disciples to run *Chicago Hope*."

Dick Wolf has a veteran writing staff in place at *Law & Order*, headed by veteran show runner Rene Balcer, although he will continue to be very involved in shaping the scripts, including those for a *Law & Order* spinoff. A spokesperson for Wolf said he reads every script and sits in on every casting session, although he is not regularly on the sets.

Bruce Helford, who recently signed a 12-episode deal with the WB to produce his fourth series, yet untitled, starring Nikki Cox, is aware that a writer/producer can be overcommitted. "David [Kelley] is purely a writer, and that frees him up a little bit," Helford said. "He does not have to be on [the production] stage."

"I come up with 10 or 12 ideas for each show—the major meat or story arc—and my writers do the rest," said Helford, who spends a half-day on *The Drew Carey Show* and a half-day on *Norm* before the season begins. ■

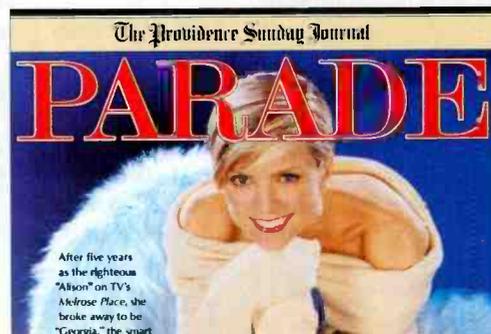


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## LETTERS

### Texas Media Program Scores

I just read your article on teaching students about media planning (July 12). Throughout the entire article, I kept thinking, "I learned all of this stuff in school, and we did these things." I am a graduate of the University of Texas at Austin, with a degree in advertising, but, more importantly, I participated in the Texas Media Program.

This program is led by two wonderful media professionals, Dr. Elizabeth Tucker and Lisa Dobias. The Texas Media Program is part of the larger advertising degree plan, in which students apply through applications with various media questions.

Students believed to fit the best profile for a media professional are selected for the program (much like a creative portfolio program). These students are required to take courses that focus specifically on media planning, such as Advanced Media Planning, Media Coaching and Media Internships.

Advanced Media Planning requires the student to get more involved in the planning process by actually developing plans for real local advertisers. The advertiser and their agency will actually come to presentations of media plans and reward "the business" to one team, and discuss aspects of the plans they liked or disliked. The course also addresses media buying and Web site development.

The Media Coaching class places one student with two or three groups of students in the Introduction to Media Planning course required for all students seeking an advertising degree. The coaches meet with their groups several times a week to provide direction with their semester-long media plans. It's a very important function, since this is the first time students are exposed to media planning and strange things like CPMs and CPPs.

This program has been in place for about four years, and Dr. Tucker and Mrs. Dobias are moving full speed ahead with developing the program with a promotional video to lure freshmen to the media side of advertising.

I thought this Texas Media Program was worth noting, since your "Survey Says..." article mentioned many things that this program is now addressing.

Larry M. McLoda

Assistant Media Planner, Temerlin McClain  
Dallas

### Local Cable Deserves Attention

I am always amazed to read *Mediaweek* and see such scant attention paid to local cable television advertising. In fact, your

banner introducing "local" media does not break out cable television. I suppose you think "local television" does the job. In fact, it doesn't. And your May 24 "Local Media" section had ads only for ... cable television. But my amazement moved to alarm when I read the Media Plan winners for 1999 in the same issue. Each and every category in budget breakouts had a significant cable story. The "Best Use of National Television" [category] was pretty much a testament to the flexibility and response of targeting cable television.

Then we come to the "Local Television" [category]. First we hear the agency had only a \$50,000 budget. So they wanted to produce and place a long-form show. The first quote from a media person is telling—so telling that *Mediaweek* chose to highlight it. "This is the biggest event in Des Moines since the Pope visited ... in 1979." The most valuable item to an event this big is tickets and tents, and the agency began giving away as much of both as possible. At least \$124,000 of possible revenue was given away. To anyone who has ever visited Iowa and understands its passion for golf, ticket sales were not driven by these onetime shows. Any event that sells out more than six months before the start is a demand equation, not supply.

All the while local cable was never called, never "lucky" enough to receive the agency's RFP. Not only does *local cable* have numerous positions available to place and cross-promote a long-form show, it can add frequency, which, as we know, is important in a media buy (especially for the underwriters of the show). From ESPN2 to Home & Garden TV, all the way to ... get this ... The Golf Channel, *local cable* has the ability to target your short or long message. And you wouldn't have had to give away over \$124,000 of valuable sponsor revenue opportunity to get the message out.

Any "local television" campaign should include local cable, where the viewers have been heading for some time now. Shame on *Mediaweek* for not recognizing this and rewarding a comprehensive media plan.

Jim Heneghan

Director of Ad Sales, Cable One Advertising  
Phoenix

*Mediaweek* welcomes letters to the editor. Address all correspondence to Editor, *Mediaweek*, 1515 Broadway, New York, NY 10036 or fax to 212-536-6594 or e-mail to [bgloede@mediaweek.com](mailto:bgloede@mediaweek.com). All letters are subject to editing.

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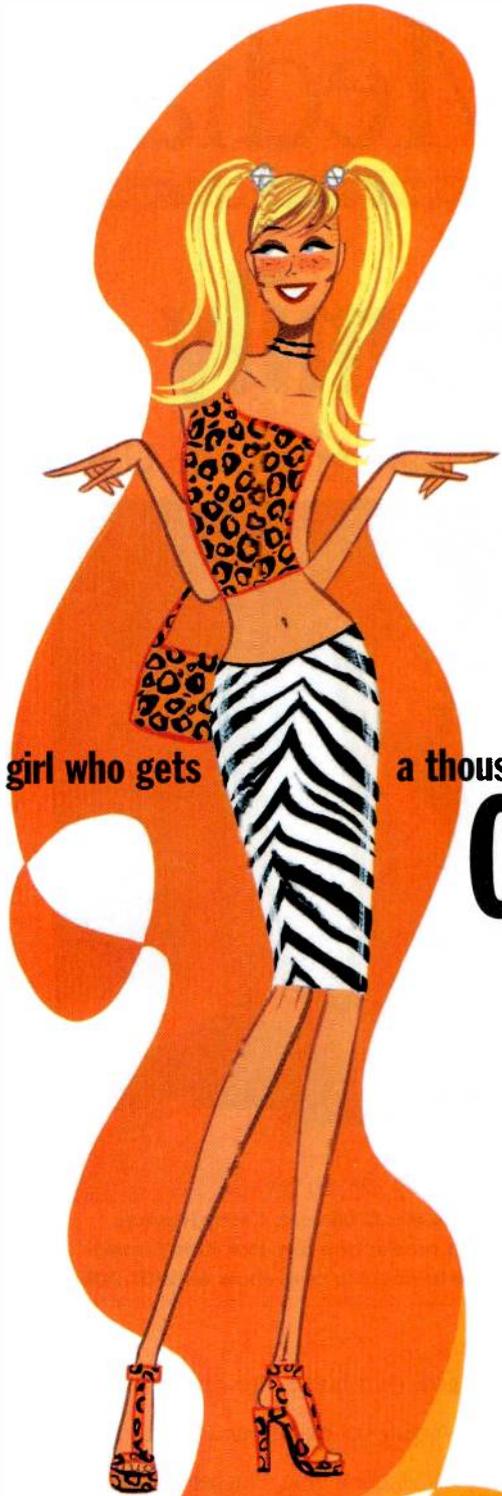
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# Local Media

TV STATIONS • NEWSPAPERS • RADIO STATIONS • OUTDOOR • MAGAZINES

## We Are Family

Radio One mother-and-son team grows the U.S.' largest black-owned group



On the air: Chairman Cathy Hughes (with production director Kirk Tanter) used to host her own show on WOL-AM.

MARTIN SIMON/SABA

By Katy Bachman

**C**athy Hughes gave up everything she had—her home, her car, her savings account—to own her first radio station, buying out ex-husband Dewey Hughes' interest in WOL-AM in Washington, D.C. For a time, Hughes and her son, Alfred Liggins, had to call the station home, living there because they had no place else to go. ♦ Twenty years later, Hughes' Radio One has grown from that single station into the country's largest radio group owned by African Americans. A significant player in the rough-and-tumble consolidation race, Radio One had \$82 million in revenue in 1998, making it the 16th-largest radio group overall, according to industry analysts BIA. Including acquisitions made this year, the company projects its 1999 revenue will top out at about \$120 million. ♦ Hughes, Radio One chairman, has been overcoming personal and business challenges all her life. A single parent at 17, she relied on

her strength of will and a solid work ethic. "I changed my focus from myself to my son, and later to my friends and my staff," says Hughes, 51. "I never once thought I couldn't make it. The only people who fail are those that give up."

After she managed to scrape together \$950,000 to buy WOL in 1980, she had to rebuild a dying station battered by payola scandals and poor management. With little money coming in and a teenage son to support, keeping the station afloat wasn't easy. "Everybody tells you 'no'—the advertisers, your lenders, your partners, your friends," recalls radio consultant Skip Finley, a former advisor to Radio One.

Hughes refused to listen. When her lenders said she couldn't afford to hire a talk-show host, Hughes put herself on the air, a moonlighting job she gave up only six years ago. "You will not shut me down," I told [my lenders]. "It's not God's plan."

Yet Hughes is more than a tough-minded businesswoman. "I never wanted to be more concerned about money than people," she says. "Radio One is a family. That's a woman's touch. That's my method, and [my son] has inherited it. It all starts at the top. We have situations here that don't exist in most of corporate America."

To Hughes, her business is her family. And the son she focused everything on, Alfred Liggins, now 34, is right by her side as the Washington-based group's president/CEO. His first job was as account executive at WOL, the station where he and his mother used to sleep each night. Although armed with an MBA from the Wharton School, Liggins has been the keeper of his mother's approach to the business.

While most radio groups and stations take community service seriously, at Radio One, it's practically a religion. "We try to do more than just talk about a problem—we try to provide options, alternatives," Hughes says. Those efforts often include pitching in directly to help. When a 1997 water main accident in Baltimore put two dozen families out on the street, Radio One raised \$40,000 through on-air solicitations to help get the residents back on their feet.

Radio One's four stations in Baltimore

often offer programs that combine events with on-air discussions, such as a recent Community Health Day held with Johns Hopkins Hospital. The stations devoted large blocks of air time to educate listeners on treatments for diseases that affect large numbers of African Americans, such as lupus and sickle-cell anemia. The stations' main office was packed all day with listeners who came for health screenings.

"Cathy Hughes has schooled us to think community and think giving back," says Pam Somers, general manager for Radio One in Baltimore. "It takes a corporate commitment and a staff commitment."

Community service aside, Radio One is a business, after all, with 26 stations in nine of the country's 20 largest African American markets. And as a business, it's been on a roll. This year alone, Radio One has spent nearly \$88 million to acquire 11 stations. Three separate deals in Richmond, Va., have given the group a seven-station cluster in that market, which is ranked 18th in African American population. It's Radio One's largest cluster so far.

"They've reported good growth on an aggressive strategy—it seems to be coming together," Mark O'Brien, vp of BIA Consulting, says of Radio One. "And they're not acquiring companies at the expense of their balance sheet."

On May 6, Radio One went public; the stock offering has raised \$119 million so far. Shares were trading at 44<sup>3</sup>/<sub>8</sub> last week, up 21 percent from May. "Their stock is doing extremely well," says consultant Finley, who sold Washington's WKYS-FM to Radio One in 1995 for \$34 million. "A year from now, it will be a dividend player."

Liggins says deals in the works could put Radio One in three new markets over the next nine months, in keeping with the group's strategy to acquire and turn around under-performing stations in the largest African American markets.

Nearly all Radio One stations program specifically to black listeners. The FM properties offer Urban music, while the AM sticks are News/Talk and Gospel or a combination of both. "Our first choice is to do some form of Urban programming," says Mary Catherine Sneed, Radio One COO.

That's a prudent strategy right now, as the Urban format's overall share of audience in the U.S. grew nearly a full point to an 11.0 from spring 1998 to 1999, according to an Interep analysis of Arbitron data. Urban has been steadily on the rise and is now the No. 2 format in total audience share behind News/Talk, overtaking Country and Adult Contemporary.

Yet even with Urban's uptick and the success and growing visibility of groups like Radio



**Sales call: President/CEO Liggins says he must convince clients—more than agencies—to spend more in minority-owned media.**

MARKITTY SIMONSKA

One, minority ownership in broadcasting is becoming increasingly rare. In 1995, prior to the deregulation brought on by the Telecommunications Act of 1996, there were 350 minority-owned radio stations (223 of which were controlled by African Americans) among the U.S. total of 11,412 radio stations, a rate of 3.1 percent, according to the National Telecommunications & Information Administration. In the NTIA's August 1998 report, the number of stations with minority owners had shrunk to 337 (African American: 194) out of a total of 11,524, a rate of 2.9 percent. Among the country's top 50 radio station groups, only three are controlled by African Americans: Radio One; 33rd-ranked Inner City Broadcasting, based in New York; and 42nd-ranked Blue Chip Broadcasting, based in Cincinnati, according to BIA.

"It's getting worse—there are fewer owners

has pressed hard for more minority ownership, the industry has nothing official in place to foster it. Some groups have taken up the initiative on their own. When Clear Channel was forced to sell 20 stations to win federal approval for its merger with Jacor earlier this year, the group sold 10 outlets to minority-owned companies, including Radio One, Blue Chip and Mega Communications, a Hispanic-owned group. Radio One picked up two Clear Channel outlets in Cleveland, WENZ-FM and WERE-AM.

"The powers that be need to decide that they are interested in [improving minority ownership]," Liggins says. "Clear Channel and [CBS] have done it. But there needs to be more of it."

Beyond the ownership issue, minority broadcasters still face an uphill battle with advertisers, some of whom have exercised "No Urban" dictates in their buying practices. The result has been that as a rule, Urban-format stations do not earn revenue equal to their standing in the ratings. The leak of an internal memo at Katz Media in May 1998 brought the ugly practice of "No Urban" dictates to national attention.

While the outcry and a report released in January by the FCC have helped reduce the tactic, it still exists. In Washington, Radio One's WKYS ranks third in the ratings but only eighth in billings, according to Duncan's American Radio. In Baltimore, Radio One's WERQ-FM is top-rated but third in billings; WWIN-FM is second in the ratings, ninth in billings.

And while Internet-related ads are filling the coffers of many stations this year, the flow of dot.com dollars to Urban outlets has been slow. "It's not a significant revenue stream for us," Liggins says. "Just like when computer advertising was big, Urban stations lagged behind. It took us longer to get CompUSA and Egghead Software. We're getting some money from America Online and Amazon, but there's a whole bunch [of Net advertisers] we don't have."

**RADIO ONE'S 26-STATION PORTFOLIO**

Market (rank in black households)	No. of Stations	Share of Listeners 12+
Washington, D.C. (3)	4	10.1%
Detroit (4)	4*	5.5%
Atlanta (6)	2	6.8%
Philadelphia (7)	1	3.0%
Baltimore (9)	4	18.7%
St. Louis (14)	1**	n.a.
Cleveland (17)	2	3.6%
Richmond, Va. (18)	7	26.0%
Boston (22)	1***	n.a.

\*WJZZ-AM is currently off the air and for sale  
 \*\*WFUN-AM is currently off the air but will relaunch soon with an Urban format  
 \*\*\*WCAV-FM is off the air but is expected to relaunch before Oct. 1  
 Sources: Radio One; Arbitron Spring 1999 book

now," Liggins says. And because major groups have gobbled up as many stations as the relaxed federal rules will bear, it's harder than ever for minority broadcasters to find station assets for sale, let alone financing to acquire them.

While FCC Chairman William Kennard

Adds Sneed: "The growth for the dot.com businesses is with women and minorities. We have to educate these people that the growth for their customers is with our audience."

Liggins is confident Urban stations can attract more business from the hard-to-get categories. He sees it as a constant educational process, starting with advertisers. "We have to get to the client level," he says. "You can convince the buyer and the planner, but it's the client that shoots it down. Agencies will only push so hard, because they have everything to lose."

"Advertisers need to take the cultural blinders off," says Sherman Kizart, director of urban marketing for Interep, RadioOne's national rep firm. "No Urban' dictates are still prevalent."

One major radio buyer at a top-10 agency says that Radio One's ad inventory now sells at market prices, unlike a few years ago, when it went for as much as 30 percent below average. Still, the buyer says, "There is a lot of business they should be getting that they're not."

There are a few success stories, as categories including restaurants and automotive are warming up to Urban. "In the past couple years, some automotive dealers have been reaching out to the African American community," Somers says. "In Baltimore, it's common sense. If advertisers aren't reaching 27 percent of the population, they're not maximizing potential."

Urban radio groups like Radio One have a strong marketing pitch. Since 1990, African Americans' buying power has increased 73 percent to more than \$532 billion, according to an Interep analysis of data from the University of Georgia's Selig Center for Economic Growth. Urban-formatted stations attract 80 percent of all black radio listeners, more than any other format. "If marketers are using radio, then it makes sense to [target] the segment of the market that is using the medium the most," says Interep's Kizart.

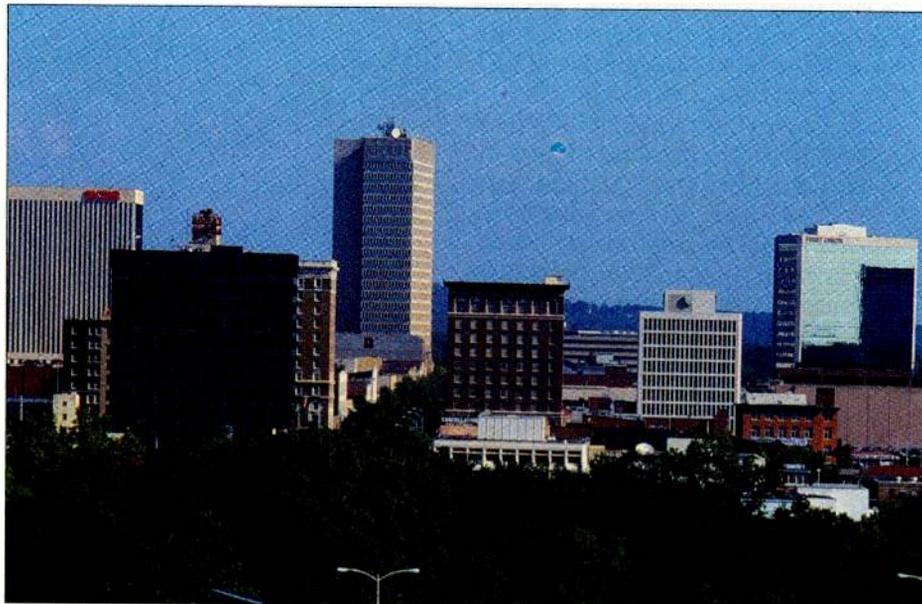
Looking back on all that Radio One has accomplished and where the company is heading, Hughes says that perhaps her toughest challenge has been to step away from the group's day-to-day operations. Having conferred most of her responsibilities on her son, Hughes admits her biggest fear has been that things would change, "and we would wind up being just another successful company."

Keeping Radio One's homegrown, community-oriented culture alive while nurturing the group's expansion and financial success is now Liggins' challenge. As dynamic and as determined as his mother, the son pushes forward. "We have to continue to be successful and create shareholder value," he says. "If not, we make it more difficult for others. If we're successful, people will believe in the niche and see that minority-owned broadcasters can exist." ■

## MARKET PROFILE

# Greenville-Spartanburg-Anderson, S.C./Asheville, N.C.

BY MIRA SCHWIRTZ



FRED ROLLINSON

**F**or the better part of the 1990s, Greenville, S.C., and its neighboring cities—Spartanburg to the east, Anderson to the south and Asheville, N.C., to the north—have enjoyed solid economic growth. The central Carolinas corridor defined by the four communities has attracted a list of multinational businesses that reads like a United Nations roster. In addition to the celebrated BMW plant built six years ago on the Greenville-Spartanburg border, there are literally dozens of European and Japanese manufacturers with operations in the area. Hitachi owns an electronics plant three miles outside of Greenville, while Austrian automotive fabrics manufacturer Eybl Cartex is 20 miles from downtown. Spartanburg is home to a major marketer of snack crackers, Canada-based Dare Foods.

Yet even as the global economy has come to this mountainous market, its communities are in no rush to join it. Despite the region's dramatic upswing (Greenville is the fastest-growing city in South Carolina) and the rapid acculturation of the area from insular to diverse cosmopolitan, the four cities have largely remained true to their small-town roots.

Local loyalties play a major role in shap-

ing the economics of local television in Greenville-Spartanburg-Anderson-Asheville, the U.S.' 35th-largest TV market. While all local TV stations' signals are carried in all four communities, Sinclair Broadcasting-owned ABC affiliate WLOS dominates the news scene in its home base of Asheville. Likewise, Greenville-headquartered NBC affiliate WYFF, owned by Hearst-Argyle Broadcasting, and Spartan Communications' CBS affiliate WSPA in Spartanburg have the most popular newscasts among viewers in their hometowns.

For media buyers, the strength of each outlet in its community creates challenges. "You almost have to buy each station—they are still very much hometown news," says Jack Welch, media strategist at ad agency Brains on Fire in Greenville. "All the stations have to play the game. No matter how hard they try to not [identify themselves with] their individual market, people in those cities view them that way."

"You do have geographic biases in viewing," adds David McAtee, general manager of WYFF.

The real ratings contest, then, is for the viewers who live outside the market's four major cities. The geographically large Greenville-Spartanburg-Anderson-Asheville mar-

# How to reach someone who might buy an iBook from Apple



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ket includes 10 counties in South Carolina and 14 in North Carolina.

Greenville-based WYFF tailors its news programming to the South Carolina counties. WSPA, which defines its territory as south of Spartanburg and west to Anderson, says it also skims some viewers out of Greenville County. WLOS, branded as the North Carolina news station, is expanding its territory into the western part of the state with a new bureau established last month in Waynesville.

A new contender with ambitions to become the market's overall source for regional news is Fox affiliate WHNS, owned by Meredith Broadcasting. Based in rural Greenville County, near the Spartanburg County line, the station is not tied to any of the four cities. WHNS' opportunity is to build on that status, avows news director Lee Polowczuk. "It would be a suicide mission for us to compete against the other stations in their markets," he notes.

This fall, the station will expand its half-hour newscast at 10 p.m. to one hour and begin producing the program on its own. The expanded news will concentrate on quality-of-life stories in an attempt "to be more things to more people," Polowczuk says.

For the past three years, WHNS' 10 o'clock news has been produced by WSPA. WHNS has hired its own daytime and evening news teams for what Polowczuk promises will be "an issue-oriented newscast, not a run-and-gun news."

Jim Conschafter, general manager of WSPA, says WHNS faces an uphill battle in carving out its own niche in news, particularly with a positioning that seeks to appeal to viewers across the entire market. "They [will end up] concentrating on their own market, for the simple fact that their [staff] are all in Greenville," Conschafter predicts.

WSPA made its own news change this year, adding a 5:30 p.m. newscast in January to its existing 5 and 6 p.m. news lineup. WSPA is a strong No. 2 in evening-news ratings overall in the market, behind WYFF.

The steady influx of new businesses and residents to the region from outside the Carolinas has brought some changes to the look and content of news programming in the market. Not all the changes are necessarily for the better, some TV executives admit, as style sometimes wins out over substance. "All the stations are changing to live up to the new residents'—many of them Northerners—expectations," says WYFF's McAtee. One striking across-the-board change is a greater emphasis on news anchors' attire to reflect a broader representa-

## Scarborough Profile

### Comparison of Greenville-Spartanburg-Asheville To the Top 50 Market Average

	Top 50 Market Avg. %	G'ville-S'burg-A'ville Composition %	G-S-A Composition Index
<b>DEMOGRAPHICS</b>			
Age 18-34	32.6	29.2	89
Age 35-54	39.8	39.7	100
Age 55+	27.6	31.2	113
HHI \$50,000+	38.7	25.2	65
College Graduate	12.4	8.9	71
Any Postgraduate Work	10.4	6.9	66
Professional/Managerial	22.1	17.1	77
African American	12.3	13.4	109
Hispanic	11.7	*	*
<b>MEDIA USAGE</b>			
Read Any Daily Newspaper - (Average Issue)	57.9	54.3	94
Read Any Sunday Newspaper - (Average Issue)	67.8	65.4	96
Total Radio Average Morning Drive M-F	25.5	21.4	84
Total Radio Average Evening Drive M-F	18.6	15.1	81
Total TV Average Early News M-F	28.9	32.2	111
Total TV Average Prime Time M-S	39.6	40.7	103
Watched A&E past 7 days	36.6	32.8	90
Watched BET past 7 days	7.8	6.1	78
Watched CNBC past 7 days	19.1	18.9	99
Watched CNN past 7 days	38.6	42.5	110
Watched The Discovery Channel past 7 days	40.2	37.6	93
Watched The Disney Channel past 7 days	18.1	17.8	99
Watched E! past 7 days	13.6	8.1	59
Watched ESPN past 7 days	31.7	40.5	128
Watched The Family Channel past 7 days	23.4	32.4	139
Watched fX past 7 days	9.2	12.8	139
Watched Headline News past 7 days	19.0	29.2	154
Watched The History Channel past 7 days	19.6	24.9	127
Watched The Learning Channel past 7 days	19.9	24.6	124
Watched Lifetime past 7 days	24.0	21.6	90
Watched MSNBC past 7 days	9.2	8.7	95
Watched MTV past 7 days	17.3	14.0	81
Watched Nick at Nite past 7 days	16.0	16.7	105
Watched Nickelodeon past 7 days	17.0	14.9	87
Watched Sci-Fi Channel past 7 days	12.2	11.1	91
Watched TBS past 7 days	30.1	46.5	155
Watched TNN past 7 days	18.8	33.4	178
Watched TNT past 7 days	32.3	37.4	116
Watched TV Food Network past 7 days	8.6	9.3	108
Watched USA past 7 days	31.3	35.2	112
Watched VH1 past 7 days	15.2	11.0	72
Watched The Weather Channel past 7 days	37.4	53.8	144
<b>HOME TECHNOLOGY</b>			
Owens a Personal Computer	46.9	44.7	95
Accesses Internet/WWW	39.8	30.3	76
Shops Using Online Services/Internet	8.5	5.9	69
Connected to Cable	69.0	60.1	87
Connected to Satellite/Microwave Dish	10.2	20.6	202

\*Respondent count too small for reporting purposes

Source: 1998 Scarborough Research Top 50 Market Report (Release 2 1998, 12-month database)

tion of viewer tastes.

Another big programming change on tap for this fall is at Pappas Communications-owned WASV-TV in Spartanburg. The station, which is operated under a local marketing agreement by WSPA parent Spartan Communications, will drop its part-time affiliation with the WB network and become a full-time UPN affiliate. P.J. Ryal, WASV

general manager, says UPN's ethnic-oriented prime-time programming should give the station a ratings lift.

"The ethnicity of this market is under-served," Ryal says. WASV's signal reaches well into Greenville, so the station's full-time tie with UPN should help attract more viewers among the 14 percent to 15 percent of Greenville residents who are African

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**Fax:** (203) 531-1406  
**E-Mail:** morano@qba.com  
**URL:** <http://www.sunbeambread.com>

**Brand Established:** 1942  
**Product/Service Category:** Food  
**Media Expenditures:** \$0,000  
**Media Expenditures By Medium:** \$500,000, Syndicated TV - \$350,000, \$500,000, Spot Radio - \$100,000, Newspapers - \$350,000, Trade Publications - \$0,000, Outdoor - \$175,000, Interactive - \$0  
**1998 Media Budget:** Up 10%  
**1997 Sales:** \$401,000,000 exact  
**Budget Set:** Mar.  
**Lead Advertising Agency/Contact:** QBA Advertising & Communication, Greenwich, CT (203) 532-3244. Morano, Vice Pres.  
**Additional Advertising Agencies:** Calvert & Co., Upper Montclair, NJ (973) 783-0600. Dale Calvert, Dewitt Media, Inc., New York, NY (212) 542-2120. Bob Flo

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

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 360 Delaware Ave.  
 Buffalo, NY 14202  
**Phone:** (716) 842-2233  
**Fax:** (716) 842-6676  
**E-Mail:** first initial last name @mower.co  
**URL:** <http://www.mower.com>

**Type Of Organization:** Agency, Public Relations  
**Ultimate Parent Company:** Eric Mower and Associates, Syracuse, NY (315) 466-1000  
**Services Offered:** E-Advertising, \*Consumer Advertising, Marketing, Media Planning, Public Relations, Sales Promotions, Interactive/Internet Services, Event Management/Marketing, Out-of-Home Advertising, Strategic Planning/Marketing, Corporate Communications, Product Development  
**Fields Served:** Automotive, Entertainment, Financial Services/Banks/Savings & Credit, Food, Retail Stores/Chains  
**Employees:** 55 **Year Founded:** 1977  
**1997 Billings:** \$36,002,300  
**1997 Billings By Medium:** Network TV - \$6,128,041, Cable TV - \$891,130, Radio - \$5,793,183, Newspapers - \$5,710,440, Publications - \$1,038,411, Trade Publications - \$274,104, Direct Marketing - \$750,000, Collateral - \$3,843,904, Other - \$0 (Pub. Rel./Sales Promotions) - \$0  
**1997 Fee Income:** \$36,002,300

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

Address, Telephone, Fax, E-mail Address, URL, Key Personnel, Services Provided, Ad Specifications, Accounts, Strategic alliances, Company Profile

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**Entertainment Weekly**  
 Time Inc.  
 1675 Broadway  
 New York, NY 10019  
**Phone:** (212) 522-5600  
**Fax:** (212) 522-0074

**Frequency:** Weekly  
**Total Circulation:** 1,300,611  
**Audit:** ABC  
**Single Copy Price:** \$3.00  
**Editorial Personnel:** popular culture, the people, increasing  
**Target Readership:** active and involved entertainment enthusiasts  
**Mng. Editor:** James W. ...  
**Pres.:** Michael J. ...  
**Pub.:** ...  
**Vice Pres., Ent. Mktg./Bus. Devel.:** ...  
**Vice Pres., Consumer Mktg.:** ...  
**Circ. Dir.:** ...  
**Dir., Finance/Admin.:** George ...  
**Assoc. Pub.:** ...  
**Prodn. Dir.:** ...  
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# IQ Directory

**Company Profile:** We are a premier Internet/Intranet service provider with an in-house staff of artists and programmers.  
**Primary Accounts:** America Floral Services ([www.americafloral.com](http://www.americafloral.com)); Lillian Vernon ([www.lillianvernon.com](http://www.lillianvernon.com)); New Century Network ([www.newcentury.net](http://www.newcentury.net)); Silly Classix (CD-ROM); The Strategic Alliances: Apple Computers; Bell Atlantic; Microsoft; UPN-Paramount Channel 20.  
**Site Developed By:** In-House.  
**Ad Placement Contact:** Jim Hatch, Dir., Mktg. Base: Flat Fee.  
**Resolution Sizes in Pixels (width x height):** 468x60, 125, 120x240, 120x90, 120x60, 88x31.  
**Maximum File Size:** 50 Kilobytes. **File Formats:** GIF, JPEG, PNG.  
**Sponsorships Available:** Yes.

**Digital Scribe**  
 67-71 Yellowstone Blvd., Ste. 6D  
 Forest Hills, NY 11375-2846  
**(718) 268-1493**  
**E-Mail:** harry\_widoff@msn.com  
**URL:** <http://www.digitalscribe.com>

**Project Mgr. Harry Widoff\*** .....  
**Mktg./Sales William Corsa** .....  
**Programmer Joseph Gonzalez** .....  
**Animation Dir. Steven Speer** .....  
**Year Established:** 1989 **Employees:** 12  
**Operations:** CD-ROM Development, Consulting, **Multimedia Video/Graphic Design, POP/Video Developer.**  
**Company Profile:** To find niche products and design web sites.

## Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share (%)	Revenue (in Millions)	Share of Total
AMFM Broadcasting	4 FM (G'ville/S'burg)	25.0%	\$15.4	42.8%
	1 FM, 1 AM (Asheville)	29.4%	\$7.1	73.7%
Clear Channel Communications	1 AM			
	3 FM	25.4%	\$9.4	26.3%
Sinclair Communications	3 AM			
	2 FM	19.8%	\$7.8	21.8%
Alpeak Broadcasting	1 FM	1.8%	\$1.0	2.8%
WMUU Inc.	1 FM	2.4%	\$0.8	2.1%
Billy Graham	1 FM (Asheville)	3.6%	\$0.5	5.2%

Includes only stations with significant registration in Arbitron diary returns and licensed in Greenville-Spartanburg, S.C., Asheville, N.C., or immediate area.  
Ratings information provided by Arbitron, Spring 1999 book; revenue information provided by Duncan's Radio Market Guide, 1999, and BIA Research, 1998.

American, Ryal notes. Wrestling is also big in the market, so UPN's new World Wrestling Federation prime-time show, *Smack-down*, should also help bring more viewers to WASV, Ryal says.

The WB's programming will find a new home in the market on Glencairn Broadcasting's WFBC, formerly an independent. The outlet, which is operated by Sinclair's WLOS via an LMA, has begun heavily promoting itself as "The WB40" in anticipation of the change. The switch was brought about in part by the scheduled darkening this fall of WB cable superstation WGN outside of Chicago.

WFBC has solid prospects of inheriting the 25,000 viewers on average (or approximately 2 percent of the market) who have watched the WB's prime-time slate on WGN and WASV, according to a Nielsen Media Research custom analysis of the market based on last February's sweeps period. WFBC should not have much trouble replacing WASV with the local WB audience, says Will Davis, vp/gm of WLOS and WFBC. Because WASV was under contract to surrender its part-time affiliation with the WB, the station never promoted itself as a WB affiliate, Davis notes.

Cable operator AT&T Broadband is also a local-programming player via a channel it provides to subscribers in Asheville and surrounding Buncombe County. The service features cooking, music and home improvement shows, among others. Although the channel's ratings are too small to be measured by Nielsen, system general sales manager Steve Curtis says AT&T plans to expand its lineup. Greenville and Spartan-

burg cable subscribers also have a local-programming channel produced by their systems operator, Intermedia Partners.

Cable's household penetration in Greenville-Spartanburg-Anderson-Asheville is about 10 percent lower than the national average, according to Scarborough Research data (see chart on page 20), while satellite television subscriptions are about double the national average. A good portion of the market outside of the four major cities is very rural and is not wired for cable. Intermedia has about 124,000 customers, or 60 percent household penetration, in Greenville-Spartanburg and surrounding counties, says Joe Haight, area general manager for Intermedia.

In radio, the market's top country stations, Clear Channel's WESC-FM and AMFM Broadcasting's WSSL-FM, are constantly battling each other in morning drive. The daypart also features the highly popular Charlotte, N.C.-based morning team of John Boy and Billie on classic-rock WROQ-FM, owned by AMFM.

Although Greenville-based WESC hit a low point in last winter's Arbitron book, dropping to seventh place overall behind top-ranked WSSL, the station rebounded to fourth overall in the spring book thanks to a rally by popular morning host Charlie Munson. "In the long run, a local personality who knows how to pronounce all the streets in downtown and is seen on those streets has a better chance of success," says Ron Brooks, WESC program director.

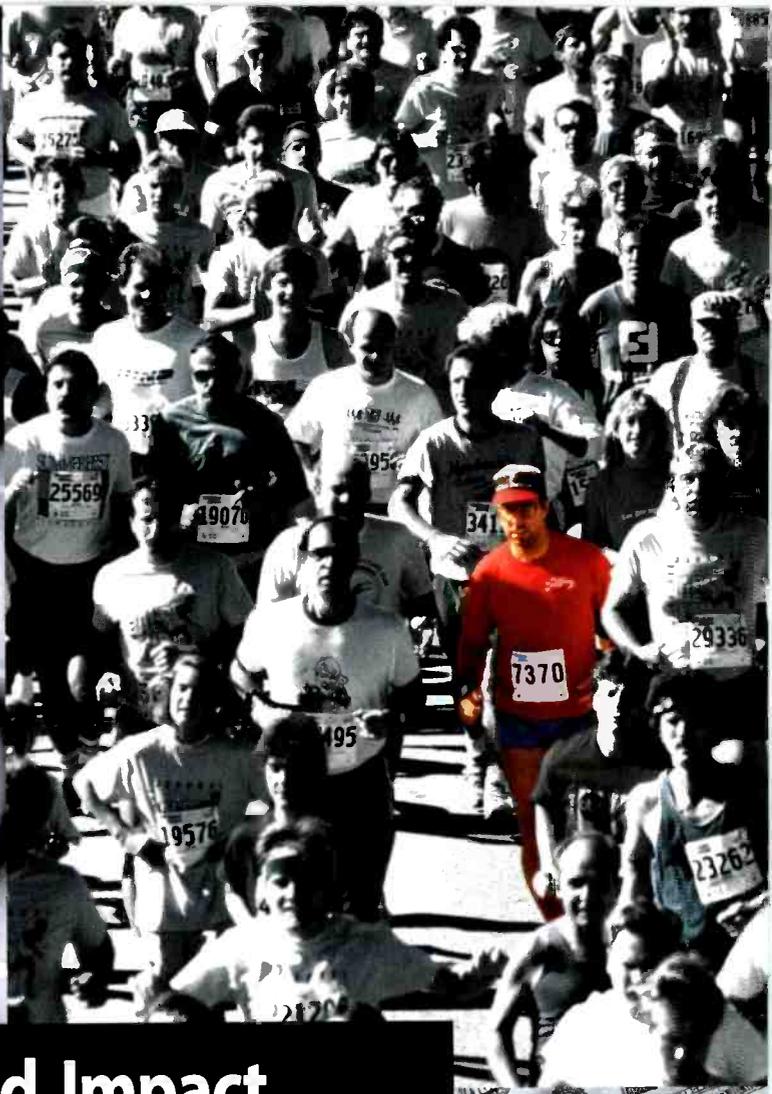
WSSL's morning team of Bill Ellis and Chris James also has a lot of local equity. While *The Ellis and James Show* is in a "dogfight" in the mornings with WROQ, according to WSSL program director Bruce Logan, the a.m. competition between the two country outlets is all about image. As a relative newcomer to town, the 14-year-old WSSL has tried to paint the 50-year-old WESC as the older-skewing station. Yet according to Brooks, WESC's play list is 5 percent to 10 percent more contemporary than WSSL's.

Both stations are hoping the recent national successes of "new country" singers like Shania Twain and the Dixie Chicks will rescue the format from its national slump. "The greatest thing is that the combined country shares in this market are up in the last four [ratings] books," Logan notes.

## Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Greenville County: 140,000 Households</b>				
<i>Greenville News</i>	61,367	86,093	43.8%	61.5%
<i>Spartanburg Herald-Journal</i>	312	363	0.2%	0.3%
<b>Anderson County: 62,600 Households</b>				
<i>Greenville News</i>	5,169	6,534	8.3%	10.4%
<i>Anderson Independent-Mail</i>	24,867	28,797	39.7%	46.0%
<b>Spartanburg County: 94,900 Households</b>				
<i>Greenville News</i>	2,978	4,511	3.1%	4.8%
<i>Spartanburg Herald-Journal</i>	49,735	55,412	52.4%	58.4%
<b>Buncombe County: 80,300 Households</b>				
<i>Asheville Citizen-Times</i>	32,590	38,426	40.6%	47.8%

Source: Audit Bureau of Circulations



**Focus and Impact.**



# Main News

# Sports

# Health & Fitness

# Food

# Business

reader erosion in the confidence and trust that have long underpinned the

or sell tapping devices, and those who use them are rarely caught or prosecuted. Moreover, surreptitious listen-

... Instead, it's 'Let's steal information from each other and use it to get each other.'

Angele's Kohama blames modern

teen life in the raw would certainly give a parent grounds for paranoia.

The 17-year-old girl whom detectives rescued from immersion in the

Shocked to learn it had been surreptitiously done, the daughter eventually forgave F said.

"She said, 'As long as you're all right.'"

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Mary Dowling-Packaged Goods  
(212)856-6320

Jack Grandcolas-Computers  
(415)551-0100

Local familiarity is also sparking new competition in the market's print media. *The Greenville Journal*, a weekly that launched in May, is counting on its menu of community news to appeal to readers unmoved by the "AP Wire focus" of the market's major daily newspaper, *The Greenville News*, says *Journal* publisher Mark Johnston. The weekly is trying to update and analyze local issues and provide more depth than the hard-news reports in the *News*. "Our readers tell us what they want in the *Journal*," Johnston says. "We run more local stories than the newspaper does in seven editions."

The *Journal* is "very well done," says Stacey Taylor, media supervisor at Impressions Media Services. "It has made an impact. People are talking about it." Advertisers also like the new paper because its rates are considerably lower and it is more accommodating than the *News*, Taylor adds.

The full-color, tabloid-sized *Journal*, owned by a group of private local investors, has a controlled circulation of 30,000. The paper says it has attracted 65 local advertisers to its pages.

The *Greenville News* is not lagging, however, in its own campaign to win readers with a stronger local news report. In May, the paper introduced a new section, City

People, profiling influential citizens. In July, City People East was introduced for readers in the eastern half of the market. Both sections are designed to cater to readers' interest in community stories, says *News* publisher Steve Brandt. Last March, the paper overhauled *The Tribune Times*, a weekly supplement that serves readers in the suburban "Golden Strip," in the southern part of Greenville County.

The moves are all part of an effort to increase readership, Brandt says. The paper's total circulation of 99,645 as of March 31 was flat with March 1998, according to the Audit Bureau of Circulations. Newsstand sales, however, were up 7 to 8 percent year-to-year, according to Brandt.

Appealing to a slightly younger audience than both the *News* and the *Journal* is the market's free weekly, *Creative Loafing*. An arts-and-entertainment freebie with a newsstand distribution of 25,000, *Loafing* includes news and listings primarily targeting readers in Spar-

## Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
<b>Greenville-Spartanburg, S.C.</b>			
WSSL-FM	Country	11.7	10.1
WJMZ-FM	Urban	9.3	9.9
WROQ-FM	Classic Rock	9.3	7.9
WFBC-FM	Top 40	9.1	10.5
WESC-FM	Country	9.1	7.3
WMYI-FM	Adult Contemporary	6.7	5.6
WSPA-FM	Lite Adult Contemporary	5.8	6.8
WTPT-FM	Rock	5.3	6.8
WMUU-FM	Beautiful Music	2.3	2.2
WYRD-AM	News/Talk/Sports	2.0	1.5
<b>Asheville, N.C.</b>			
WWNC-AM	Country	21.8	9.4
WKSF-FM	Country	17.3	18.0
WMIT-FM	Religious	3.4	4.1

Source: Arbitron, Spring 1999 Radio Market Report

## Nielsen Ratings Greenville-Spartanburg-Anderson, S.C./Asheville, N.C. Evening and Late News Dayparts

Early News				
Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WLOS	5	15
	CBS	WSPA	6	17
	NBC	WYFF	8	23
	UPN/WB	WASV	1	2
	Independent	WFBC	1	4
5:30-6 p.m.	ABC	WLOS	6	16
	CBS	WSPA	6	17
	NBC	WYFF	8	22
	UPN/WB	WASV	1	2
	Independent	WFBC	1	4
6-6:30 p.m.	ABC	WLOS	10	20
	CBS	WSPA	10	21
	NBC	WYFF	12	25
	UPN/WB	WASV	1	2
	Independent	WFBC	1	1
Late News				
10-10:30 p.m.	Fox	WHNS	3	7
11-11:30 p.m.	ABC	WLOS	5	14
	CBS	WSPA	8	22
	NBC	WYFF	10	28
	UPN/WB	WASV	1	2
	Independent	WFBC	0	1

Source: Nielsen Media Research, May 1999

tanburg and Anderson. The paper is owned by Atlanta-based Eason Publications, which publishes editions of *Loafing* in several other markets.

The leading publication serving the market's burgeoning business community is the *GSA Business Journal* (*GSA* stands for Greenville-Spartanburg-Anderson), published by Greenville-based GNU's Newspaper. *GSA Business Journal*, a tabloid-style biweekly, is planning to expand from its current 36-page average to keep pace with the area's rapid growth, says editor Kerry Eleveld. The magazine claims a circulation of 10,500, an undisclosed portion of which is paid.

A former *GSA Business Journal* competitor, *Greenville Business Magazine*, dropped "Business" from its title this year to become a general city magazine. While *Greenville Magazine* still features business articles, readers are more likely to find stories about gardening and choosing a doctor in the monthly. The Piedmont Publishing-owned title has a circulation of 12,000, 15 percent of which is paid.

Outdoor advertising in the Greenville-Spartanburg-Anderson-Asheville market is active, although Greenville County is strictly controlling poster construction in the high-growth eastern suburbs of Simpsonville and Greer. Some 65 percent to 75 percent of the outdoor placements in the market are controlled by Fairway Outdoor, based in Duncan, S.C.

## MOVERS

### TV STATIONS

Tribune Broadcasting named **Diana-Marie Howard** station manager at WMHQ-TV in Albany, N.Y. Pending FCC approval, WMHQ will relaunch as WB affiliate WEWB-TV. Howard was formerly the local sales manager at Tribune's Boston WB affiliate WLVI-TV, which will program the new station via satellite... **Carol Sheer** was named executive producer of the evening and late newscasts at KSTP-TV, the Minneapolis ABC affiliate. Formerly a news producer at KTSP from 1986 to 1991, Sheer returns after news stints at Minneapolis CBS O&O WCCO-TV, St. Louis CBS affiliate KMOV-TV and Denver NBC affiliate KUSA-TV.

### RADIO

**Bernard Gershon** was named vp and general manager of ABCNEWS.com. He was formerly vp of ABC News Radio...Interop has expanded its Radio 2000 group, changed the name to Interep Marketing Group and announced appointments of executive vp/regional directors of new business, reporting to group president Stewart Yaguda: **Debbie Durben** (East), **Zina Murray** (Central) and **Brian Robinson** (West)...**Scott Manson** was named chief financial officer and general counsel for FTM ("Feed the Monster"), a Phoenix-based company that develops and manages Web sites for radio stations. Manson was formerly chief financial officer of Imaging Management Associates. FTM also named **David Kendrick** senior vp/sales, marketing and affiliate relations. Kendrick's experience includes positions with Interep's McGavren Gild rep firm and Brown Broadcasting...**Steve McKay** was named program director for Greater Media's WXXM-FM "Jammin' Gold 95.7" in Philadelphia. McKay was most recently program director at Citadel Broadcasting's WBHT-FM in Wilkes-Barre, Pa....**Dan Block** was named operations manager for Journal Broadcast Group's three stations in Tulsa, Okla., KVOO-FM, KVOO-AM and KCKI-FM. Block was most recently program director at Cox Radio's KWEN-FM in Tulsa...**Carryl Pierre** was named national partnership marketing director for Chancellor Marketing Group, the national sales (continued on page 28)

# The Media Edge

Edited by Anne Torpey-Kemph

## Family Business Suits Bruce

**S**uffering from post-traumatic stress syndrome from the upfront? Dot.com business running you ragged? Client having a temper tantrum?

Well, don't expect much sympathy from Bruce Lefkowitz. He's the father of 3-year-old quadruplets—Trent and Coby (boys) and Kyle and Jenna (girls)—and has a set of twins due around Thanksgiving. Lefkowitz, vp of national ad sales for Discovery Networks, has forgotten more about diapers, bottles and time management than most people will ever learn.

When he's not being Dad times four, Lefkowitz is juggling his considerable responsibilities at Discovery Networks, which seems to be adding new networks almost as fast as Lefkowitz is adding heirs.

But Lefkowitz genuinely delights in it all, finding parallels between his work and home life.

"You have to treat [each kid] 100 percent differently because they all have different needs, and that's exactly true in my business life as well. You treat all of your managers, sales people and clients differently based simply on who they are," says Lefkowitz, adding that he and his wife never refer to their kids as "the quads."

Lefkowitz's progeny are sure to be an imposing bunch, not only for their number but also for their likely size. Standing 6'8", Dad is a former center for the University of Pennsylvania, and his 5-foot-11-inch wife, Coco, played hoops for Fairleigh Dickinson.

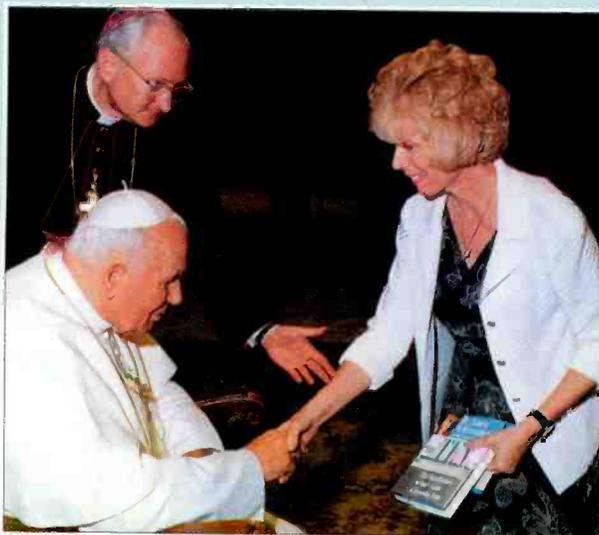
With former teammates and family members now coaching college hoops, there is a constant flow of baby jerseys into Lefkowitz's



Discovery sales exec Lefkowitz, wife Coco, and quadruplets Kyle, Trent, Coby and Jenna

Westchester County, N.Y., home from schools ranging from U.C. Berkeley to St. Joseph's University in Philadelphia.

With all those contacts, college shouldn't be a problem. Says Lefkowitz, "The recruiting is starting already." —Jim Cooper



### When in Rome...

During a recent visit to the Vatican, Dr. Laura Schlessinger, the Jewish radio personality who dispenses advice on morality and ethics on her syndicated weekday show, met with Pope John Paul II and presented the pontiff with a copy of her best-selling book, *The Ten Commandments: The Significance of God's Laws in Everyday Life*. No word yet on whether the Pope has added it to his summer reading list—maybe he's waiting for it to come out in paperback next month, from HarperCollins.

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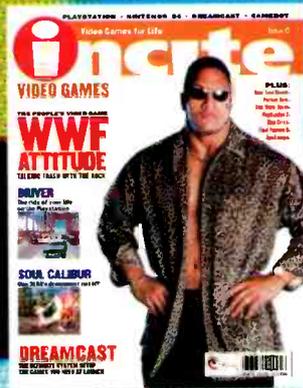
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## MOVERS

(continued from page 26)  
promotion division of AMFM. Pierre joins CMG from CBS Promotions Group in New York.

### NETWORK TV

**Bob Meyer** was promoted to director, movies, miniseries and specials for NBC Entertainment Publicity. Meyer will be responsible for overseeing



**Biondi moves at the WB**

all print and electronic publicity campaigns for NBC's prime-time longform programs and specials. He has spent 12 years at NBC in assorted electronic publicity capacities...The WB Network has upped **Juli Biondi** from director of facilities to vp, technical operations for its WB 100+ Station Group. Biondi will oversee expansion of the services and

future development as well as continuing to manage technical operations at the station group's central site in Los Angeles.

### TV PRODUCTION

**Sarah Timberman** has been promoted from senior vp of series development to executive vp of series development for Columbia TriStar Television. In her new position, Timberman will add comedy to her purview, overseeing all prime-time development. Timberman played a major role in shepherding current ColTriStar hits *Dawson's Creek* (airing on the WB) and *Party of Five* (Fox), as well as upcoming fall series *Manchester Prep* (Fox), *Party of Five* spinoff *Time of Your Life* (Fox), *Family Law* (CBS), *Falcone* (CBS) and *Secret Agent Man* (UPN).



**ColTriStar ups Timberman**

### NEWSPAPERS

At *The New York Times*, **Darren Frank**, group director, technology advertising, has been promoted to vp/advertising sales. **Alyse Myers** has been promoted from vp/promotion and marketing communications to vp/marketing services for the *Times*. She will continue to be responsible for all promotion and marketing communications...**Sharon Rogers** was named senior ad sales executive in San Francisco for Gannett-owned *USA Weekend*, the weekend magazine of *USA Today*. Rogers had been manager of ad sales for *Ladies' Home Journal*.



**NYT expands Frank's role**

### MAGAZINES

**Richard Atkinson**, president of Time Inc. Atlantic, has been named CFO/executive vp of Time Inc....**Patrick Hagerty**, publisher of *U.S. News & World Report*, has left the newsweekly to join Internet company CMGI Solutions...**Jim McCabe**, vp of ad sales at Capital Publishing's *Worth*, has been promoted to publisher...**Kristine Schreiber** was promoted to publisher from ad director at Gruner + Jahr's *YM*.

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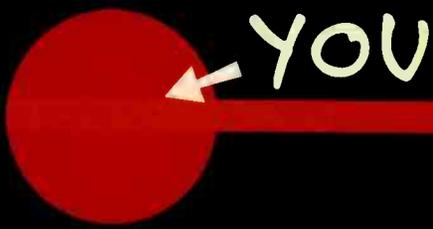
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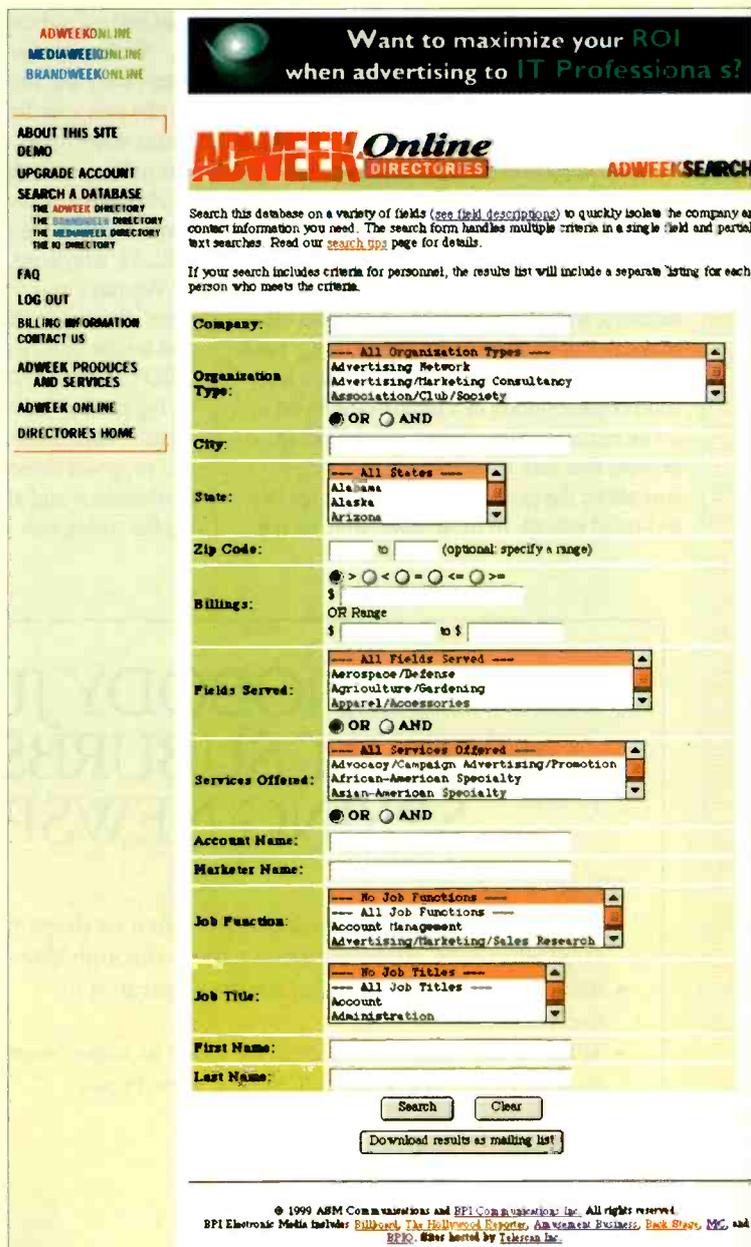
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Organization Type: [Dropdown: Advertising Network, Advertising/Marketing Consultancy, Association/Club/Society]

City: [Text Input]

State: [Dropdown: All States, Alabama, Alaska, Arizona]

Zip Code: [Text Input] to [Text Input] (optional: specify a range)

Billings: [Text Input] \$ OR Range [Text Input] to \$

Fields Served: [Dropdown: All Fields Served, Aerospace/Defense, Agriculture/Gardening, Apparel/Accessories]

Services Offered: [Dropdown: All Services Offered, Advocacy/Campaign Advertising/Promotion, African-American Specialty, Asian-American Specialty]

Account Name: [Text Input]

Marketer Name: [Text Input]

Job Function: [Dropdown: No Job Functions, All Job Functions, Account Management, Advertising/Marketing/Sales Research]

Job Title: [Dropdown: No Job Titles, All Job Titles, Account Administration]

First Name: [Text Input]

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# Zaleski's Legacy: The High Cost of *Cosby*

There aren't many left like him. Joe Zaleski, the president of Carsey-Werner Domestic Distribution who recently succumbed to a long battle with cancer at age 66, was one of those Dale Carnegie-like sales guys who live out of suitcases and knock on lots of doors. In the days before network and studio consolidation, Zaleski traveled to almost all of the TV stations in the 200-plus U.S. markets, exercising his pure and natural salesmanship in the syndication business.

It was in the late 1980s when Zaleski, then president of domestic distribution of Viacom Enterprises, really made his mark in the TV industry, with the record \$2 billion-plus off-network sale of *The Cosby Show* (NBC, 1984-94). Zaleski and Dennis Gillespie, then a co-head of distribution at Viacom, developed a controversial and innovative blind-bidding process that had TV stations competing to stay above the pre-set floor prices set for the top-rated sitcom. In most cases, stations not

only paid a record price but also accepted the previously unheard-of one minute of national barter advertising time that Viacom had carved out.

"Without a doubt, [they] were the first to set the template for barter advertising, which was unknown to the marketing of A-tier sitcoms," recalls Henry Schleiff, who was CEO of Viacom's entertainment division at the time and is now president/CEO of Court TV.

"A big part of Joe's success [came from] the relationships he built with station managers and program directors, the way he read the marketplace and always had instinctive timing for trying new marketing initiatives."



LONG PHOTOGRAPHY

**Syndie star Zaleskie will be remembered for his salesmanship.**

Following the *Cosby* syndication launch, Zaleski helmed a similarly successful off-network launch of *Roseanne*, leading Carsey-Werner to tap him when the company formed its own syndication division in 1995.

"It was like one of those Remington shaver commercials—Joe was so good that Marcy [Carsey] and Tom [Werner] had to buy him," jokes Schleiff. "We really have to look at Joe

Zaleski as a mythical figure, not just because of his raw salesmanship, but also for his market-changing moves and passion for the broadcasting business."

—Michael Freeman

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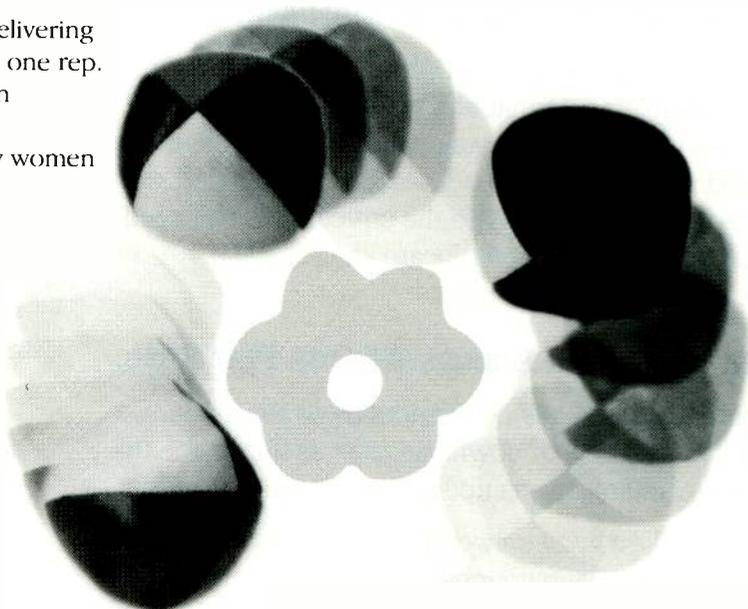
If SPRING isn't part of your act, you could be dropping the ball.

Sources: 1998 SPRING Market Study conducted by Belden Associates Sales and Marketing Management, Survey of Buying Power.

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## Galvins' Getaway Takes A Turn to JFK Jr. Case

When Jerry Galvin and his wife, Robin, took a recent vacation on Massachusetts' Martha's Vineyard, they just wanted to get away from it all. Little did they know they were right in the middle of it.

During a morning walk on the beach at Gay Head, the Galvins, both columnists for the *Cincinnati Post*, found Carolyn Kennedy's medicine bottle on the shore but didn't know how important it was because they'd tuned out all media and hadn't heard about JFK Jr.'s downed plane.

The name on the bottle read "Carolyn—l-y-n [not Caroline]," says Galvin, noting that he didn't make the connection to Carolyn *Bessette* Kennedy. In fact, finding the bottle got the couple joking about all the famous people they *hadn't* run into on the Vineyard. "[We thought] the closest we got to a brush with fame was a medicine bottle with a Kennedy name on it," Galvin says.

When a relative contacted the Galvins later that day to talk about the missing plane, the couple was shaken. They immediately turned the bottle over to the police, who had believed that the first debris from the accident washed ashore at 1:30 p.m., not 10:30 a.m. The new evidence altered the direction of the search and made the couple a target of reporters who wanted to know the bottle's contents. But the Galvins kept a lid on that detail, and they say they'll never tell. —Lori Lefevre



### Can't Keep Brown Down

Mag industry legend Helen Gurley Brown is a woman of her word. She has a commitment to herself to exercise for one hour each morning and 30 minutes every day after lunch, and "by God," she honors it. The 77-year-old HGB shows up in a photo essay in the upcoming issue of *Country Living's Healthy Living*, sharing details of the health regimen that keeps her going strong. "It's never too late to start exercising," says the professed cookieholic. "But you must do it for yourself—don't expect applause."

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# MEDIA DISH



Space case: *Architectural Digest* and cohost Omega watches feted the 30th anniversary of man's walk on the moon at a recent reception at New York's Top of the Beekman Tower. (From left) Michael Light, author of *Full Moon*, Apollo space suit; Bob Wexler, president, Tourneau; and Jeff Peterson, *AD* associate publisher.



Main MTV squeeze: Caustic comedian Chris Rock embraced MTV president Judy McGrath at the cable net's recent press conference at Manhattan's Lincoln Center to announce the 1999 MTV Video Music Awards nominations. Rock will host the awards show, to air live Sept. 9 from New York's Metropolitan Opera House.



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Bankroll 'em: In Los Angeles recently, *Premiere* magazine senior vp/publisher Steve Aaron (l.) presented a check to Ric Robertson, executive administrator of the Academy of Motion Picture Arts and Sciences, as part of an endowment for the Margaret Herrick Library and the Academy Film Library.



Six-pack: *Vibe* magazine celebrated its sixth anniversary at a recent party at New York's Lot 61, attended by (from left) *Vibe* editor Emil Wilbekin; recording artist Mary J. Blige, who appears on the anniversary-issue cover; and John Rollins, group publisher, *Vibe*, *Blaze* and *Spin*.

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## CALENDAR

The National Association of Broadcasters 1999 **Radio Show** will be presented Aug. 31–Sept. 3 at the Orange County Convention Center in Orlando, Fla. Featured speakers include FCC Chairman William E. Kennard. Contact: 800-342-2460.

*House & Garden* magazine will present its annual **Luxury Marketing Breakfast** at the Four Seasons in New York on Sept. 8 at 8 a.m. Panelists will include John F. Smith, vp and general manager of GM's Cadillac Motor Car division, and Anthony D'Ambrosio, exec vp, Tourneau. Contact: 212-243-5499.

Women in Cable & Telecommunications will host an **executive development seminar** Sept. 8-10 at the Sylvan Dale Ranch in Loveland, Colo. Contact: Laurie Empen at 312-634-2353.

The Television Bureau of Advertising will present its **1999 annual forecasting conference** Sept. 9 at the Time Life Building in New York. Contact: 212-486-1111.

The Radio-Television News Directors Association will hold an **International Conference and Exhibition** Sept. 20-Oct. 2 at the Charlotte Convention Center in Charlotte, N.C. Contact: 202-775-3527.

Price WaterhouseCoopers will hold its **1999 Global Convergence Summit** Sept. 30 at the Marriott Marquis Hotel in New York. Contact: Deborah Scruby, 212-259-4250.

American Express Publishing will present a **Luxury Marketing Summit** Oct. 17-19 at the Arizona Biltmore Hotel. The event will feature leading marketers, producers and retailers of luxury items and brands. Panelists will include Marian Salzman, director of the brand futures group, Young & Rubicam. Contact: 212-706-1630.

Magazine Publishers of America will present **The American Magazine Conference** Oct. 28-31 at the Boca Raton Resort & Club in Boca Raton, Fla.. Contact: 212-872-3700.

# Media Notes

## NEWS OF THE MARKET

Edited by Anne Torpey-Kemp

### TBS Scraps Plans for Women's Net

Turner Broadcasting Sales has dropped plans for a new cable network focused on women that it was creating with Condé Nast parent Avance Publications Inc. Called The Women's Network, the service was first announced in June during the National Cable Television Association's annual convention in Chicago. But two months later Turner has decided that the cost of programming and the lack of distribution would hobble the network for years. The funds earmarked for the service will shift to Boomerang, Turner's new animation network, and Turner South, the company's regional network for south of the Mason-Dixon line.

### Weather Channel the Source for AOL

The Weather Channel and America Online have signed a multiyear agreement that makes Weather.com the main weather information source for AOL, AOL.com, Netscape Netcenter and CompuServe.com. The Weather Channel's Weather.com will offer its America Online partners in-depth weather coverage of more than 700,000 national and international locales. Weather.com will also provide weather news updates and specialized content on weather as it relates to health, travel and outdoor activities. Also as part of the deal, AOL will receive promotion on The Weather Channel, the only 24-hour international weather network. It reaches 72 million U.S. cable homes.

### Odyssey Signs Affil Deal With TWC

Odyssey, the nascent cable network owned by the Jim Henson Co., Hallmark Entertainment and Liberty Media, has signed a corporate affiliation deal with Time Warner Cable that will add 4 million new analog customers to the network's 29 million-subscriber base. Odyssey is already in 4 million Time Warner cable homes. Odyssey has added a total of 8.5 million new analog subscribers since last December. Henson and Hallmark revamped Odyssey's programming in last April with their respective libraries.

### Report Shows Network Commercials Up

Three of the Big Four broadcast networks aired more network commercial minutes in prime time during the first four months this

year than they did last year, according to a report by the Alliance, a joint monitoring service between J. Walter Thompson and Ogilvy & Mather. Based on data from Nielsen's Monitor-Plus database, compiled by the Alliance, NBC carried 12 percent more network commercials during the first four months this year. While NBC added the most minutes, ABC had the highest average with 10:12 network commercial minutes per hour. Fox was the only network to show a decrease, with 3 percent fewer commercial minutes in the first quarter.

### Studies Fuel Low-Power FM Debate

The debate over establishing a system of low-power FM signals may come down to dueling engineering studies. Days after the National Association of Broadcasters filed an exhaustive 500-page document that included the results of its engineering study, it filed a request with the FCC to inspect the commission's study of radio receivers. While the NAB engineering study tested five types of radio in 60 markets and concluded that LPFM would create "chaos" on the airwaves, the FCC has maintained that interference would not be a problem.

### K.C. Star Signs Newspapers First

Knight-Ridder's *Kansas City Star* has enlisted the New York-based ad rep firm Newspapers First to sell national advertising in the daily. The *Star*—with a circulation of 283,500 daily and 401,500 Sunday—hopes to benefit from the clout of the 39 metropolitan-area newspapers represented by NF. The *Star* counts among its major national advertisers General Motors; retailer Value America; and Sprint, which is based in Kansas City. NF already reps other Knight-Ridder dailies *The Philadelphia Inquirer*, *Miami Herald* and *San Jose Mercury News*.

### Westwood Teams With CBS SportsLine

Two CBS properties—Westwood One and CBS SportsLine—have signed a three-year promotion and programming deal worth \$9 million. In exchange for on-air promotional mentions on Westwood One/CBS Radio broadcasts, CBS SportsLine will provide pregame, halftime and postgame updates and scoreboard reports for Westwood



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# Media Notes

CONTINUED

One/CBS Radio Sports' coverage of live sporting events including NFL football, NCAA football, NCAA basketball, championship boxing, U.S. Open and Masters golf and Notre Dame football. Westwood One will also syndicate and share ad revenue with three shows from SportsLine: *The Drive*, a sports talk radio show airing weekdays 10 a.m. to 2 p.m. ET; *NFL Today*, a 90-minute pregame radio show to air 11 a.m. ET; and the one-hour *NFL Sunday*, to air at 7:30 p.m. ET.

## CBS Cuts More Internet Deals

CBS continued investing in the Internet last week, cutting deals with Wrenhead.com and Jobs.com. For \$33 million in advertising and promotion over CBS' media properties, CBS gets a 22 percent equity stake in Wrenhead, a Web site that allows automotive enthusiasts to search and order parts for any make or model vehicle. CBS will get a 38 percent equity stake in Jobs.com in exchange for \$62 million in advertising and promotion across CBS' media properties over five years. In both deals, Infinity, CBS' out-of-home subsidiary, will receive a pro rata share of the investments. Including these two deals, CBS' promotion for equity agreements this year total more than \$713 million.

## XM Sets Up Programming Arm

XM Satellite Radio, one of two companies that plan to launch 100 channels of digital radio direct to consumers for \$9.95 per month by 2001, has established an in-house programming unit called XM Originals. Veteran radio programmer Lee Abrams, XM senior vp of programming, and Dave Logan, XM vp of programming operations, will develop new radio formats based on popular music genres as well as create new formats. XM has also hired composer Larry Fast, known for his work with Barbra Streisand and Peter Gabriel, to compose audio tracks. In addition, XM has signed deals with content providers including PBS' *The NewsHour With Jim Lehrer* and *The Sporting News*, the Times Mirror magazine.

## Mills Tapped as GM of Dallas Indie Station

Rick Mills, former general manager of Dallas/Ft. Worth-based UPN affiliate KTXA-TV, was appointed to the same post at USA

Broadcasting's independent outlet in Dallas. The new station, currently carrying the call letters KHSX-TV and operating as a home shopping channel, will relaunch in November with programming likely to include off-net syndication and sports. Mills will report to USA COO Rick Feldman.

## LIN, 21st Century Team to Buy TV Stations

LIN Television has joined forces with the minority-owned 21st Century Group to form a new station acquisition group, Banks Broadcasting, based in Chicago. Former LIN executive Lyle Banks will head up the group and focus on purchasing TV stations in midsize and smaller markets. Banks' first foray into station operation is via a local marketing agreement with new Wichita, Kan., WB affiliate KWCV-TV. The station is licensed with Turner Communications, another minority-owned company. The LIN/21st Century union creates a platform for more minority-owned and -operated transactions in broadcasting—a pet issue of Federal Communications Commission Chairman William Kennard.

## ASME Prez Leo Joins Meredith

Jacqueline Leo, president of ASME, will join Meredith Corp. as editor in chief of Interactive Services for the Meredith Publishing Group, effective Oct. 1. In this new position, Leo will oversee all areas of interactive services and counsel Meredith's senior management in this area. She will also head Shop Online 123, a new print-

and-Web franchise and serve as editor in chief of the company's *Family Money*. Leo comes from Consumers Union, where she was editorial director and publisher of *Consumer Reports*.

## TV Guide Sets Up One-Stop Sales Unit

TV Guide Inc. has created a single sales department called TV Guide Media Sales, combining print, cable, online and interactive divisions. Dick Porter, senior vp and publisher of TV Guide Magazine Group, will head the team as executive vp and general manager of TV Guide Media Sales. Chris Manning, vp, national advertising for TV Guide Networks, has been named senior vp of TV Guide Media Sales.

## Primedia Sells Education Group

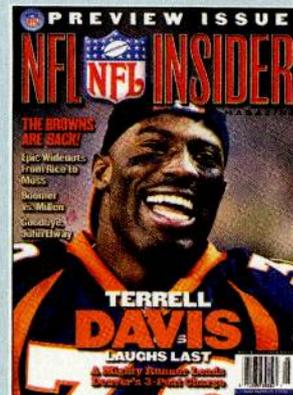
Primedia last week sold its Supplemental Education Group to Ripplewood Holdings LLC for \$415 million to reduce its debt, which was \$2.16 billion as of June 30. The group, which includes *Weekly Reader*, American Guidance Service and Primedia Reference, will be sold as part of the company's refocusing effort. Primedia plans to focus on publishing niche consumer and business magazines.

## BabyTalk Guide Promotes Online Shopping

*BabyTalk*, part of Time Inc's Parenting Group, will run a special promotional supplement in its October issue entitled "The *BabyTalk* Right Stuff Gear Guide." The guide, comprising 20 pages of editorial and 11 pages of advertising, will give information on the best items for babies and direct readers to Web site babycenter.com, a partner in the venture, to buy and enter a contest to win a shopping spree. The guide attracted two new advertisers for *BabyTalk*, Playskool and Tiny Love.

## Insider Kicks Off

EMAP Petersen and NFL Properties recently launched *NFL Insider Magazine* at the Pro Football Hall of Fame's annual induction ceremonies in Canton, Ohio. The 180-page premiere issue includes such advertisers as Mercedes Benz, Visa, Panasonic, Gillette and Coca-Cola. The magazine, which hits newsstands Aug. 30, has a guaranteed circulation of 1 million. John Wiebusch, former editor of other NFL Properties publications *NFL Kickoff* and *NFL First and Goal*, is editor in chief. *NFL Insider* will be published eight times in 2000, monthly during football season. Special editions will be sold at games as part of individual teams' programs.



It's game time for a new EMAP/NFL Properties mag.

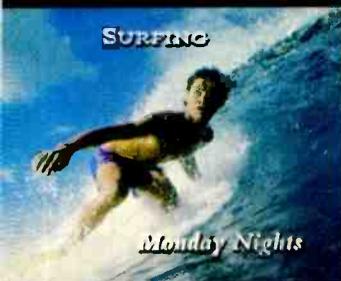
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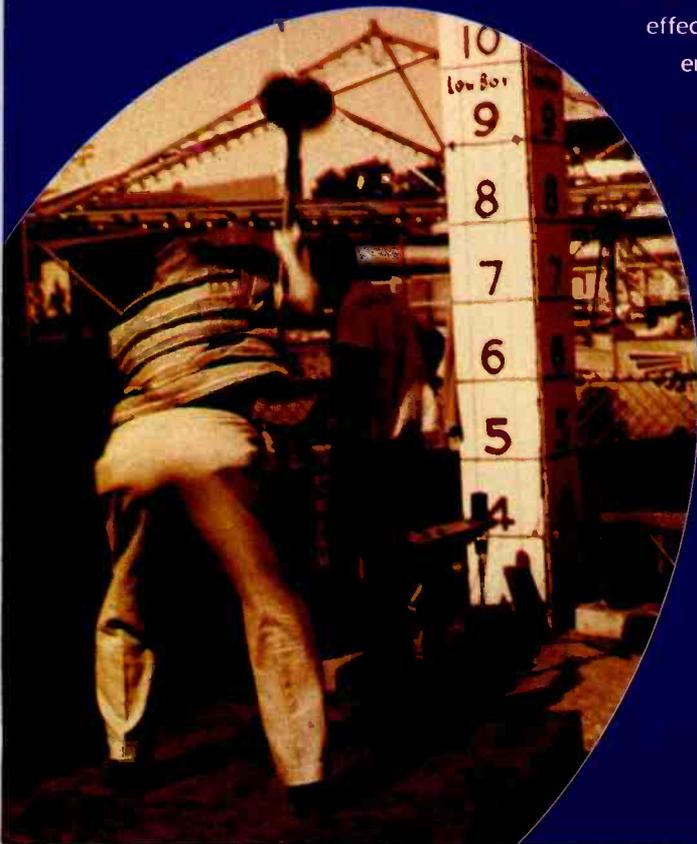
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**We've finally** recovered from last week's Jupiter Online Advertising Forum, the three-day Manhattan schmooze 'n' booze held annually in August. While the conference is always worthwhile—even a brief stroll through the Sheraton is bound to elicit juicy digital gossip—this year managed to attract mainstream ad folk. McCann chief John Dooner took the stage, and rumor has it that several high-level suits from top shops were spotted cruising the floor. Turns out there's more to ad life than Cannes and the 4A's convention after all.—*Catharine P. Taylor*

# interactivenews

## @deadline

### WB Shows Sandler Short

Warner Bros. Online released "The Peeper," starring Adam Sandler, a 6.5 minute animated short created expressly for the Web that marks the first time the entertainment hub has worked with a star to produce directly for the Web. The soundtrack comes from Sandler's upcoming comedy CD, to be released by Warner Bros. Records on Sept. 23. The animation will be viewable at [adamsandler.com](http://adamsandler.com), [warnerbros.com](http://warnerbros.com), and community site [acmecity.com](http://acmecity.com). To promote the short, Warner Bros. Online is purchasing online ads, an unusual move for the WB, with placements not yet announced.

### @plan Automates RFPs

Online market research firm @plan, Stamford, Conn., today launches the RFP Network, a service that automates the process of issuing online media buying proposals for agencies. Based on a standardized, template-driven format with a database of standard questions, the execution and distribution are done electronically to add uniformity to the process.

### Hitting the Links

Web discussion community RemarQ, San Jose, Calif., is offering a new ad model that inserts relevant links into users' messages. Advertisers can buy keywords within specific topics, adding a link to the word within the message or adding a brief message and link below it. The avail launches with ads from travel site MSN Expedia, auction site eBay and Web connectivity provider Above.Net.

### Asia Welcomes Modem

Norwalk, Conn.-based Modem Media.Poppe Tyson's 60-day-old Tokyo office landed work from Coca-Cola and IBM as well as General Electric, part of GE's overall \$11 million commitment to work with the agency. The Tokyo office numbers some 27 employees.

## KPE Sweetens Deal With Starburst Game

By Sloane Lucas

Silicon Alley shop KPE is supporting M&M/Mars' new Starburst Hard Candies marketing effort with an interactive game that also takes advantage of the Internet's word-of-mouse abilities. The game, dubbed Mini Mart Mayhem, launches today at [www.starburst.com](http://www.starburst.com) featuring the store clerk character currently appearing in Starburst's TV campaign via Grey Advertising.

Grey broke the offline version of the campaign last year to tout Starburst's Fruit Chews candy and extended the campaign with the Hard Candy introduction in June. Grey, a part-owner of KPE, commissioned the new media firm to develop the game.

Users are asked to toss Starburst Hard Candies into a moving bag. To win, players have to advance through three levels of difficulty without hitting the clerk with the candies. Created with Shockwave technology, the game includes a viral marketing component that allows players to challenge a friend to play via e-mail. The game will be advertised on youth-targeted sites such as [www.mtv.com](http://www.mtv.com) and [www.warnerbros.com](http://www.warnerbros.com).

KPE's most notable online game effort, the "Pringles Popblaster" rich media game for client Procter & Gamble, took a silver at the

Interactive Clio Awards this year. (The Clio Awards are owned by *Adweek Magazines*.) The same creative team, led by Tracy Long and Tina Gongsakdi, who head up KPE's rich media department, conceived, designed and produced the Starburst game.

"In addition to creating awareness and incenting trial, one of the advertising goals ... was to strengthen the emotional bond with our

core teen consumers through our cool image, hip Clerk character and executions and by infiltrating teens lives and culture," said Joanne Petro, account supervisor at Grey.

"Starburst has such great, vibrant brand identity in standard media, so there was no ques-

tion that we would extend that online," said KPE director of advertising Gulid Copeland. "Now, the consumer will experience a unified front from the moment they play Mini Mart Mayhem until they buy their bag of Hard Candies at the store."

Founded in February 1996, KPE is a New York-based interactive developer specializing in media and entertainment with services including rich media and broadband content development, design and technology support, business planning and strategy, marketing and branding, and public relations. ■



KPE's Clio award-winning rich media team developed a new interactive game for Grey's Starburst client.

# Affiliation Networks To Re-Emerge as Dotcom

**BY SLOANE LUCAS**—Affiliation Networks this week will shed its somewhat mundane moniker for what it feels is a more jazzy dot-com title. Re-christened as Snowball.com, the San Francisco-based content company will promote its new name with a \$1-\$2 million trade and consumer effort breaking the week of Sept. 13 to raise its profile for users and advertisers, as well as potential investors being wooed for an IPO the company hopes to hold in the first half of 2000.

Affiliation Networks spun out of Imagine Media Publishing in February of this year to develop and service online content-based networks targeting 12- to 29-year-olds. Among its more well known brands: ChickClick, for the 15- to 29-year-old female demographic, which launched in February 1998; and IGN, a leading site for 12- to 24-year-old male game enthusiasts, which launched in March 1997. Other properties include IGN sister site The Den, Power Students Network, for 16- to 26-year-old students, and its newest addition, InsideGuide, a student-driven college community network.

"We wanted a brand that would be memorable, that would ring true with this gener-

ation," said president and CEO Mark Jung of the name change, which he says evokes viral, participatory growth. "That's what a snowball is." Prior to joining Affiliation, Jung was CEO and founder of Worldtalk, an e-mail and Web security solutions firm which he helped to take public in April 1996.



Affiliation Networks' tentative new logo for its new identity.

New York agency Stein Rogan + Partners is developing the ad campaign. Jung says it will try to convey to marketers that they should target the 12- to 29-year-old demographic where they are active, ostensibly on the Web. Jung dubs this group the I-Generation, for the Internet generation, a combination of Generation Y and Generation X.

The effort will concentrate on print, outdoor and online with spot TV and radio to follow. Snowball.com earns revenue from banners, trigger ads, promotions, sponsorships and content licensing deals with companies such as Yahoo!, Hotmail, McDonald's, Esprit and Coca-Cola. Snowball.com plans to add e-commerce as an additional revenue stream and as an attraction for visitors, advertisers and future partners. Its sites aggregate 4 million users, according to Jung, and Snowball.com is aiming to build one to two more networks annually. ■

# Rogers Departs Darwin, No Successor Named

**BY ADRIENNE MAND**—Just a few months after Cynthia Rogers joined Darwin Digital as its first president, the Saatchi & Saatchi interactive division said it has eliminated her position and will parcel out her responsibilities.

An interactive veteran who consulted for Hewlett-Packard and San Francisco-based agency Organic, Rogers began her tenure at 2-year-old Darwin in March. Charged with handling business development and administration, she also created a separate media services group for online media buying in May.

Rogers would not elaborate on her unexpected departure, saying only that she plans to pursue other interactive posts. Darwin CEO Coby O'Brien refused to comment.

"Coby is recapturing some of the stuff that was in the presidential job zone," said a Darwin representative. "They found out they didn't

need that level of management in there, so they eliminated the position." The agency will apparently reform in a "team orientation."

One source, however, likened the move to a courtship that ended in a breakup, rather than matrimony. "People thought it was the right person coming in. It was not right for both people, and they amicably parted ways."

O'Brien was optimistic about Rogers' role when speaking to *IQ* in June. O'Brien said he wanted to focus on the creative rather than the business side, and that he admired Rogers' industry connections and planned to utilize her consulting background to bolster the agency's consumer focus. Darwin said Rogers' duties will be handled by six unidentified agency managers. Darwin counts General Mills, Kodak, Procter & Gamble and Paine Webber among its clients. ■

## bits

• Microsoft's **Slate** last week launched Office 2000, an area within the Redmond, Wash.-based e-zine that will provide readers with comprehensive coverage and analysis of next



year's presidential and congressional races.

Slate's Office 2000 will combine campaign-trail reporting with columns and features on candidates' platforms, with links to individual candidates' official Web sites.

• **PowerAdz.com**, the Rensselaer, N.Y.-based provider of Internet infrastructure services for local newspapers, acquired Coleraine, Minn.-based newspaper network **CityPapers.com**. PowerAdz.com adds CityPapers.com's network of 90-plus local newspaper sites to its portfolio of nearly 1,000 affiliate sites.

• New York-based marketing firm **YouthStream Media Networks** last week launched mybytes.com, a network of customized



microsites aimed at college audiences.

The free-to-user service will give college students and faculty members access to academic resources and lifestyle services, with contextual advertising. YouthStream has also inked partnerships with **Food.com** and **VarsityBooks.com**.

• Sports portal **CBS SportsLine USA**, Ft. Lauderdale, inked an exclusive two-year marketing and promotion agreement with healthcare information site **WebMD.com**, Atlanta. Under terms of the deal, WebMD, which recently announced that it would merge with **Healtheon**, will become the exclusive sponsor and content provider for CBS SportsLine's Health & Wellness area beginning in September.

• Online broker **E\*Trade**, Menlo Park, Calif., said it will provide after-hours online trading in the United States. E\*Trade customers will have access to after-hours trading traditionally available to large institutional investors, fund managers and brokers. E\*Trade's move comes weeks after online broker **Datek** began offering after-hours trading of its own.

• **NewYorkBaby.com** went live Monday, the first in a series of vertical, regional portals



from **The UrbanBaby Network**, New York, targeting the upscale mommy-to-be. The site provides free localized content and virtual communi-

ty support for planning and raising a baby in the New York area. Other sites coming up will target cities like Los Angeles and London. An online store launches in November.

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Media Analyst

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# Forbes.com Names CEO

**BY KIPP CHENG**—Forbes.com, the online unit of New York-based business media company Forbes Inc., tapped Jeffrey M. Killeen, a former barnesandnoble.com executive, for the newly minted post of chief executive officer. Killeen will oversee the strategic and operational growth of Forbes.com, which launched in 1997 and now boasts nearly 3.3 million visits per month.

"My attraction to Forbes.com was the uniqueness and power of three things: the brand, the content portfolio and the audience demographics," said Killeen. "From my perspective, a very large and very important Internet business can be built from a foundation of those assets."

Formerly chief operating officer at online books e-tailer

barnesandnoble.com, Killeen oversaw the development of B&N's Internet unit, which had originally idled while its nothing-but-Net rival Amazon.com gobbled up market share. Under Killeen's watch, barnesandnoble.com saw a



Killeen is charged with forging new alliances.

five-fold increase in revenue. The site now boasts over 2 million users.

Forbes COO Timothy C. Forbes called Killeen "a seasoned talent and leader" in a statement released last week. "He brings a combination of business acumen, creativity and vast experience in all aspects of Web development and operations."

Killeen said he hopes to develop new products and forge new content alliances and partnerships, though he could not be specific about upcoming plans. "The content perspective [at Forbes.com] is not only personal finance and business management in focus, but we also have a very strong technology focus," said Killeen. "We will take a real hard look at any content and commerce initiatives that are synergistic with our audience."

Forbes.com currently hosts the online edition of flagship business magazine *Forbes*, as well as Forbes Digital Tool, an original online publication covering the technology business. ■

## bits

• **DDB Digital**, Chicago, last week launched a banner campaign for Microsoft's Windows NT Servers utilizing Windows Media streaming media technology. Aimed at IT

**DDB Needham** professionals, the ads use case studies from the Chicago Stock Exchange and the law firm Bricker and Eckler to illustrate the functions of the servers. They are running on CMP, CNet, ZDTV, Computerworld, Infoworld and Network World Fusion. Interstitials will break later this quarter on TechWeb and Network World Fusion.

• **Agency Preview**, New York, a global database of advertising agencies and their creative work, will post data about 29 Publicis offices on the site adforum.com, including full-service agencies in Germany, France, Spain, Holland, Belgium, Poland and the United States.

• **BlueStreak.com**, Newport, R.I., launched On-The-Fly, a Java-based authoring tool enabling real-time creation, management and manipulation of the firm's E\*Banner rich media ads.

• **Solbright**, New York, launched two new services last week: AdTraffic Manager 2.0, an automation tool for online ad testing and trafficking; and Dispatch 2.0, an ad management system that administrates and automates online media buying and reporting.

• **Student Advantage**, a Boston-based membership and media company focused on the college market, will be the exclusive college marketing partner for online textbook retailer textbooks.com. Student Advantage will roll out an integrated off- and online campaign in the fall.

• Two new studies found rich media to be more effective than static banners in affecting consumers' awareness. Redwood City, Calif.-based **Excite@Home's** Rich Media Study II, done in conjunction with **Intel** and **Ipsos-ASI**, found broadband rich media ads have the potential to provide a 22 per-

**Excite@Home** cent higher recall, a 35 percent increase in click-throughs and roughly the same likeability as standard banners. A study by research firm **Millward Brown Interactive**, San Francisco, found New York-based **Unicast's** Superstitial rich media ads are more effective than traditional banners and streaming interstitials. Among those who viewed Superstitials, awareness of the brand was more than double that of banner ad views, and 93 percent of people that viewed the superstitials recalled the ad or brand.

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# Homestead Stakes Claim To New Affiliate Program

**BY SUSAN KUCHINSKAS**—This week, personal homepages site Homestead Technologies launches its MoneyMakers Program, an “instant affiliate” play that will let users profit from associations with e-tailers such as Reel.com, Fogdog Sports and health and beauty site SelfCare.com.

Homestead’s technology allows members to create free homepages using a drag-and-drop interface, selecting from a variety of “Elements.” These are graphics that provide instant functionality for such things as search and polling, many of which are sponsored by advertisers. To use MoneyMakers, members sign up once then drag e-tailers’ logos onto their pages to begin collecting commissions for sales originating on their sites.

“We make it really easy to make money,” said Dana Rositano, director of consumer marketing for Menlo Park, Calif.-based Homestead. “They can aggregate their commissions across all merchants.” Working through affiliation networks BeFree, Marlborough, Mass., and LinkShare, New York, Homestead negotiates and coordinates with each merchant, aggregates members’ commissions and offers them a single report on all

commissions, ranging from 5 to 30 percent.

Homestead vice president of marketing Michael Geller said affiliation programs are part of an important trend in online marketing “away from banner advertising and toward a pay-for-performance model. A lot of advertising partners we spoke to wanted more and more affiliates.”

Redwood City, Calif.-based sporting goods seller Fogdog Sports has been running affiliation programs for more than a year, attracting a variety of personal and smaller publishers. According to Michael Feldman, Fogdog’s director of partner marketing, a significant minority percentage of marketing

efforts hinge on affiliation. “It’s a great way to acquire customers and to build our brand and get our name out there.”

To start, Homestead users will be offered a Fogdog search box. Next month, they’ll be able to access Fogdog’s new auto-merchant-diser as a Homestead Element which will automatically push fresh product selections in specific categories to affiliate sites.

Said Feldman: “It’s a good evolution for the little guy—the personal Web page—to expand into e-commerce.” ■



Homestead allows users to garner affiliate sales dollars.

# Behind Beyond: Grey Explains Acquisition

**BY ADRIENNE MAND**—Grey Advertising’s purchase of media buying agency Beyond Interactive is part of an ongoing effort by Grey to bolster its online media business via its new MediaCom Digital group. Last week, company officials for the first time discussed the deal which was made last month [*IQ News*, July 26].

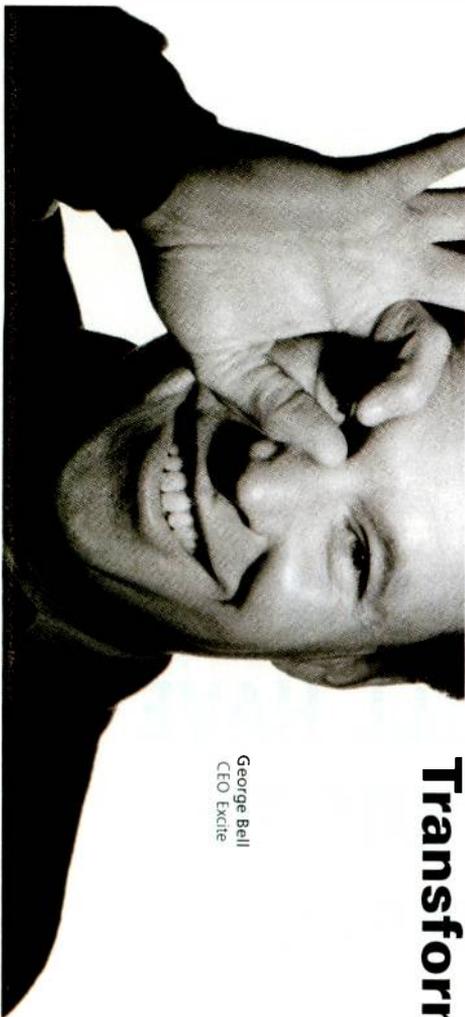
MediaCom Digital, formed in April, was designed to build clients a link between Grey’s traditional, direct and interactive ad services. “Clients wanted to work seamlessly across platforms,” said Harvey Goldhersz, president of MediaCom Digital, New York. The group develops strategic media plans that determine which Grey units clients should use for their campaigns.

The acquisition is meant to complement other Grey New Technologies divisions, such

as Grey Direct and media.com. “We recognized this was going to be the growth area for the foreseeable future,” Goldhersz said. “We wanted to expand our capability to meet client needs.” Beyond Interactive remains based in Ann Arbor, Mich., with offices in San Francisco and New York.

CEO Jonn Behrman said the company considered going public or obtaining outside funding before agreeing to the Grey deal. “We started looking to find an option that added value but still kept us autonomous,” Behrman said, adding, “Other agencies wanted to change our brand or wanted us to become a sub-unit.”

Beyond Interactive has added two undisclosed clients to Grey’s traditional side, he said, and has started working with Grey client Oracle, among others. ■



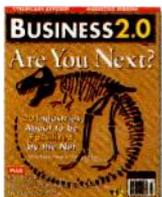
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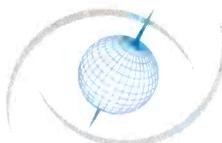


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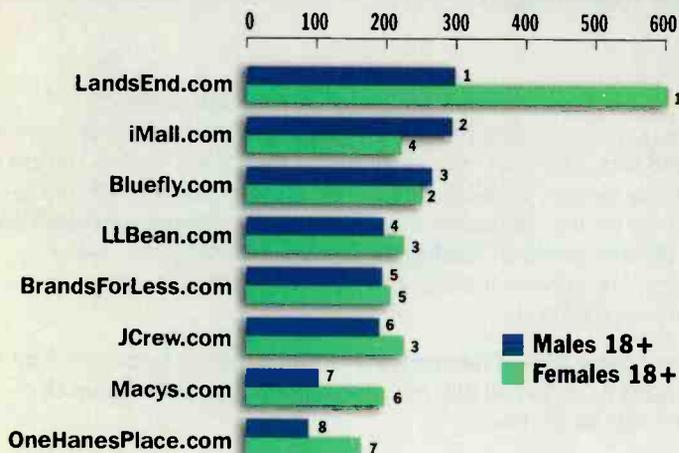
# Apparel Retailers Remain Undressed

Nothing so horrifies a student—at all academic levels—than the thought of returning to school badly dressed. As such, in the final installment of IQ's back-to-school series of stats, we take a look at the retailers outfitting the nation. The dearth of apparel retailers making noise online points to a timidity or uncertainty about how to deal with this new-fangled technology. At the very least, those who are in the space are gaining mindshare, if not marketshare—so can you really afford to miss this online boat?—*Samson Okalow*

## Top Apparel Shopping Sites, June 1999

SITE	UNIQUE VISITORS (000s)		
	TOTAL	MALES 18+	FEMALES 18+
<b>APPAREL ONLY</b>			
LandsEnd.com	931	298	602
JCrew.com	441	190	224
LLBean.com	427	196	224
OneHanesPlace.com	262	89	163
Fredericks.com	230	n/a	n/a
<b>APPAREL &amp; MORE</b>			
Bluefly.com	537	265	250
iMall.com	526	294	220
BrandsForLess.com	417	194	205
Macys.com	320	104	196

## Top Sites By Gender\*, June 1999



\* Fredericks.com N/A  
Media Metrix defines unique visitors as the actual number of users who visited each Web site, without duplication, once in a given month. More than 40,000 individuals throughout the U.S. participate in the Media Metrix sample.



## movers

You've got a promotion! **Myer Berlow** last week was appointed to the newly created



position of president of interactive marketing at online powerhouse America Online. Berlow joined Dulles, Va.-based AOL in 1997 as senior vice president

for interactive marketing. Over the past year, Berlow's team has grown AOL advertising and commerce revenues over 85 percent to \$1 billion ... **Heather Hawkins** was appointed manager of gaming PR at Sega, San Francisco. Hawkins was public relations specialist for Eidos Interactive ... Group communication service eGroups.com, San Francisco, added **Peter S. Hagerty**, as director of advertising for the East Coast; he was most recently director of advertising sales for Buena Vista Internet Group, North Hollywood, Calif. Also joining eGroups as national director of sponsorships is **Kevin Gottesman**, former director of west coast direct marketing for 24/7 Media, New York ...

Charged.com promoted **Jen Heck** to managing editor. Heck was previously a writer at the New York-based lifestyle e-zine ...

**Alex Lapidus** was named vice president of



marketing for San Francisco-based shopping portal ebates.com. He was vice president of marketing for Whistle Communications in

Foster City, Calif. ... Personalized, e-commerce-enabled electronic mail provider PostX Corporation, Cupertino, Calif., named **Steve D. Goldstein** as CEO. Goldstein was chairman and CEO of Invenet, LLC, New York... Winfire, Newport Beach, Calif. maker of the Personalized Browser Assistant, appointed **Laurence Marks** as director of finance, and **Michael Rodriguez** as director of business development. Marks was senior manager of finance at Digital Domain, Los Angeles. Rodriguez was formerly vice president of market development and alliance management for VISA U.S.A., San Francisco ... Intertainer, the Culver City, Calif., broadband entertainment network, brought aboard **Lauren de la Fuente** as senior vice president of marketing. She was vice president of off-air creative for both USA Network and SciFi Channel ... Online health store GreenTree.com, San Francisco, appointed **Andy Felong** as vice president of engineering and **Bruce Mowery** as vice president of marketing. Felong was vice president of the Internet Applications Division of Oracle Corporation, Redwood Shores, Calif. Mowery headed consulting firm Ellipsis, Atherton, Calif., and before that, was senior director of marketing for Apple Computer, Cupertino, Calif.



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## IQanalysis

# How Do You Say HTML in Japanese?

Translating a site is as much art as science

By Susan Kuchinskas

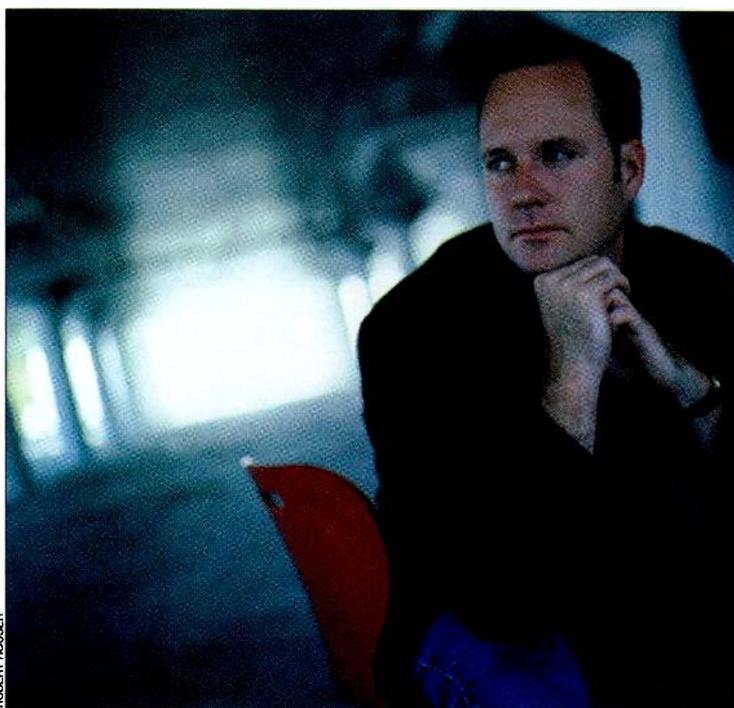
**E**-commerce has grown like a hormone-fed chicken this year, but ravenous marketers are beginning to realize that if they want another revenue glut next year, they'll have to look past the U.S. border. Analysts say they'll find juicy pickings there, while Internet business consultants warn that it's not as easy as it looks.

First the good news: Market researcher International Data Corp., of Framingham, Mass., paints a rosy picture of international e-commerce, with particularly high near-term predictions for Western Europe. The company estimates that electronic business-to-business commerce will grow to \$30 billion by 2001, while by 2002, non-English speakers will make up over 50 percent of the world's online population.

"There are huge markets overseas and if you're not taking advantage of it if you have the opportunity to, you have a major strategic flaw in your business," points out Jonathan Nelson, CEO of San Francisco-based electronic business builder Organic, which has developed sites for companies including Barnes & Noble and Starbucks. "But what do you do, how do you do it, what's going to happen?"

The bad news is that, global village or no, it really is a different world out there, and companies have to be prepared to deal with that. The first impulse for a company with global eyes is probably, "Let's hire a service to translate the Web site." Wrong, wrong, wrong. As anyone who's ever tried to decipher a manual written in fractured English can understand, going global as a digital business is not just a question of switching "buy now" to "*achetez maintenant*."

Nelson says that with branches opening in London, Sao Paulo and Detroit, he can relate. "From my personal point of view as the manager of a global company, you don't



**Organic CEO Jonathan Nelson** has often had to ponder the nuances involved in taking a Web site from the U.S. to the international stage. He says businesses ignoring overseas markets "have a major strategic flaw."

completely get what's going on in other places, so one can hardly blame people for feelings of trepidation."

No doubt grasping for their own piece of the pie, there's a new service sector springing up to help companies make the transition from States-centric to world citizen. They run the gamut from strategic consulting, as offered by Organic and many other e-business builders, to companies hawking those so-called "solutions," super-techie approaches to lowering the glitch factor when serving up an international smorgasbord of content and ads.

Organic approaches the problem, for itself and for clients, as one of culturalization rather than translation, heading each outpost with an Organic old-timer but primarily staffing it with locals. "If you're building for Asia," Nelson explains, "it's not

enough to have a Hello Kitty doll sitting on your desk." Things that Organic's strategic services unit ponders include where each country is in the curve of the Net: Are most people working on old modems? Have they been surfing for a long time? Emerging markets may need a tutorial approach instead of fizzy Flash ads. Do people have credit cards? Can they have purchases shipped to their homes? Does the company have existing sales channels with which its Web operations may conflict?

Chip Shot Golf had to answer all those questions when it decided to build a version of its site for the Japanese market. Turning Japanese was a logical move for the e-tailer of custom-built golf equipment and accessories, featuring PerfectFit clubs that are customized by the user. The Sunnyvale, Calif.-based company has been serving the

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2002

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# IQanalysis

U.S. market successfully since 1995 with half a million unique users each month; extending to Japan, the second-largest golf market after the U.S., seemed essential. They used both business consultants and technology to pull off their Japanese site, including working with marketing consultant Naomi Moriyama, president of New York-based Moriyama Enterprises, on tweaking the site's messages for the Japanese market. The site had a soft launch last October.

Chip Shot worked with Moriyama on cultural marketing issues; for example, Chip Shot lures its U.S. customers with a double value proposition: "custom-built" and "half the price." Here, the half-price element plays well, but in Japan, it turned out to be the opposite. "I think sometimes Japanese customers are turned off by the value message," says vice president of marketing Nick Mehta, "and are more sensitive to getting things to fit right."

"One of the biggest pieces of learning was that it's very important to take things a few steps at a time," he continues. "What turned out to be a good decision in the Japanese site was that we streamlined the offerings in terms of the number of promotions and the complexity of the site."

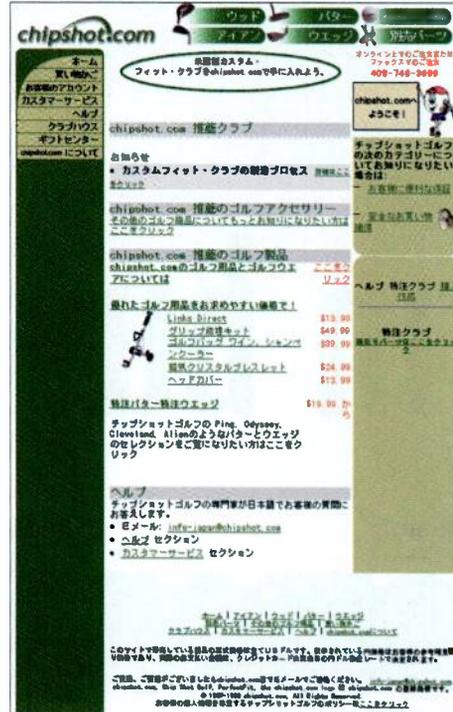
The soft launch was another smart decision, Mehta believes, since it allowed the company to "work through the issues." These included handling shipping, returns and customer service. Chip Shot solved the latter by employing U.S. residents who are native Japanese-speakers.

Web sites. Idiom takes the tools-plus-consulting approach to helping clients go global. Its WorldServer product, introduced in December of 1998, is not server software, but three complimentary modules for working with content: a translation workbench, a module to establish a framework for targeting sites toward different countries and a collaborative tool.

When work begins on the foreign-language version of a site, WorldServer works behind the scenes as the staff uses its Web interface to check assets in and out. WorldServer automatically routes assets, keeping track of who has what, where it needs to go next and what changes have been made to it, all the while e-mailing to-do reminders to staff.

Before implementing WorldServer, Idiom offers clients a Globalization Readiness Workshop, where its business consultants evaluate the issues, be they architectural, business, marketing or procedural.

Eric Silberstein, Idiom's CEO, says that WorldServer can help companies achieve the



Chip Shot Golf—in its Japanese incarnation. The company worked with consultancy Moriyama Enterprises to tweak to perfection the Web site's messaging for the world's second biggest golf market after the United States.

## "If you're **building** for **Asia**, it's not enough to have a **Hello Kitty** Doll sitting on your desk."

—Jonathan Nelson, CEO of Organic

To manage the bewildering array of Web assets and their flow among U.S. editors, designers and translators, Chip Shot turned to Idiom Technologies, a Cambridge, Mass., provider of applications to help companies manage their assets and processes as they develop semi-independent foreign-language

right balance of localization and central control. Companies that allow international subsidiaries to develop sites independently risk "brand drift," he says. "The other mistake is not allowing enough local input, so the Web sites look like flat translations and they don't appeal to the local markets."

Another company offering its services to global businesses is Digital Island, a San Francisco company with a server-based solution called TraceWare. This app uses patent-pending technology to figure out a user's geographical location. It can be employed to serve native-language content and appropriate product information including ads, and to link to such things as currency conversion and tax calculation applications.

Stanford University's Highwire Press has been a beta tester for TraceWare, which became commercially available on Aug. 9. Highwire Press partners with scientific societies to put their scholarly journals, such as the Proceedings of the National Academy of Science, online. Pharmaceutical companies are heavy advertisers on Highwire Press journals, and TraceWare allows them to serve different ads to different countries. "They've been in a difficult position," says Digital Island product manager for application services Neil Henry. "Their spotlighted [pharmaceutical] products are almost always involved in a worldwide approval process. They want to turn up the ad volume in countries where they've just been approved without [touting the drugs] to countries where they haven't." Henry calls this "ad serving at a high order."

The race is on to post globally and act locally, and it may be that they who have the best tools, win. ■

# CULTURE TRENDS

## Billboard's Top 12 Country Singles

Compiled from a national sample of airplay. Provided by Broadcast Data Systems.

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1	1	1	20	Amazed	Lonestar
2	2	2	17	Lesson In Leavin'	Jo Dee Messina
3	4	3	17	God Must Have Spent	Alabama
4	3	3	26	Little Good-byes	Shedaisy
5	5	5	24	Single White Female	Chely Wright
6	7	6	19	You Had Me From Hello	Kenny Chesney
7	9	7	16	The Secret Of Life	Faith Hill
8	6	6	24	A Night To Remember	Joe Diffie
9	10	9	13	Little Man	Alan Jackson
10	11	10	7	Ready To Run	Dixie Chicks
11	8	1	24	Write This Down	George Strait
12	12	12	28	Who Needs Pictures	Brad Paisley

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### October 13

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\*Nielsen I/Pro I/Audit. \*\*Media Metrix, 1999. \*\*\*Jupiter Communications/KidCom Study, 1997.  
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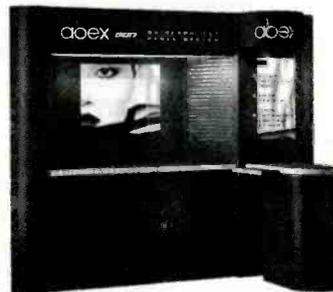
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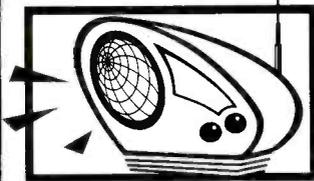
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You will establish communications objectives and strategic direction in line with marketing and business objectives. The goal is the development of brand strategies and integrated marketing programs and advertising campaigns. You will provide leadership and marketing communications expertise to internal/external creative resources throughout the promotional development cycle and fulfillment process. Our ideal candidates will have 10+ years client/account management experience in an in-house advertising department and/or advertising agency. Proven ability to successfully manage a diverse workload to meet deadlines, budgets and client expectations is essential.

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You have partnered with account management on strategic direction, project management and championed a product from concept through the entire promotional cycle and fulfillment process. Working within budget parameters, timelines and quality control are second nature, you know how to brief creatives to produce outstanding work, and build effective client, vendor and project team relationships. We are looking for a BA degree or equivalent in advertising, marketing, journalism or a related field with 5+ years integrated marketing experience that includes branding/positioning, advertising, direct response, collateral development, promotions, product launch, event marketing - the full gamut!

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Those who do not meet minimum requirements need not apply. For immediate consideration, please forward your resume with salary requirements:

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212-931-8130

Or E-mail: [dennis@ngn.com](mailto:dennis@ngn.com)

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Communications  
Manager**

In this highly visible role, you will conceive and develop integrated marketing communications solutions in support of our branding strategy; provide leadership and direction to a staff of five, as well as agencies and vendors; develop advertising, PR, promotion, web, collateral, and trade show plans; and control budgets.

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Manager**

In this new position, you will establish and develop the market research function in support of consumer-oriented, convergent technology products including internet appliances and home LANs. You will also design and conduct market research studies, identify new product development opportunities, manage focus groups, develop potential business partners, and support pre-marketing efforts.

Requires a BA/BS degree (MBA preferred) plus 3-6 years of market research experience, preferably with a consumer-oriented, technology company.

If you're ready to challenge the limits of what you thought you could achieve, we offer competitive salaries, comprehensive benefits, a smoke-free environment, a subsidized cafeteria, and onsite fitness center. For prompt consideration, please send your resume, indicating position of interest and including salary requirements, to: **Human Resources Department DGW, Samsung Electronics America, 105 Challenger Road, Ridgefield Park, NJ 07660. FAX: (201) 229-4079. Email: [dennisg@sea.samsung.com](mailto:dennisg@sea.samsung.com)** (No agencies please.) Equal Opportunity Employer m/f/d/v.

Please visit our website at [www.sosimple.com](http://www.sosimple.com).

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**DESIGNER/MARKETING  
COMMUNICATIONS MANAGER**

Design, execute and manage marketing communications projects and materials through final print production, including sales brochures and flyers. Design and implement our new employee newsletter. You need to possess: Design/Marketing degree; 5+ years of proven success in desktop publishing. Response Code: MCM.

**MARKETING RESEARCH ANALYST**

Plan and manage primary research projects. Develop analyses from various sources to support strategic recommendations. Develop reports and presentations. You need to possess: BS/BA in Business Administration; a background of at least 3 years in developing market research analyses; PC proficiency; experience with applying statistical methods. Response Code: MRA.

**MARKETING PROJECT  
MANAGER/INTERNET SPECIALIST**

Manage assigned marketing communications projects and materials including sales promotions, point-of-sale materials, brochures and displays. Manage strategic direction of Intranet/Internet sites while updating and upgrading sites as required. You need to possess: Marketing or Communications degree; 5+ years of proven success in marketing communications and/or managing internet site development. Response Code: MPM.

We offer excellent compensation with outstanding benefits that include ESOP, 401(k), tuition reimbursement and medical/dental/life insurance. For immediate consideration, send resume with cover letter, indicating position desired and salary requirements, to: **Astoria Federal, HR Dept, Response Code of Interest, One Astoria Federal Plaza, Lake Success, NY 11042-1085. Fax: 516-327-7610. E-mail: [hr@astoriafederal.com](mailto:hr@astoriafederal.com)**

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## HELP WANTED

# Copywriter

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AAAA agency with \$20 million in billings looking for copywriter with 5-7 years print and broadcast experience. Excellent benefits. Must bring insight, ideas and energy to strong conceptual team.

Send resume and non-returnable samples to:

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EOE



## Brand Marketing & Publicity Manager

**Houghton Mifflin Company**, one of America's leading publishers, has a great Boston-based opportunity available in our Trade & Reference Division.

This senior-level publicity professional will be responsible for developing and implementing publicity campaigns to maximize public recognition of Houghton Mifflin's stellar reference and guidebook series. Create press kits, media placement, arrange sponsorships, special promotions and events, and work closely with editors, marketing and sales departments. Ideal candidate will have at least 5 years marketing experience, including brand marketing. Must be a strategic thinker and creative marketer, have strong media contacts and writing skills.

Interested candidates fax resume to **Houghton Mifflin Company**, Attn: Lori Glazer, Director of Publicity. Fax: 212-420-5850; E-mail: lori\_glazer@hmco.com. Houghton Mifflin Company has a long and proud commitment to diversity.

**Houghton Mifflin**

<http://www.hmco.com>

## VP MARKETING

Fast growing, award winning creative marketing agency specializing in youth, entertainment and tech categories seeks vp marketing to head (relatively) new division and represent agency's marketing "braintrust."

- minimum 5 yrs. experience
- thorough knowledge of cable tv industry essential
- knowledge of entertainment, youth and tech categories a major plus
- develop brand strategies, platforms and concepts for wide array of clientele
- excellent writing and conceptual skills a must
- heavy client interface including new business pitches
- lead 7 person account services group plus hire own researcher/assistant
- report directly to president/chief creative officer
- must thrive in fast-paced, entrepreneurial environment
- 9-5 types need not apply

Salary commensurate with experience.

Fax resume to HR 212-366-4892

Email: [jobs@sloangroup.com](mailto:jobs@sloangroup.com)

## MARKETING MANAGER

The Fox Family Channel seeks a Marketing Manager for its Advertising Sales Division. Experienced professional needed with background in media, sales promotion, events and interactive marketing. Responsibilities include development and execution of FFC marketing programs tied to advertiser media and marketing initiatives, servicing of day to day marketing needs for assigned sales territory, participation as key team member in directed sales calls and presentations.

Candidates should have 3-5 years experience in the entertainment industry, media (TV industry a plus), promotion and or related marketing experience, strong writing and presentation skills. Travel required.

Qualified candidates should forward resumes to:

**Human Resources**

**Fox Family Channel**

1133 Avenue of the Americas, 37th Floor, New York, NY 10036

Fax: 212-782-1896

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Growing cable network looking for individual with 5-6 yrs. exp. Supervisory exp. a plus. Will consider TV rep. & station candidates. A great career move. Salary commensurate with exp.

### Entertainment Research Analyst

Looking for individual with 1-4 yrs. exp. who is looking for excellent career move into ad sales research. Salary commensurate with exp.

Please Contact:

Lee Rudnick, President

DBI Media Executive Search

Phone: (212) 338-0808 ext. 5 Fax: (212) 338-0632

E-mail: [dbimedia@mindspring.com](mailto:dbimedia@mindspring.com)

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## DR MEDIA BUYER

Candidate should have a min. of 2+ years DR television buying experience. Strong negotiator and good with details. Client experience a plus!

Please send or fax (212-907-7253) resume with cover letter and salary history to:

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## SPOT TELEVISION BUYER

Fast growing company in the media industry that deals with many Fortune 500 clients is seeking a buyer with 3+ years experience to work in a fast-paced buying department. The position and company offer a unique learning experience within the media industry with an opportunity for growth.

Please forward cover letter & resume to:

**Christine**

FAX: 212-319-7194

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## Marketing Manager - Internet

You will plan, develop, produce and implement promotions and marketing communications programs for the Internet and act as the liaison between Visa USA and a major internet company.

Requires BA/BS or equivalent and a minimum of 5 years' marketing communications experience. Project management skills with a strong knowledge of marketing, promotional and business to business copy, graphic design, collateral materials development, multimedia and the Internet essential. MBA and/or financial services experience a plus.

## Senior Creative Manager

Working with our agencies, members and merchants, you will maintain and develop print and electronic marketing communications, maintaining and developing creative and branding standards to protect the Visa image. Review agency creative work, train agency counterparts to meet Visa standards, and manage online Image Library of photographs and illustrations.

Requires a BA and minimum 8 years' experience in marketing design, with basic copy review skills and proven experience managing other designers in an agency or corporate communications environment. Creative experience on financial accounts, Internet, event marketing or consumer promotions preferred.

For more information and for other positions, please visit us at [www.visa.com/jobs](http://www.visa.com/jobs). To apply directly, send us your resume by MAIL: Visa, Human Resources, Dept. NR/8/23/AW, P.O. Box 8999, San Francisco, CA 94128-8999; E-MAIL: [nroberts@visa.com](mailto:nroberts@visa.com); or FAX: (650) 432-3273. Visa scans and processes resumes electronically. Please use a minimum 12-point black font, and do not use underlining, bold, italics or fancy typeface. Visa is an equal opportunity employer committed to a diverse workforce.



ADVERTISER SERVICES

## RESEARCH ANALYST

Paramount Advertiser Services, a leader in the syndication marketplace, is seeking a Research Analyst with a minimum 1-2 years experience in the National TV arena. Paramount Advertiser Services, a subsidiary of Paramount Pictures, is part of Viacom, a 12 billion dollar NYSE-traded parent company.

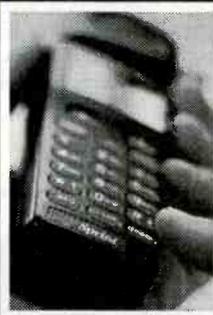
Qualified individuals should be proficient with syndicated research data including Nielsen and Simmons. Candidate will be responsible for analyzing ratings information and assist in the planning and execution of numerous research projects in efforts to maximize sales revenue. In addition, applicants should possess strong verbal/written communication skills. Knowledge of Microsoft Office including Excel, Word and PowerPoint is essential. Please send resume and salary requirements to: Paramount Advertiser Services, Dept BK, 1633 Broadway, 11th Floor, New York, NY 10019 or Fax: 212-654-4930. No Phone Calls Please.

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### Marketing Analyst Segment Marketing

This position will create, develop, and implement strategic operational plans for segment marketing towards specific populations and cultures in the METRO NY/NJ area. The successful candidate will have a BA/BS degree and 3-5 years related experience in market segmentation. Strong PC skills including WINDOWS 95, EXCEL and POWERPOINT a must!

### Marketing Event and Sponsorship Planner

This position will identify and execute participation in multiple special events and sponsorships within the METRO NY/NJ area. You must be able to manage numerous projects at the same time, coordinate the distribution of event materials and schedule staffing for events. The successful candidate will have a BA/BS degree and 3-5 years related experience. Evening and weekend hours REQUIRED as well as travel throughout the METRO NY/NJ area!

### Marketing Analyst Competition/Research/Loyalty

This position will concentrate on research, competitive analysis, and market conditions while analyzing existing and potential products and services. The successful candidate will have a BA/BS degree with 2-3 years prior experience in gathering research, competitive research/analysis and customer loyalty programs. Strong PC skills required.

To explore these opportunities further, please send your resume, indicating position of interest, to: SPRINT PCS, Attn: JC, 1155 Avenue of the Americas, New York, NY 10036. Or you may fax your resume to: (212) 642-7101. We are proud to be an EEO/AA employer M/F/D/V. Also, we maintain a drug-free workplace and perform pre-employment substance abuse testing.



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### Account Executive with 2 years experience

AirTime, a NYC full service rep firm, seeks an experienced sales professional with agency contacts to represent syndicated and network television properties to general advertisers. Strong presentation and negotiation skills. Salary commensurate with exp + comm. Entertain your clients at major NYC sporting events.

### Assistant Account Executive

Work directly with Account Executive. Input orders, traffic commercials and generate appropriate paperwork. Work closely with agencies, stations, and producers. Carry small list of agencies. Salary + comm.

Fax resume to jobs @ 212.702.4625 or email jobs@airtime.com  
or for more information: <http://www.airtime.com/jobs.htm>



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## MARKETING & RESEARCH MANAGER

Responsible for all Marketing and Research. Should have excellent writing and verbal skills. College graduate. Marketing experience in publishing a plus. Candidate will work with designers and vendors after writing new media kit and promotional materials. Will coordinate sponsorship of all industry conferences. Research skills very important. Will be responsible for subscriber study and any outside sponsorships of research studies that are participated in. Salary 45-65K

Email: [lofarrell@thedailydeal.com](mailto:lofarrell@thedailydeal.com)

Fax: 212-481-8128

## SENIOR MEDIA PLANNER

Mid-town Media Service Company with Blue Chip Accounts seeks motivated seasoned planner to manage prestigious accounts. Must possess professional demeanor and strong presentation skills due to level of client contact required. Should also have local market expertise, working knowledge of syndicated data and strong analytical skills. Three years planning experience. Proficient with Excel, Word, Power Point. Salary commensurate with experience.

Fax resume to 212-753-5533

## OUT OF HOME ACCOUNT SUPERVISOR

If you have 3-5 years of out of home experience, this is a marvelous opportunity! You will be working on a variety of accounts. So if you know billboards, buses, transit, & skywriting, our well-known client wants to talk to you.

Please Contact:  
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DBI Media Executive Search  
Phone: (212) 338-0808 ext. 5  
Fax: (212) 338-0632

E-mail:  
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[www.dbiny.com](http://www.dbiny.com)

## SALES PRESENTATION/PROMOTION MANAGER

NJ's leading newspaper is expanding its Marketing Department and seeks a Sales Presentation/Promotion Manager to dev. advertising sales presentations for major accounts and account categories; oversee dev't of mktg. materials & in-paper advertising promo campaigns; dev. computer generated format for presentations; oversee and provide direction to Research Area & other assignments.

This new position reqs. 5+ years sales presentation dev't at a media co. or advertising agency. Required: strong knowledge of newspaper/media research; ability to translate research data into creative and compelling sales presentations; strong leadership, org. and comm. skills; ability to manage multiple projects and a staff in a deadline driven env't; tech-savvy and familiarity with presentation software.

If you are looking for a highly visible and responsible position and want to join an energetic, creative team, send your resume to:

The Star-Ledger, HR Dept.

1 Star-Ledger Plaza, Newark, NJ 07102

Fax: (973) 643-4641 Email: [starledgerjobs@starledger.com](mailto:starledgerjobs@starledger.com)

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Whether your interests lie in the technology industry or the sports arena, we have a position for you! Wieden & Kennedy, founded in Portland, Oregon, is one of the largest independently owned advertising agencies with offices in New York, Amsterdam, London, and Tokyo. A full-service, creatively driven communications company, Wieden & Kennedy has helped build some of the strongest global brands, including Nike, Coca-Cola, Miller, and ESPN. W&K has immediate openings for the following positions

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## Sr. Account Executive

Top 20 DC area ad agency seeks a marketing communications specialist to manage fast growing clientele. This person is someone with 5-7 years of agency experience, strong strategic/analytical thinker and master juggler. High-tech account management experience preferred. Excellent writing, presentation and organization skills a must.

Please fax resume with salary requirements to: HR Manager,  
(703) 734-7811

## MARKETING MANAGER

NYC entrepreneurial magazine company is looking for someone with 3-5 yrs exp. in marketing/adv. sales, presentations, sell sheets and events. Fast paced environment for eager multi-tasked person. Salary 40's; we also offer a competitive benefit package incl 401K and an exciting environment.

Please fax resume to:  
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or E-mail at  
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## The newest land of opportunity.

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### Design Director - Collateral

Working with our creative team, you will direct and participate in the creative process for promotional projects to support our corporate branding strategies and principles. This will include directing the production of copy and graphic designs from the preliminary concept stages through the final approval point. The successful candidate for this position will have a four year college degree in Journalism or Visual Communications, a minimum of ten years design experience in an advertising agency or with corporate or retail promotions, a proven ability to turn promotional objectives into strategies and action plans, ability to develop response-oriented vehicles from concept through creative execution, and knowledge of print and electronic production as well as new media and video design. Good communication, time management, and people skills are essential and experience in the fashion industry is a plus.

Please send your resume to: Coldwater Creek, 2 Coldwater Creek Drive, Sandpoint, Idaho 83864. You may also fax us at 208-265-3199 or email us at [employment@thecreek.com](mailto:employment@thecreek.com). Visit us at our website: [www.coldwatercreek.com](http://www.coldwatercreek.com). We are an Equal Opportunity Employer.



**Coldwater Creek**

### NEW BUSINESS DEVELOPMENT MANAGER

We are an international brand agency based in New York City specializing in brand development, including strategic planning and innovation, brand positioning, and design.

We need a highly organized, proactive and motivated individual to fill this key position in the San Francisco Bay Area that involves the coordination and management of New Business. This person will be responsible for building a prospect list, qualifying new business, developing mailings, and scheduling appointments; will also continue to develop and maintain sales database, conduct on and off-line research in preparation for proposals, and represent the company in new business presentations/pitches. The ideal candidate will have two to four years of experience in sales/business development, and a familiarity with technology and/or entertainment industries. Flexibility to work from home. Project management experience is a plus. Must be living in the San Francisco Bay Area. Salary commensurate with experience. No phone calls please.

### ACCOUNT MANAGER-DESIGN

We need a highly organized, proactive and motivated individual to fill this key position with our design team that involves the day-to-day management of projects and accounts. This person will be responsible for serving as the liaison between clients and our creative teams. The ideal candidate will have two to three years of experience with a graphic design firm, experience with consumer brands/consumer goods, and be able to handle multiple tasks at once. Must also be professional, outgoing, and have good problem solving skills. NYC based. Salary commensurate with experience. No phone calls please.

Please send your resume to:  
ADWEEK Classifieds, BOX 4108  
1515 Broadway, 12th Fl.  
New York, NY 10036

## MEDIA MARKET RESEARCH ANALYSTS

THE WORLD LOOKS TO DOW JONES AND OUR FLAGSHIP PUBLICATION, *The Wall Street Journal*, FOR TIMELY, INSIGHTFUL AND ACCURATE BUSINESS NEWS AND INFORMATION. OUR MARKETING RESEARCH DEPARTMENT IS SEEKING A HIGHLY MOTIVATED SELF-STARTER TO PROVIDE SUPPORT FOR THE NATIONAL ADVERTISING STAFF BY ANALYZING SYNDICATED RESEARCH, AS WELL AS DESIGNING, EXECUTING AND INTERPRETING PRIMARY STUDIES. THE MEDIA/MARKET RESEARCH ANALYSTS WILL BE KNOWLEDGEABLE ABOUT PUBLICATIONS AND THEIR MARKETS AND HOW TO USE RESEARCH TO POSITION THEM.

Requirements include a college degree plus three years experience with syndicated studies such as MRI, Mendelsohn, JD Power and Intelliquest's CIMs. Applicants should have experience using IMS or similar systems to access these databases. Knowledge of primary research procedures, techniques and the ability to analyze and present research results is essential. Applicants must possess excellent verbal and writing skills as well as computer proficiency (Word, Excel and Powerpoint); previous experience at a publication or ad agency is preferred.

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**SENIOR SALES EXECUTIVE OPPORTUNITY**

Leading trade magazine company has a top NY based sales position open for a dynamic, energetic self-starter. 4 years + selling experience; an understanding of consumer media desired (i.e. magazines, tv, radio, new media). Creative thinker, great presenter, hard worker and proven go-getter all required. Some travel required. Good compensation & benefits package for right person. Great opportunity; fun place to work.

Fax resume & sal. history to:  
Sonja at (212) 536-5353

**DIRECT RESPONSE ACCOUNT MANAGER/BUYING SUPERVISOR**

Act as liaison between DR planning grp., buying dept., acct. grp. and client. Min. of 4+ yrs. of direct response broadcast exper. Heavy client contact. Strong writing and presentation skills needed.

Please send or fax (212-907-7253) resume with cover letter indicating salary history to:

**TN MEDIA DIRECT**  
101 Park Avenue, H.R. Dept.  
New York, NY 10178-0065

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**Lee Rudnick, President**  
DBI Media Executive Search  
Phone: (212) 338-0808 ext. 5  
Fax: (212) 338-0632  
E-mail: [dbimedia@mindspring.com](mailto:dbimedia@mindspring.com)

**TRAFFIC COORDINATOR**

Detail oriented traffic coordinator needed for growing agency. Ideal candidate should have 3-4 years experience at a small to midsize ad agency. Must be a team player, have good communication skills, be able to estimate, schedule and monitor workflow in a fast-paced environment. Fax resume and salary requirements to 212-274-9598 att: Director of Print Service or e-mail to [lfattorusso@ssk.com](mailto:lfattorusso@ssk.com).

**MARKETING MANAGER**

Beverage Importer seeking Marketing Manager to manage its family of brands. This would include development of marketing concepts to ensure future growth, market analysis, brand status and competitive monitoring. This individual is responsible for directing affiliated agencies in the areas of advertising, media, public relations, promotions, and sponsoring. Minimum 3-5 years Brand Management experience preferably in the beer industry. Bachelor's Degree in Marketing or Business Admin. Connecticut location. Competitive compensation and benefit package.

Send resume and salary requirements to:

**HR Department**  
One Station Place  
P.O. Box 120 007  
Stamford, CT 06912

**Senior Media Planner**

Direct response agency in Seattle looking for Media Planners with 3+ yrs of experience. Non-profit, Fundraising, Interactive, and Ministry clients. Direct Mail, Broadcast and Interactive a plus. Great job, great people, great city, great benefits! Send resume to:

Department for hiring  
great people!

720 Olive Way, Suite 1700  
Seattle, WA 98101

[greatjobs@thedomaingroup.com](mailto:greatjobs@thedomaingroup.com)

**DIRECTOR, TREND BANK**

Faith Popcorn's BrainReserve seeks a trend-obsessed visionary to conduct cultural scans based on broad media tracking; apply insights to trendsetting patterns & changing consumer behavior, provide key input for content in consulting engagements, books & products.

**Qualifications:** 7-yr bkgd in sociology, anthropology or consumer mkt research (Ph.D. a +); superb analytic ability; exc. writing skills; seeing patterns in trends from highly diverse sources; proven ability to work under pressure on mult. projects against demanding deadlines.

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Fax resume, M. Cruz

212-772-7787

or e-mail, [Trender@aol.com](mailto:Trender@aol.com)

no calls, pls

**MEDIA BUYER**

Midtown Media Service Company seeks motivated Media Buyer. Candidate must possess professional demeanor and strong computer skills. 3+ years experience preferred. Salary commensurate with experience.

Fax resume to 212-753-5297

**MARKETING ASSOCIATE**

Newly created position with highly successful wine & spirit importer located in NY Metro area. Background requires college grad, 1-2 years experience with Adv., sales promo or PR agency. Excellent benefits, salary & bonus. Fax resume including salary requirements to:

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## HELP WANTED

**MARKETING MANAGER**

O'Sullivan Publishing, the industry leader in airline menu publishing, seeks an experienced marketing professional to implement and execute marketing strategy for its' new menu and destination guide.

Candidates must have strong skills and experience in consumer focused marketing. In addition, he or she should possess skills in the following areas: agency and client side marketing, communication, presentations, public relations, and promotions. Experience with a controlled circulation magazine is a plus. Working knowledge of syndicated research helpful. Should have experience managing and maintaining a database.

Please send resume and salary requirements in confidence to:

O'Sullivan Publishing

Attn: Human Resources, Dept. MM-DP

110 Triangle Boulevard, Carlstadt, NJ 07072

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Will assist the Section Editor with coordinating the reporter, reviews, health & technology sections. Reqs. driven & organized professionals w/xdn't research skills, a flair for offbeat ideas & the ability to produce funny & informative copy.

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# Magazines

## Latin Lovers

Mainstream books catch a new wave of celebs

As more Latin celebrities break into the ranks of Hollywood's A-list, they are also scoring major face time on the covers of magazines. These longtime darlings of Latino magazines are now being wooed by the industry's biggest mainstream titles as well. This summer, actress Salma Hayek has graced not only the cover of *Latina* but also of *Glamour* and *George*. Jennifer Lopez sizzled on the front of *Elle's* July issue. And Menudo-no-more heartthrob Ricky Martin has led the way in recent issues of *Time*, *Rolling Stone*, *People*, *People en Español* and *New York*.

Mainstream books' scramble to spotlight Latin stars is creating some challenges for established Latino titles. "Our biggest barrier right now is getting someone like Ricky Martin to do a feature for us," says Lu Herrera, editor in chief of *Latingirl*. For many big-name Latin celebrities, Herrera says, *Latingirl* "is not fitting into the [mainstream] group the star is targeting." The 150,000-circulation *Latingirl*, published by independent Nosotras LLC of

Hoboken, N.J., has published four issues so far.

On the upside, with the crossover of so many Latin celebs into the mainstream, "doors will open for us as well," says Herrera.

Indeed, as the appeal of Latin stars grows, the advertising picture for Latino magazines that regularly feature these personalities is getting steadily brighter. "This is a marketing phenomenon that started happening with Selena and is now at a high point with Jennifer Lopez and Ricky Martin," says Isabel Valdes, president of Cultural Axis Group, a marketing consultant. "There's an overall feel-

ing that something big is happening, and media people that take part in this tremendous mo-

mentum are really capitalizing."

*Rolling Stone* tapped into the phenomenon with its Aug. 5 issue, featuring Martin. "He's a huge star in a group defined as Latin pop, he has one of the fastest-selling records and he's good-looking," Joe Levy, music editor of *RS*, says of the "La Vida Loca" *hombre*. And while Levy doesn't have any figures to prove it, he says the issue probably attracted many new Hispanic readers to sample *Rolling Stone*.

*Elle's* June cover featuring Salma Hayek was the fashion book's best-selling June issue in six years, says Elaine Richardson, *Elle* editor in chief. And for July, *Elle* featured Lopez.

Bonnie Fuller, editor in chief of Condé Nast's *Glamour*, put Hayek on her July cover and hopes to land Lopez for a future issue. "The whole trend is enormous," Fuller says. "These Latin stars are producing music and

## Mediaweek Magazine Monitor

### Weeklies

August 23, 1999

Weeklies continued their winning ways this week, thanks in large part to tech ads, says David Morris, *Entertainment Weekly* associate publisher. *EW*, up 10.78 percent, has seen tremendous growth from the category. Weeklies' late deadlines hold strong appeal for these fast-moving advertisers, says Morris. *EW* ranks eighth among titles in the Internet category year-to-date, reports PIB. —Lori Lefevre



	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
<b>NEWS/BUSINESS</b>								
Business Week	23-Aug	153.41	24-Aug	76.36	100.90%	2,788.78	2,377.61	17.29%
Economist, The	14-Aug	30.00	15-Aug	26.00	15.38%	1,927.32	1,731.55	11.31%
Industry Standard, The <sup>L</sup>		<b>NO ISSUE</b>				1,057.01	257.33	310.76%
Newsweek	23-Aug	26.96	24-Aug	32.29	-16.51%	1,476.76	1,413.26	4.49%
People <sup>X</sup>	30-Aug	78.49	31-Aug	88.96	-11.77%	2,554.94	2,407.39	6.13%
Sports Illustrated	23-Aug	46.17	24-Aug	23.02	100.56%	1,802.81	1,644.21	9.65%
Time <sup>E</sup>	23-Aug	46.66	24-Aug	48.30	-3.40%	1,898.55	1,588.67	19.51%
US News & World Report		<b>NO ISSUE</b>				1,178.17	1,096.16	7.58%
<b>Category Total</b>		<b>381.69</b>		<b>294.93</b>	<b>29.42%</b>	<b>14,684.34</b>	<b>12,515.18</b>	<b>17.33%</b>
<b>ENTERTAINMENT/LEISURE</b>								
AutoWeek	23-Aug	23.40	24-Aug	22.53	3.86%	993.22	1,004.86	-1.16%
Entertainment Weekly <sup>D</sup>	20-Aug	58.98	21-Aug	53.24	10.78%	1,205.23	1,081.63	11.43%
Golf World	20-Aug	32.70	21-Aug	43.93	-25.56%	977.91	1,039.84	-5.96%
New York		<b>DID NOT REPORT</b>						
New Yorker	23-Aug	105.71	17-Aug	20.90	405.79%	1,103.95	1,059.85	4.16%
Sporting News	23-Aug	26.30	24-Aug	10.41	152.64%	566.56	519.63	9.03%
Time Out New York	18-Aug	64.30	19-Aug	63.10	1.90%	2,189.95	1,937.35	13.04%
TV Guide	21-Aug	54.04	22-Aug	38.70	39.64%	2,018.00	1,792.75	12.56%
<b>Category Total</b>		<b>345.43</b>		<b>252.81</b>	<b>44.55%</b>	<b>9,054.82</b>	<b>8,435.91</b>	<b>7.34%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	22-Aug	6.72	23-Aug	7.69	-12.61%	387.26	394.34	-1.80%
USA Weekend	22-Aug	8.50	23-Aug	8.49	0.12%	403.11	387.24	4.10%
<b>Category Total</b>		<b>15.22</b>		<b>16.18</b>	<b>-5.93%</b>	<b>790.37</b>	<b>781.58</b>	<b>1.12%</b>
<b>TOTALS</b>		<b>738.94</b>		<b>541.39</b>	<b>36.49%</b>	<b>24,506.13</b>	<b>21,710.14</b>	<b>12.28%</b>

D=DOUBLE ISSUE, E=ESTIMATED PAGE COUNTS; L=LAUNCHED 4/27/98; X=ONE MORE ISSUE IN 1998.



Lopez and Hayek had the summer covered.

# Magazines

movies that our readers are listening to and watching. There's a real interest about these individuals because they're in the forefront of pop culture."

Fuller says *Glamour's* huge, mainstream readership makes it easier for her magazine to woo Latin stars. But Christy Haubegger, president and publisher of Latina Publications, believes that even with the intense competition from general-audience books, magazines like *Latina* (monthly circulation 175,000) still have an advantage in getting access to Latin celebrities. "We know Jennifer Lopez's mom, and we've known Ricky Martin since he was prepubescent," she says. "They'll do something different for us than someone else. We are like home."

Haubegger also believes that the mainstreaming of Latin stars will bring more readers and advertisers to targeted titles such as *Latina*. "I have non-Hispanic friends who are now picking up our issues on the newsstand because their favorite stars are on the cover," she says.

Two-year-old *Latina's* paid circulation through June this year was up 60.8 percent to 175,023, and newsstand sales shot up 67.7 percent, according to the Audit Bureau of Circulations. Through July, *Latina* had run 278 ad pages this year, up 47.7 percent from 1998.

Latino magazines have an easier time getting access to the biggest Hispanic celebs because they have "consistently built an ongoing relationship," adds Angelo Figueroa, editor in chief of *People en Español*. The Time Inc. monthly reports that its Martin issue in May sold about 167,000 copies on newsstands, or 13 percent above average.

"The explosion is really encouraging because it adds credibility to our magazine," says Figueroa, noting that the Spanish-language *People en Español* has run three Ricky Martin features since its launch in 1996. "Predominantly English-speakers with a knowledge of Spanish are buying our product." —Rebecca Schnall

## At Home On the Range

### New Petersen title targets women of adventure

Shoot, why should guys have all the fun? Emap Petersen will aim to make women more at home on the range with the November launch of *Petersen's Outdoors for Women*. The quarterly will not only tell women how to shoot, hunt, fish and camp but will also offer tips on how to look good in the great outdoors. And

# Mediaweek Magazine Monitor

## Weeklies

August 16, 1999

The summer doldrums may not be over, but weeklies and biweeklies seem to have escaped them. News/Business had a strong two weeks, giving the category a 42.79 percent increase. YTD, biweeklies are solid, with only *Rolling Stone* down (*RS* had an 18.07 percent gain this issue). —LL

	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
<b>NEWS/BUSINESS</b>								
Business Week	16-Aug	54.35	17-Aug	36.21	50.10%	2,635.38	2,301.25	14.52%
Economist, The	7-Aug	43.00	8-Aug	29.00	48.28%	1,897.32	1,705.55	11.24%
Industry Standard, The <sup>L</sup>	16-Aug	77.50	10-Aug	25.00	210.00%	1,057.01	257.33	310.76%
Newsweek	16-Aug	38.66	17-Aug	32.11	20.39%	1,449.80	1,380.97	4.98%
People <sup>X</sup>	23-Aug	77.51	24-Aug	64.83	19.56%	2,476.01	2,318.43	6.80%
Sports Illustrated	16-Aug	60.46	17-Aug	56.01	7.95%	1,756.64	1,621.19	8.35%
Time <sup>E</sup>	16-Aug	42.00	17-Aug	35.16	19.45%	1,851.89	1,540.37	20.22%
US News & World Report	16-Aug	55.52	17-Aug	36.13	53.67%	1,178.17	1,095.16	7.58%
<b>Category Total</b>		<b>449.00</b>		<b>314.45</b>	<b>42.79%</b>	<b>14,302.22</b>	<b>12,220.25</b>	<b>17.04%</b>

## ENTERTAINMENT/LEISURE

AutoWeek	16-Aug	35.70	17-Aug	20.92	70.65%	969.82	982.33	-1.27%
Entertainment Weekly	13-Aug	37.20	14-Aug	34.11	9.06%	1,146.25	1,028.39	11.46%
Golf World	13-Aug	44.20	14-Aug	13.67	223.34%	945.21	995.91	-5.09%
New York	<b>DID NOT REPORT</b>							
New Yorker	16-Aug	13.40	10-Aug	17.32	-22.63%	998.24	1,038.95	-3.92%
Sporting News	16-Aug	15.91	17-Aug	25.16	-36.76%	540.28	509.22	6.10%
Time Out New York	11-Aug	61.50	12-Aug	64.80	-5.09%	2,125.65	1,874.25	13.41%
TV Guide	14-Aug	46.63	15-Aug	43.27	7.77%	1,963.96	1,754.05	11.97%
<b>Category Total</b>		<b>254.54</b>		<b>219.25</b>	<b>16.10%</b>	<b>8,689.41</b>	<b>8,183.10</b>	<b>6.19%</b>

## SUNDAY MAGAZINES

Parade	15-Aug	10.37	16-Aug	6.53	58.81%	380.54	386.65	-1.58%
USA Weekend	15-Aug	8.19	16-Aug	8.42	-2.73%	394.61	378.75	4.19%
<b>Category Total</b>		<b>18.56</b>		<b>14.95</b>	<b>24.15%</b>	<b>775.15</b>	<b>765.40</b>	<b>1.27%</b>
<b>TOTALS</b>		<b>722.10</b>		<b>548.65</b>	<b>31.61%</b>	<b>23,766.78</b>	<b>21,168.75</b>	<b>12.27%</b>

E=ESTIMATED PAGE COUNTS; L=LAUNCHED 4/27/98; X=ONE MORE ISSUE IN 1998.

## Biweeklies

August 23, 1999

### BUSINESS/ENTERTAINMENT

	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
ESPN The Magazine <sup>#/N</sup>	9-Aug	62.50				903.78	509.67	77.33%
Forbes	23-Aug	181.80	24-Aug	143.94	26.30%			
Forbes ASAP (Supplement)			24-Aug	53.83				
Forbes (Total)	23-Aug	181.80	24-Aug	197.77	-8.08%	2,616.33	2,557.64	2.29%
Fortune	6-Sep	198.64	7-Sep	115.44	72.07%	2,701.51	2,424.97	11.40%
Inc <sup>F</sup>	<b>NO ISSUE</b>							
National Review	30-Aug	18.41	1-Sep	13.08	40.78%	332.29	319.25	4.08%
Rolling Stone	2-Sep	118.94	3-Sep	100.74	18.07%	1,214.43	1,252.38	-3.03%
<b>CATEGORY TOTAL</b>		<b>580.29</b>		<b>427.83</b>	<b>35.89%</b>	<b>7768.34</b>	<b>7063.91</b>	<b>9.97%</b>

F=18 ISSUES PER YEAR; N=NO ISSUE IN 1998 #=LAUNCH ISSUE WAS 3/23/98.



## Monthlies/August

One of the leading categories this month was men's health and fitness, up 12.70 percent. *Men's Fitness* (up 38.33 percent) fared extremely well, one month after its redesign. The magazine has added Allstate, Nissan Xterra, Norelco and Oldsmobile Alero, says publishing

continued on page 56

	RATE BASE (2ND HALF '98)	CIRC. (2ND HALF '98)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECH/NEW ECONOMY</b>								
Fast Company <sup>10/11/12</sup>	305,000	327,162	204.00	127.00	60.63%	988.00	160.00	60.39%
Red Herring <sup>7/8</sup>	100,000	116,537	129.33	95.99	34.73%	780.55	675.42	15.57%
Wired	425,000	527,488	123.00	108.8	3.05%	969.60	905.70	7.06%
<b>Category Total</b>			<b>456.33</b>	<b>331.79</b>	<b>37.54%</b>	<b>2,738.15</b>	<b>2,197.12</b>	<b>24.62%</b>
<b>DO-IT-YOURSELF</b>								
Family Handyman <sup>9</sup>	1,100,000	1,120,938	87.62	74.80	17.14%	492.61	445.40	10.60%

# Mediaweek Magazine Monitor

## Monthlies/August

# Magazines

	RATE BASE (2ND HALF '98)	CIRC. (2ND HALF '98)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Today's Homeowner <sup>10</sup>	950,000	950,306	56.68	51.11	10.90%	373.42	348.06	7.29%
<b>Category Total</b>			<b>144.30</b>	<b>125.91</b>	<b>14.61%</b>	<b>866.03</b>	<b>793.46</b>	<b>9.15%</b>
<b>ENTERTAINMENT</b>								
People en Español <sup>10</sup>	250,000	292,906	56.50	46.00	22.83%	330.30	289.20	14.21%
Premiere	600,000	626,232	53.91	56.14	-3.97%	417.01	430.89	-3.22%
Source, The	428,000	425,218	192.81	170.61	13.01%	1,154.51	987.97	16.86%
Spin	525,000	526,424	141.29	123.36	14.53%	809.11	723.83	11.78%
Us	1,000,000	1,001,344	39.98	60.71	-34.15%	368.15	398.26	-7.56%
Vibe <sup>10</sup>	700,000	701,624	174.25	168.86	3.19%	795.76	770.89	3.23%
<b>Category Total</b>			<b>658.74</b>	<b>625.68</b>	<b>5.28%</b>	<b>3,874.84</b>	<b>3,601.04</b>	<b>7.60%</b>
<b>ENTHUSIAST</b>								
Audio	None	90,290	61.83	52.83	17.04%	331.64	329.52	0.64%
Automobile	625,000	635,396	69.66	82.71	-15.78%	691.27	733.02	-5.70%
Backpacker <sup>9</sup>	265,000	285,003	88.57	90.47	-2.10%	535.75	581.56	-7.88%
Bicycling <sup>10</sup>	277,000	277,600	46.30	50.09	-7.57%	482.40	500.49	-3.61%
Bike <sup>10</sup>	175,000	193,859	40.33	44.47	-9.31%	304.81	401.79	-24.14%
Boating	None	202,703	118.06	106.64	10.71%	1,335.80	1,170.16	14.16%
Car and Driver	1,350,000	1,365,577	109.38	129.82	-15.74%	995.20	1,041.34	-4.43%
Car Craft	375,000	383,334	58.12	62.62	-7.19%	522.45	484.47	7.84%
Chevy High Performance	200,000	198,474	76.95	83.74	-8.11%	708.00	740.90	-4.44%
Circle Track	130,000	144,372	71.41	84.39	-15.38%	800.93	797.09	0.48%
Cruising World	165,000	155,456	120.26	123.42	-2.56%	977.97	978.29	-0.03%
Cycle World	310,000	312,254	88.10	70.12	25.64%	775.00	745.29	3.99%
Dirt Rider	170,000	176,335	90.25	81.18	11.17%	832.13	819.79	1.51%
Flying	None	310,851	68.83	75.82	-9.22%	630.05	671.39	-6.16%
Four Wheel & Off Road	325,000	355,716	92.49	111.50	-17.05%	825.22	787.34	4.81%
Golf Digest	1,550,000	1,557,814	148.88	105.42	41.23%	1,185.81	1,037.14	14.33%
Golf Magazine	1,400,000	1,403,685	96.01	93.09	3.14%	1,136.06	1,078.08	5.38%
Hot Rod	00,000	819,017	85.61	109.90	-22.10%	762.32	824.39	-7.53%
Motor Boating & Sailing	None	122,505	156.12	144.53	8.02%	1,404.81	1,360.44	3.26%
Motorcyclist	240,000	249,226	65.68	57.30	14.62%	603.47	609.80	-1.04%
Motor Trend	1,250,000	1,278,568	158.92	98.83	60.80%	915.61	844.19	8.46%
Petersen's Photographic	200,000	211,486	94.42	95.64	-1.28%	842.59	837.90	0.56%
Popular Mechanics	1,200,000	1,274,042	60.11	58.64	2.51%	561.85	563.53	-0.30%
Popular Photography	450,000	451,195	79.27	171.33	4.63%	1,569.13	1,479.87	6.03%
Power & Motoryacht	None	1,573,566	148.33	160.91	-7.82%	1,656.67	1,469.47	12.74%
Road & Track	750,000	755,710	118.15	121.80	-3.00%	999.97	1,018.05	-1.78%
Rod & Custom	150,000	155,066	110.85	101.98	8.70%	829.10	837.35	-0.99%
Sailing World <sup>10</sup>	55,000	63,009	44.92	50.92	-11.77%	296.99	310.43	-4.33%
Salt Water Sportsman	150,000	152,541	96.01	58.69	63.59%	819.11	754.98	8.49%
Skin Diver	220,000	226,046	64.57	60.62	6.52%	610.22	665.52	-8.31%
Sport	1,000,000	1,129,518	40.92	41.73	-1.94%	274.82	275.90	-0.39%
Sport Truck	200,000	200,357	79.03	98.09	-19.43%	704.42	758.78	-7.16%
Stereo Review's Sound & Vision <sup>10/#</sup>	450,000	454,869	79.66	57.98	37.39%	481.01	414.22	16.12%
Tennis <sup>10/#</sup>	700,000	707,884	100.78	107.48	-6.23%	565.82	587.07	-3.62%
Yachting	132,000	132,275	186.76	165.59	12.78%	1,219.94	1,299.93	-6.15%
<b>Category Total</b>			<b>3,315.54</b>	<b>3,210.28</b>	<b>3.28%</b>	<b>28,188.33</b>	<b>27,809.47</b>	<b>1.36%</b>
<b>FASHION/BEAUTY</b>								
Allure	800,000	815,117	117.88	120.30	-2.01%	764.36	928.22	-17.65%
Cosmopolitan	2,400,000	2,879,076	211.92	209.59	1.11%	1,405.51	1,449.64	-3.04%
Elle	900,000	913,054	329.92	344.78	-4.31%	1,500.99	1,516.35	-1.01%
Essence	<b>DID NOT REPORT</b>							
Glamour	000,000	2,207,241	248.50	213.76	16.25%	1,459.33	1,443.28	1.11%
Harper's Bazaar	700,000	750,608	324.73	344.34	-5.69%	1,152.32	1,087.07	6.00%
Jane <sup>10</sup>	400,000	428,670	118.00	93.57	26.11%	545.90	362.90	50.43%
Mademoiselle	1,100,000	1,106,167	150.97	166.34	-9.24%	842.45	985.94	-14.55%
Marie Claire	700,000	853,875	218.62	184.39	18.56%	980.67	855.04	14.69%
Mirabella <sup>10/BM</sup>	550,000	536,486	61.31	127.92	-52.07%	378.45	379.25	-0.21%
New Woman <sup>R</sup>	1,175,000	1,187,616	78.60	64.40	22.05%	495.70	482.40	2.76%
Vogue <sup>R</sup>	1,100,000	1,100,828	568.31	518.30	9.65%	2,188.43	1,955.72	11.90%
Victoria	950,000	959,143	52.47	46.21	13.55%	359.82	358.78	0.29%
W	400,000	412,160	352.50	309.85	13.76%	1,463.50	1,405.20	4.15%
<b>Category Total</b>			<b>2,833.73</b>	<b>2,743.75</b>	<b>3.28%</b>	<b>13,537.43</b>	<b>13,209.79</b>	<b>2.48%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appétit	1,100,000	1,132,237	126.35	114.17	10.67%	777.96	782.43	-0.57%
Cooking Light <sup>10</sup>	1,400,000	1,447,379	104.19	95.57	9.02%	703.78	680.00	3.50%
Food & Wine	800,000	850,406	85.57	83.22	2.82%	674.99	614.93	9.77%
Gourmet	850,000	878,792	118.77	97.89	21.33%	776.69	818.53	-5.11%
<b>Category Total</b>			<b>434.88</b>	<b>390.85</b>	<b>11.27%</b>	<b>2,933.42</b>	<b>2,895.89</b>	<b>1.30%</b>

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like other women's titles highlighting fall fashions, *POW* will be right in there with a piece on "Shooting Vests That Fit Your Shape."

Content will also cater to the varied lifestyles of the modern woman. "Say, for example, a single mom is looking to take her kids on a fishing trip," says Skip Johnson, vp of Enmap's outdoor group. "She needs to know where the best places are and what equipment to take."

About half of *POW*'s editorial will cover shooting sports, with the balance focusing on more traditional outdoor adventures, says Johnson, a shooting-sports enthusiast whose wife also enjoys a day on the range. Every story, Johnson stresses, will contain safety information. "We're very serious about our commitment to safety," he says. "We think safety [content] has helped us grow as a group."

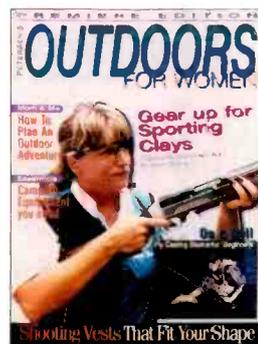
*POW* is following in the tracks of several other female-targeted sports/adventure launches in the past few years, including Condé Nast's *Women's Sport & Fitness*, *Women Outside* from Mariah Media and Time Inc.'s *Sports Illustrated for Women*.

But a shooting title? At a time when much of the country is rallying for tougher gun control? If there's any irony there, Johnson doesn't acknowledge it. As far as he's concerned, the timing couldn't be better. "Our tracking of female readership of our *Guns & Ammo* and *Hunting* titles shows a 45 percent increase in the past two years," says Johnson. "[Women] get enjoyment from skill-building, boosting self-confidence and improving hand-eye coordination."

The magazine, a co-venture with the Women's Shooting Sports Foundation, will launch with a 55,000 circulation rate base. All 5,000-plus WSSF members are on the list, and some 50,000 copies will be bound into issues of *Guns & Ammo* and *Hunting* that go to subscribers with women in their households.

What kinds of advertisers does *POW* have in its sights? Initially, endemic ones such as makers of firearms, holsters, cutlery and backpacks. Johnson says he has launch-issue commitments from Chevy Trucks, gun manufacturer Kimber and shotgun maker Benelli. Future targets will include footwear and clothing.

Media buyer Roberta Garfinkle of McCann-Erickson (who admits she is more of an "indoors" person) says: "I don't know if there is really a difference in how men and women approach [outdoor activities]. But if women are, indeed, getting out there and doing more



Annie, get your gun: *POW* will stress safety.

# Magazines

camping, maybe sleeping-bag manufacturers will start making bags in bright nail-polish colors." —Anne Torpey-Kemph

## Travel Books' Smooth Trip

### Ad pages take flight on strong year for industry

Travel titles are having a solid year so far, with ad pages in the category up 10.2 percent through September. The travel industry is "booming," fueled in particular by strong exchange rates for foreign currencies, and all titles in the category have been reaping the benefits, says Elizabeth Hughes, publisher of *Condé Nast Traveler*.

American Express Publishing's *Travel & Leisure* (circulation 1 million) continues to dominate the genre, with 1,143 ad pages through September, up 10.4 percent over 1998, according to the *Mediaweek Magazine Monitor*. T&L publisher Ed Kelly says the title has seen strong growth this year from non-travel categories, including import cars, welcoming BMW, Mercedes and Jaguar to its pages.

*CN Traveler* (circulation 762,314) has run a total of 1,044 ad pages through September, up 3 percent over last year. (*Traveler's* 1998 total included ad pages in *Currency*, a since-discontinued Condé Nast supplement.)

The revival of Hachette Filipacchi Magazines' *Travel Holiday* is on pace. The smallest of the major travel books, with a circulation of 612,682, *TH* is up 27.5 percent in ad pages through September, with 517. The growth is mostly in endemic advertising, particularly cruise lines and state tourism boards, according to Richard Amann, publisher of Hachette Filipacchi's Leisure Group.

Hachette has repositioned *TH* since acquiring the title three years ago from Reader's Digest. Amann, who was promoted 18 months ago from HFM's *Boating* to group publisher of *Boating* and *TH*, has added staff to the sales and marketing departments to pursue advertisers more aggressively.

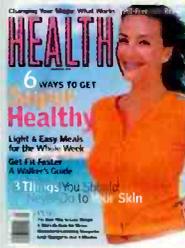
*National Geographic Traveler's* ad pages are up 14.3 percent through August. Publisher Dawn Drew says business from cruise lines and import cars has led the way.

In another solid indicator of the category's vitality, the quarterly *Arthur Frommer's Budget Travel* will become a bimonthly in September. Group XXVII Communications and travel author Frommer launched the book less than

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## Monthlies/August



director Jim Sammartino.

Ironically, one of the big losers this month was women's health and fitness. The category was down 11.41 percent, with double-digit losses from half of the books. *Health*, up 15.25, was the only title up for both the month and YTD. Publisher Mary Morgan says this is a result of its 3-part focus, "wellness, beauty and food." The title added Clinique, Nivea and Clairol this month.

Other winners: *American Baby* (up 69.84 percent), *Fast Company* (up 60.63 percent) and *Yahoo! Internet Life* (up 44.67 percent). —LL

	RATE BASE (2ND HALF '98)	CIRC. (2ND HALF '98)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>GENERAL INTEREST</b>								
Atlantic Monthly	450,000	463,587	45.17	60.29	-25.08%	409.22	424.57	-3.62%
George	400,000	405,153	61.32	79.22	-35.22%	328.87	484.94	-32.18%
Harper's	205,000	215,213	37.59	38.33	-1.95%	225.75	242.58	-6.94%
InStyle	1,100,000	1,360,163	284.28	218.48	30.12%	1,580.97	1,230.62	28.47%
Life	1,500,000	1,590,397	29.93	46.24	-35.27%	364.02	509.86	-28.60%
National Geographic	8,500,000	8,618,632	30.45	32.50	-6.31%	279.77	303.75	-7.89%
Reader's Digest	13,300,000	13,368,327	87.41	106.97	-18.29%	821.10	812.59	1.05%
Smithsonian	2,000,000	2,041,996	69.82	68.61	6%	564.62	452.99	24.64%
Vanity Fair	1,000,000	1,064,766	220.24	227.76	-3.30%	1,198.92	1,283.40	-6.58%
<b>Category Total</b>			<b>856.21</b>	<b>878.40</b>	<b>-2.53%</b>	<b>5,773.24</b>	<b>5,745.11</b>	<b>0.49%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex <sup>R</sup>	150,000	168,977	149.14	129.47	15.19%	1,459.44	1,166.27	25.14%
Men's Fitness	400,000	502,153	7	55.18	39.33%	494.03	473.93	4.24%
Muscle & Fitness	None	491,633	115.47	121.84	-5.23%	1,148.48	1,023.38	12.22%
Runner's World	80,000	511,362	57.15	47.22	21.03%	416.16	381.42	9.11%
<b>Category Total</b>			<b>398.64</b>	<b>353.71</b>	<b>12.7%</b>	<b>3,518.11</b>	<b>3,045.00</b>	<b>15.54%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
American Health For Women <sup>9</sup>	1,000,000	934,128	50.05	47.27	5.88%	370.92	387.37	-4.25%
Fitness <sup>10</sup>	1,000,000	1,003,133	54.52	91.41	-29.42%	579.71	547.28	5.93%
Health <sup>9</sup>	1,100,000	1,105,437	86.90	75.40	15.25%	490.60	396.60	23.70%
Prevention	3,000,000	3,101,583	92.05	82.30	11.85%	723.42	746.07	-3.04%
Self	1,100,000	1,103,210	142.00	182.42	-22.37%	873.74	1,029.82	-15.16%
Shape	1,300,000	1,411,122	64.26	85.33	-24.69%	552.69	608.42	-9.16%
Weight Watchers <sup>9/10</sup>								
<b>Category Total</b>			<b>499.78</b>	<b>564.13</b>	<b>-11.41%</b>	<b>3,591.88</b>	<b>3,715.58</b>	<b>-3.35%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,362,016	18.08	8.49	112.96%	110.76	89.52	23.73%
Contact Kids <sup>10</sup>	300,000	317,098	9.00	6.00	50.00%	43.33	34.33	26.22%
Disney Adventures <sup>11/+</sup>	1,000,000	1,045,041 <sup>P</sup>	37.56	37.72	-0.42%	206.11	196.71	4.78%
KidCity <sup>10</sup>	250,000	262,576	9.00	6.00	50.00%	38.33	30.33	26.38%
Sports Illustrated for Kids <sup>+9</sup>	950,000	1,027,703 <sup>P</sup>	30.02	46.61	-35.59%	223.66	223.19	0.21%
<b>Category Total</b>			<b>103.66</b>	<b>104.82</b>	<b>-1.11%</b>	<b>622.19</b>	<b>574.08</b>	<b>8.38%</b>
<b>LIFESTYLE</b>								
Details	500,000	558,683	123.83	162.05	-23.59%	620.47	801.25	-22.56%
Esquire	650,000	680,573	127.07	111.91	13.55%	641.30	541.08	18.52%
Gentlemen's Quarterly	700,000	707,776	306.00	276.22	-10.78%	1,220.30	1,394.91	-12.52%
Maxim <sup>10</sup>	650,000	1,152,725	121.04	68.36	77.06%	613.74	382.77	60.34%
Men's Health <sup>10</sup>	1,525,000	1,665,038	107.49	144.49	-25.61%	589.72	640.57	-7.94%
Men's Journal <sup>10</sup>	550,000	551,635	123.89	104.64	18.40%	680.85	649.20	4.88%
Outside	550,000	551,429	83.86	116.56	-28.95%	812.09	930.68	-12.74%
P.O.V. <sup>10</sup>	300,000	340,151	47.66	62.10	-23.25%	341.90	381.37	-10.35%
Penthouse								
Playboy	3,150,000	3,252,661	56.61	51.64	9.62%	428.36	392.96	9.01%
<b>Category Total</b>			<b>1,097.45</b>	<b>1,097.97</b>	<b>.00%</b>	<b>5,948.73</b>	<b>5,114.79</b>	<b>-2.72%</b>
<b>MATURE MARKET</b>								
New Choices <sup>10</sup>	600,000	600,876	46.27	43.68	5.93%	361.79	349.62	3.48%
Senior Golfer <sup>10</sup>	5,000	185,205	85.16	70.07	21.54%	443.20	419.90	5.55%
<b>Category Total</b>			<b>131.43</b>	<b>113.75</b>	<b>15.54%</b>	<b>804.99</b>	<b>769.52</b>	<b>4.61%</b>
<b>OUTDOORS</b>								
Bowhunting <sup>9</sup>	300,000	160,348 <sup>C</sup>	71.35	63.02	13.22%	274.42	277.58	-1.14%
Field & Stream	1,750,000	1,774,225	109.59	59.24	84.99%	549.99	574.43	-4.25%
Guns & Ammo	575,000	607,971	38.30	42.42	-9.71%	338.21	315.73	7.12%
Handguns	150,000	157,016	36.22	30.01	20.69%	286.46	243.51	17.64%
Hunting	350,000	350,633 <sup>C</sup>	59.89	48.67	23.05%	353.73	263.85	34.06%
Outdoor Life <sup>10</sup>	1,350,000	1,352,997	79.73	58.48	36.34%	398.39	353.65	12.65%

# Mediaweek Magazine Monitor

# Magazines

## Monthlies/August

	RATE BASE (2ND HALF '98)	CIRC. (2ND HALF '98)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Sports Afield <sup>10</sup>	450,000	456,378	48.54	60.98	-20.40%	360.53	361.51	-0.27%
<b>Category Total</b>			<b>443.62</b>	<b>362.82</b>	<b>22.27%</b>	<b>2,561.73</b>	<b>2,390.25</b>	<b>7.17%</b>
<b>PARENTING/FAMILY</b>								
American Baby	1,805,000	1,706,343 <sup>b</sup>	68.43	40.29	9.84%	331.18	266.87	24.10%
Baby Talk <sup>10</sup>	1,500,000	1,503,382 <sup>b</sup>	45.39	39.96	13.59%	270.44	276.18	-2.08%
Child+ <sup>10</sup>	920,000	923,175	55.77	61.91	-9.92%	392.61	426.45	-7.94%
FamilyFun <sup>10</sup>	1,105,000	1,144,778	80.01	87.66	-8.73%	471.23	495.07	-4.82%
FamilyLife <sup>10</sup>	500,000	508,724	45.66	70.41	35.15%	330.19	382.58	-13.69%
Healthy Kids	1,550,000	1,554,574 <sup>b</sup>	41.93	40.63	3.15%	156.00	140.49	11.04%
Parenting+ <sup>10</sup>	1,350,000	1,376,928	126.32	125.34	-0.78%	794.61	773.00	2.80%
Parents+	1,780,000	1,787,321	133.33	152.23	-12.42%	1,029.58	1,033.49	-0.38%
Sesame Street Parents	1,100,000	1,148,432	61.48	56.49	8.74%	335.94	320.74	4.74%
<b>Category Total</b>			<b>133.33</b>	<b>578.14</b>	<b>-76.94%</b>	<b>3,444.66</b>	<b>3,527.26</b>	<b>-2.34%</b>
<b>PERSONAL FINANCE</b>								
Kiplinger's Personal Finance	1,000,000	1,034,905	65.00	64.07	1.45%	603.12	674.96	-10.64%
Money	1,900,000	1,974,679	118.62	103.36	14.76%	912.76	862.52	5.82%
Mutual Funds	800,000	815,024	36.04	36.17	0.36%	347.27	379.62	-8.52%
SmartMoney	725,000	760,369	113.15	99.79	13.39%	884.17	890.37	-0.70%
Worth <sup>10</sup>	500,000	534,966	121.50	87.15	139.41%	569.08	519.75	9.49%
<b>Category Total</b>			<b>454.31</b>	<b>390.54</b>	<b>16.33%</b>	<b>3,316.40</b>	<b>3,327.22</b>	<b>-0.33%</b>
<b>SCIENCE/TECHNOLOGY</b>								
Discover	1,200,000	1,225,075	48.67	47.22	0.79%	418.30	394.50	6.03%
Popular Science <sup>10</sup>	1,550,000	1,560,220	45.77	48.96	6.52%	419.95	420.40	-0.11%
Scientific American <sup>R</sup>	640,000	692,590	24.67	34.84	-29.19%	255.20	280.20	-8.92%
Spectrum, IEEE	None	304,430 <sup>c</sup>	70.39	51.39	36.97%	429.60	376.48	14.11%
Yahoo! Internet Life	600,000	650,768	89.74	62.03	44.67%	613.80	416.38	47.41%
<b>Category Total</b>			<b>89.74</b>	<b>244.44</b>	<b>-63.29%</b>	<b>2,136.85</b>	<b>1,887.96</b>	<b>13.18%</b>
<b>SHELTER</b>								
American								
HomeStyle/Gardening <sup>10</sup>	980,000	981,942	49.74	50.14	-0.80%	407.47	377.92	7.82%
Architectural Digest	775,000	857,576	216.13	170.88	26.48%	1,203.09	1,063.40	13.14%
Condé Nast House & Garden	650,000	797,698	195.33	168.13	16.18%	713.92	679.07	5.13%
Country Living	1,600,000	1,626,767	101.35	85.67	18.30%	767.13	818.73	-6.30%
Home <sup>10</sup>	1,000,000	1,009,608	126.49	133.66	-5.36%	814.39	820.61	-0.76%
House Beautiful	850,000	880,206	99.79	84.64	7.90%	696.56	647.04	7.65%
Martha Stewart Living <sup>10</sup>	2,100,000	2,253,526	183.37	156.50	17.17%	975.80	872.30	11.87%
Southern Living	2,450,000	2,526,799	122.74	128.44	-4.44%	1,129.38	1,135.06	-0.50%
Sunset	1,425,000	1,441,429	105.27	90.55	6.26%	901.10	865.84	4.07%
This Old House <sup>10</sup> @@	650,000	659,791	92.62	99.06	-6.50%	555.26	498.29	11.43%
<b>Category Total</b>			<b>1,292.83</b>	<b>1,167.67</b>	<b>10.72%</b>	<b>8,164.10</b>	<b>7,778.26</b>	<b>4.96%</b>
<b>TEEN</b>								
Jump <sup>10/R</sup>	350,000	388,870	54.65	52.16	4.77%	310.27	256.67	20.88%
Seventeen	2,350,000	2,384,166	170.99	201.59	-15.18%	996.19	1,086.42	-8.31%
Teen	2,000,000	2,062,497	76.64	85.30	-10.15%	451.17	468.71	-3.74%
Teen People <sup>10</sup>	800,000	974,894 <sup>c</sup>	142.36	107.91	31.92%	636.80	459.33	38.64%
YM <sup>10</sup>	2,200,000	2,202,744	84.41	105.57	-20.04%	422.69	494.88	-14.59%
<b>Category Total</b>			<b>529.05</b>	<b>552.53</b>	<b>-4.25%</b>	<b>2,817.12</b>	<b>2,766.01</b>	<b>1.85%</b>
<b>TRAVEL</b>								
Condé Nast Traveler	750,000	762,314	136.00	119.76	3.56%	1,043.50	1,013.75	3.00%
Travel & Leisure	925,000	1,002,814	167.19	143.75	16.31%	1,142.52	1,034.47	10.44%
Travel Holiday <sup>10</sup>	600,000	612,682	72.40	56.15	28.94%	516.57	405.12	27.51%
<b>Category Total</b>			<b>375.59</b>	<b>319.66</b>	<b>17.50%</b>	<b>2,702.59</b>	<b>2,452.74</b>	<b>10.19%</b>
<b>WEALTH</b>								
Robb Report	None	111,616	100.00	125.00	-20.00%	966.00	1,015.00	-4.83%
Town & Country	5,000	446,025	150.30	137.50	9.31%	922.26	874.37	5.48%
<b>Category Total</b>			<b>250.30</b>	<b>262.50</b>	<b>-4.65%</b>	<b>1,888.26</b>	<b>1,889.37</b>	<b>-0.06%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes & Gardens	7,600,000	7,600,667	200.17	200.02	0.07%	1,366.18	1,362.40	0.28%
Family Circle								
Good Housekeeping	4,500,000	4,626,346	122.82	106.76	15.04%	990.02	984.69	0.54%
Ladies' Home Journal	4,500,000	4,500,404	135.76	155.97	-12.96%	956.37	1,072.72	-10.85%
McCall's								
Redbook	2,800,000	2,801,385	122.82	118.90	3.30%	882.76	831.22	6.20%
Woman's Day <sup>17</sup>	4,050,000	4,085,214	213.64	196.49	8.73%	1,196.93	1,228.20	-2.55%
<b>Category Total</b>			<b>795.21</b>	<b>778.14</b>	<b>2.19%</b>	<b>5,392.26</b>	<b>5,479.23</b>	<b>-1.59%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>13,982.13</b>	<b>13,987.29</b>	<b>-0.04%</b>	<b>93,072.51</b>	<b>91,241.90</b>	<b>2.01%</b>

FOOTNOTES: AUDITED BY AUDIT BUREAU OF CIRCULATIONS FOR SIX MONTHS ENDING 6/30/99 UNLESS OTHERWISE NOTED; b=AUDIT-ED BY BPA INTERNATIONAL; c=NON ABC/BPA TITLE; e=PUBLISHER'S ESTIMATE; y=DOUBLE ISSUE LAST YEAR; x=DOUBLE ISSUE THIS YEAR; BM=MIRABELLA WAS A BIMONTHLY IN '98; 9=PUBLISHED NINE TIMES; 10=PUBLISHED 10 TIMES; 11=PUBLISHED 11 TIMES; @@=PUBLISHED TWO FEWER ISSUES IN 1998; +=TOTAL CIRCULATION INCLUDED NON-PUBLISHED QUALIFIED CIRC; #=STEREO VERSION AND VIDEO WERE MERGED IN JAN. '99; @=PUBLISHED ONE MORE ISSUE IN 1998.

two years ago, in February 1998. The title, which has a circulation rate base of 350,000, reports it has run 252 ad pages this year, a 44 percent increase over 1998. "We anticipate within two years we will be the second- or third-largest travel magazine," says publisher Jacob Hill. —Lori Lefevre

## Hunting With Hemingway

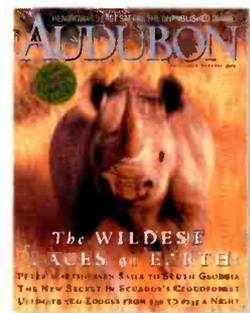
### Audubon offers graphic account of last safari

After a year at the helm, *Audubon* editor Lisa Gosselin is still experiencing some firsts. This month, her bimonthly is the first (and only) magazine to publish recently discovered letters from Ernest Hemingway's final safari, during which he wrote the recently published fictional memoir *True at First Light*.

The September/October issue of *Audubon*

features letters and photographs that *Look* magazine photographer Earl Theisen sent home to his wife during his trip through Kenya with Hemingway.

The letters and photos candidly illustrate how Hemingway and other safari enthusiasts of 50 and 60 years ago savagely hunted animals for sport. The feature provides a stark contrast to the rest



Readers aren't spared the gory details.

of the issue, which has an eco-travel theme. "It is really shocking," Gosselin says of the Papa piece. "It's going to appall our readers."

The National Audubon Society publication decided to risk offending some readers in order to make a point. "We wanted to show how in such a short time consciousness [regarding the environment] has changed so much," Gosselin says.

The issue also includes the first published photograph of the antpitta, a recently discovered species of bird in Ecuador, and a John James Audubon print never before seen by the public.

The September/October edition will be the largest in *Audubon's* 100-year history, with 83 ad pages, up 47 percent over the same issue last year, according to the *Mediaweek* Magazine Monitor. This year, the title has run 317 pages, up 9.6 percent. —LL

# Media Person

BY LEWIS GROSSBERGER



## Let George Rue It

WHEN LAST MEDIA PERSON LEFT THE INCREDIBLE continuing saga of George W., the Texas governor had raised more money than anyone in the history of politics since Boss Tweed and shot so far ahead of the pack that he'd eliminated any need for Republican primaries or a convention, even though hardly anyone outside his home state had a very clear idea of who the hell he was, other than the son of the president between Reagan and Clinton. Now as the bizarre tale further unfolds in the pages of the media, we find George W. entering the dread Meaningless Controversy Phase of the Endless

Campaign. The nation has learned to its horror that the W Guy uses—how can Media Person put this without inducing fainting and inflicting internal injuries among the readership?—dirty words.

Yes, it's true. In an interview in that new magazine Media Person hates referring to but keeps having to, damn it, GWB employed the ever-versatile F-word, this time in its capacity as an invigorating modifier to nouns deemed not emphatic enough on their own.

This atrocity aroused the wrath of Bow Tie Guy, the other George W. (How many George W's can this nation stand at one time, anyway?) George the pundit was offended not only by George the governor's vocabulary options but also by a confession in the same article that you wouldn't likely find him reading a 500-page policy paper. All this added up to a lack of gravitas, it seems, and without gravitas anything can happen. Why, a president suffering from gravitaslessness could end up in a sex scandal or lacking vision or firing all the nation's air controllers at once or even trying to fight inflation by asking people to wear buttons with slogans on them. Or maybe just floating away into the air, with leaping Secret Servicemen desperately grabbing at his heels.

(What a pity Will didn't voice his objections in the magazine of the late John Kennedy. Then we could've had "George" by George in *George*.)

Ah, poor Governor George. His problem is he's too good at politics—or at least money-raising. He won too soon. The contest's over, and now there is nothing for the media to do but pick, pick, pick. As little as we know of W, already we're all aware

**Ah, poor Governor George. His problem is he's too good at politics. He won too soon. There's nothing for the media to do but pick, pick pick.**

of an undertow of media burble whispering that beneath the rising-young-can-do-hot-shot veneer (and not very far beneath) beats the crazed heart of a wild-eyed, rip-snorting, Texas frat boy with a proclivity for ingesting illicit substances and dancing naked on the table.

Indeed, a number of columnists have already grappled with the implications of GWB's reluctance to engage in stimulating conversations with reporters about cocaine and, specifically, the vexing question of whether he's ever ingested any. The suspicion is voiced that if he never had, he'd simply say so, much in the way that he's proclaimed his steadfast faithfulness to Mrs. W. Whereas, if he has, well, he's basi-

cally screwed whatever he does. If he lies about it, we all know what happens next. Sooner or later, the incriminating photos and eyewitness accounts will come out, and he's fatally Clintonized. If he speaks true, all the headlines shout "W Snorted!!!" for a very long, damaging news cycle, with Leno and Letterman at 11:30.

All of which made Media Person reflect on the headlines in that story in the magazine whose name can never be spoken, which read: "Devil May Care ... George W. Bush doesn't give a damn what you think of him. That may be why you'll vote for him." Seems unlikely. If he really didn't give a damn, he'd say, "Sure, I did some coke. So what? I'm not an addict or anything, so who cares? Besides, now I'm more into bourbon." In fact, he'd say that whether he took any or not, just because he didn't give a damn. Then Media Person damn well would vote for him.

Anyway, if Media Person were W's Dick Morris, he'd tell him, "Dub, listen, never mind this dope blather. Your defining issue is gonna be gun control. Gore's for it, you're against it. So the contrast is stark. Now, you signed a law letting the good citizens of Texas carry. How do you

capitalize on that? Simple. Promise to be the first packin' prez!"

George would look dubious. "Isn't that a little outrageous?"

he would say.

"Sure," Media Person would say. "But that's the guy we love. The guy people will vote for because you don't give a damn. Imagine your first debate with Gore. He gives with the usual liberal mush, and then it's your turn at the podium. You whip out a magnum and say, 'Hey, you want to stop crime, my fellow Americans? Do what I do. Any screwball tries to shoot up the White House, he's got to get past me first!' Then you fire a few shots into the ceiling for emphasis. It'll be a sensation."

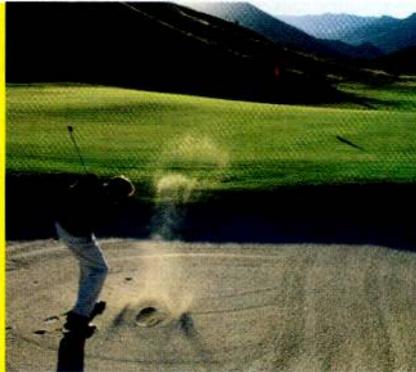
One thing is certain. If George followed Media Person's advice, all this distracting talk of obscenities, gravitas and cocaine would be completely forgotten. ■

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