

MEDIA WEEK

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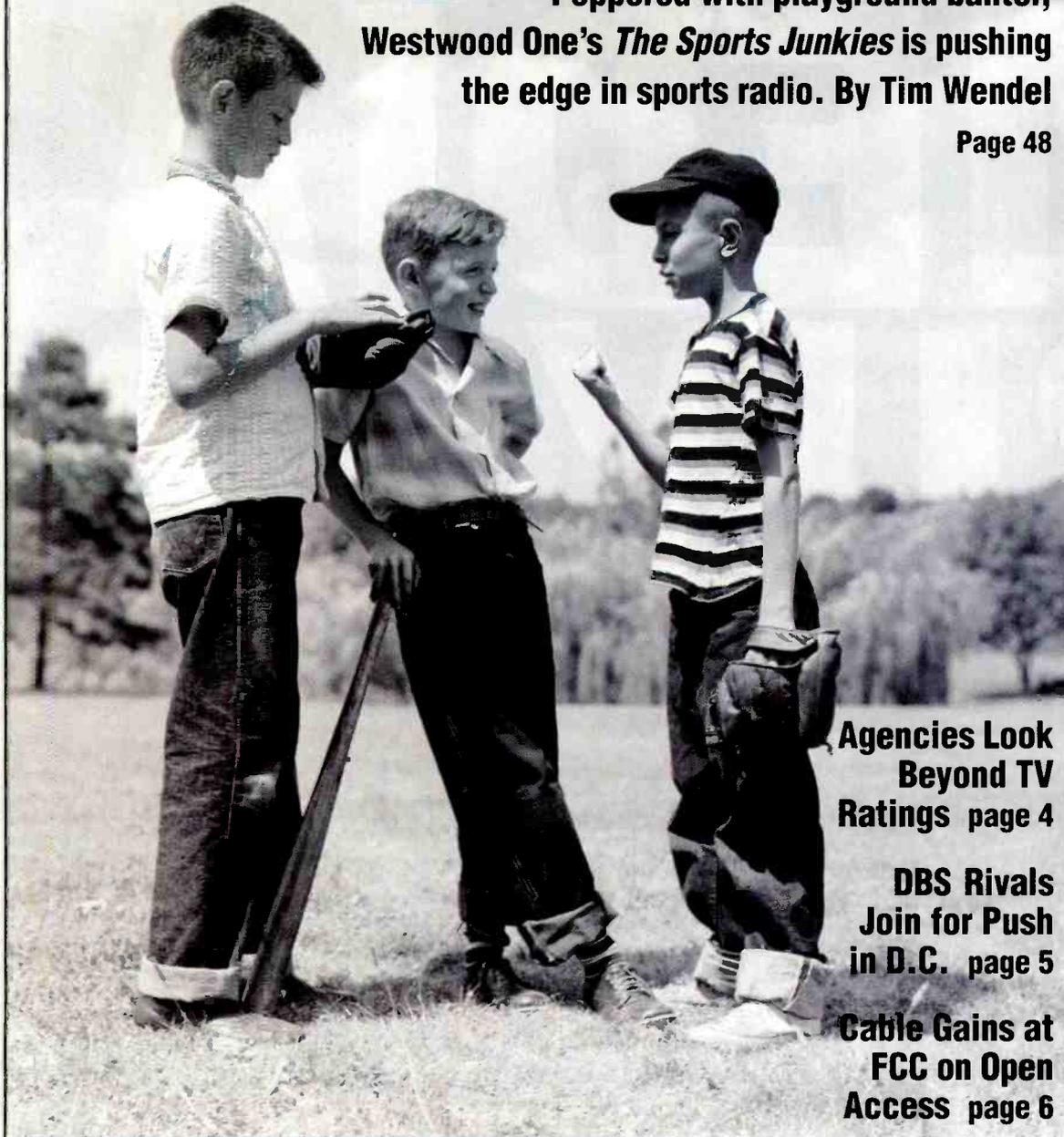
THE NEWS MAGAZINE OF THE MEDIA

October 18, 1999 \$3.50

Guy Talk

Peppered with playground banter, Westwood One's *The Sports Junkies* is pushing the edge in sports radio. By Tim Wendel

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Agencies Look Beyond TV Ratings page 4

DBS Rivals Join for Push in D.C. page 5

Cable Gains at FCC on Open Access page 6

MARKET INDICATORS

National TV: Quiet
Dot.com advertisers are buying up remaining December inventory at high prices. Others are preparing 1st Q budgets, buying is expected to begin a few weeks earlier than the usual late-November start.

Net Cable: Squeezed
As many as 10 nets are near or past sellout for fourth quarter. Cable buyers and sellers don't seem shaken yet by Wall Street's ups and downs.

Spot TV: Moving
Dot.coms and big retail budgets make for a lively fourth quarter. Pace is expected to speed up in the second half, a few weeks prior to Thanksgiving inventory crunch. Minneapolis is busy.

Radio: Tightening
November is sold out. December inventory is still available, but most stations are tight. Top stations in L.A., Boston, N.Y., Seattle are sold out through year-end.

Magazines: Solid
Publishers expect the industry to finish ahead for the year. A softening in liquor advertising is seen for 2000.

THE STOCK MARKET



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AT DEADLINE

Cox Radio Exits Los Angeles

Cox Radio announced late Friday that it will sell KACE-FM and KRTO-FM in Los Angeles to Hispanic Broadcasting Corp. for \$75 million. The move marks Cox's exit from the Los Angeles market; in August, the group agreed to swap KFI-AM and KOST-FM to AMFM in exchange for several other stations. HBC, which already has the top two stations in the market in KSCA-FM and KLVE-FM, will have an even stronger presence with a five-station cluster.

Dennis' Maxim, Stuff Keep Growing

While some publishers are reducing their circulation rate bases or raising them by small amounts, Dennis Publishing is accelerating increases it had already planned for next January on its titles *Maxim* and *Stuff*. *Maxim* will rocket from its present 950,000 rate base to 1.5 million, a whopping 57.8 percent increase. *Stuff*, which has published just six issues since its 1997 launch, will go bimonthly in 2000 and will ring in with a 550,000 rate base, up from the 400,000 initially planned. "We came to the market as a reader-driven magazine publisher, and that's what we are," says Stephen Colvin, Dennis Publishing president.

TNN Launches Awards Show

CBS Cable's TNN and American Media's *Country Weekly* magazine last week signed a long-term agreement to produce a country-music awards show. Set for a June 2000 premiere, *Country Weekly Magazine Presents the TNN Country Music Awards* will be telecast every June from Gaylord Entertainment Center in Nashville, Tenn. Artists will receive awards based on fan ballots published in *Country Weekly* and votes collected on TNN's country.com Web site, through 900 numbers and at retail outlets of participating sponsors.

WinStar Buys SFX Radio Assets

WinStar Radio Networks, which recently acquired syndication rights to *The Fabulous Sports Babe*, announced last week that it will purchase for an undisclosed sum SFX Radio Networks' syndicated prep services targeting Rock, Urban, Country and Youth formats. The unit will be renamed WinStar Radio Services and will give the growing network access to inventory from more than 500 radio stations. The sale marks SFX's exit from the radio business. The company plans to focus on concert broadcasts from its growing portfolio of venues.

Severino Wins *Judge Judy* for KCBS

In his first major programming coup since taking over as president of the CBS Television Stations group, John Severino last week nabbed the broadcast rights to Paramount's hit courtroom strip *Judge Judy* for KCBS-TV in Los Angeles starting in the fall of 2000. According to station sources, KCBS won the bidding with a \$150,000-per-week offer—more than double the license fee paid by incumbent KCAL-TV. KCBS officials say the top-rated courtroom strip will be inserted as a 3-4 p.m. lead-in springboard for its struggling, female-skewing *Women 2 Women* newscast (4-5 p.m.) and its *CBS 2 News* at 5-6 p.m. Both of those entries are averaging under-2 ratings.

Baseball Ratings Going, Going...

Ratings for telecasts of this year's Major League Baseball playoffs skyrocketed in the first three nights in prime time on Fox and NBC. The first game of the National League Championship Series between the New York Mets and Atlanta Braves on NBC on Oct. 12 scored a 10.8, up 17 percent from last season. The first game of the ALCS on Oct. 13 between the New York Yankees and Boston Red Sox pulled a 10.8, up 74 percent. The second game of the ALCS on Fox on Oct. 14 did an 11.9 in the overnights, up 23 percent. The first three prime-time playoff telecasts rated an 11.1 overall, compared to an 8.3 last year.

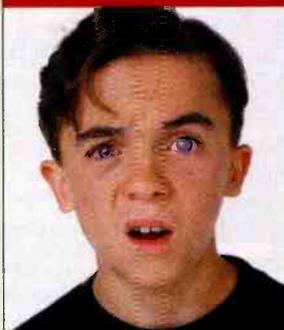
SRDS Acquires Int'l Media Guide

SRDS, a leading provider of data for the advertising community, has acquired International Media Guide, a division of S&H Media partners. Published annually, five IMG titles—*Newspapers Worldwide*, *Consumer Magazines Worldwide* and three regional editions of *Business Professional*—report key information about print advertising in international trade and consumer magazines and newspapers. IMG contains data on more than 20,000 titles in 20 countries. SRDS is a division of VNU-USA, which also publishes *Mediaweek*.

Addenda: Jeff Wayne, formerly vp/programming for the Providence Journal Co.'s

broadcast division, was named president of Jones International Networks...Premiere Radio Networks has lured **Rick Dees** from ABC Radio Networks...**Dan Greenblatt** has been promoted to executive vp/sales for Warner Bros. Domestic Television Distribution...CNN has named **John Gilmore** its new White House executive producer.

INSIDE



Muniz in the Middle: "One of those dumb-luck things!"
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we're going to do is concentrate on those readers that pay more. It's not marginal circulation that drives [readership] but the quality of the editorial product."

Zuckerman said he will invest more money in the magazine and plans to market it more aggressively.

U.S. News' paid circulation through June was flat over the previous year, holding at 2.2 million, according to the Audit Bureau of Circulations. Ad pages through the Oct. 18th issue were up 2.7 percent, to 1,480. —*Lisa Granatstein*

WorthMedia's New Focus Prompts Armstrong to Exit

WorthMedia senior vp/group publisher Joe Armstrong will be leaving next month, the company announced last week. Armstrong's departure follows WorthMedia's strategic shift to the Internet.

WorthMedia, publisher of *Worth*, *Civilization* and *Equity*, has received between \$5 million and \$10 million in funding from Dawntreader LP (an investment firm that funds early stages of Net businesses), to help launch its portal, *Worth.com*, next spring.

"When Joe and I came together last year, our goal was to acquire new magazines and build the platform for the top 5 percent of the demographic pyramid," said Randy Jones, WorthMedia CEO. "We looked at at least a dozen properties, but nothing made good strategic sense, so I started looking into the Internet in a big way...and it seemed to me the Internet was the place to go."

But it's not the place for Armstrong, who said he would prefer to work for a primarily print publisher. "I'm really an old print man," said Armstrong, who has held top publishing posts at Meigher Communications, *New York* and *Rolling Stone*. "I really want to be at a company that has more print titles."

Armstrong says he is talking with two publishing companies and expects to *(continued on page 8)*

Broadband Bandwagon

In report, FCC says it won't force cable operators to carry ISPs

REGULATION / By Katy Bachman

In a move that left Internet service providers groaning and cable operators cheering, the Federal Communications Commission last week issued a report that urged "restraint" in regulating open access of broadband pipelines to consumers.

Coming only a week after the FCC loosened cable-ownership regulations that essentially paved the way for AT&T to merge with MediaOne (*Mediaweek*, Oct. 11), the FCC released its "State of the Broadband Industry" report, which, at least for now, won't force cable operators to provide any and all ISPs with open access to their systems.

"Market forces will compel cable companies to negotiate access agreements with unaffiliated ISPs, preventing cable companies from keeping systems closed and proprietary," concluded the report. The FCC will step in only if the threat of a monopoly emerges.

FCC Chairman William Kennard resorted to a sports analogy in explaining the logic behind the report. "If the Mets and the Yankees consolidated, people would be outraged, they'd be a powerhouse and dominate the field. But what if they went into a new sport? If cable companies want to pursue new ventures, such as high-speed Internet access and phone services, that's different. It wouldn't be a threat to competition but a boon to competition."

While the FCC sees no need for action right now, communities across the country do. In St. Louis, Fairfax, Va., and Portland, Ore., local governments have taken legal action to stop cable compa-

nies from carrying only ISPs in which they own a stake. "On a daily basis, local leaders are standing up for the right for consumer choice. When is the FCC going to take action?" lamented Steven Cohen, spokesperson for OpenNet, which represents some 800 ISPs, including America Online.

Those communities now face an FCC

report that is "camouflaged as policy analysis," according to a letter to Kennard sent by four consumer groups on the day the report was issued. "Next time there's a city council meeting or legislative meeting, they'll be trotting this thing out. It will be misunderstood," said Andrew Schwartzman, president of Media Access Project, one of the four groups.

The FCC report was unanimously hailed by cable companies. Robert Sachs,

president/CEO of the National Cable Television Association, said the FCC report "confirms that competition among broadband providers is speeding broadband deployment. Government regulation would only slow the delivery of high-speed Internet service to consumers."

AT&T Broadband is the cable company most likely buoyed by the FCC report, since it faces multiple legal tussles over open access in several communities. "It's a nascent market, and no regulation is needed," said an AT&T spokesman.

Cox Communications, which recently purchased Media General's systems in northern Virginia and is facing local action in Fairfax, also stands to benefit. "We are vehemently opposed to forced access, so we are obviously in support of the FCC report," said a Cox spokesperson. —*with Jim Cooper*



Kennard used a sports analogy to explain the logic behind his stance on open access.

RAY STUBBINS/REUTERS



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have an announcement next month. His position at WorthMedia will not be filled, but the company expects to name a CEO for Worth.com this week. —LG

Adweek Magazines Ups Isidora, Ferguson, O'Connor

Lou Isidora has been promoted to senior vp and general manager of Adweek Magazines. Adweek Magazines, a division of BPI Communications, publishes Adweek, Brandweek, Mediaweek and Editor & Publisher.

"Since rejoining Adweek three years ago for his second tour of duty with us, Lou has engineered a dramatic turnaround in the company's directory business and plays a key role in our growth plans," said Mark A. Dacey, president of Adweek Magazines.

Dacey also announced the promotions of Wright Ferguson and C.G. O'Connor.

Ferguson was promoted to vp/publisher of Adweek, from publisher. "In his eight years with Adweek, Wright has produced more ad revenue than anyone in the house," Dacey said.

C.G. O'Connor was named vp of Adweek Conferences, from executive director. "C.G. has put Adweek Conferences on the map, and we expect that business to grow dramatically," Dacey said.

VNU to Sell CMR

Company to retain rival MonitorPlus, acquired in Nielsen deal

RESEARCH / By Katy Bachman

VNU last week said it will sell the assets of Competitive Media Reporting and retain CMR competitor MonitorPlus, which the company is acquiring as part of its pending \$2.7 billion deal for Nielsen Media Research. The offering of CMR should smooth VNU's path at the Federal Trade Commission, which had voiced concerns about the impact of consolidating the media business' only advertising-expenditure measurement services.

CMR, with \$50 million in annual revenue, is larger and more established than MonitorPlus. But rather than allowing VNU to sell MonitorPlus after the closing of the Nielsen acquisition, the FTC is said to have pressured VNU to put CMR up for sale before taking control of Nielsen.

FTC and VNU officials declined to comment. VNU is the owner of BPI Communications, publisher of *Mediaweek*.

Allen Banks, executive vp/media director of Saatchi & Saatchi, said he was delighted to hear that the two measurement services will not be merged. "We need two sources," Banks said. "One

alone is not enough. You need a second filter to ascertain what the true situation is in the marketplace."

Possible buyers for CMR include research companies such as Arbitron, Information Resources Inc. or even A.C. Nielsen, MonitorPlus' original owner. As of late last week, no suitors had publicly surfaced. The company that ends up with

CMR faces a tough competitor in Nielsen, which has successfully fought off challengers in its main business of television-audience measurement.

Since MonitorPlus moved from A.C. Nielsen Media Research more than

three years ago, the service has increased its coverage to measure 15 media in 75 markets and, to the delight of advertising agencies, has competed aggressively with CMR on pricing. Among cable networks, MonitorPlus is the preferred service, said Dave Thomas, senior vp and managing director of MonitorPlus. The unit has also developed Ad*Views, a software package that combines expenditure data with commercial monitoring and tracking data.

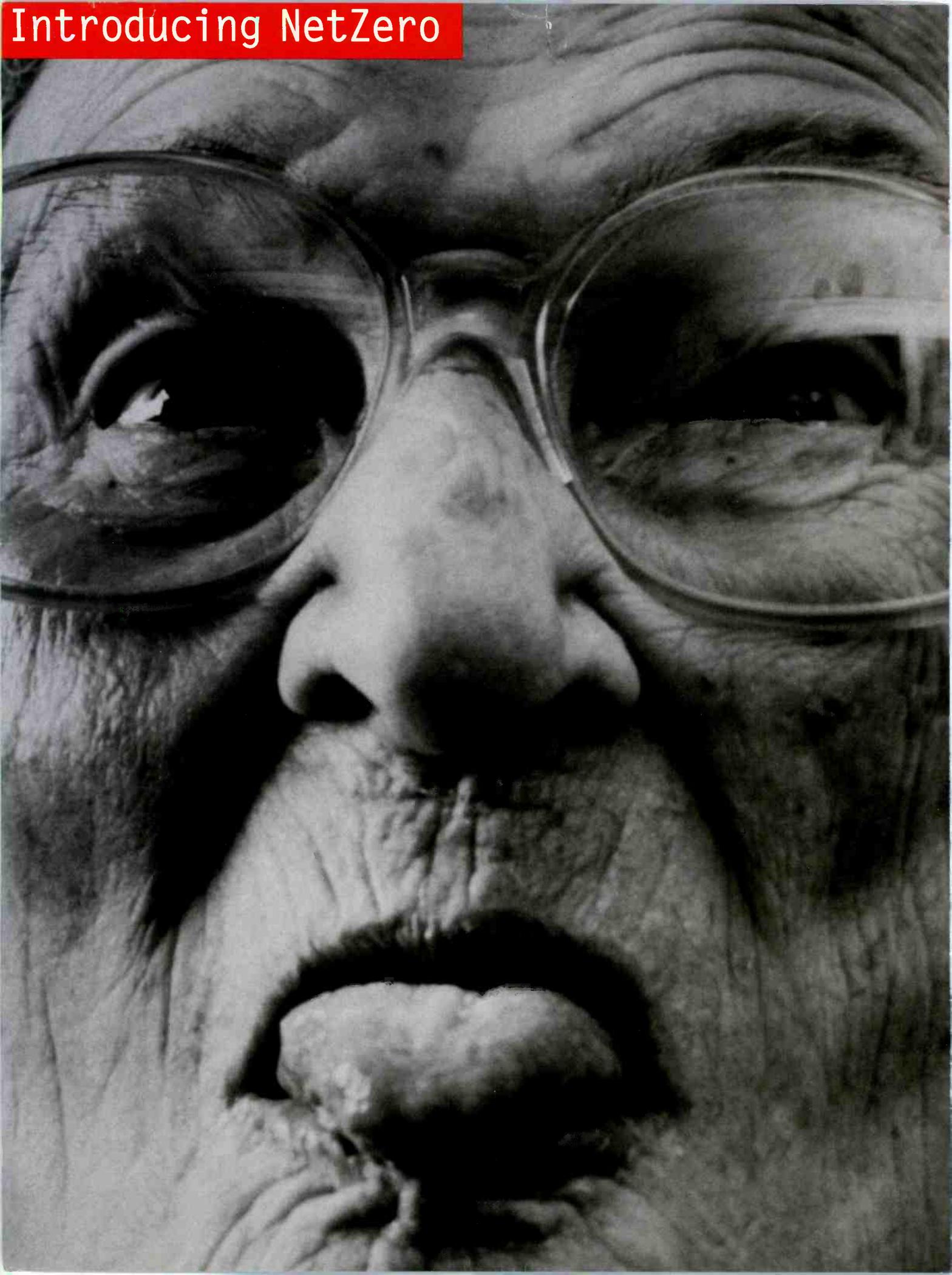
"MonitorPlus has come from behind in the last few years," noted an agency research executive. ■

"You need a second filter to ascertain what the true situation is in the marketplace." —Saatchi & Saatchi's Banks

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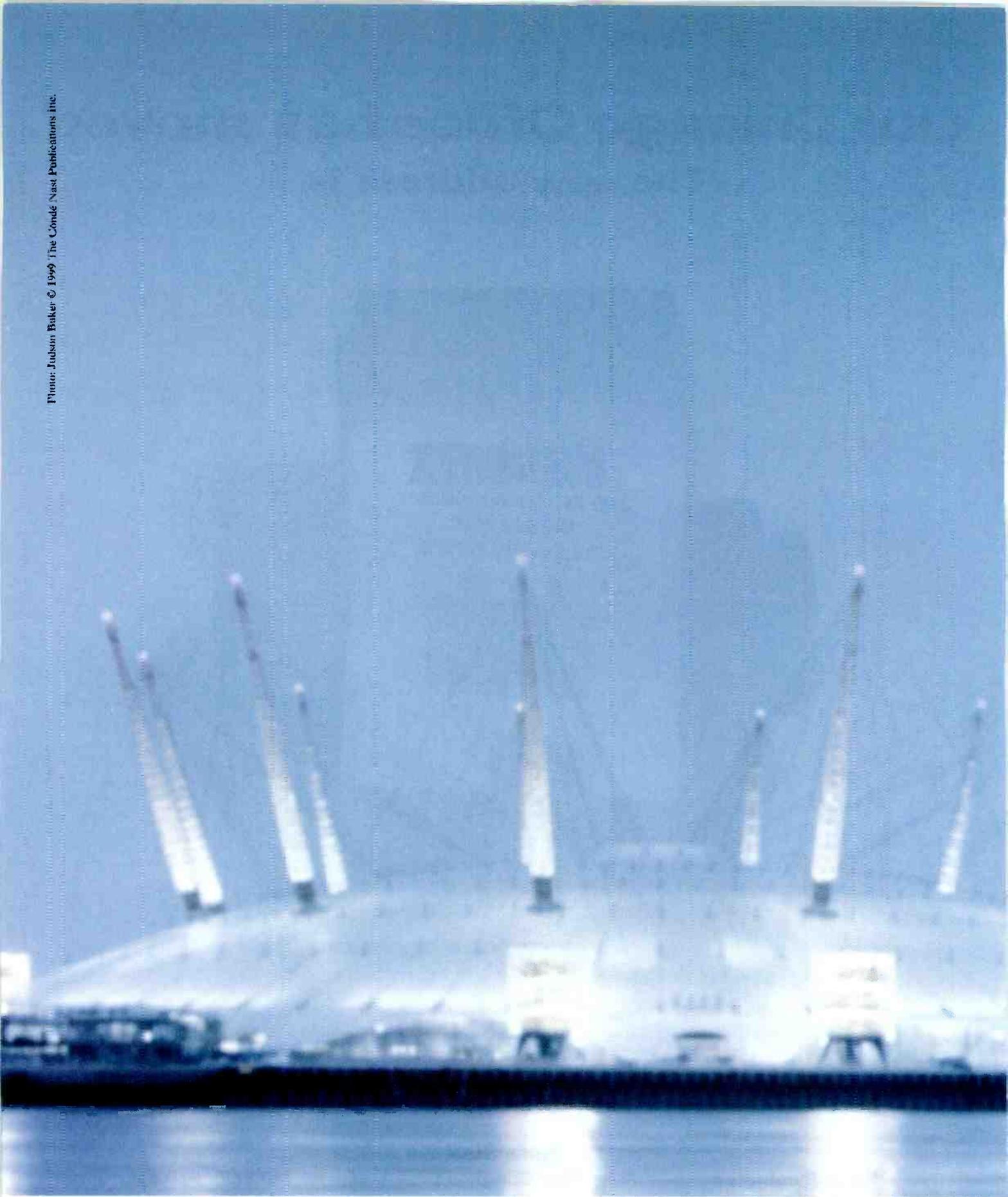
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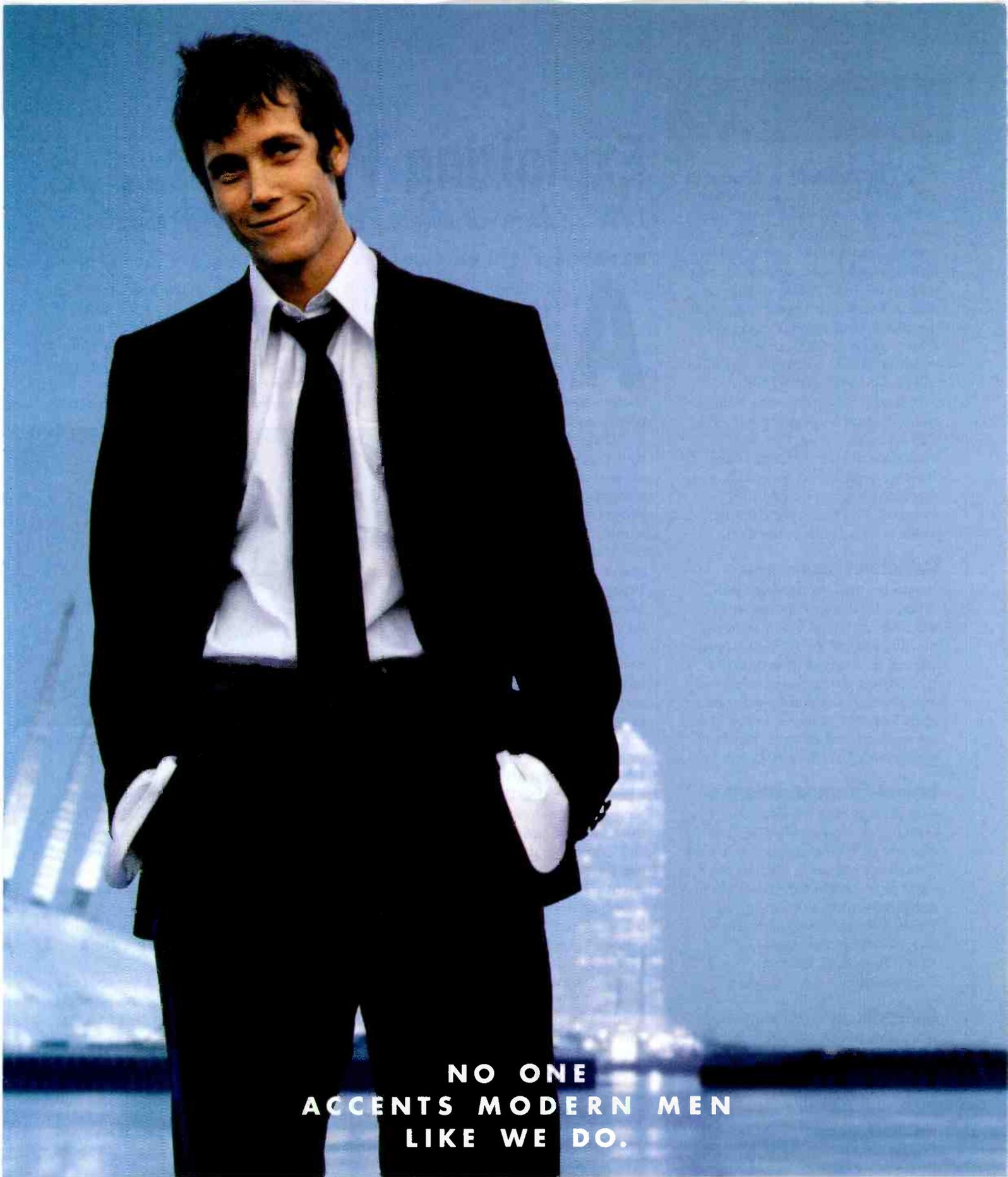
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CABLE TV

AT&T Broadband, in conjunction with the National Association for the Advancement of Colored People and DuPont Pharmaceuticals, last week launched a national awareness and outreach campaign addressing the increased prevalence of HIV/AIDS among African Americans. The campaign centers on the distribution of a series of films focusing on HIV prevention, treatment and access to care. The films will be showcased over AT&T Broadband cable systems and highlighted by other cable operators, including Cablevision, Comcast, Cox, Falcon, MediaOne and Time Warner. Cable Positive, the industry's non-profit organization devoted to HIV and AIDS awareness, will encourage cable networks to help distribute the films.

Cabletelevision Advertising Bureau last week reported that basic cable posted double-digit prime-time and total-day ratings increases during the third week of the 1999-2000 broadcast season. Based on its analysis of Nielsen data, the bureau reported that ad-supported cable's prime-time rating rose 13 percent, to a 24.3, from a 21.5 last year, and total-day grew almost 17 percent, to a 13.2, from an 11.3 in 1998.

Insight Communications last week announced it will distribute Oxygen to a majority of its 1 million subscribers. The carriage deal will bring Geraldine Laybourne's women's network, set to launch in February, to Insight subscribers in six states. The Insight contract follows other large Oxygen carriage agreements with AT&T Broadband, Charter Communications and MediaOne.

Addenda: FX last week announced it will go forward with *Son of the Beach*, a new original series from Howard Stern Productions in association with Fox Television Studios, which the network plans to premiere in first quarter next year...Court TV has renewed *Live From Cellblock F* for its fall season...ESPN's *Sunday Night Football* franchise has increased viewership by 31 percent so far this season, to 7.2 million households, up from 5.5 million in 1998. —Jim Cooper

Exploiting Voyager

UPN is trying to sell uniqueness of 'Star Trek' spinoff's audience

NETWORK TV / By John Consoli

After selling out its Monday-night comedy block and Thursday's *WWF Smackdown*, the UPN sales department is now focused on the network's longest-running show—*Star Trek: Voyager*, which sold poorly during the upfront.

"Unfortunately, during this year's upfront I spent more time convincing advertisers that our new programming direction would better suit their needs than last year's, and I spent less time selling *Voyager*," said Michael Mandelker, UPN executive vp of network sales.

He added that *Voyager*, although male-skewing, like most of UPN's shows, has a very unique audience that is very heavily into the Internet and tends to tune in to the network only on Wednesday nights at 9, when *Voyager* airs. While *Voyager* viewers tend to be predominantly male, he said, they are more upscale in terms of income and education than the average viewer, use financial services heavily, travel frequently and use credit cards often.

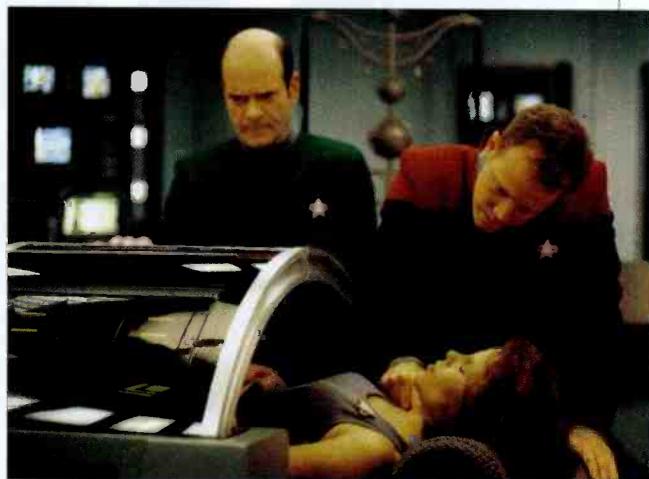
Advertisers in those categories are being targeted by Mandelker in a new UPN ad presentation specifically touting *Voyager*. The survey shows *Voyager* ranks 10th among network shows in viewing by men 18-49 from households in which the head has four years or more of college and 17th among viewers whose annual household income exceeds \$60,000.

According to the survey, *Voyager* ranks first among viewers who use the Internet daily, first among those who made a purchase on the Internet within the past 30 days and second among people who travel domestically for business.

"Our goal is to tell advertisers that if you weren't thinking of buying UPN because it moved toward a younger audience with its programming, that we have

a show that can reach the customers they want to reach," Mandelker said. "UPN is not thought of when thinking of upscale advertisers. We want to tell these advertisers that *Voyager* is upscale, unlike anything else on the network."

Mandelker said the presentation is



According to a UPN survey, *Star Trek: Voyager's* audience skews much more upscale than other programming on the network.

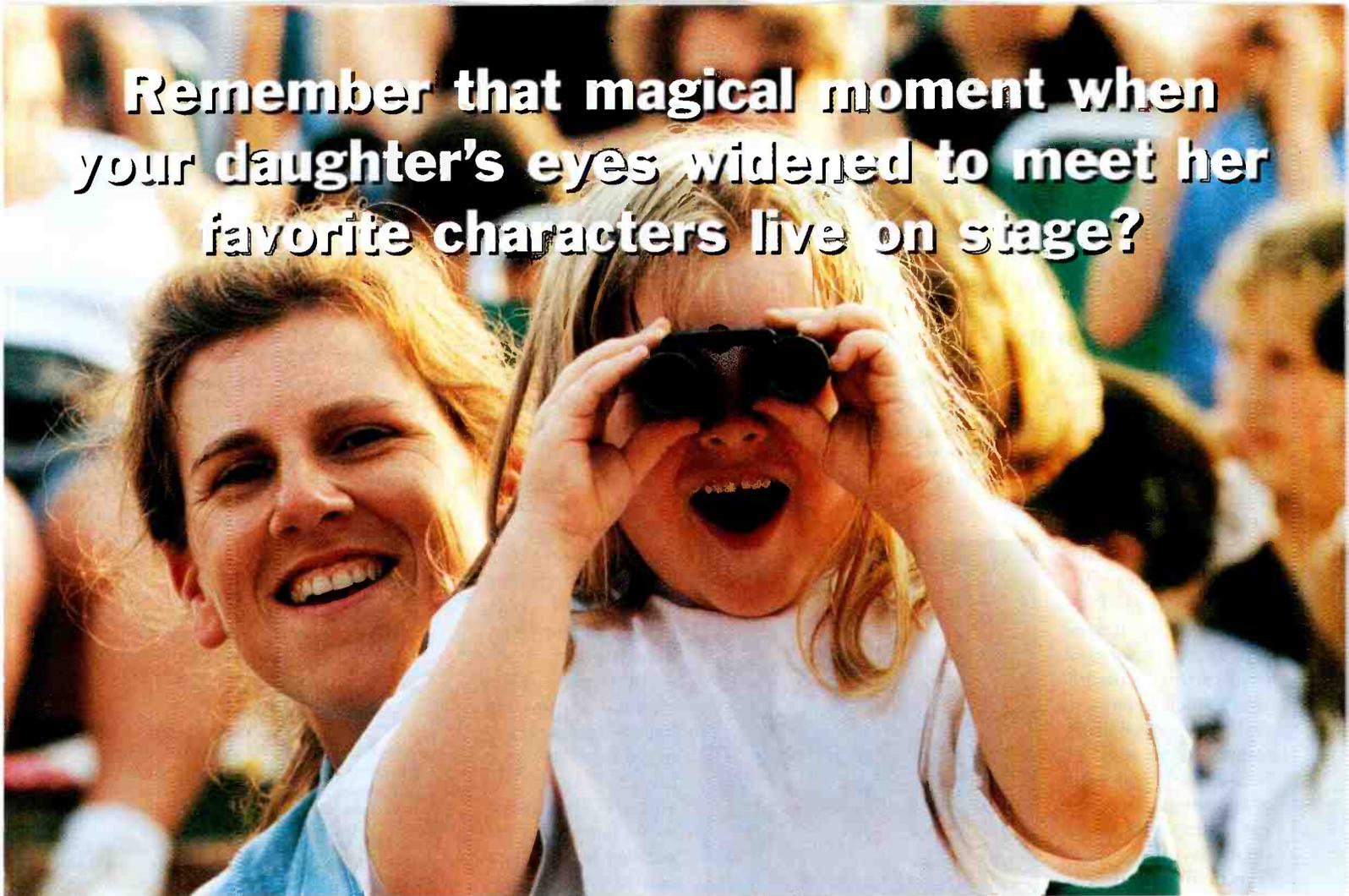
also geared toward dot.com advertisers who have not discovered UPN. "They are spending a lot of money in sports programming on other networks to reach upscale men, and we want to let them know they can do so at far less cost and reach heavy Internet users on *Voyager*," he said. "Right now UPN is not on the radar screen of the dot.com companies."

Most ad buyers have not yet seen the presentation, but some say it's a smart idea to isolate *Voyager* from the rest of the UPN shows.

"It is their highest-rated show but also their most expensive," noted one buyer. "Networks sometimes get stuck with shows like this that don't work in packages during the upfront. This is a way to sell the show on an isolated basis and make it attractive."

Mandelker said the survey also points out that *Voyager* is among the top 10 shows in viewer loyalty, according to Nielsen Media Research's April 1999 Quad study. ■

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Real World's New Orbit

Reruns of MTV series will hit broadcast TV in fall 2000

SYNDICATION / By Michael Freeman

Real World, one of MTV's signature series for the last eight seasons, is coming to a broadcast TV station in your neighborhood starting in September 2000.

Real World's owner, MTV Networks, and series producer Bunim Murray Productions have turned to Los Angeles-based syndication consultant Chuck Larsen to craft a marketing campaign to sell 78 "off-cable" episodes of the series. The initial complement of episodes—from Real World's first four seasons of shows originating out of New York, Los Angeles, San Francisco and London—are being offered to television stations in single-year contracts.

Larsen, president of October Moon Television, has already sold Real World to TV stations representing 37 percent U.S. coverage, including seven of the top 10, according to station rep sources. Two of Paramount's 19-market Paramount Stations Group stations—Houston's KTXH-TV and New Orleans' WUPL-TV—have picked up the show.

Station reps say that October Moon is positioning Real World as a "transitional" vehicle for 4-6 p.m. early-fringe time periods, those most heavily concentrated with teen and young-adult viewers—Real World's core audience on MTV.

October Moon is extending a carrot to entice stations to take a four-day run (Monday-Thursday) on an even 3.5-minute local and 3.5-minute national barter advertising split, then offering the fifth day (Friday) free of

any national advertising.

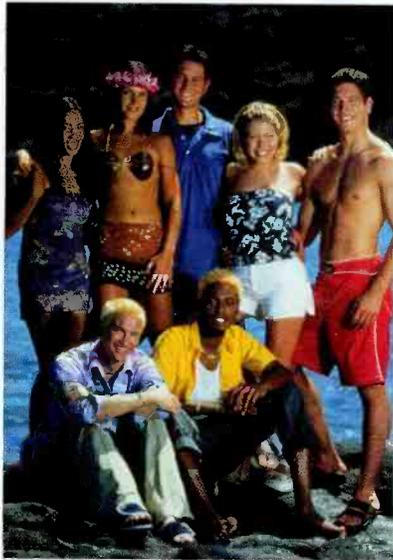
"Essentially, it's an interesting stunt which simply lowers the [national] barter load to average around 3 minutes per episode, lower than what some first-run weeklies [action series] take out in their national ad splits," notes Dick Kurlander, vp and director of programming for Petry Television.

In fact, Kurlander's station-rep firm is recommending Real World as a buy for Fox, WB and UPN affiliates' early-fringe time periods but remains neutral on late-fringe slottings.

WPWR-TV, a UPN affiliate in Chicago, represents one of the largest markets on board for Real World, but station execs have

yet to decide whether to slot it into early or late fringe. Tom Feie, program director of WPWR, acknowledged that Real World's "brand recognition in the youth market" could make it a "tempting" insertion with the station's pickup of off-network sitcoms *Moesha* (from Paramount) and *Jamie Foxx* (Warner Bros.) destined for early-fringe time slots next season.

Larsen, a former president of MTM Television Worldwide and Republic Pictures, formed October Moon Television in 1997 to serve as a consultant to independent producers and networks. Although Larsen declined to comment on Real World's marketing plan, he confirmed that Moonstone Entertainment and Franklin-Waterman Inc.'s FairWeather Entertainment unit, which produce made-for-TV movies, have also turned to him to syndicate several movie packages. ■



Station execs believe *Real World* will attract younger viewers in fringe periods.

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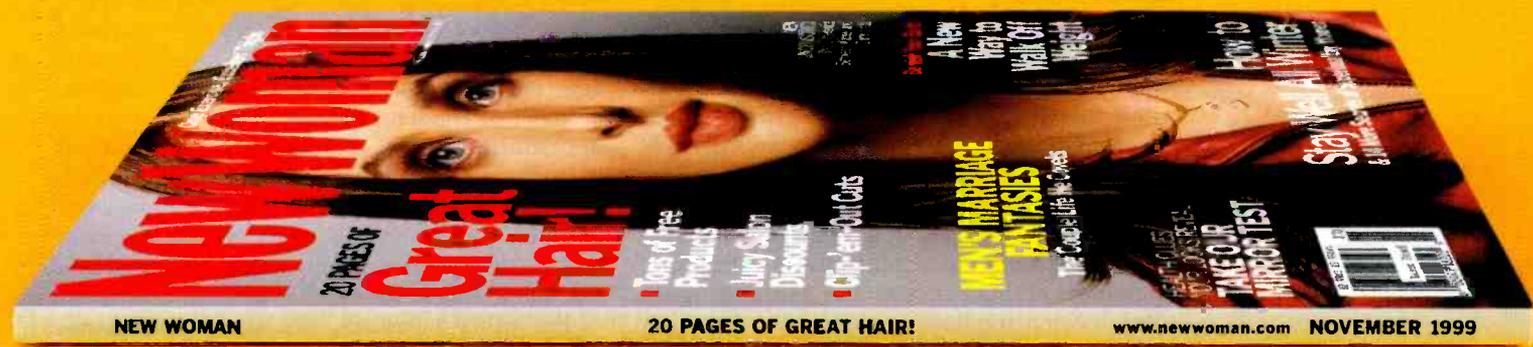
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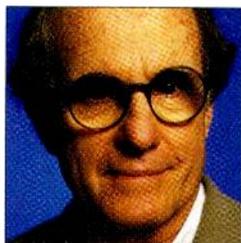
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THE BLUNT PENCIL
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Fuse It or Lose It

Data fusion
is our spooky
best hope
for better media
planning



This is not about the minor problems of media research. This is about a screeching dead end in media research. For decades, the brass ring of information has been “single source”—a study accurately measuring several media and product use in a single national sample.

Single source would let advertisers select programs and networks that target actual product buyers—instead of making do with the broad demos associated with product buying. Single source would let them plan and coordinate TV, print, radio, out-of-home and online on a common basis by reporting media-mix duplication, reach and frequency. These are important prizes.

The MRI study we currently use is a shadow of the promise of single source. The glaring problem is its television-recall measurement. Media-mix planning requires single-source TV's Nielsen ratings come from a people meter panel. Today it is impossible to obtain accurate TV information without using a meter, because fragmentation results in shorter tuning intervals that neither the diary, nor aided-recall, can pick up. But it is impractical to ask people-meter panel members for the information that would make it single-source. The added burden of a lengthy survey would put them off and reduce cooperation. (Using a set-meter panel avoids this problem, but it requires modeling viewers.)

So that's the impasse. We don't use single-source. We measure TV in a people meter panel and measure most everything else in a different survey. To do a mixed-media plan, we use random duplication, or we make things up.

Today the pressure is on to develop a better single-source database. It comes from the decline of television. Strong demand and reduced inventories have pumped up clutter and CPMs, making TV less effective. This forces advertisers to think about media options and has put media mix at the center of advertising planning. Media mix requires single source.

The challenge of creating a single-source database built on a metered measurement of TV is the subject of this column, because the answer is data fusion. The fusion concept is simple. Database A is the MRI magazine readership survey. Database B is the Nielsen Television Index

people meter panel. Database A is “married” to database B, at the respondent level, by ascribing the survey-measured reading behavior of its respondents to matched people-meter panel members. When this is done, the fused people-meter database acts as if its respondents had participated in the MRI survey and answered the magazine reading and product-use questions.

Fusion is not considered an option in the U.S. The fusion match is usually limited to about a dozen characteristics collected by both surveys. If the behaviors being fused are strongly associated with the characteristics used for the match (like sex, age, income, education, employment, location, presence of children, number of TV sets, number of channels, hours of viewing, etc.), the fusion will be successful. The magazine-readership numbers will be close to those of MRI. The TV ratings will be NTI, and the magazine/TV duplication rates should correspond to what would be produced by a true single-source survey.

For other measures, like some product-use categories where the fusion “hooks” are not as strongly associated, the fused data will be less good.

That's the theory. If this seems like magic, you're giving fusion too much credit. The respondent's ascribed reading behavior will not be the same as his or her actual reading behavior, but in aggregate, the fused database will produce reasonably correct numbers. And in this model the TV data are not changed in any way.

Fusion works on the same statistical assumptions we use when we profile-match audiences to product-purchase data (e.g., when we target women 18-to-49 because they use more shampoo), but the fusion match, since it uses many more variables, is likely far better.

Data fusion is used overseas. For several years now in the U.K., TGI has been married to the BARB people meter panel, and the fused database is used for planning. But here, for some reason, fusion is not considered an option. U.S. media researchers call it “the F word.”

Perhaps it has been oversold or badly explained. Perhaps we think there are better, purer ways to produce media-mix data. There are none. The choice in single source is “fuse it or lose it.” And losing it because we won't try fusing it would be a shame.

Erwin Ephron is a consultant with Ephron Pazian & Ephron in New York, which has numerous clients in the media industry. ■



**What happens when you
add focus to impact?**

ington, D.C., use the tapes. The patient ate possible," who studied few York Psy- in Manhattan aided Imagery

ements tradi- truly changes pain so it's not m the person," registered nurse tapes and has a tice in guided on. It's her voice tape that costs

Endorphins will go to work: These natural pain-relievers in the body are triggered from the sounds on the tape just like if you were actually there. Endorphins attach themselves to pain receptor sites throughout the body. They automatically go where they are needed the most. In comparison, man-made drugs only go to one or two sites.

SOURCE: Dr. Richard Tiedemann, attending surgeon and director of the complementary care program at Muhlenberg Regional Medical Center, and Audrey Cavanagh, R.N.

effects of guided ted hospitals nement its use, Tusek, a health former registered Cleveland Clinic in l facility, interna- its cardiac, cancer l procedures, has s of studies in the said. that guided imag- phins, which can be -milligram injection tek said. She added the number of white d, boosting the im-

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study by the Cleveland pared earlier this month in al of Cardiovascular Man- showing a 60 percent reduc- n and anxiety for cardiac patients, Tusek said. average stay after surgery lays, down from a seven-day ch showed that a \$7 tape e Cardiac Vascular Surgery at the clinic \$2 million,

ng his gallbladder removed have been a cakewalk for Jo-

effects of the tapes and expand the program.

So far, health insurance companies do not cover guided imagery, said Tiedemann, calling the tapes complementary care.

"Some of the HMOs are finding out that complementary medicine can lower their costs," Tiedemann said. "They're fueled by the dollar sign" in watching the trend, he said.

Consumer preference drives health care benefits, according to Paul Langevin, president of the New Jersey Association of Health Plans, a trade organization that represents 11 major health plans.

For the past two years, insurance companies have been marketing alternative forms of medical care among their coverage, including acupuncturists and midwives, Langevin said. So, he said, if enough people ask for the tapes, the HMOs may be compelled to offer them.

Said Langevin: "Enough of a consumer preference drives availability in the plan."

"To get the full benefits of the tape, we recommend that they use it twice daily," she said. "There are patients who elect not to do it. I think from a nursing perspective, it helps us better in managing the patients' pain and anxiety."

Since Dec. 1, the hospital has issued 60 tapes per month, Garland said, with the hospital paying about \$10 per set. Beth Israel is awaiting a grant that will allow it to research the effects of the tapes and expand the program.

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trustees, directors, officers, employees, agents, servants or volunteers of charitable organizations were not

Environment

CONTINUED FROM PAGE 23

Activists pull out of talks on water

every tool that we have to protect the public."

Pete McDonough, the Governor's director of communications, called the withdrawal of the groups count-

drafting new regulations, depending on how tough they are and who is held responsible for ensuring that drinking water supplies are pure.

The struggle pits hundreds of municipal and regional sewage treatment plants, like the Passaic Valley Sewerage Commission, and large corporations, such as DuPont, against a handful of water companies that face sharply higher treatment costs if the water standards are relaxed.

The state's leading water suppliers also are unhappy, so much so that

Already, more than 1,000 segments of New Jersey's rivers and streams are polluted, places like the Passaic River where stretches of the waterway suffer from phosphorous pollution, PCBs (polychlorinated biphenyls), and dioxin contamination. Some portions of the Rahway River have diesel fuel problems. On some segments of the tidal Delaware River, high levels of the toxic contaminants used as industrial solvents are seeping into the river.

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Local Media

TV STATIONS • NEWSPAPERS • RADIO STATIONS • OUTDOOR • MAGAZINES

DETROIT TV STATIONS

Sales Execs Fight for More Dot.com Money



The dot.com advertising frenzy has crunched fourth-quarter commercial spot inventory at TV stations from Anchorage, Ala., to Seattle to Chicago, driving rates up double digits for key dayparts. Detroit, however, is feeling no such pressure. "We have seen a little bit, but compared to other markets, Detroit is taking a backseat," said Ron Margaratten, general sales manager for CBS O&O WWJ-TV. "There is no concrete reason other than the perception, I think, that Detroit is not a major Internet-connected market...that Detroit just makes cars and that's that."

Through August 1999, total spending in spot TV from online/Internet/e-commerce advertisers reached just over \$1 million, or 0.51 percent of total national spot dollars in Detroit, according to Competitive Media Reporting. Online and Internet spending alone in the ninth-largest TV market petered out at \$276,000. In markets of comparable size, population and television households, ad spending from the Internet category is three or four times larger (see chart).

The dollars spent in Detroit seem even lower considering that, in 1998, 51.6 percent of the households in Detroit owned personal computers. According to Scarborough data provided by Arbitron, Detroit ranks 30th among the top 61 markets ranked by computer usage. Raleigh/Durham, N.C., which gets more

dot.com business because of its Research Triangle, is ranked 29th, with 52.4 percent of the households using computers.

"We have three of the top 10 Fortune 500 companies right here in Detroit—GM, Ford and Chrysler—and I am baffled as to why it's so hard to have dot.coms consider us," said Ted Pearse,

general sales manager at NBC affiliate WDIV-TV. "A lot of car people are certainly computer literate, are certainly into the dot.coms and are certainly wired to receive these scenarios. You can't have a \$17 million unit year by

doing it on a yellow pad."

Is it the stigma of the rust belt or lingering images of auto workers on strike, burned-out buildings and factory smoke billowing toward the skies? Sales executives are asking these questions, but few agencies that handle dot.com advertising are answering, except to say that Detroit isn't the "right" market. Few agencies returned calls seeking comment for this story.

"You look at the people that are planning this, and they're a bunch of kids who haven't been outside of their home town," said Margaratten. "They say they want the top five Internet markets: Seattle, Los Angeles, Denver and some other cool place[s]. They don't think of Detroit because it's the 'rust belt.'"

"It may be the perception," said Bob Igiel, who heads The Media Edge's broadcast buying department. "Some of the dot.coms may not be as sophisticated

in media usage." However, Igiel added he did not know exactly why Detroit was being overlooked by dot.coms. "We would tell our clients that Detroit is a market to pay attention to," he said. "Maybe [Detroit sales executives] have to do a better job selling."

For Pearse and Margaratten and other sales execs in the market, it isn't just about selling their TV stations, it's about selling Detroit and the fact that the market is quite diverse. "If anyone is going to change the perception of Detroit, it's the broadcasters in the market," said Margaratten. Pearse adds that he cannot pursue, and is not pursuing, dot.com clients only for WDIV but is acting "on behalf of the market in general. And we would hope to be successful." —Megan Larson

NEW YORK OUTDOOR

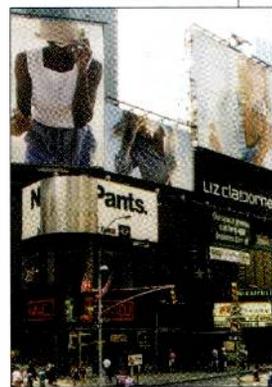
Long-Term Deals Signed in Times Sq.



In the heart of Times Square stands 1530 Broadway, a building that's been part of Ben Moss' family since his great-grandfather ran the Criterion movie theatre in the 1930s. Today that building is part of long-term deals worth some \$50 million that B. S. Moss Enterprises has signed with ABC, Liz Claiborne and Jockey International.

"[The advertisers] control the space, and it won't be sold to their competitor down the road," said Ben Moss, vp, B.S. Moss Enterprises. "So this deal gave us both security."

ABC purchased a 10-year lease (with a 10-year option) for the board on the West 44th Street side of the Moss building, directly across from ABC's new



Claiborne renews ad lease in Times Square.

Times Square studio. ABC buys a lot of outdoor, especially for sweeps and launches, but this buy was different. "The sign is potentially in some over-the-shoulder shots from the studio, and we wanted to control what's in the shot," said Chris Koontz, vp, advertising and media planning, ABC. Because ABC is leasing the space, it also has the option to sell the space to an ABC advertiser, but so far there are no plans to do that, Koontz added.

Liz Claiborne and Jockey, two familiar faces in Times Square, renewed their leases with Moss—Claiborne for 10 years and Jockey International for five.

Such long-term million-dollar deals may stand out as among the richest in the outdoor business, but it's par for the course in Times Square, an area that has become an eye-blinding outdoor advertising mecca practically overnight. "These are the positions people die for and pay for," said Diane Cimino, executive vp, Outdoor Advertising Association of America.

A block away at One Times Square, where the ball drops on New Year's Eve, Sherwood Outdoor has sold 26 signs on all four sides of the facade, with the final sign going up just last week. Last year, there were only 10 at the location. Advertisers include Discover card, Budweiser, L'Oreal, and Warner Bros. studios, which has a store in the building. —*Katy Bachman*

WORCESTER, MASS. NEWSPAPERS

Telegram & Gazette Bought by Times Co.



The New York Times Co. last week snapped up Chronicle Publishing's *Worcester* (Mass.) *Telegram & Gazette* for a reported \$295 million. The *T&G*, with a weekday reach of 107,400 and Sunday sales of 134,000 copies, is the state's third-largest daily, behind the Times Co.'s *Boston Globe* and Patrick J. Purcell's tabloid *Boston Herald*.

"We've carved out a rock-solid franchise in an area that has every opportunity to grow in demographics and retail business," said *T&G* publisher Bruce Bennett. He said representatives of several media companies had visited the paper in recent weeks. Those said to have looked at the *T&G* include William Dean Singleton's MediaNews Group of Denver and Trenton, N.J.-based Journal Register Co.

NEW YORK RADIO

Taylor Races to WPLJ Afternoon Slot

With a name that sounds like it's right out of a soap opera, Race Taylor took the mic on Oct. 11 as WPLJ-FM's afternoon-drive host from 3 p.m. to 7 p.m. Taylor is filling the slot that has been open since January, when Rocky Allen and Blain Ensley went over to do mornings on ABC's AM Talker, WABC. Rick Kaminski, who had been holding down the time slot, goes back to doing fills and swing shifts for the Contemporary Hit Radio station.

"We don't have a lot of turnover at the station, so we wanted to get the right show in there," said Scott Shannon, program director, WPLJ. Unlike Rocky Allen's program, Taylor's show will be more music-intensive, Shannon says, with some celebrity interviews and some listener call-in.

Taylor is no stranger to afternoons. He was the afternoon host on Clear Channel's Hot Adult Contemporary station in Dallas, KDMX-FM, where he pulled a 3.8 among persons 12-plus and a 4.5 among women 25-49, the same audience he will be targeting on WPLJ. But don't expect a Texas accent, said Shannon. Taylor hails originally from Cincinnati. —*KB*

When asked about his own fate, Bennett, who has been with the paper for 30 years, said, "I haven't thought a lot about it."

Kathleen Shaw, religion reporter for the *T&G* and chair of the Worcester branch of the Providence Newspaper Guild, said news of the Times purchase brought "absolute jubilation...[The Times] is a reputable company and a news company," she said. "There's the hope that since these are news people, they might put a little more money in the news operation."

Michael Bebe, media analyst for Goldman, Sachs, New York, said, "It isn't a surprise to see the Times diversifying in the Northeast. Strategically speaking, it's a very good move. They're good newspaper operators, good publishers and, to the degree they can bring that to another market, [it] does make sense."

Besides its proximity to Boston, the Times Co. was likely attracted to Worcester because, "like many other newspapers in the country, it enjoys monopoly status," said Michael Donovan, president of the ad agency Donovan Group in nearby Northboro, whose print clients include the University of Massachusetts Memorial Healthcare System and the Worcester Regional Transit Authority. With the *T&G* purchase, the Times Co. will have a lock on the broad suburban swath between Boston and Worcester known as Metro West, Donovan said, adding, "Clearly this is an attractive marketplace to build."

The Times Co. acquires a paper whose reach has dwindled lately. Weekday circulation fell 1.5 percent, and Sunday sales slipped 2.2 percent during the six months ended March 31, compared to a year ear-

lier, according to Audit Bureau of Circulations figures. The *Globe* has also suffered circulation losses. —*Tony Case*

MIAMI MAGAZINES

Case of Twin Metros



Call it the battle of Biscayne Boulevard. *Miami Metro* magazine has sued *The Miami Herald* in federal court, claiming trademark infringement for naming its newly designed local news section "Metro Miami."

When the *Herald* first announced last month the section would be tabbed "Miami Metro," Nancy Moore, publisher of the magazine housed two blocks away, protested. "I called Joe [Natoli, *Herald* president], because we have a good relationship, and said, 'Look, this is going to be a problem,'" Moore said. Sure enough, the new section label was flip-flopped to "Metro Miami" in an effort to placate Moore, said Mark Seibel, the section's editor.

"That's not enough," Moore said. "We still feel it's a fairly significant violation of our federally registered trademark and name. There is confusion now in the community as to who's doing what. A lot of people keep coming up to me around town saying, 'Do you have some new relationship going on with the *Herald*?'"

Miami Metro filed a civil lawsuit Sept. 30 in U.S. District Court asking for injunctive and monetary relief, Moore explained. The magazine is on the verge of filing a request for a preliminary injunction to halt the *Herald's* use of the "Miami

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Metro" name until the case goes to trial.

Seibel, also the *Herald's* assistant managing editor, called it much ado about nothing. "We think it's a geographical designation and descriptive of the region we cover," he said. "Even if we called it 'Miami Metro,' it wouldn't make any difference. You can't trademark 'metro' and 'Miami.'"

Miami Metro, which covers business, politics, culture and fashion, has a circulation of 48,000 and is owned by Florida Media Affiliates, a subsidiary of privately held Micro-media Affiliates of Morristown, N.J. The *Herald*, owned by Knight-Ridder, has 349,000 weekday subs. —*Gilbert Nicholson*

SAN DIEGO TV STATIONS

Schwartz Goes West



At year-end, Phyllis Schwartz, vp of news and creative services at Chicago NBC O&O WMAQ-TV, will move to sunny San Diego to take on her new job as president and gm of NBC O&O KSND-TV. Schwartz replaces Neil Derrough, 64, who after 12 years at the helm is leaving to start a consulting business in San Diego he has already christened NED Inc. "I was reaching a point in my life where I thought it might be fun, before I check it all in, to see if there are some other things I can continue to do," Derrough said. "It was a terrific period of time. We took [KSND] from obscurity to number one." KSND scored a top 9.1 rating during May sweeps.

Schwartz began her career in San Diego at CBS affiliate KFMB-TV. Prior to her WMAQ stint, she was news director at Chicago ABC O&O WLS-TV. WMAQ news director Frank Whittaker was promoted to replace Schwartz. —*ML*

HONOLULU RADIO

KQMQ Meets Mickey



KQMQ-AM in Honolulu put the ears on Oct. 13 to become Radio Disney's 46th affiliate. The New Wave Broadcasting-owned station had been simulcasting the Contemporary Hit Radio format of its sister station, KQMQ-FM, barely getting by in the ratings with a 0.1 to the FM's 3.5. New Wave owns a total of five stations in the market, with combined overall share of 9.9. Radio Disney now covers 49.2 percent of the U. S. —*KB*

Market Profile

BY JAMES DUNAWAY



PAUL THOMPSON/INTERNATIONAL STOCK

Tampa Bay

The fast-growing Tampa Bay market—which includes Tampa, St. Petersburg and Clearwater plus all or parts of eight outlying counties and the cities of Sarasota, Lakeland and Bradenton—has just been moved up by Nielsen Media Research from 15th to 13th place among the country's top DMAs.

Tampa Bay is the largest market in Florida, three spots above Miami, the U.S.' 16th-largest media market.

The same combination of warm weather and low living costs that has attracted retirees to Tampa Bay for generations, along with the growth of communications technology that has enabled businesses to relocate just about anywhere, is sparking a new surge of growth for the market.

According to the 1999 *SMM Survey of Buying Power*, Tampa Bay's four core counties of Pinellas, Hillsborough, Pasco and Hernando lead Florida in population (2.3 million), households (962,100) and annual retail sales (\$27.9 billion), second only to Atlanta in the Southeast.

Driving the region's growth is an explosion in "back-office" jobs, including credit-card and

other customer-service operations of major companies like Citibank, Chase Manhattan and General Motors; claims-processing centers operated by insurance giants including Aetna/US Healthcare and Met Life; and other telephone-call service centers, accounting for a total of 193,000 jobs as of yearend 1998. And back-office business is still pouring in, with 21,000 new jobs created in the market last year. Other light-industry businesses such as biotech research, software development and drug and medical manufacturing are also important contributors to the market's economy.

Tourism remains a big moneymaker, especially for Pinellas County's St. Petersburg and Clearwater, although last year's drop in the Canadian exchange rate kept many snowbirds away. "The beaches took a beating economi-



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cally," says Judith Roales, publisher of *The St. Petersburg Times*. Seasonal visitors—Northerners who spend all or most of the winter in the region, as well as vacationers—swell the area's population for several months each year. One measure of the impact of the temporary population is newspaper circulation: The *Times'* average circ in February is some 80,000 copies higher than on the average summer day.

Until the 1990s, the only live major-league sports to be seen in the Tampa Bay area were the baseball teams that have arrived for spring training every year for decades, and still do.

Today the area boasts four big-time teams—the NFL Buccaneers, the Devil Rays of baseball's American League, the National Hockey League's Lightning and Major League Soccer's Mutiny. The clubs have come to play an important part in Tampa Bay's media picture.

The biggest changes in that picture over the last year have come in radio. Last May's merger of Clear Channel and Jacor has turned the local radio scene on its ear. New stations, new call letters, new dial settings and new formats are being introduced, seemingly, almost every day since the deal was completed.

With a total of 15 area radio properties between them, the merged Clear Channel/Jacor had to spin off seven outlets to meet FCC requirements. The stations were sold to four different broadcasters, setting off a game of musical chairs. Two properties went to CBS/Infinity: WRBQ-FM (Country) and WSJT-FM (New Adult Contemporary/Smooth Jazz). One outlet, WRBQ-AM, went to ABC Radio. Three ended up with Cox: WHPT-FM (Classic Rock), WFJO-FM (Oldies) and WDUV-FM, a highly rated Easy Listening station. Clear Channel did not want to give up WDUV's strong FM signal at 105.5, so before making the deal with Cox it awarded that frequency to another Clear Channel station, WTBT. WDUV moved over into WTBT's former spot at 103.5.

CBS/Infinity ended up with two top-10 stations with Country formats: WQYK-FM, which for 28 years has aired the same format at the same spot on the dial (99.5), and the newly acquired WRBQ-FM.

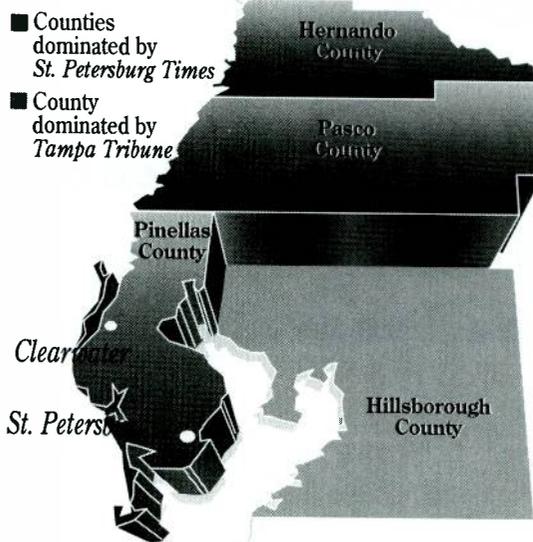
The doubling up in Country stations is a big plus for Infinity, says Tom Rivers, vp and general manager for the group's Tampa Bay outlets. "They're very different stations," Rivers says of WQYK and WRBQ. "Each has a strong history, and each has its own audience—they've never tended to bop back and forth. And there's plenty of room for both—Tampa Bay's Country audience is as big or bigger than Dallas, Houston or Phoenix."

Of course, there have been format and personnel changes aplenty following the merger. Clear Channel changed WAKS-FM to WMTX ("The Mix") and dismissed longtime morning-drive man Mason Dixon, moving Mike Reeves over the station's afternoon-drive show and adding local TV news personality Nancy Alexander, who continues to appear on Fox affiliate WTVT-TV.

Cox has aggressively repositioned its new acquisition WHPT (102.5) as a "Hard Classic Rock" alternative in between the Clear Channel duo of Classic Rock WTBT-FM ("The Thunder") at 103.5 and Album-Oriented Rock WXTB-FM at 97.9. Cox's strategy "seems to be pulling audiences from both" Clear Channel outlets, says buyer Katherine Smith of FQK Advertising in Clearwater.

"About all that hasn't changed," notes the sales director of one Tampa Bay radio outlet, "is the number of stations." Martha Sachs, vp and media director of Hallmark/Tassone Partners in Tampa, says the switches have created major headaches for local buyers: "If I contact one of the conglomerates about a buy on one of their stations... I get a call from a rep at each station," Sachs reports. "If I call about buys for

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Nielsen Ratings/Tampa Bay Evening and Late News Dayparts

Early News				
Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WFTS	3.8	8
	CBS	WTSP	4.4	10
	NBC	WFLA	7.1	16
	Fox	WTVT	5.5	12
5:30-6 p.m.	ABC	WFTS	3.6	7
	CBS	WTSP	5.4	11
	NBC	WFLA	7.9	16
	Fox	WTVT	5.3	11
6-6:30 p.m.	ABC	WFTS	4.1	8
	CBS	WTSP	7.3	13
	NBC	WFLA	10.5	19
	Fox	WTVT	5.9	11
6:30-7 p.m.	Fox	WTVT	4.7	8
Late News				
10-10:30 p.m.	Fox	WTVT	9.3	14
10:30-11 p.m.	Fox	WTVT	6.8	11
11-11:30 p.m.	ABC	WFTS	4.3	9
	CBS	WTSP	7.0	14
	NBC	WFLA	9.0	18

Source: Nielsen Media Research, May 1999

three different clients, I have to talk to a different rep for each client for each station. If I

submit a request for a station buy in Tampa, I'll get calls from all over the state. It's gotten so

bad I can't get my work done."

Although 9 percent of the market's population is classified as Hispanic, stations targeting Hispanic listeners do not have a corresponding share of listenership. Joshua Mednick, Tampa gm for Mega Broadcasting, the fast-growing Hispanic station group based in Baltimore, says the share shortfall is partly an outgrowth of confusion over the recent changes in the market and their effects on Arbitron ratings.

At the beginning of this year, Mega had one station in Tampa, WZTM-AM. In April, the company acquired WGUL-FM. The outlets are now simulcasting as WMMG-AM and WMMG-FM, the latter claiming to be the first Spanish-language FM station in the market. In May, Mega added former Jacor station WCTM-AM and changed its call letters to WLCC-AM. At the same time, Mega switched the dial positions of all three outlets and altered their Spanish-language formats. Not surprisingly, the outlets dropped from a combined 2-plus share last winter to a 0.4 in the spring Arbitron book. But Mednick says all the changes will pay off in the long run: "We will be back very strong." Mega has also

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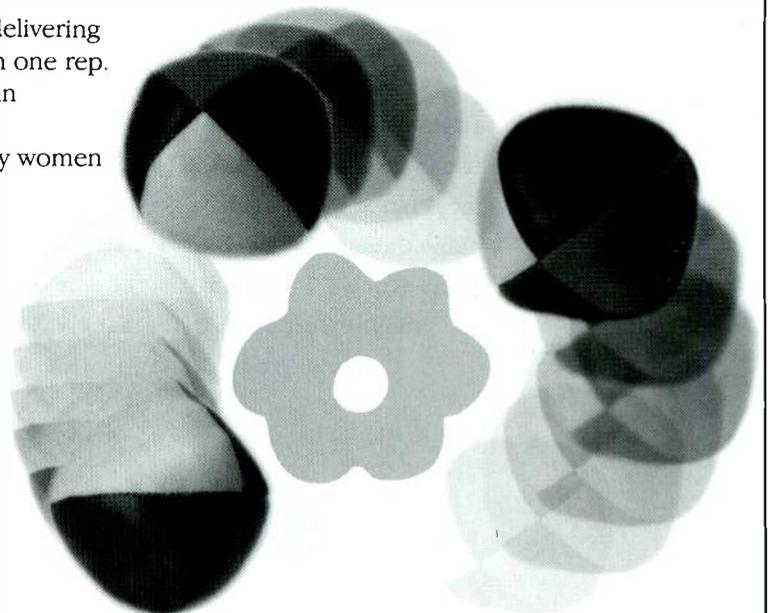
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Sources: 1998 SPRING Market Study conducted by Belden Associates Sales and Marketing Management, Survey of Buying Power.

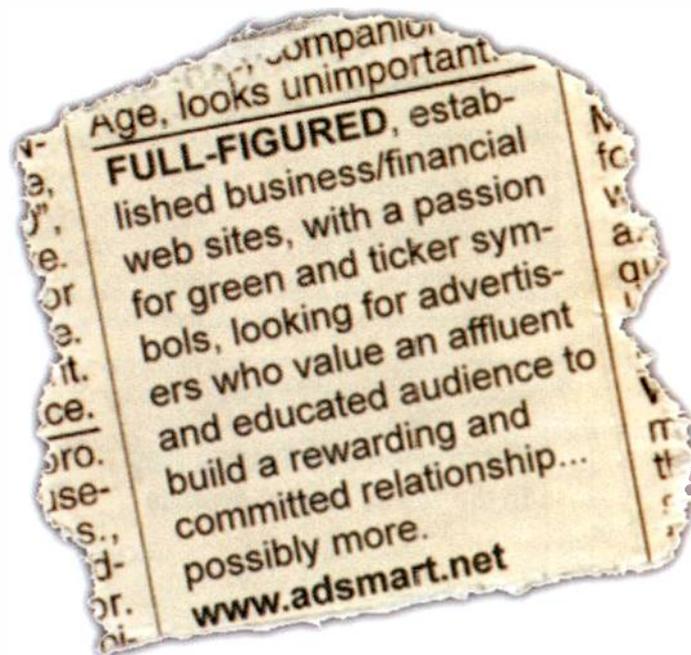
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bought WBDN-AM in Sarasota and is airing Spanish fare on that outlet as well.

Another recent development on the radio scene is ABC Radio's acquisition of WRBQ-AM from Clear Channel/Jacor. ABC changed the call letters to WWMI and is targeting 7-12 year olds with Radio Disney programming.

As a result of all the sales, swaps and re-alignments, Clear Channel now has five FM and three AM stations in Tampa Bay. Cox has six FMs and one AM and CBS/Infinity has five FMs and one AM. The big three groups in the market deliver more than 75 percent of the ratings and attract more than 90 percent of its revenue. "We used to have some mom-and-pop stations in the market," says Bruce Robinson, a vp at local agency Landers & Partners. "But not any more."

Compared to the shakeups in radio, Tampa Bay's seven commercial TV stations have had a relatively quiet year. Fox's owned-and-operated WTVT-TV and Media General NBC affiliate WFLA are the market's top two news stations. WTVT programs the most news—eight hours per day on weekdays, 3½ hours daily on weekends—and viewers are responding. In the last four-season Nielsen book, WTVT had the highest 18-49 ratings of all 177 stations affiliated with Fox, notes David Boylan, the station's gm. "And we've got the highest revenue share in the market," he adds.

WFLA, which bills itself as "News Channel 8," has "one of the most aggressive newsrooms in the country," claims gm Rick Rogala. In January, WFLA will move into a new four-story headquarters that the station will share with its corporate sibling, Media General's *Tampa Tribune*. The two newsrooms will be close enough to see each other at work, and there are plans to have some cooperative news efforts between the *Trib* and WFLA and their jointly operated Web site, Tampa Bay Online.

In other recent developments, on Sept. 1 the WB network switched affiliates from Hearst-Argyle's WWVB to former independent WTTA, locally owned by Bay Television. WTTA gm Steve Marks, who came to the station a year ago to prepare for the change, says the outlet has taken on an entirely new programming look to better match up with its prime-time partner. "We purchased everything that was new to syndication that wasn't already taken—*Judge Mathis*, *National Enquirer*, the new *Family Feud*," Marks says. WTTA also picked up syndicated reruns of *Home Improvement* (formerly on Scripps Howard ABC affiliate WFTS) and *People's Court* and *Cheers* (which previously aired on Paramount's UPN affiliate, WTOG), and will strip them weekdays against competitors' newscasts be-

Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in Millions)	Share of Total
Clear Channel Communications	3 AM, 5 FM	33.0%	\$48.3	44.3%
Infinity Broadcasting	1 AM, 5 FM	23.8%	\$32.6	29.9%
Cox Radio	1 AM, 6 FM	21.8%	\$20.0	18.3%
Mega Communications	2 AM, 1 FM	0.4%	\$2.9	2.6%
WGUL FM Inc.	1 AM, 1 FM	4.1%	\$1.3	1.1%
Concord Media Group	2 AM	0.6%	\$1.0	0.9%
ZGS Broadcasting of Tampa	2 AM	0.9%	\$1.0	0.9%

Includes only stations with significant registration in Arbitron diary returns and licensed in Tampa Bay or immediate area. Ratings information provided by Arbitron, Spring 1999 book; revenue information provided by BIA Research, 1999.

Scarborough Profile

Comparison of Tampa Bay To the Top 50 Market Average

	Top 50 Market Average %	Tampa Bay Composition %	Tampa Bay Composition Index
DEMOGRAPHICS			
Age 18-34	32.3	24.3	75
Age 35-54	40.0	33.5	84
Age 55+	27.7	42.2	152
HHI \$75,000+	22.2	12.2	55
College Graduate	12.3	9.9	80
Professional/Managerial	21.9	15.9	72
African American	12.4	7.3	59
Hispanic	11.9	8.2	69
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56.9	63.3	111
Read Any Sunday Newspaper	66.9	79.1	118
Total Radio Morning Drive M-F	24.5	23.7	97
Total Radio Evening Drive M-F	18.6	18.8	101
Total TV Early News M-F	29.3	33.2	113
Total TV Prime Time M-Sun	37.2	43.7	118
Total Cable Prime Time M-Sun	10.5	13.7	130
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper (5-Issue Cume Reach)	75.4	82.6	110
Read Any Sunday Newspaper (4-Issue Cume Reach)	80.3	91.4	114
Total Radio Morning Drive M-F	79.7	76.2	96
Total Radio Evening Drive M-F	73.9	70.9	96
Total TV Early News M-F	67.6	75.8	112
Total TV Prime Time M-Sun	91.7	93.7	102
Total Cable Prime Time M-Sun	52.8	59.1	112
MEDIA USAGE - OTHER			
Accesses Internet/WWW	44.2	36.7	83
HOME TECHNOLOGY			
Shops Using Online Services/Internet	10.5	7.3	70
Connected to Cable	69.3	72.0	104
Connected to Satellite/Microwave Dish	11.3	10.2	91

*Media Audiences - Average: average-issue readers for newspapers; average-hour listeners within a specific daypart for radio; average-hour viewers within a specific daypart for TV and cable. **Media Audiences - Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.

Source: 1999 Scarborough Research Top 50 Market Report (February 1998-March 1999)



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Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WFLZ-FM	Contemporary	9.2	5.1
WXTB-FM	Album-Oriented Rock	7.8	6.1
WDUV-FM	Easy Listening	7.4	7.7
WFLA-AM	News/Talk/Information	7.1	4.5
WQYK-FM	Country	6.9	6.5
WTBT-FM	Classic Rock	5.4	6.9
WLLD-FM	Contemporary Hits Radio	4.3	7.2
WRBQ-FM	Country	4.3	5.1
WSSR-FM	Modern Adult Contemporary	3.7	4.5
WWRM-FM	Adult Contemporary	3.0	3.5
WMTX-FM	Hot Adult Contemporary	3.0	2.8

Source: Arbitron, Spring 1999 Radio Market Report

fore and after prime time. "We are a totally different TV station," says Marks. "Sixty days ago, our biggest show was *Hawaii Five-O*."

Meanwhile, former WB affil WWWW has changed its name to WMOR ("MORE TV-32"), and "reprogrammed and rebranded ourselves," says Ken Lucas, vp and gm. "Our core audience is 12-34, and our programming includes *Ricki Lake*, *In the House* and *Fresh Prince*. We're doing a lot of 'theme week' movie programming in the evenings, and that seems to be working."

Earlier this year, WTOG dropped out of the local news race, adding more entertainment programming. "We'd done news for 16 years, and only had a 2 rating," notes WTOG gm Mike Conway. "The past two or three years we put a lot of money and effort into news, but our ratings didn't show it. And unless you're No. 1 or 2, you'd better find something else." The station is now averaging a 4 rating at 10 p.m. and a 3 at 10:30. The station soon will add reruns of *Frasier* at 10:30, which should lift ratings to a 4 in that time period, Conway says.

The local cable interconnect, Time Warner-owned Tampa Bay Interconnect, has a 72 percent market penetration of the DMA. Primary cable operator Time Warner operates a 24-hour local news service, Bay News 9, which boasts a staff of 70. At one point during last month's hurricanes, the channel pulled the highest ratings in the market.

While the region's broadcast media tend to deliver marketwide news coverage, the area's two largest newspapers are a strong reminder that Tampa and St. Pete, as cities, have their own distinct personalities. A lot of the differences reflect their ownerships.

Media General's *Tampa Tribune*, with a daily circulation of 254,329, has over the past few years concentrated on its fast-growing core readership and cut down on circulation in outlying areas by about 50,000, a profitable move according to *Trib* publisher Reid Ashe. "It's clear that in the newspaper business the only

place you can make a profit is where you're the leading newspaper, because it gets the local advertising," says Ashe. "Our aim is to be a great local newspaper for Tampa and the areas that identify with Tampa."

The St. Petersburg Times is going the other way, moving to expand its circulation footprint in the region. The *Times* is owned by the nonprofit Poynter Institute; the nonprofit status makes capital spending a bit easier to come by and also prevents outside interests

from acquiring the paper. The *Times* has expanded to 12 regional editions in six counties. "We have different approaches to coverage and different beliefs about the future," *Times* publisher Judith Roales says of her primary competitor. "The Tampa Bay market is becoming, and will be, a single market."

Elsewhere in print, the local business scene gets intensive coverage from a number of pub-

lications. The leader is the *Business Journal*, owned by Newhouse's American City Business Journals. "This is one of the most competitive media markets in the country" for business news, says Dave Szymanski, *Business Journal* editor. His competition includes *The Gulf Coast Review* out of Sarasota's Longboat Key, which has just gone from biweekly to weekly publication; the locally owned *Maddux Reports*, of Clearwater; *Florida Trends*, a monthly published by the *St. Petersburg Times*; and *The Wall Street Journal's* weekly "Florida Journal."

Tampa Bay's outdoor business is dominated by Eller Media and Outdoor Systems. Eller recently added Universal Outdoor's locations in fast-growing Pasco and Hernando counties to bring its total to about 2,000 faces, reports Wayne Mock of Eller. Outdoor Systems has some 1,100 faces, says local gm Patti Blass, who adds that space is at a premium. "Local restrictions are getting tighter all the time," Blass says. "The number of travelers is going up, but not the number of billboards. Right now, we are sold out of 14-by-48 space." ■

Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Citrus County: 48,400 Households				
<i>Citrus County Chronicle</i>	21,777	24,725	43.8%	51.1%
<i>St. Petersburg Times</i>	11,588	15,444	23.9%	31.9%
Hernando County: 51,500 Households				
<i>St. Petersburg Times</i>	24,225	30,130	47.0%	58.5%
<i>Tampa Tribune</i>	6,265	7,898	12.2%	15.3%
Highlands County: 34,800 Households				
<i>Tampa Tribune</i>	13,183	16,178	37.9%	46.5%
Hillsborough County: 364,900 Households				
<i>St. Petersburg Times</i>	20,322	25,409	5.6%	7.0%
<i>Tampa Tribune</i>	149,660	218,603	41.0%	59.9%
Manatee County: 104,800 Households				
<i>Bradenton Herald</i>	40,981	52,474	39.1%	50.1%
<i>St. Petersburg Times</i>	1,973	2,474	1.9%	2.4%
<i>Sarasota Herald Tribune</i>	19,904	23,288	19.0%	22.2%
<i>Tampa Tribune</i>	1,207	1,789	1.2%	1.7%
Pasco County: 138,100 Households				
<i>St. Petersburg Times</i>	51,019	67,374	36.9%	48.8%
<i>Tampa Tribune</i>	28,266	37,302	20.5%	26.9%
Pinellas County: 397,100 Households				
<i>St. Petersburg Times</i>	229,912	290,505	57.9%	73.2%
<i>Tampa Tribune</i>	18,128	21,504	4.6%	5.4%
Polk County: 178,600 Households				
<i>Lakeland Ledger</i>	73,336	90,494	41.1%	50.7%
<i>Orlando Sentinel</i>	1,652	2,508	0.9%	1.4%
<i>Tampa Tribune</i>	10,773	13,804	6.0%	7.7%
Sarasota County: 141,600 Households				
<i>Bradenton Herald</i>	1,156	1,568	0.8%	1.1%
<i>Charlotte Sun Herald</i>	5,658	6,015	4.0%	4.2%
<i>Sarasota Herald Tribune</i>	76,173	96,577	53.8%	68.2%
<i>Tampa Tribune</i>	1,683	2,635	1.2%	1.9%

Source: Audit Bureau of Circulations



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NETWORK TV

At UPN, **Eileen LeMonda** was promoted to vp, network sales, and **Lloyd Schloss** was promoted to vp, sales finance. Both will report to Michael Mandelker, executive vp, network sales. LeMonda joined UPN in 1997 as director, sales pricing and planning. Prior to that, she held assorted sales positions at CBS. Schloss joined UPN in 1996 after 14 years at NBC, where he held a variety of sales and marketing posts.

CABLE

Fox Family Worldwide Advertising Sales Group has promoted **Marisol Oller** to senior vp, sales. Oller joined Fox Family Channel in 1988 as an account executive trainee. She was named manager, western region ad sales in 1996 and vp, western region ad sales in 1988. Oller is based in Los Angeles...**Tana Nugent-Jamieson** has been promoted to vp of original programming/movies for TBS Superstation. Nugent-Jamieson, who joined TBS in 1998 as director of development, will report to Jim Head, senior vp of original programming, and will be responsible for developing original movies for TBS Superstation.

RADIO

To his current responsibilities as vp and general manager of AMFM-owned KYSR-FM in Los Angeles, **Ken Christensen** has added responsibility for KOST-FM and KFI-AM, also in L.A. and operated by AMFM through a local market agreement. Elsewhere at AMFM, **Kristi Brake** was named to the new post of director of communications, responsible for internal communications between the corporate staff and its station employees. Brake comes to AMFM from eNashville, a country music and lifestyle Web site, where she was director of editorial content. She will be based in Chicago...**Francis Murphy** was named general manager of Radio Disney's WWJZ-AM in Philadelphia. She was most recently general sales manager of Clear Channel-owned WODE-FM and (continued on page 32)

The Media Elite

Edited by Anne Torpey-Kemph

Fast Find: Fox's Frankie

Casting 13-year-old Frankie Muniz to star in the Fox sitcom *Malcolm in the Middle* was "one of those dumb-luck things," according to the show's creator and executive producer, Linwood Boomer. "Usually finding a really strong kid actor is extraordinarily difficult," says Boomer, who's buoyed by all the critical acclaim the show has received in advance of its January launch.

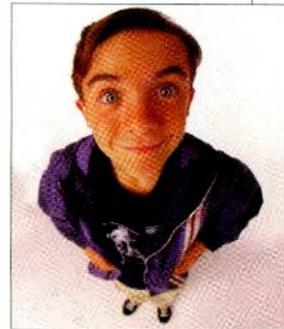
The producers had budgeted significant time to "search the nation," but on the second day of casting they saw Frankie on tape and knew they had their star. "It was almost a letdown that it was such an easy choice to make," Boomer says with a laugh.

Born in New Jersey and raised in North Carolina, Muniz had appeared in *Spin City*, *Sabrina the Teenage Witch*, *Silk Stalkings*, *Another World* and a few made-for-TV movies before catching the eye of Boomer and his team.

The producers knew early on that

they'd made the right choice when Frankie was filming a scene with Jane Kaczmarek, who plays his mother on the show. In their first scene together, in which Malcolm is very upset and being comforted by his mother, Frankie asked director Todd Holland, "Do you want me to cry here?"

For Boomer—who played Adam Kendall on *Little House on the Prairie* TV series for five years in the '70s before focusing on the production end of television—the show is somewhat autobiographical, though he says: "My family was far more functional and far less entertaining." —*John Consoli*



Middle child: Muniz

Net Radio Gets ANA Audience

The elite of the network radio community stepped up to the mike last week at the Association of National Advertisers annual meeting in

Florida, marking the first time the sector was invited to the blue-chip gathering (albeit a paid-for privilege). Using the personalities who have also acted as spokespeople for thousands of advertisers, Premiere Radio Networks, AMFM Radio Networks, ABC Radio Networks, Westwood One/CBS and American Urban Radio Networks sent Rush Limbaugh, Casey Kasem (AMFM), Tom Joyner (ABC),

April Ryan (AURN) and Charles Osgood (Westwood).

The companies' execs saw the event as an opportunity to sell a segment of the business that often gets overlooked in media plans, even as network radio's ad revenue is growing by as much as 20 percent each month. AMFM chief David Kanter, for one, thinks it was worth the price of admission: "During the rest of the convention, several national advertisers came up to me and told me they would instruct their divisions and agencies to take a harder look at radio and add it to the mix." —*Katy Bachman*



Pay for play: Joyner, Kanter, Ryan, AURN's Jay Williams and Limbaugh at the ANA



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MOVERS

(continued from page 30) WEEZ-AM in Allentown, Pa...**Christa Mallick Dahlander** has returned to the Radio Advertising Bureau as vp of communications. She was previously director of marketing for Media Sports Partnership in Dallas...**Lon Bason** was named general manager of Susquehanna-owned KLIF-AM and KPLX-FM in Dallas. He was previously market manager for Sinclair's radio stations in St. Louis, which are being sold to Emmis Broadcasting.

TV STATIONS

Bruce Kalinowski has returned home to Cleveland to Raycom Media's CBS affiliate WOIO-TV as chief meteorologist. Kalinowski has spent the last 18 years at The Weather Channel, based in Atlanta...Fox affiliate KVRR-TV in Fargo, N.D., has lured news reporter **Jim Shaw** from the market's ABC affiliate WDAY-TV to serve as news director for its new late

newscast. KVRR's 9 p.m. news will launch in July 2000. Shaw reported the news at WDAY for 21 years and simultaneously served as substitute news director for eight of those years.

GROUPS

Josh McGraw was appointed president of Clear Channel Communications' in Jacksonville, Fla., operations. In his new position, McGraw will oversee the operations of Clear Channel's TV, radio and outdoor properties in the market. Previously, he was the general manager of Clear Channel's Jacksonville Fox affiliate, WAWS-TV. No replacement for McGraw at WAWS has been named.

AGENCIES

Richard Lobel was named senior vp, marketing and media communications at SFX Entertainment, where he will develop a brand strategy to position the company



Kalinowski joins Cleveland's WOIO



Oller upped at Fox Family Channel

internationally and reevaluate a \$100 million advertising budget applied towards various media. Lobel had been the group account director of global advertising for Calvin Klein.

MAGAZINES

Molly Schaefer, vp president/publisher of *Town & Country*, has left the Hearst magazine after seven years to spend more time with her family. No replacement has been named.

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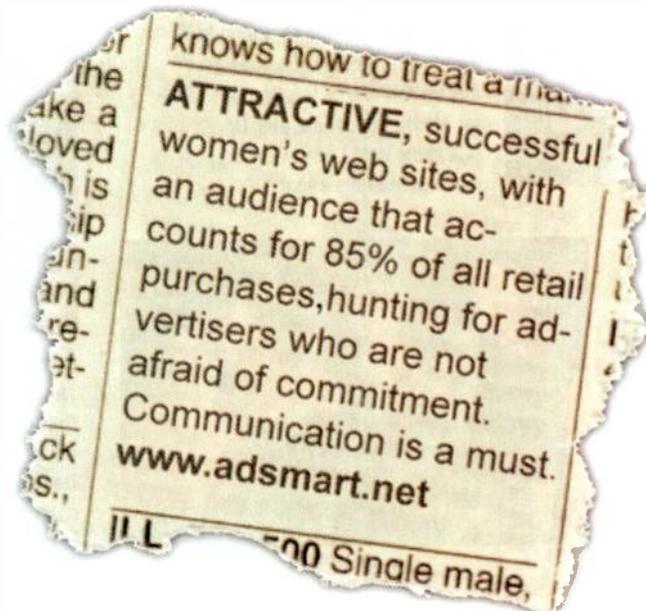
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MEDIA DISH



In New York for *Redbook's* recent Mothers & Shakers Awards honoring efforts to end violence, (l. to r.) *Redbook* editor in chief Jane Seymour; honoree Kathryn Montgomery, children's programming activist and co-founder of the Center for Media Education; and TV talk show host Leeza Gibbons, who emceed the event.

At the Shrine Auditorium in Los Angeles for the Rising Star Concert starring pop sensation Britney Spears and hosted by Gruner+Jahr's *YM*, (l. to r.) Kristine Schreiber, publisher, *YM*; Diane Salvatore, editor in chief, *YM*; Britney Spears; Bari Nan Cohen, entertainment editor, *YM*.



Hachette Filipacchi's *Elle* recently hosted a bash at The Standard in Los Angeles in celebration of its first-ever Hollywood issue (November). With *Elle* editor in chief Elaina Richardson (right), is actress Denise Richards, cover girl of the premiere issue of spinoff *Elle Ultimate Road Trips*, which hit newsstands last week.

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Valerie Smaldone (right), top-rated on-air personality at WLTW-FM, New York, celebrated 20 years in broadcasting with a party at Manhattan's Cafe Europa. Attendees included singer Phoebe Snow, musician and author Lenny Kaye and *Seventeen* executive editor Roberta Caploe (pictured).

Golf legend Jack Nicklaus, special contributor to *Golf Magazine*, recently met with the mag's staff in New York to chart the editorial course for 2000. (From left) Jim Kahn, senior vp, group publisher, Golf Magazine Properties; Nicklaus; George Peper, editor in chief, *Golf Magazine*; and Richard S. Alfano, president, Golf Magazine Properties.



At Alva, a San Francisco-style boîte in New York, for the recent fete for Internet World Fall '99 attendees hosted by Silicon Valley-based *Red Herring* magazine, (l. to r.) Vicki Roschen, executive vp media director, Hill, Holliday Altschiller; Jonathan Silverstein, account director, J. Walter Thompson; and Ted Gramkow, publisher, *RH*

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NBC Today	2,983,000	112	108
ABC GMA	1,789,000	93	93
CBS This Morning	1,143,000	70	70

Source: NTA A25-54 AA (000) Est. 9/27/93-10/2/94; 10/3/94-10/1/95; 10/2/95-9/29/96; 9/30/96-9/28/97; 9/29/97-9/27/98; 9/28/98-9/26/99.
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A gathering to remember the late Rich Katz, former Mediaweek senior editor who was last a reporter for *Variety*, will be held Oct. 19 from 6-8 p.m. MTV Networks, which is helping to organize the memorial, will hold the event at The Lodge cafeteria of the Viacom building (1515 Broadway, 7th floor) in Manhattan.

The International Women's Media Foundation will present its 10th annual Courage in Journalism Awards Oct. 20 at the Waldorf-Astoria Hotel in New York. Honorees at this year's lunch event will include Peggy Peterman, former reporter and editorial writer for the St. Petersburg Times (Fla.), who will receive IWMF's Lifetime Achievement Award. Contact: Shelly Cryer, 212-665-0588.

American Women in Radio & Television will host a luncheon on Oct. 25 at the Yale Club featuring network TV executives discussing marketing and branding. Contact: 212-481-3038.

The Museum of Television & Radio will present its annual radio festival Oct. 25-Nov. 5 at MT&R's New York City headquarters. The event will feature seminars, live broadcasts of local and syndicated shows, and live performances. Contact: 212-621-6710.

The MPA and ASME will present the American Magazine Conference Oct. 28-31 at the Boca Raton Resort & Club in Boca Raton, Fla. Contact: 212-872-3700.

The Southern Cable Telecommunications Association will present its 1999 Eastern Show, Cable Conference and Exhibition Oct. 24-26 at the Orange County Convention Center in Orlando, Fla. Contact: Patti Hall, 404-255-1608.

The California Cable TV Association will hold its annual Western Show conference, dubbed "Wired 2K," Dec. 14-17 at the Los Angeles Convention Center. Contact: 510-428-2225.

The National Association of Television Programming Executives will hold its annual convention Jan. 24-29 at the Ernest Morial Convention Center in New Orleans. Contact: 310-453-4440.

Inside Media

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Papers Spur Gannett's 3rd-Qtr. Growth

Net income earned by Gannett in the third quarter increased 18 percent over last year to \$207.5 million while operating revenue rose 11 percent to \$1.4 billion. The growth is due in part to the July acquisition of U.K.-based newspaper company Newsquest plc. Newspaper ad revenue increased 15.6 percent to \$817 million, circulation revenue rose 1.7 percent to \$255.7 million, TV station revenue increased 4.8 percent to \$166.7 million, and cable revenue gained 6.8 percent to \$53.2 million.

Meredith Plans E-Commerce Title

Meredith Corp. is expected to announce the publication of a quarterly e-commerce guide, *Shop Online 123*, for its subscribers. The company will sell ad spots in the 4.9 million-rate base-print product and on the Web site, shoponline123.com. The issue will be sent to subscribers this month, with future plans to try a newsstand supplement. Meredith hopes to increase the supplement to six million for the second issue in April.

VH1 Game for Pyramid Lookalike

VH1 last week announced it will launch its second music-themed game show based on a popular TV game show. The network has ordered a pilot of *Rock & Roll*

Pyramid, which puts a musical spin on *The \$25,000 Pyramid*. Just like the classic game show, which premiered in 1973 and won nine Emmy Awards as best game show, *Rock & Roll Pyramid* will pair celebrity and regular-folk contestants in the word-association format of the game. The VH1 version will also incorporate music videos as part of the game. VH1 made its first foray into music-based game shows last year with *Rock & Roll Jeopardy*.

Johansen Re-Upped as NATPE Prez

Bruce Johansen, president and CEO of the National Association of Television Program Executives since April 1993, has signed a new three-year renewal contract. Under Johansen's watch NATPE has made moves to broaden its scope from domestic syndication to appeal to the overseas broadcast and cable communities as well. Johansen has also attracted members from new media and has actively incorporated digital television technologies at NATPE's annual convention and in regional seminars. Prior to joining NATPE, Johansen was vp of international sales and programming for Multimedia Entertainment.

Studios USA Taps Campbell for Jack

Bruce Campbell, widely known for his recurring roles on Studios USA's *Hercules*:

Car Talk Signs With CD Radio

Car Talk, the National Public Radio show hosted by Tom and Ray Magliozzi, aka, "Click and Clack, The Tappet Brothers," and heard on more than 500 radio stations, has signed an exclusive content agreement with satellite-to-car broadcaster, CD Radio. The weekly show will be broadcast on one of CD's two NPR-produced channels and will use the *Car Talk* archives for broadcast on several of CD's non-music entertainment channels. CD Radio plans to launch its 100 channels direct to consumer automobiles as early as fourth quarter 2000, for a monthly fee of \$9.95.



New deal, more wheels for the madcap Magliozzis

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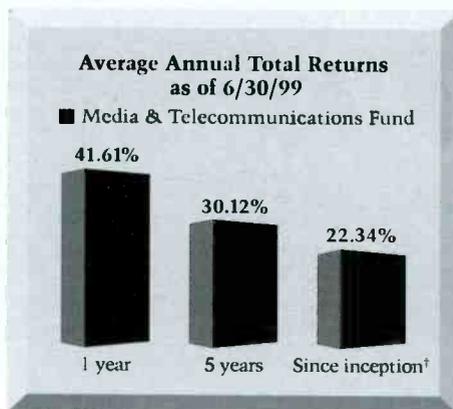
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*Morningstar proprietary ratings reflect historical risk-adjusted performance as of 8/31/99. These ratings may change monthly and are calculated from the fund's 3- and 5-year average annual returns in excess of 90-day Treasury bill returns with appropriate fee adjustments and a risk factor that reflects fund performance below 90-day Treasury bill returns. The fund received 5 stars for the 3- and 5-year periods. The top 10% of the funds in a broad asset class receive 5 stars.

For more information, including fees and expenses, request a prospectus. Read it carefully before investing. T. Rowe Price Investment Services, Inc., Distributor.

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Inside Media

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The Legendary Journeys and *Xena: Warrior Princess* syndicated action weeklies, has been signed by Studios USA to star in *Jack of All Trades*. Scheduled to replace *Hercules* in January, *Jack* is set in French East Indies of the 18th century, where a James Bond-like spy named Jack Stiles (Campbell) of the British Secret Service is out to thwart the expansionist Spanish. The half-hour *Jack of All Trades*, a half-hour series created by Sam Raimi and Rob Tapert of Renaissance Pictures (producers of *Hercules* and *Xena*), will be paired in an hour-long block with Studios USA's *Cleopatra 2525*.

TWI Sells Century Sports to CBS

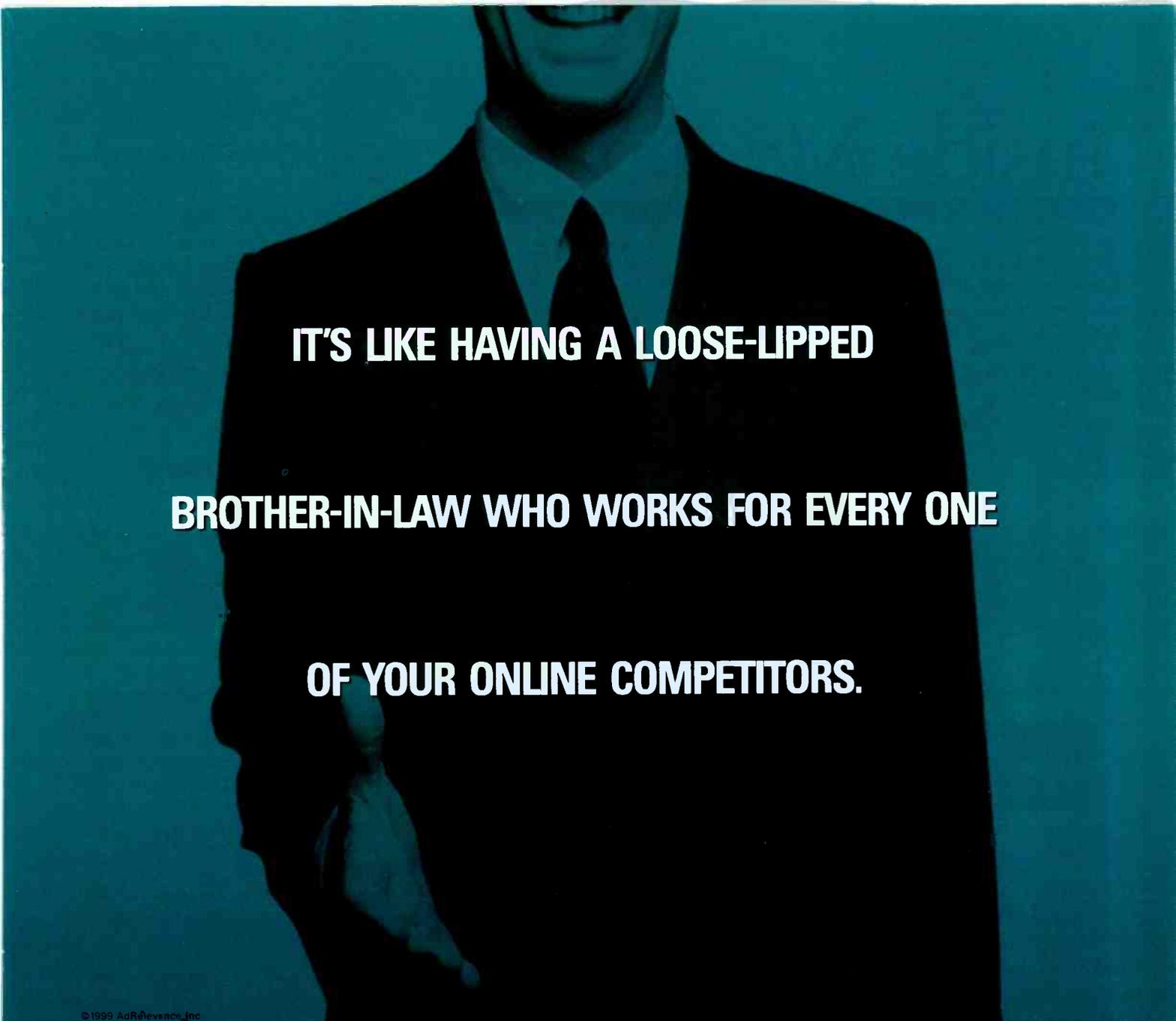
TransWorld International, the sports and TV programming arm of International Management Group, has reached a clearance deal with CBS to broadcast *Sports Illustrated's 20th Century Sports Awards* (Dec. 2, 9-11 p.m.) live from New York's Madison Square Gardens. Bryant Gumbel, former host of CBS' short-lived *Public Eye* newsmagazine, has been tapped to emcee the two-hour sports awards show, which will honor the greatest athletes of the past 100 years.

Clear Channel Names "Cluster" VPs

Just days after Clear Channel announced it was acquiring AMFM in a \$23.5 billion deal, AMFM announced several top-level appointments, naming four radio execs to the position of "cluster vice president." The cluster vp reports to a "regional vice president," both middle-level management posts that few could have imagined before consolidation. AMFM's four new cluster veeps are: Bob Visotcky in Los Angeles (five stations); Brian Ongara in Dallas (six stations); Chester Schofield in Philadelphia (six stations); and Stephen Schram in Detroit (seven stations). All four executives held management positions within AMFM. AMFM said it will have 25 such positions in its 25 top markets where AMFM has at or near the legal number of stations.

XM Radio Gets New Home

XM Satellite Radio, one of two companies that plans to offer up to 100 channels of digital radio for a monthly fee in



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Inside Media

CONTINUED

early 2001, has found a new home for its headquarters and broadcast studios. The Washington, D.C.-based company has leased more than 120,000 square feet at the Eckington Place complex, near other high-tech DC-based companies such as MCI WorldCom and COMSAT. Under renovation now, the new headquarters

will also serve as a broadcast center for the production of all of XM's original programming. The move is planned for the middle of next year. In a separate announcement, XM has announced that Motorola, which supplies electronic systems to General Motors, Ford, Daimler-Chrysler, BMW and Nissan, has agreed

to build and market XM-capable radio receivers.

Donaldson Does Web Show

Sam Donaldson went virtual on Sept. 27 as the host of a live Internet-only news show from ABCNews.com, giving ABC bragging rights as the first broadcast net to offer a live, Internet-only news program. The 15-minute show, SamDonaldson@ABCNEWS.com, airs on Mondays, Wednesdays and Fridays at 12:30 p.m. ET.

Premiere Creates Web Division

Premiere Radio Networks, syndicators of Rush Limbaugh and Dr. Laura Schlessinger, has created an interactive services division to turn its Web sites (drlaura.com, premrad.com, premieretalk.com, aftermidnite.com) into "virtual communities." Heading up the effort as vp of interactive services is Brian Glicklich, formerly the director of special marketing a CBS Radio. Managing the content for the sites and responsible for creating original Web content is Sandy Dreger, senior Internet producer. She joins Premiere from Onradio, where she was a producer.

Net Spots Service Names Advisors

Internet media buying and service, Broadcastspots.com, has appointed several advertising and agency execs to its advisory council, including Jane Lawrence, senior vp, Western International Media in Chicago, Kelly Scaton, senior buyer/supervisor, Western International Media in Chicago, Gig Doubek, vp/broadcast account manager for TN Media in Chicago, and Paula Hambrick, president Hambrick & Associates. The new service, due to debut in January, plans to appoint a separate council for radio, TV and cable execs.

Rothenberg Takes S&BM Top Edit Post

Randall Rothenberg, editor at large and columnist for *Advertising Age*, has been named editor in chief of *Strategy & Business Media*. Under his reign, the Booz-Allen & Hamilton quarterly will continue position itself across existing and new media platforms. He replaces Joel Kurtzman. Rothenberg will remain in his position at Ad Age. He has also worked in senior editorial positions at *The New York Times*, *Wired* and Bloomberg Business News.

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Guy Talk



The Sports Junkies
(from left): John
Auville, Eric Bickel,
Jason Bishop and
J.P. Flaim

Are the Sports Junkies the future—or just four wacky guys?

By Tim Wendel

Oxxygen bars, jet airplane crashes and blind dates. A half hour into another evening with *The Sports Junkies* and about the only sport that's been discussed is getting to first base with the opposite sex.

"If you're talking sports on the first date, you're pretty much done," says J.P. Flaim.

He stands in the center of the studio, manipulating a

Photography by Martin Simon/SABA



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soundboard, which offers everything from game-show buzzers to *Pulp Fiction* gunshot blasts to Tommy Lasorda temper tantrums. Across from him sit Eric Bickel and John "Cakes" Auville, and in the adjoining studio, visible only through a window, is Jason "Lerch" Bishop.

"I had a blind date once," Bishops says, going into a story about how he fled one such encounter, sticking his date with the check.

"That's awful," says Auville. "Have you no class?"

"No, not really," replies Bishop.

"We knew that," Flaim chimes in.

Somewhere between Howard Stern and straight sports talk exists the netherworld of *The Sports Junkies*. Sitting in with this foursome for a night on the air is akin to witnessing a train wreck. The show can often be spectacular, but beware of flying debris.

Five nights a week from WJFK-FM in suburban Washington, the quartet holds forth on anything that comes into their heads, usually taking their guests along for the ride. Model Kathy Ireland ended up whistling the theme song to *The Andy Griffith Show* and golfer Paul Azinger, in town to plug a local tournament, talked about his pants.

"We're always mixing things up," Flaim says. "We've known each other for so long that we can talk about anything and make it work. Sports may be where we start and finish. But that doesn't mean we don't go a lot of other places in between."

All in their late twenties, the Junkies have known each other since boyhood. Auville, Bickel and Flaim went to kindergarten together at Pointer Ridge Elementary in Bowie, Md. Bickel and Bishop became friends at DeMatha High School, where Bishop played basketball for legendary coach Morgan Wootten. All four graduated from high school in 1988.

"Somebody starts a story and usually the rest of us know it," adds Auville. "So we help it along. Add things here and there."

Four years ago they were watching another schoolmate's cable-access show when Bickel's mother-in-law told them, "You can do that."

The four first appeared on cable television in suburban Maryland and soon hooked up with WJFK as weekend-show hosts and then moved to week-



"Sports may be where we start," says J.P. Flaim, "but we go a lot of places."

nights. Last May they went national with a 50-city syndication deal, which includes stations in Detroit, San Francisco, Atlanta and Milwaukee. Their numbers are impressive, especially in the D.C. area, where they ranked No. 1 with 18-34 males. That coveted audience group listened for an average of three hours nightly.

"What is unique about the Junkies is the fact that we have four longtime buddies bantering around about the same things that guys everywhere talk about everyday," says Shawn Pastor, director of sports talk at Westwood One, which syndicates the show. "Instead of having one or two guys speaking to the audience about sports, life or movies, which most of the time sounds like preaching, we bring the whole gang into the studio."

But in the world of talk radio, nobody is certain if the Junkies, with their offbeat mix of sports and guy talk, are the latest trend, something to be emulated, or simply an airwave aberration. With ratings always volatile, producers nationwide say the only way to prosper in the realm of

sports talk is to know your audience.

KFNs, an all-sports station in St. Louis, had a banner year in '98. The home-run derby between hometown superstar Mark McGwire and Chicago slugger Sammy Sosa bolstered ratings. But even regular listeners didn't cut KFNS any slack when the station strayed too far from the norm. Doing an Academy Awards show, programming that's run-of-the-mill for the Junkies, lit up the phone lines with complaints.

"We get crushed here if we stray too far from the traditional sports," says Tony Hubert, producer for the *Al "the Mad Hungarian" Hrabosky Show*. "The phone lines are jammed with people reminding us that we're a sports station. It's like there's a public trust that we can only talk sports. Guy talk doesn't work in this part of the country."

It does on the coasts, however. In Portland, Ore., KGUY's Steve "Dream" Weaver unabashedly calls his mid-morning show "Guy Talk." "But we do have a fair number of women listeners," he says,

A black and white portrait of Albert Einstein, showing his characteristic wild, curly hair and mustache. He is wearing a dark, pinstriped suit jacket over a white shirt and a dark, striped tie. He is looking directly at the camera with a slight, thoughtful expression.

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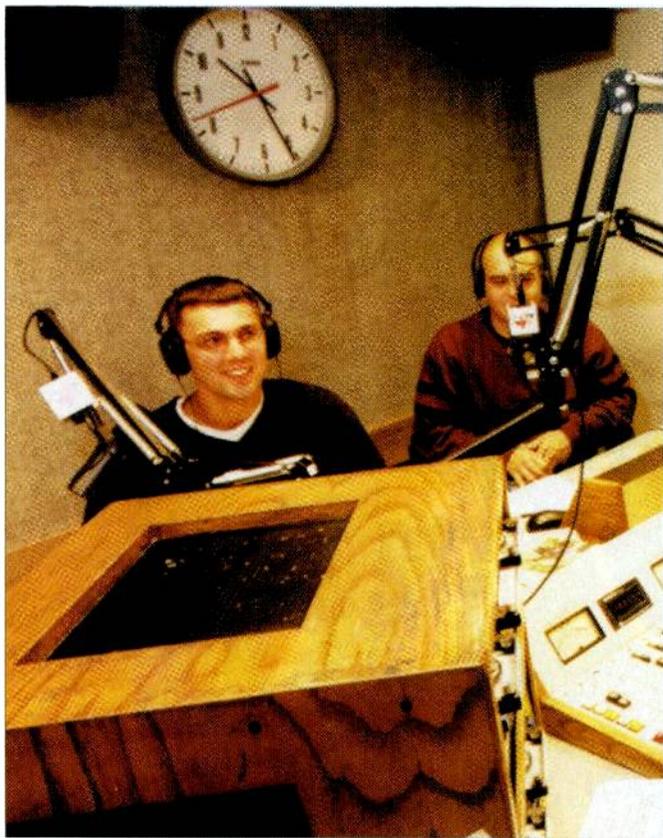
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"in large part because we don't go into such great detail about what some pulling guard did last Sunday afternoon."

Weaver, who's been on the air since 1991, believes that sports talk radio remains a work in progress. "Nobody has a handle on it yet," he says. "Many in radio have tried to push it like they would with Rush Limbaugh or Top 40. But the old tricks don't work with sports talk. It's different somehow."



The Sports Junkies is rockin' the airwaves in Washington.

More than 200 stations nationwide are currently courting sports fans, predominantly men, with some form of talk radio. For those who hit upon a winning formula, like the *Junkies*, the rewards can be huge. According to Interep, a New York radio rep firm, 37 percent of a sports stations' listeners have household incomes of more than \$75,000. For radio in general, the percentage is just 21 percent.

"Sports talk is fragmenting into various groups and audiences like many aspects of media and entertainment," says Natalie Swed Stone, vice president for Media Edge. "I foresee a lot of growth in the field no matter what type of programming you're talking about.

Men are a big part of talk radio, and sports talk often speaks directly to them."

New York's WFAN is the top sports talk station in the country and has grossed more than \$50 million in the past two years. It holds the broadcast rights to the Mets, Knicks, Jets, Giants and Rangers. Its afternoon show, *Mike and the Mad Dog*, hosted by Mike Francesa and Chris "Mad Dog" Russo, is the top-rated show in its time period among men 25-54.

The *Junkies* are currently discussing a deal that would add their nightly show to WFAN's programming.

Sports talk began in the early '60s in Boston. WHDH's Don Gillis would tape a group interview with area sportswriters on Friday night and play it Saturday night. That was followed by a nightly sports show on neighboring WBZ and then *Sports Huddle* on WBUR, Boston University's campus station.

Even today, if a producer throws up his hands about programming, one of the basic building

blocks is the sportswriter group interview. WTEM in Washington is in the process of reorganizing its format and is currently going with *The Sports Reporters* in the 5-6 p.m. block, followed by an hour about the football Redskins.

"The only common denominator I see is that people want to hear from athletes and those they trust about sports," says WTEM's new executive producer, Chris Passamano, who recently moved to Washington from Phoenix. "The competition is ridiculous and the fan base is key. In Phoenix, the fans were apathetic until the team was a winner. It didn't matter what sport you were talking about. Here in D.C., we're looking at

an older crowd. The audience we're interested in isn't into Howard Stern and that kind of fooling around."

Michael Packer, a talk radio consultant in Detroit, says that the sports-talk format has "moved so far away from being just a forum for highly analytical men who want to know who was on third base in some game in 1937. It's kind of the rock and roll of talk radio. It deals with a lot of issues, ethics and values that have an impact on people in everyday life."

But as in any business, so much depends on location. What plays in Washington or Detroit or Phoenix may not work in smaller markets.

"Once a month we do a segment about professional wrestling," says Chuck Freimund, sports director for KFIZ, a 5,000-watt station in Fond du Lac, Wis. "Sometimes I hear what other stations in bigger markets are doing, and I cannot believe it. Here we'll do everything from high school sports on up to the Brewers and Packers. I don't think we could get away with much more here."

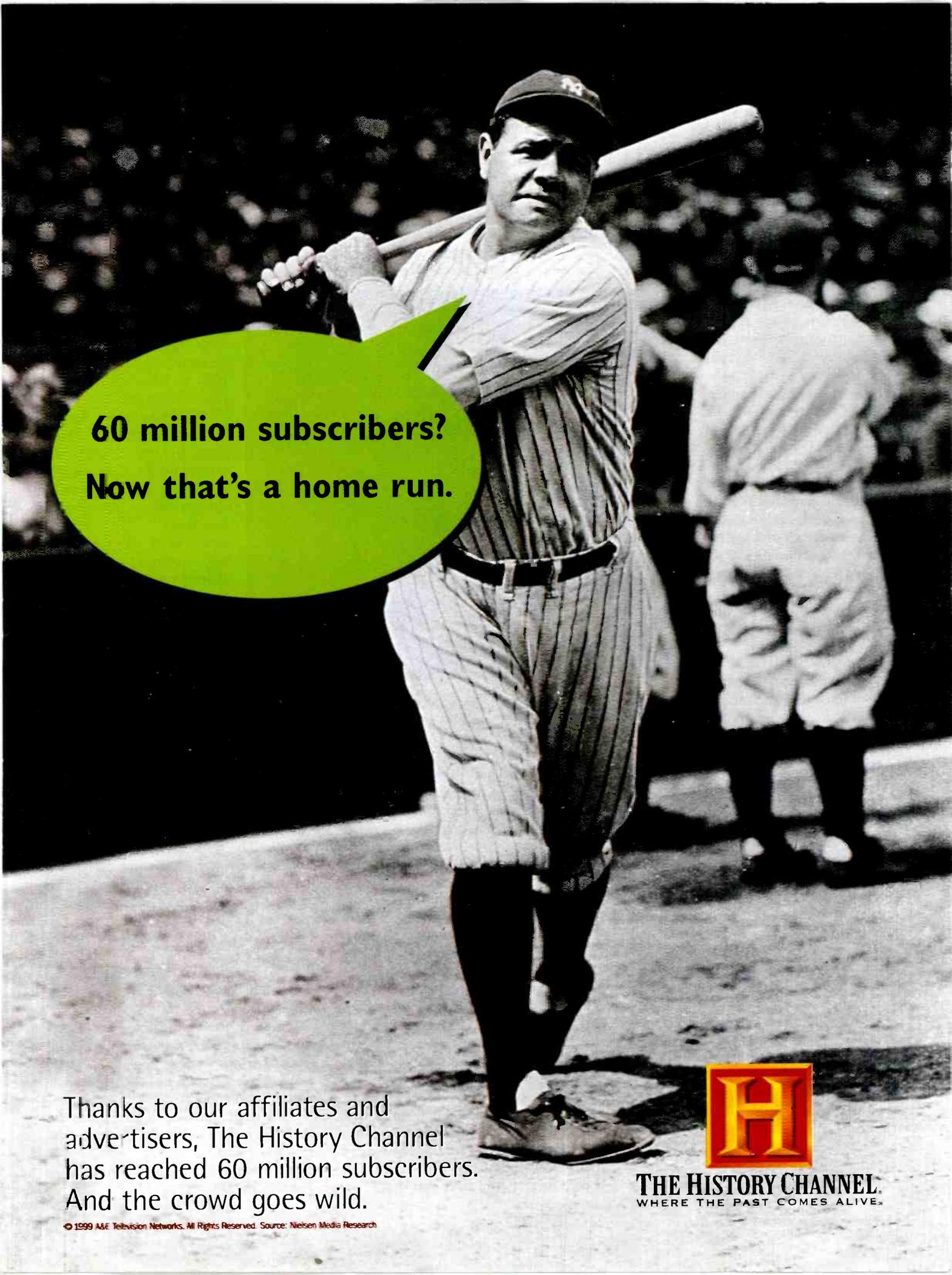
Whether the format is straight sports or guy talk or something in the middle, those in uniform aren't too crazy about it. As the Houston Astros were coming down the stretch to the regular season, several stations in the area, including all-sports KILT, questioned why manager Larry Dierker didn't have slugger Jeff Bagwell bunt in a pivotal game. No matter that Bagwell rarely bunts. The radio pundits wanted him to lay one down. Dierker, who was once in the broadcast booth, told friends he couldn't believe the amount of second-guessing from talk radio that comes with being manager.

Bob Costas, who will call the World Series later this month for NBC Television, says sports talk "runs on anger. It's 'Let's fire this guy,' 'I hate that guy,' 'This guy is an idiot.'"

He adds that mockery has too often taken the place of insight.

Longtime Dallas sports host Norm Hitzges concedes that negativity often makes for a better story. His station, KLIF, scored some of its biggest ratings when the Cowboys went 1-15.

In Phoenix, KMVP's Tony Femino has won raves for being the top interviewer locally. But it's not beneath him to call the University of Arizona the University of Geraldo or former Neb-



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raska football coach Tom Osborne the Pope on a Tractor.

Although Dierker, Shaquille O'Neal and Barry Bonds may not like sports talk, only a few in uniform dare fight the phenomenon publicly. Eric Lindros sued WIP, a Philadelphia station, show for its irreverent sports talk, after one host said the Flyers' superstar had sat out two games with a hangover.

In Minneapolis, a doctor for the University of Minnesota football team sued KFAN for defamation after one host wondered why so few of the athletes he operated on made it back to the field. The Court of Appeals eventually blocked the lawsuit.

"Overall, athletes and coaches are wary," says sports consultant Kathleen Hessert, whose *Coach's Communication Playbook* devotes a chapter to sports talk. "But they know the appeal and the reach. Some won't do anything. Some won't do call-in. They guard themselves because they know how problematic it can be. Athletes are a little less understanding than the coaches. But those who know what they are getting into do all right. And sports talk can be a way to directly reach the fans."

Perhaps one reason athletes, especially marginal ones, are reluctant to publicly criticize sports talk is that it could be their future once they leave the game. Hrabosky, Ron Wolfley and Tom Tolbert are just a few of the ex-jocks now on the air.

"It's fun. I'm a sports fan. That's never going to change," says Tolbert. The former basketball player went from being a regular caller to the syndicated *Jim Rhome Show* to co-hosting his own talk show in San Francisco. "It's great getting paid to just sit around and BS with your buddies."

Ultimately that's the same formula the *Sports Junkies* are using.

"We're about as professional as a T-ball team," says Bishop, who was the lone Junkie with any radio experience before they landed at WJFK. On some nights, the show will air segments from his old radio show at Salisbury State. They are dreadful and often hilarious.

"We got the gig because we're basi-

cally amateurs and we still are," Bishop adds. "I don't think we ever want to get too polished or anything like that. It wouldn't really help us."

"In a lot of ways, that's the appeal of what we're doing," adds Bickel. "If you really pressed us against the wall, we can be damn knowledgeable about sports. But we don't come across to people that

Sports talk "runs on
anger. It's 'Let's fire this guy,'
'I hate this guy,'
'This guy is an idiot.'"
—Bob Costas

way. It's like they're eavesdropping on our conversation and we can put almost anybody at ease."

A recent example was Russian figure skater Oksana Baiul, who arrived at the WJFK studios in the midst of a harrowing road trip. The Junkies welcomed her with a few well-rehearsed Russian phrases and offered her birthday cake. The skater was astounded the foursome knew her birthday was only a few days away.

Through the years, the Junkies have refined their own lingo. Equal parts fraternity party and baby talk, the rap may be indiscernible to anybody 45 or older. But the Junkies feel the lingo has helped them attract casual fans.

"It's like any group that you hang with, you get to know their language," says Flaim, who dramatically opened the envelope containing his bar exam results on-air. He had flunked the first time but passed the second. Still, he has no desire to practice law anytime soon. "I talk with friends of mine who are doing it and they aren't having much fun. I get to make a living talking sports with guys I've known forever. You can't beat that."

The Junkies also pull in causal listeners with a wide range of games. The last hour of their show, 10-11 p.m., is live for most of outlets. During that hour, the Junkies usually offer such stunts as "Bother the Pro" (where the Junkies will call hotels where teams are staying until they reach a ballplayer), as well as such call-in trivia games as "Junkardy,"

"Name that Hurting" and "Shootout." Their listeners cannot get enough of them. One caller from Detroit recently hung on for a half-hour to have the chance to play "Shootout."

"It's crazy," says Auville, nodding at the six phone lines lit up. "People are starved for this kind of stuff."

To win at "Shootout," a listener has to answer three questions. The Junkies often write them on their way around the Capital Beltway to the station and they can range from sports (Name the last team to repeat as World Series champions. Answer: Toronto Blue Jays) to what we forget from our high

school education (Name the three parts of a molecule. Answer: nucleus, proton and electron) to the latest gossip (Name Andre Agassi's latest squeeze. Answer: Steffi Graf).

If a listener misses a question, he is first shot by *Pulp Fiction* machine-gun fire and then flushed away to commode sounds. The game is fast-paced with one Junkie after another quizzing the contestants. Prizes are whatever the station has come up with for that night—from T-shirts to jewelry.

"We've got time for one more," Flaim says as the hour nears 11.

"No, two more," says Bickel, starting a brief debate about how much more time they have.

The debate continues as Bickel quizzes one more listener, who cannot remember who was in last year's Super Bowl. He is shot and flushed as the show comes to an end.

"We're the Junkies," Flaim says as the rock music rises in the background, "the future of radio." ■

Tim Wendel is a freelance writer based in Washington, D.C.

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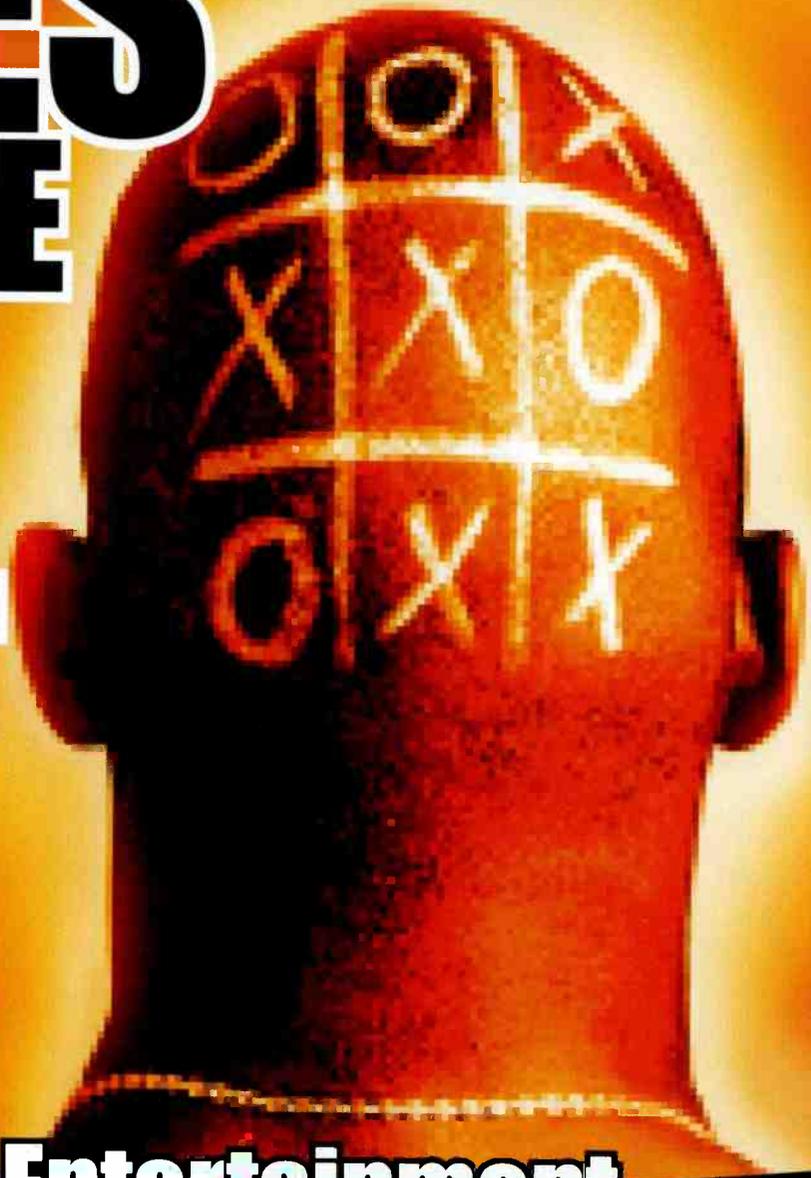
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It was bound to happen. Playboy is jumping on the Victoria's Secret bandwagon. In November the company will hold a simulcast on its Web site and cable channel to unveil "Club Lingerie," featuring "Playboy's own line of revealing and intimate apparel." Just like the Victoria's Secret event that preceded it, this should be a big hit with lingerie lovers everywhere. Far be it from *IQ* to comment on whether this was exactly the way that any of us wanted the Net to reach its apotheosis as a medium rich with mesmerizing content.—*Catharine P. Taylor*

interactive news

@deadline

Vicinity Takes it Home

Home Depot tapped Palo Alto, Calif.-based **Vicinity Corporation** to provide a business locator for **homedepot.com**. The Atlanta-based home improvement warehouse's Web site will store addresses and phone numbers, as well as driving directions and maps, all branded as a Home Depot service.

Annuncio Lands Clients

Beyond.com of Sunnyvale, Calif., and Encino, Calif.-based online music company **ARTISTdirect** signed on as clients of **Annuncio Software**, Mountain View, Calif., maker of Internet marketing automation applications. The companies will use Annuncio Live, an application that will help them personalize and target their marketing efforts on the Web and through both direct mail and e-mail.

Hitting the Links

Hoping to cash in on the lucrative golf market, **Fringe Golf** launches this week, a Website targeting "the modern golfer." Services include golf course locators, online booking of tee times, and golf vacation planning. The San Francisco company's site will include news, feature articles and purchasing of equipment and clothing, including its own branded line.

Click2learn Emerges

Applications service provider **Asymetrix Learning Systems** will be reborn as **click2learn.com** today. The Seattle-based company, founded by Paul Allen in 1984, provides digital tools and content for developing and delivering Web-based training, mostly in the business sector. Its site aggregates online learning titles from third-party providers, that can be augmented with sales of CD-ROMs, videos and books. Garrigan-Lyman, Seattle, handled the naming, identity and a radio and print ad effort.

CBS Builds Interactive Web Communities

By Sloane Lucas

CBS.com this week announces a deal with rich media online community builder **Communities.com** to develop real-time, interactive communities around various CBS entertainment properties.

The deal spans CBS' daytime drama, late night, and prime-time properties. Some TV hits slated for their own rich media venue: *The Late Show with David Letterman*, *Everybody Loves Raymond*, *Touched by an Angel*, *JAG* and *The Young and the Restless*. Communities will also be built around such special events as *The Ricky Martin Special*, *The Shania Twain Christmas Special*, *The Country Music Awards* and *The Grammys*. Stars of the CBS shows will be called into service to host live chats in a virtual environment.

Communities.com is the parent company of two community sites: **The Palace** at thepalace.com and **OnLive!** at onlive.com. The Palace relies on rich media interactive software while OnLive! features multi-voice audio communication technology. The CBS sites will be built within the Palace network, with links from CBS.com, or a specific property site, to drive users to the shows' communities inside The Palace. Users who log on get to choose a virtual image to

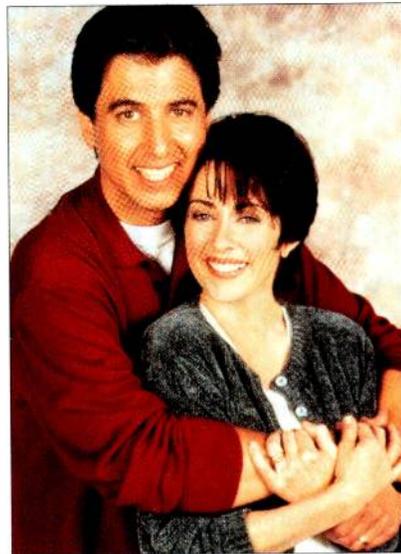
appear on screen, and with that image can communicate to other users using text, graphics, movement and audio.

The new rich media communities provide "extraordinary opportunity in terms of commerce and content," said Larry Samuels, president and CEO of Cupertino, Calif.-based **Communities.com**. "I think the other [entertainment] companies will follow suit."

Advertising can be imbedded into the virtual chat room. Users can click on products and go straight to an e-commerce or promotional site. Communities.com takes a chunk of advertising and e-commerce revenue.

New York-based CBS.com will utilize on-air promotions to tout the new sites, as well as on-site banners targeting the 9.5 million users who visit the site every month. CBS.com is a division of CBS New Media, which in turn is a division of CBS Television.

Communities.com delivers solutions incorporating audio, graphics, and text to support communities. Communities.com acquired OnLive! Technologies and The Palace in 1998. One of the company's more well known clients is Artisan Entertainment, for which Communities.com built a chat site for the independent film *The Blair Witch Project*. ■



CBS will build a Web community around *Everybody Loves Raymond*, among others.

Portal and E-com Site Offers Hobbies Galore

BY SUSAN KUCHINSKAS—To some, the Web is hobby enough. Those who prefer train sets now have eHobbies.com, an information and commerce site launching today. The Santa Monica, Calif.-based vertical portal goes live with six categories, including model trains, radio-controlled toy vehicles and rocketry. Co-founder and CEO Brad Sobel said he started with these avocations because they make up the standard offerings of a full-line hobby shop, "except, there are only 4,000 hobby shops in North America, so it's tough for the hobbyist to find the shop and the selection."

The site will include articles, tips and information from experts and third-party sources, and a community area. "The model is not, I come, I shop, I leave," Sobel said.

Community tools will come from various partners; to date, an agreement with San Francisco-based eGroups.com will provide technology to set up public and private discussion areas, chats, calendaring and messaging.

An eHobbies store will be operated directly by eHobbies, and is expected to be a major source of revenue along with advertising on the site.



eHobbies.com lures enthusiasts.

The eHobbies site will be marketed directly to enthusiasts, with direct mail and e-mail to associations, and a mix of online and print publications. Siegel & Gale, Los Angeles, handled the print campaign; the online component was done independently by several creative shops. The online buy includes key words on search engines and placement on major portals, with media handled in-house. Sobel

would not disclose the budget, but said it was in the multiple millions for this quarter.

The site will continue to expand its categories. "Although we're going after the core market here," Sobel said, "there's great opportunity for what the industry calls retreads—

people who have fallen out of the hobby and rediscover it. We'll also introduce [hobbies] to the new generation of younger kids. The industry doesn't know how to promote itself very well, and we'll give them a level of exposure they haven't had in a long time."

The company, founded in February, is the first to be funded by eCompanies Venture Group, the Santa Monica venture capital firm started by Sky Dayton, founder and chairman of Earthlink, and Jake Winebaum, former chairman of Buena Vista Internet Group. ■

Cybergold and Inference Launch Cash2Register

BY SLOANE LUCAS—Cybergold members, who earn cash for shopping online or for poking around sites, as of tomorrow get another incentive program to choose from. Launched with technology firm Inference, the new Cash2Register program allows users to earn cash by filling out product registrations online, rather than leaving dirt-world product registration cards sitting in dusty drawers.

Manufacturers can tag registration cards with their Web address and the offer. After users fill the form out online, they are asked to open a Cybergold account to which their incentive cash is credited; for its part, Oakland, Calif.-based Cybergold gets information to add to its 3 million-strong member base.

Technology from Novato, Calif.-based Inference sends the data back to the manufacturer and provides tools to analyze the data

as well as to develop and later analyze one-to-one marketing campaigns based on that data.

Inference works with manufacturers such as Panasonic, Hewlett-Packard and General Electric providing technology and customer support. With its manufacturer ties, Inference can act as a sales force for the Cash2Register program, said Nobby Akiha, vice president of acquisitions and strategic business development for Inference.

"It's conceptually very similar to what we have done before," said Cybergold CEO Nat Goldhaber of Cash2Register. However the program, he adds, appeals to a different constituency, and incorporates a method that they haven't used before. While he expects some overlap from existing Cybergold members, "hopefully there will be a lot of folks that find out about Cybergold because of this." ■

bits

• **Banana Republic**, a retail division of San Francisco-based **Gap Inc.**, launched an e-commerce site that includes such shop-

BANANA REPUBLIC ping aids as an e-mail gift reminder service, gift suggestions, product care information, large color swatches and fit comparisons. Items bought online can be returned or exchanged in stores.

• Online site rating service **Media Metrix** and household purchase activity research firm **Information Resources Inc.** launched its e-SCAN product, allowing consumer products companies to track where specific brand and category buyers go on the Internet and measure their responsiveness to Internet advertising. New York-based Media Metrix's metering software has been installed on the PCs of several thousand existing Chicago-based IRI panel members enabling e-SCAN to correlate consumers' Internet activity with their actual purchase of packaged goods products. Early adopters of the technology include **Procter & Gamble**, which helped test the new service.

• As of Oct. 15, **Mediconsult.com**, New York, will stop the sale of banner ads on its family of six consumer Web sites, which include

Cyberdiet **Mediconsult.com;**
MyDoctor.com;
CyberDiet; Heart Inform-

ation Network; drug information resource **PharmInfoNet;** and infertility site **INCIID**. The sites will instead focus on sponsorships for revenue. Current banner ad programs will be converted into sponsorship programs.

• **America Online**, Dulles, Va., entered into a marketing alliance with **Universal Studios**, Los Angeles, the first project of which calls for the installation of AOL-branded interactive kiosks at Universal Studios Islands of Adventure in Orlando, Fla. The deal includes cross-promotion of Universal across five AOL brands, including **AOL**, **CompuServe**, **AOL.COM**, **Netscape Netcenter** and **Digital City**.

• Redwood City, Calif.-based **myplay.com** launched last week, giving users another way to acquire, store, and manage **MP3** and other digital music files. The digital music site provides users with a virtual locker that allows them access to their music collections



from any computer. The new site also offers the myplay DropBox, which allows users

to move music from any Internet site to their locker with a single click. Partnerships include music download directory **Listen.com** as well as music sites **Tunes.com** and **EMusic.com**.

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SITE	UNIQUE VISITORS	INDEX
Uproar	3,604,000	100
Treeloot	3,468,000	96
Gamesville	1,969,000	55
MSN.Zone	1,824,000	51
Pogo	916,000	25

Source: Media Metrix, August 1999

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Flycast's Event-Themed Buys Target Advertisers

BY SLOANE LUCAS—Flycast Communications, a provider of Internet direct-response advertising solutions, today begins offering media buyers packages built around special events and holidays. The option will help e-commerce sites target holiday shoppers, for example, or help lure concerned citizens to a financial site come Tax Day.

The promotional "Category Buys" also cover such things as the Oscars, the Grammy's, Father's Day, Mother's Day, Valentine's Day, and football season, including the Super Bowl.

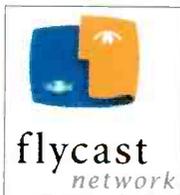
For holiday 1999, for example, an advertiser could buy a package that included all e-commerce and enthusiast sites within the Flycast network of sites, hoping to reach users who are buying gifts or investigating gift options.

The e-commerce sites would provide an opportunity to target users who are already in the mindset to shop, explained Lyn Chitow Oakes, chief marketing officer at San Francis-

co, Calif.-based Flycast. "There is a real window of opportunity where we know consumers are focused on specific acts," she said.

Flycast's sales force and collateral material will tout the buys. (There is no ad effort planned.) Flycast expects the packages to be a hit with media buyers, if only for the ease of purchase. According to Jeff Lehman, executive vice president and chief revenue officer for Flycast, the success of these initial offerings may spur Flycast to package more buys. "Category buys are an incremental revenue stream for our sites," said Lehman. "They love that."

Flycast has updated all of its volume discount pricing across the board, lowering the CPM of its all its buys to \$12. Advertisers can still purchase a run-of-network buy, as well as Flycast's customized option, which lets advertisers create buys consisting of select sites chosen from 25 categories. ■



bits

• Both New York-based **About.com** and Fort Lauderdale, Fla.-based **CBS SportsLine** launched affiliate programs. About.com affiliates will receive a

About.com referral fee for every user they direct to any of About.com's 650 niche vertical sites. The SportsLine Affiliate Network offers individual Web sites the opportunity to receive CBS SportsLine's sports content and to earn revenue by generating sales in SportsLine's e-commerce area.

• Santa Monica, Calif.-based online advertising and direct marketing firm **L90** (formerly Latitude90) launch its adMonitor 4.0, the most recent version of the company's proprietary ad tracking and serving technology. The Web-based product features real-time reporting, campaign optimization and inventory management, as well as online consumer profiling and targeting.

• Menlo Park, Calif.-based **E*Trade** inked an exclusive marketing agreement with Seattle-based **Amazon.com** to create a co-branded bookstore on the E*Trade Web site.

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* Media Metrix, July 1999.

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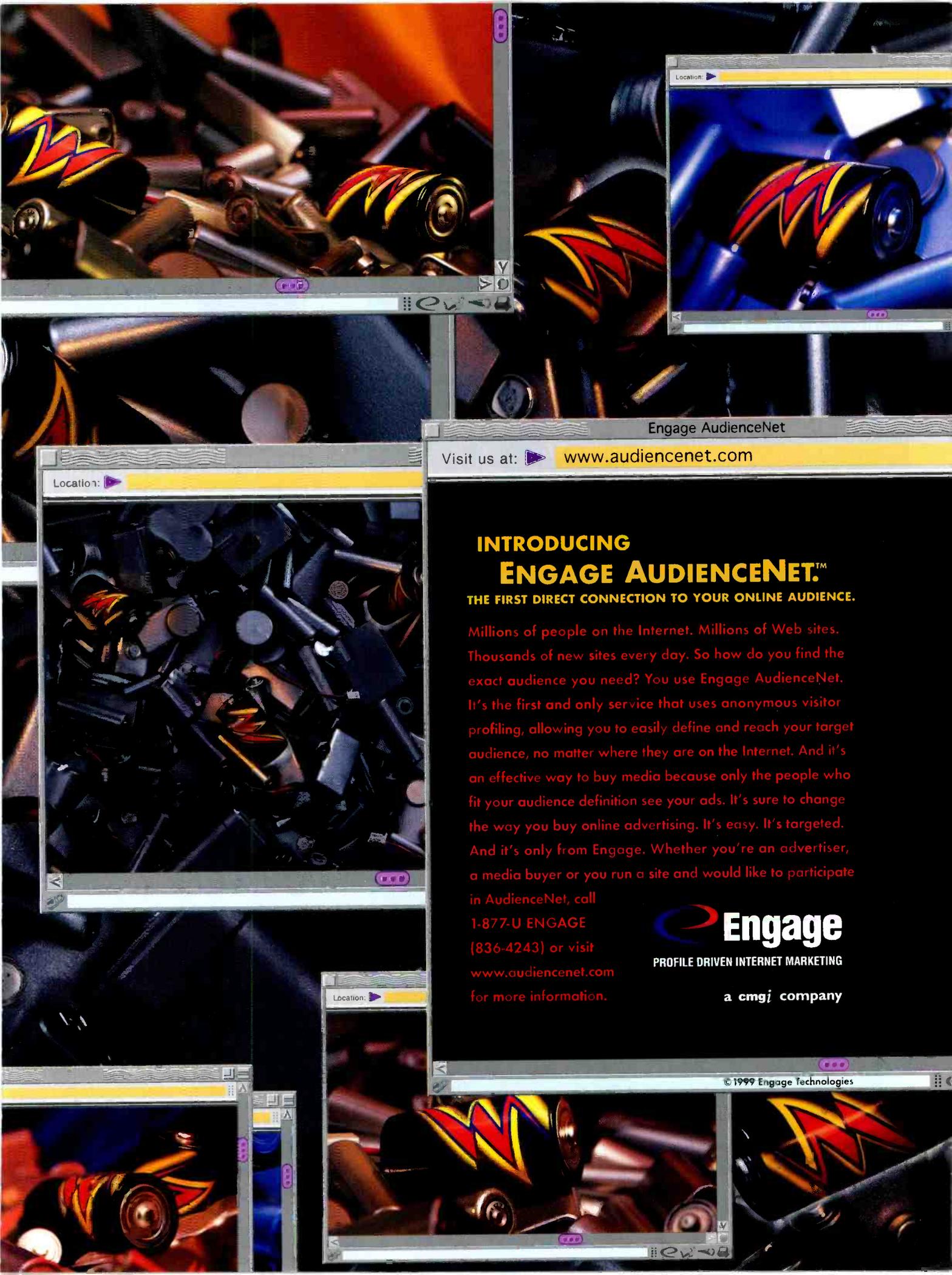
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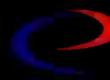
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Over Fifty-five And Feeling Net-Savvy

It's considered an absolute that young people tend to be more open-minded and willing to change their brand and media choices than older people. But the data below illustrates that online media buyers should rethink some of their assumptions when it comes to the 55+ wired market. In a 10-month period, eight of the top-10 sites for women in that age group changed. And the two on both lists, ancestry.com and rootsweb.com, dropped to ninth and 10th respectively. Another interesting factoid: Older women are by and large more likely than men to visit ancestry sites.

Top Sites, Females 55+

AUGUST 1999		OCTOBER 1998	
SITE	FEMALES	SITE	FEMALES
AARP.org	19.3%	Genealogy.org	16.2%
Family History.com	12.7%	Cyndislist.com	12.8%
Macys.com	11.4%	Ancestry.com	10.7%
Regards.com	11.1%	Rootsweb.com	10.4%
Familysearch.org	9.9%	Worldvillage.com	10.3%
Intelihealth.com	9.7%	Suggestthis.com	9.4%
BHG.com	9.3%	Goldenpalace.com	9.3%
EPFL.ch	9.0%	Zing.com	8.7%
Ancestry.com	8.9%	IPL.org	8.6%
Rootsweb.com	8.6%	Worldnetnow.net	8.6%

Top Sites, Females vs. Males, Ages 55+, Aug. 1999

SITE	FEMALES	MALES
AARP.org	19.3%	—
Family History.com	12.7%	6.5%
Macys.com	11.4%	3.3%
Regards.com	11.1%	18.0%
Familysearch.org	9.9%	0.5%
Intelihealth.com	9.7%	5.1%
BHG.com	9.3%	10.3%
EPFL.ch	9.0%	10.0%
Ancestry.com	8.9%	4.3%
Rootsweb.com	8.6%	6.2%

* The Home/Work sample represents unduplicated users who visit the same Web site both at home and at work. 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 50,000 individuals throughout the U.S. participate in the Media Metrix sample.



Freeworks Focuses On Little Folks

Freeworks.com is hopping on the application services provider bandwagon with an ad-supported suite of free services targeted to individuals working in small businesses. The Mountain View, Calif.-based company's site goes live today. It will offer Internet-based forms, routing, monitoring and work-flow tools to handle administrative tasks.

Founded last January by four members of the Intuit team that produced personal finance software Quicken, Freeworks.com will focus on the 34 million small business employees, rather than their two million bosses. The theory is if enough lower-level employees jump on a service, decision makers will request it for the whole company.

The advertiser-supported site will launch without ads in place; Freeworks.com vice president and co-founder Tapan Bhat said the company preferred to create ad inventory before selling it.

Freeworks.com plans to use creeping registration, asking for more demographic information on a voluntary basis as users become comfortable on the site. It will be marketed through distribution partnerships such as placement on portals; those deals are still being negotiated. A banner campaign breaks on Oct. 26, the date of the site's official launch, with a print effort scheduled to break in the first quarter of next year, both from San Francisco agency Scheyer SF.

—Susan Kuchinskas

movers

Interactive shop L90, Los Angeles, added **Mark Smelzer** as vice president of entertainment; he was managing director of U.S. sales at Variety, Los Angeles ... **Lance Ball**, formerly of Women.com Networks, New York, has been named director of software engineering at Primary Knowledge, New York ... Agency.com, New York, hired three regional vice presidents: **Chuck Copin**, formerly senior vice president of client services at iXL-Los Angeles; **Wendy Roberts**, formerly a partner at Interactive Solutions, which merged with Agency.com in June 1998 and **Mylene Dane**, formerly a manager of financial accounts at Cisco Systems, San Jose, Calif. ... **Steven M. Schwartz** has joined K2 Design, New York, as senior producer. He was tech manager with Grey Direct E.Marketing, New York.

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"Anything that can add value, that you can do with one click, is useful."

At the other end of the spectrum is CDNow. "There are two [shopping] models," says founder/CEO Jason Olim. "You might go to Wal-Mart or you might go to Tower Records. ... The hardcore fan isn't going to go to Wal-Mart. We'll always add things—tchotchkes, music books, custom compilations—but we're vertical."

For heaven's sake, though, don't label CDNow a retailer; since merging last year with N2K's Music Boulevard, the once-catalog driven site is increasingly focused on content.

"We're a music destination," Olim insists. "Our business is connecting people to music, not selling them products. ... We've got the best music news on the Web. We broke the story about which music would be in the new round of Gap ads. That's why they advertise on us now—after they stopped yelling at us."

Some music retailers have seen ad revenues drop, but Olim is bullish. "We have 800,000 unique viewers per day, more than MTV gets," he claims. "In the first half, we brought in \$2.5 million in advertising. We're new to the game, but we've become one of the top-50 ad plates on the Internet, with advertisers like Microsoft, Toshiba, GM. That's not something a Wal-Mart can do. You're seeing what happens when you take a commerce company and move it into

music club—jointly-owned by Sony and Time Warner—will reshape the company again, providing it with a fresh base of 16 million customers, roughly \$100 million in online sales last year, cross-promotions, and access to content and financing. (Olim will continue to run CDNow, but Sony and Time Warner will have two-thirds of the board.) Columbia House's \$1.4 billion in revenues last year dwarfed CDNow's \$100 million, while CDNow's \$105 million loss would have swallowed all of Columbia House's \$100 million cash flow.

As for Barnesandnoble.com, it is playing catch-up to Amazon in music just as it was forced to in books.

"Are we David or Goliath or both?" wonders Daniel Blackman, director of music, video and software for the four-month old site.

The company is positioning its music site as "complementary" to its main business—selling books. "We want to be completely in synch with our book customers," says Blackman. "Online is about speed and convenience and selection, and it's a big value proposition to add CD's to that."

Although a push into video and DVD is expected, don't look for this site to become much more horizontal, he adds. "Amazon is developing into a big mall and we're staying focused on the Barnes & Noble brand. You won't see us selling toys or lingerie. The fur-



Little content, bargain prices: CDworld.com is betting its no-frills approach will keep it healthy in a sea of competition.

“We don’t recommend toasters,

but we do recommend other consumer

electronics. [Anything] that can

add value that you can do with one

click is useful.” —Amazon.com’s Greg Hart

the content business. A lot of people are trying to move from content to commerce and you know what? Commerce is the harder application."

The Music Boulevard merger, Olim adds, almost doubled the size of the business. The pending merger with Columbia House

ther they move from intellectual property, the better it is for us."

But B&N's music store is hardly an afterthought. "We've got breadth of selection, depth of content, great editorial," says Blackman. "We offer 16 main styles of music, each with its own homepage. Under

Blues are a dozen different styles, like Country Blues or British Blues, then further substyles under that [Acoustic Memphis Blues, Classic Female Blues], a total of 1,100 different styles. It gives you the best of both worlds—depth and granularity of browsing."

Among a welter of reviews (content provided, as it is at some other sites, by the authoritative All Music Guide site), interviews and chat, Blackman says, B&N offers "a community of users that will cross over to books and magazines and software, which makes it a richer community. CDNow and the others will have a hard time, because if I'm doing my Christmas shopping, I want to do it all at one site and not have to jump around."

Treading among such giants, how much room is there for smaller outfits such as Rock.com, which is attempting to build itself into a vertical brand? Its content is a bit more distinctive than some other online stores, with a cheeky, Web-savvy attitude. (From the site's "Banned In Wal-Mart" section: "Frank Zappa's *Jazz From Hell*. Offense: Song 'G-Spot Tornado,' banned for suggestive content. It's an instrumental!")

The site generates a goodly amount of original content, including popular travel guides to local scenes in great music cities and instant messaging. One of its writers,



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A Network Built the Way You Buy Media

well-known rock critic Milo Miles, also fields a daily question.

"We're trying to have a dialog with our users more than the behemoths can," says Julie Smith, executive VP/marketing.

Rock.com CEO Kevin Sheehan adds that original content is worth the expense. "We did an extensive history of klezmer music and we ended up selling a lot of klezmer records," he recalls.

Finding customers in the shadow of the big boys has not been a problem, he adds. "We've got an automated outreach program that's one of the core proprietary things we do. It lands us customers at a world-class rate, from \$5-\$25 a head. We've also done some very successful local radio campaigns. We've grown 20 percent a month since we began on the net a year and a half ago."

Sheehan says they're looking to expand Rock.com's new download program, develop advertising and launch an auction service.

"The Internet is a big-company game," he adds. "The only way to survive is to be one of the big boys. But we survived a couple of iterations already and intend to be one of the winners."

"Efficiency
is going to be the
name of the
game. We're all
about the same
price—we all
source from the
same **vendors.**
Our advantage is to
be cheaper."

—CDworld CEO Bruce Pettyjohn

your profit." That goes against the grain, but Pettyjohn believes "we'll see an evolution of how many people can afford to lose money."

Although the online music segment will grow enough in coming years to provide lush pickings, some of these players will inevitably fall by the wayside. But that's the way it is in the helter skelter Internet environment. Or as noted online pundit John Lennon put it, "Tomorrow Never Knows." ■

So does CDworld, which is taking the no-frills approach. CEO Bruce Pettyjohn has developed a site based on what he calls "Costco pricing and Nordstrom's service. Efficiency is going to be the name of the game. We're all about the same price—we all source from the same vendors. Our advantage is to be cheaper. In the comparison search engines, we usually come up first or second."

He is dubious about the value of editorial padding for bargain hunters. Plus, he says, "we just don't have the money to throw away. We'll definitely add more product information; a percentage of that is growing from our suppliers. But when you take a look at the cost of putting up the information, it's not economic. If you're making 20 cents on the CD and spending \$6 for the info, well, it eats into



The Future Has Begun

Just as online CD retailers could someday make serious inroads on bricks-and-mortar music stores, so, too, does the dawn of digital music threaten to make online CD schleppers obsolete. For now, the business is taking baby steps—most MP3 downloads are free or, worse, pirated. But transactional downloads have begun, notably last month's release of Tori Amos' "Bliss," at a \$2 list price. The new David Bowie album was also available for download before it hit racks in the physical world.

There are a welter of issues to be resolved before downloaded music can become a real business—bigger bandwidth, copyright, encryption and playback technology chief among them. Once those kinks are ironed out, though, how might a digital download world be organized?

One company manning the battle lines is Everycd.com. An outgrowth of the music-by-phone seller 1-800-EVERYCD, the online side is shepherded by co-founder Pierce Ledbetter. He plans to build a digital warehouse to store its subscribers' CDs in virtual, always-accessible form. Rather than buying a hard copy, record lovers could stream the virtual music they own to themselves anywhere on the globe. He says the legalities could be resolved in a matter of months and then he's ready to rock 'n' roll.

Tech side first: While it's not terribly convenient to haul your hard drive around to hear tunes, this Christmas brings a crop of hand-held MP3 players that outdistance the Rio. Sony's has a memory stick half the size of a piece of chewing gum, which can hold up to four hours of music, depending on compression level. As for portability, the Internet-in-the-Sky is coming, meaning so are IP-addressable cars, and so are wireless devices. Thus, your CD collection feeds your car radio and Walkman without ever leaving its shrink-wrap.

As for the legal niceties, Ledbetter is in negotiations with copyright administrators, publishers and major labels. His argument: "We're enforcing and encouraging the sale of the CD. Each person is entitled to make a back-up copy of any record they buy. We say we're making the back-up copy for them. As it goes though the net, it's a performance, and we pay the same royalty as a radio broadcast. Just as the Betamax law allowed time-shifting of TV programs, this becomes shape-shifting—transferring music you bought to your hard drive. The physical CD does not become obsolescent. I could see keeping everything you own on digital and hard copy for the stuff you really like."

Conceived as a customer service, Ledbetter now envisions his digital initiative as a brave, new business. "After we deliver to our customers, we'll deliver to other customers as well. So long as they can prove they bought it from a brick-and-mortar or online store, we'll host it and stream it, in two formats—commercial-based, where we host for free, or no ads, for a fee."

Where will the money come from? Ledbetter will only say that Everycd's revenues exceed \$10 million, but hints they are three or four times that. The company charges a \$40 annual membership, a turn-off in the no-charge online world, but it offers extras such as a search service that tracks down out-of-print vinyl and CDs.

"Their approach appeals to me," says Jupiter analyst Ken Cassar, "but I'd be worried that Amazon or CDNow could come in."

Ledbetter says he's trying to fortify his position by signing exclusive deals with companies such as RealAudio. "We, too, think [CDNow or Amazon] will challenge us," he says, "but as soon as one does, the other will have to buy or partner with us to stay even." ∞

CULTURE TRENDS

MTV's BUZZWORTHY

Buzzworthy songs are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos MTV designated as Buzzworthy, the vast majority have been certified gold or platinum.

Week of 10/4/99

Artist/Group: **Eve**
Song/Video: **"Gotta Man"**
Director: **Bishop/Phenomenon**

Philadelphia's Eve Jihan Jeffers got her first break in the record business through a chance encounter with Dr. Dre. She was immediately signed to his label and flown out to LA to record a demo tape. As fate would have it, nothing ever came of her initial recording deal, but that didn't stop Eve. She eventually forged a bond with rising star DMX and the rest of the Ruff Ryders' camp and was invited to join Ruff Ryders Records through trial by fire and quickly proved she had what it takes to go up against the big boys.

Artist/Group: **Jimmie's Chicken Shack**
Song/Video: **"Do Right"**
Director: **David Meyers**

Call Jimmie's Chicken Shack schizophrenic and they won't be insulted. One spin of their new album, *Bring Your Own Stereo*, is all you need to realize that the Maryland-based quartet thrive in their own mildly twisted universe from bluesy rap-infused grooves to hard-rock, this album is just another lesson in diversity from the band with the wacky name.

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CULTURE TRENDS

MTV Around the World

Week of 10/4/99

MTV Asia

Artist	Title
1. Ronan Keating	When You Say...
2. Sugar Ray	Someday
3. Ricky Martin	She's All I Ever Had
4. C. Aguilera	Genie In A Bottle
5. Madonna	Beautiful Stranger

MTV Latin America (South Feed)

Artist	Title
1. Diego Torres	La Ultima Noche
2. Fito Paez	Al Lado Del Camino
3. Ricky Martin	Bella
4. Los Fabulosos	La Vida
5. BSB	Larger than Life

MTV India

Artist	Title
1. BSB	I Want It That Way
2. Sonu Nigam	Ab Muje RaatDin
3. Jagit Singh	Shaam Se Aankh Mein
4. Harbhajan Mann	Oye Hoye
5. Boyzone	When The Going...

Billboard's Top 10 Country Singles

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

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	17	Something Like That	Tim McGraw
2	2	2	12	I Love You	Martina McBride
3	3	2	15	Ready To Run	Dixie Chicks
4	9	4	16	I'm Already Taken	Steve Wariner
5	7	5	14	What Do You Say To That	George Strait
6	4	1	27	You Had Me From Hello	Kenny Chesney
7	6	1	18	Amazed	Lonestar
8	5	3	21	Little Man	Alan Jackson
9	13	9	20	Lonely And Gone	Montgomery Gentry
10	8	2	25	Lesson In Leavin'	Jo Dee Messina

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Billboard's Top 5 Albums

Compiled from a national sample of retail store and rack sales reports. Provided by SoundScan.

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	-	1	1	Creed	Human Clay
2	-	2	1	Garth Brooks	In...The Life Of C.Gaines
3	-	3	1	Method Man/Redman	Blackout!
4	3	3	16	Santana	Supernatural
5	2	1	20	Backstreet Boys	Millennium

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CULTURE TRENDS

MTV Around the World

Week of 10/4/99

MTV Mandarin

Artist	Title
1. Kit Chan	Changeing Weather
2. Faye Wong	Splendid
3. Valen Hsu	I'm So Happy
4. Gigi	Fresh
5. Luan Tan	A Latern

MTV Latin America (North Feed)

Artist	Title
1. Lou Bega	Mambo #5
2. Jaguares	Fin
3. Moenia	Manto Estelar
4. Britney Spears	Sometimes
5. James	I Know What Here For

MTV Brazil

Artist	Title
1. Five	Until The Time...
2. Madonna	Beautiful Stranger
3. Britney Spears	Sometimes
4. Skank	Mandrake E Os Cubanos
5. Silverchair	Anna's Song

MTV Russia

Artist	Title
1. Eiffel 65	Blue
2. Nikita	S Neba Ti Ko Mne Soshia
3. Ricky Martin	She's All I Ever Had
4. Mel C	Going Down
5. Nike Borzov	Tri Slova

Billboard's Top 12 Singles

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

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	7	Heartbreaker	Mariah Carey/Jay-Z
2	41	2	7	Music Of My Heart	'N Sync & Gloria Estefan
3	2	2	12	Smooth	Santana/Rob Thomas
4	3	1	17	Unpretty	TLC
5	4	4	8	Mambo No. 5	Lou Bega
6	5	2	11	She's All I Ever Had	Ricky Martin
7	6	1	16	Genie In A Bottle	Christina Aguilera
8	9	8	7	My Love Is Your Love	Whitney Houston
9	7	7	16	Someday	Sugar Ray
10	8	8	6	I Need To Know	Marc Anthony
11	10	9	20	Scar Tissue	Red Hot Chili Peppers
12	17	12	8	If I Could Turn Back...	R. Kelly

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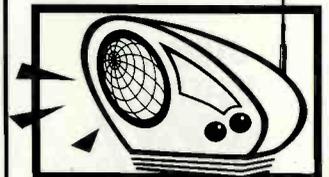


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With

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EMPLOYMENT

MARKETING DIRECTOR

The American Advertising Federation, a national trade association representing the advertising industry, is seeking a marketing pro to manage corporate member communications including sales collateral, oversee retention programs and develop marketing strategies. Candidates should have at least 5 years marketing experience, strong writing ability, database experience a plus.

GRAPHIC DESIGNER

The American Advertising Federation, a national trade association representing the advertising industry, is seeking a design pro to manage in-house design dept., including print/collateral design and quarterly magazine, pre-press, production scheduling, print shop and some web site management. Candidates should have min. of 5 yrs. design exp.

Please forward resume, indicating position of interest, to:
(SUBMISSIONS WITHOUT SALARY HISTORY WILL NOT BE CONSIDERED)

MARKETING DIRECTOR or GRAPHIC DESIGNER

American Advertising Federation
1101 Vermont Street NW, Suite 500, Washington, DC 20005
Fax: (202) 898-0159 Email: aaf@aaf.org

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ATTN: ADWEEK CLASSIFIED ADVERTISERS:

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

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

HELP WANTED

Account Services Agricultural

J. Walter Thompson, a multi-national advertising agency, has been leading the way in global communications by creating distinctive, effective advertising, from 246 offices in 85 countries around world.

Currently, our New York office is seeking an Account Director and Account Executive to manage its animal health account.

Account Director

In this position, you will focus on global strategy. Candidate must be able to deliver strategic thinking to the client and direct the implementation of global communications plans. International travel involved. Animal health and global experience is preferred.

Account Executive

In this position, you will focus on domestic branding and strategy. You must demonstrate a proven ability to execute marketing plans with all components of the marketing mix including sales materials, point of sale, promotions, and direct mail as well as advertising—print, TV, radio, and Internet. Animal health or agricultural experience is necessary.

Both positions require a thorough understanding of strategy and integrated communications techniques targeting consumers and business to business.

We offer a great working environment and a competitive salary with benefits. Only resumes with salary history will be considered. Please forward resumes to: J. Walter Thompson, Human Resources-MA, 466 Lexington Avenue, 4th Floor, NY, NY 10017 or fax to: (212) 210-7130. Please no phone calls. EOE/M/F/D/V.

J. Walter Thompson

ASSISTANT TO PUBLISHER/SALES

Publisher of weekly trade magazine for advertising industry seeks organized, detail oriented, PC proficient assistant. Great interpersonal skills and ability to juggle many tasks a must. General administrative support for publisher + 2 salespeople plus opportunity to grow into space sales for right person. College education. Knowledge of Word/Word Perfect/Excel and ACT! a plus.

Forward letter/resume/
salary history to

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Field Marketing Manager

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

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

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

Mail resume and salary
requirements to:

Attention: V.P. Marketing
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Leesburg, VA 20175
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We're growing like crazy! If you have 2-5 years media buying or sales experience, we'd like to talk to you about joining our fast paced NYC Ad Agency. Opportunity to work on all media with emphasis on Radio and involvement in Account Management. Fax/Mail resume & salary details, in confidence to:

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PO BOX 1723, NY, NY 10017
Fax: (212) 953-3197

Assistant Account Executive wanted by Multi-National Advtg Agency in New York City. Must have BS in Communications or Broadcasting & 4 mos exp assisting in managing & coordinating int'l advtg accounts. Respond to: HR Dept., V. Zagari, The Ogilvy Group, Inc, 309 West 49th St, New York, NY 10019.

BET is seeking to fill the following sales positions:

• SALES ASSISTANT

Responsibilities include order entry, proofing and maintenance of agency order records. 1+ years office experience is required. Media experience is a plus.

• SALES PLANNER

Primary responsibilities are media planning and account stewardship activities. Candidates must have strong multi-tasking skills, detail oriented focus and the ability to work independently in a fast-paced environment. Requirements include 2+ years experience in a Television Ad Sales support role, a working knowledge of media math, an undergraduate degree and proficiency in Excel.

Send resume (indicate desired position and location) and salary history to:

Att: Human Resources-CH
BET
One BET Plaza/1900 W Place, NE
Washington, DC
20018-1211



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Spirited, thriving mid-town agency, part of national network. Seeking senior planner with 2+ years experience in all media. High profile account assignments. Self-starter with good organizational skills. Cool place to work.

Fax resumes to:
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Attn: Director
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Our client base is growing due to new business wins. We need qualified candidates with a positive attitude, proactive mindset and a team spirit to handle multimedia accounts both on-line and off-line. We offer excellent benefits and competitive salaries. Come join our dynamic staff of direct marketing media pioneers! Please fax cover letter and resume to: 212-880-7585, Attn: HR

ACCOUNT EXECUTIVES

**Parkersburg, WV
Hampton, VA
Raleigh, NC**

Moroch has immediate openings for Account Executives in its Parkersburg, Hampton and Raleigh offices. The ideal candidate should have 3 years of ad agency experience, preferably on fast food. Able to handle multiple projects in a fast paced, but fun environment.

Moroch offers competitive pay and excellent benefits.

Fax your resume and salary requirements to one of the following offices:

Parkersburg (304) 422-9536
Hampton (757) 825-6287
Raleigh (919) 676-5305

[m o r o c h]

ACCOUNT EXECUTIVES ACCOUNT MANAGER

Cox Consumer Sampling, a subsidiary of Cox Target Media, and an industry leader in direct mail sampling and advertising, has the following opportunities available.

ACCOUNT MANAGER to manage existing and new business. 1-3 years account management experience required, along with excellent communication skills. Experience in Packaged goods environment helpful. Bachelor's degree in marketing or related field pref. This position located in the Chicago suburbs.

ACCOUNT EXECUTIVES to prospect new business and service existing accounts in the western and mid-western regions of the country. Four years sales experience required, along with proven sales ability in selling to large corporations. Must also possess effective verbal and written communication skills and excellent presentation skills. Bachelor's degree in marketing or related field pref. Competitive base salary plus commission.

Please fax or submit resumes to Attn:
HR Manager,

Cox Consumer Sampling
200 Creekside Dr., Washington, NC 27889
Fax (252) 946-6798
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By taking your career to MTV Networks, you will be responsible for daily advertising sales requests and research analyses. You will identify channel trends and assess the competitive environment. You will utilize Nielsen and MRI data within Microsoft Office applications to create sales presentations and channel positioning.

Requirements include a minimum of 1 year's experience in a related field. Good oral and written skills will be needed. **(Job Code: RA/AW)**

We offer a competitive salary and benefits package. For immediate consideration, send your resume with cover letter and salary requirements, indicating Job Code, to: **MTV Networks, Staffing Resources - 99, Dept. EC/1018, 1515 Broadway, 16th Floor, New York, NY 10036. E-mail: ellen.czelada@mtvn.com** (any attachments MUST be MS Word). NO PHONE CALLS PLEASE. We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer embracing and encouraging diversity in the workplace.



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- Media Planner
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Go to www.lot21.com for more info. Send a cover letter and resume to jobs@lot21.com or fax to 415-227-2147. EOE.

**INTERACTIVE SALES OPPORTUNITIES
Turner International Interactive**

**International Interactive Account Executive
(New York Based)**

Responsible for sales on all of Turner's interactive properties. (CNN, CNNfn, CNNSI, CNNenEspanol, CNNBrasil, Asia Now, Cartoon LA, TNT LA, CNN Scandinavia, CNN Italy, CNN Japan).

Requirements: College degree and 4+ years of sales experience in related field (interactive, broadcast or print sales). Proven track record of acquiring new sales business and building and maintaining client relationships. Strategic and creative thinker, able to take concepts to reality. Strong written and verbal communication skills, and computer literate. Good opportunity for promotion with strong performance.

**International Interactive Account Executive
(Miami Based)**

Responsible for sales on all of Turner's interactive properties. (CNN, CNNfn, CNNSI, CNNenEspanol, CNNBrasil, Cartoon LA, TNT LA).

Requirements: College degree and 4+ years of sales experience in related field (interactive, broadcast or print sales). Proven track record of acquiring new sales business and building and maintaining client relationships. Strategic and creative thinker, able to take concepts to reality. Strong written and verbal communication skills, and computer literate. Must be fluent in Spanish and conversant in Portuguese. Good opportunity for promotion with strong performance.

Both positions report to the Vice President of International Interactive Sales and Marketing. Salary/Bonus commensurate with experience. Full benefits available. EOE

Please send a cover letter and resume to:

**Gina LaRussa, Director of Human Resources
Turner Broadcasting Sales Division
420 Fifth Avenue, 6th Floor, New York, NY 10018
Fax: (212) 852-6886**



A Time Warner Company

Fisher-Price

**MARKETING MANAGER -
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Fisher-Price, Inc., a leading name in the children's consumer products industry, has now joined with Mattel, Power Wheels and Tyco Toys, to become the No. 1 toy and children's product company in the World.

If you are a high-energy team leader who is seeking new challenges, this is your chance to join a team-based environment with one of the world's most recognized and respected brand names at Fisher-Price headquarters in Western New York State. As Marketing Manager of the Girls' Business Units (Doll House, Food Role Play, Plush Briarberry Collection) you will help lead the team into the next millennium. Core responsibilities include defining and developing the overall business and strategic planning, product development, P&L, advertising and promotion programs, and retail account interaction. Prerequisites include previous toy experience, in-depth understanding of the competitive marketplace, and product management abilities. Exceptional interpersonal, negotiating and organizational skills are required.

Fisher-Price, as part of the Mattel family - which has been recognized as one of the Top 100 Companies to Work For, and Top 100 Companies for Working Women - offers excellent benefits. For confidential consideration, send resume and salary requirements to: Fisher-Price, Employment Department-MMG, 636 Girard Avenue, East Aurora, NY 14052. Fax: (716) 687-3238. E-mail: careers@fisher-price.com

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Media Associate

Media Associate responsibilities include leading the development of local media plans to ensure that plans are consistent with brand strategies, providing recommendations to brand and marketing managers relative to media planning and tactical execution. The individual will have direct agency initiatives in media analysis including media mix, portfolio issues, sharing of spending and competitive review.

The ideal candidate will have advanced working knowledge of marketing strategies and objectives and their relationship with media options; must have in-depth knowledge of media planning, media mix options, media analysis, major sports sponsorship, local signage packages and developing/managing budgets. Must be able to develop media objectives, strategies and plans. Strong interpersonal communication and presentation skills a must.

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Want to be the life of the party? Then send your resume to: **Miller Brewing Company, Dept. MDW 99485, Attn: Jennifer Schoenenberger, 3939 W. Highland Blvd., Milwaukee, WI 53208; E-Mail: jschoenenberger@mbco.com.** We are an equal opportunity employer where diversity is always brewing.

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You Appreciate Great Clients, Here's Your Chance To Be One.

Entrepreneurial Southern California based senior housing provider seeking Corporate Director of Marketing. Qualified candidates will have experience in creating successful marketing plans and communication strategies. Must demonstrate ability to design effective lead generation programs, as well as manage creative development process and public image issues with outside advertising/PR agency. Experience with mature market consumers a plus. Must have a minimum 5 years experience in marketing/advertising. Excellent salary, bonus and benefits plus view of Pacific Ocean.

E-mail your resume to carter@kiscoret.com

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Growing Fort Lee NJ company specializing in software for top tier advertising agencies and media buying services offers two Customer Support positions. Broadcast buying and/or Production experience is a must. The right individuals are knowledgeable, independent and thorough. The job involves user training, software testing, client meetings, documentation writing, and phone support. Some travel required. Send resume, including salary requirements, to

Personnel Mgr

Datatech Software

1355 Fifteenth Street, Fort Lee, NJ 07024
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Fax resume to **212-536-6550**

MARKETING & NEW BUSINESS

Global branding and design consultancy is expanding its Marketing and New Business Development team. We presently have an opening in our San Francisco office. A firm foundation in branding and package design is essential. This position requires a minimum of three to five years relevant experience as well as strong writing, communication and presentation skills. Please forward a cover letter, outlining specific qualifications and salary history, via efax to:

(603) 372-6945

MAGAZINE PRODUCTION

Major Magazine Classified Production department looking for 2 permanent team players for newly acquired magazine. Knowledge of Quark necessary. Production for classified pages done on Adtaker and the Managing Editor CLS pagination system, knowledge a plus, but will train. Salary meets industry standards and good benefits; friendly environment with quality work ethics. Fax resume to:

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You look up "driven," and you see your picture.

You are the new Sr. VP Research Director for the Detroit office of MediaVest. You will oversee the conception and development of proprietary insights that will help America's largest automotive advertiser get maximum performance out of their multimillion-dollar budget.

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EQUAL OPPORTUNITY EMPLOYER

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An aggressive and growing organization in the advanced cosmetic technology industry has an immediate opening for a **multi-talented New York based Designer**.

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Experience in advertising, print and direct mail a must. **Fax resume with salary requirements to Cathy (919) 839-8964.** EOE.

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You must know your stuff! 5-7 yrs. traditional media planning, 1-3 yrs. Internet exp. Offline, Online, Live, are all key points. Excellent exp. in rich media. Written & oral presentation skills must be superb. Top major shop.

ASSISTANT MEDIA MANAGER

Minimum 1 year experience internet and/or traditional.

Salaries commensurate with experience. Please include salary history.

Contact: Lee Rudnick President, DBI Media

Tel: (212) 338-0808 Fax: (212) 338-0632

Email: dbimedia@mindspring.com

www.dbiiny.com

**Brand
Marketing Manager**

#1 "Click and Mortar" retailer seeks intuitive consumer marketer to help define and manage the barnesandnoble.com brand. Candidate will manage the day-to-day execution of all brand-building advertising and in-store merchandising programs. In addition the candidate will serve as "brand guardian" ensuring the appropriate execution of the brand vision across Direct and Affiliate/Online marketing efforts.

The successful candidate will have 3-6 years prior working experience, including classic brand and/or agency experience. The individual must be a proactive leader who can provide strategic direction to cross functional teams and quickly execute with excellence. Demonstrated success in innovative problem solving, media fundamentals, brand strategy, agency management, creative leadership and the ability to work in an unstructured environment are all required.

Interested candidates please forward your resume, including cover letter and salary requirements, to:

barnesandnoble.com
Attn: Brand Marketing Jobs
76 9th Avenue, 11th Floor
New York, NY 10011
Fax: (212) 414-6394
E-mail: resumes@book.com
EOE M/F



PR PROFESSIONAL

We are a well-established and growing Agency. Great benefits, lots of client contact, terrific setting. This is an immediate opening for a person with the following skills:

A minimum of 5-10 years experience; comfortable with extensive client contact and demonstrate first-rate writing skills. The right candidate will show proficiencies in the following areas: strategic planning and implementation, trade show and press conference organization, media relations development, and e-commerce and Internet marketing. Electrical and/or distribution experience a plus. You will be heavily involved with a major national account.

Maier

marketing and communications

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Why are men so reluctant to talk about prostate cancer? Much like breast cancer in the 1970's, it's still not considered a subject for 'polite' conversation. As women, we've seen the benefits from lifting this wall of silence. Now it's time men took a page from our book.

Prostate cancer is a leading killer of men over 50. This year alone some 180,000 men will be diagnosed with the disease. Many thousands more have the disease and don't know it.

ARE WOMEN BETTER EQUIPPED TO DEAL WITH PROSTATE CANCER THAN MEN?

So the Cancer Research Institute and the American Cancer Society have joined together to form *The Prostate Cancer Initiative*. It's a national program designed to increase awareness among men (and women), provide patient care and fund the latest clinical research into harnessing the power of the body's immune system to fight the disease.

To learn more about prostate cancer, call the American Cancer Society at 1-800-ACS-2345, or write to *The Prostate Cancer Initiative*, care of Cancer Research Institute, 681 Fifth Avenue, New York, NY 10022.



Magazines

BY LISA GRANATSTEIN

Chasing Women

Finance books woo female readers with new products

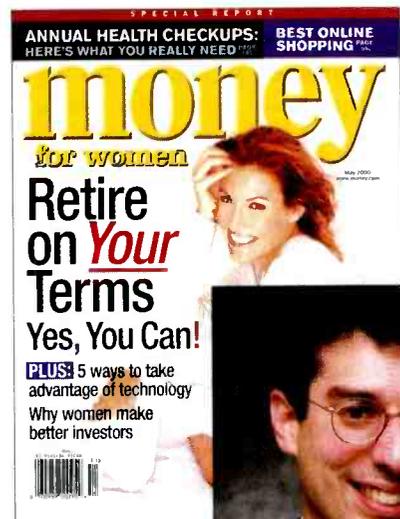
Business and personal-finance titles have been getting in touch with their feminine sides, spinning off publications targeting women readers. But the spotty track record of this sub-category has some observers wondering if the splintering of the audience into

male and female groups is really necessary.

The latest publisher to test the waters is Time Inc.'s *Money*, which plans to publish a one-shot called *Money for Women* in May. About 750,000 copies of the title will be distributed to female subscribers of *Money* and to a select group of female readers of other Time Inc. titles; 250,000 copies will be sold on newsstands for \$3.95. The issue

will be tied in with a weeklong series on NBC's *Today* featuring *Money* editor-at-large and *Today* contributor Jean Chatzky.

The one-shot will target women who are financially savvy, says Robert Safian, *Money* managing editor. "This is an opportunity for us to talk more closely to what is roughly half of our readership in a voice and manner that will resonate more with



Serious business: The new venture is not "*Money Lite*," Safian says.

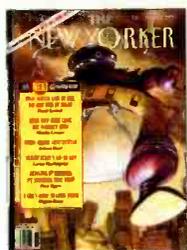


them," he says. About 40 percent of *Money* readers are women.

If *Money for Women* does well, "it could

Mediaweek Magazine Monitor

The New Yorker, which was down in the first half, has rebounded thanks to a strong third quarter. This week's "Next Generation" double issue helped move the Condé Nast weekly 8.95 percent ahead YTD. Pages will balance out in the next few weeks, however, leaving *TNY* flat for the year, says publisher David Carey. Advertisers have reacted favorably to editor David Remnick's decision to update the book by adding flashier covers and creative features, Carey says. Travel, *TNY*'s leading category, is up 18 percent YTD. Tech, the fastest-growing segment, is ahead 40 percent. Meanwhile, *The Industry Standard* was another big winner, up 293.43 percent with its Oct. 18 issue. —Lori Lefevre



										Weeklies	
										October 18, 1999	
ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE				
NEWS/BUSINESS											
Business Week	18-Oct	155.42	19-Oct	109.92	41.39%	3,669.84	3,070.06	19.54%			
Economist, The	9-Oct	90.00	10-Oct	56.50	59.29%	2,471.10	2,203.25	12.16%			
Industry Standard, The	18-Oct	110.83	19-Oct	28.17	293.43%	1,822.67	417.84	336.21%			
Newsweek	18-Oct	78.90	19-Oct	76.75	2.80%	1,887.20	1,833.65	2.92%			
PeopleX	25-Oct	85.69	26-Oct	86.89	-1.38%	3,286.40	3,141.60	4.61%			
Sporting News	18-Oct	23.99	19-Oct	14.66	63.64%	709.22	674.80	5.10%			
Sports Illustrated	18-Oct	62.44	19-Oct	49.77	25.46%	2,249.61	2,116.18	6.31%			
TimeE	18-Oct	33.49	19-Oct	75.75	10.22%	2,411.64	2,036.08	18.45%			
US News & World Report	18-Oct	61.21	19-Oct	36.78	66.42%	1,480.04	1,440.76	2.73%			
Category Total		751.97		535.19	40.51%	19,987.72	16,934.22	18.03%			
ENTERTAINMENT/LEISURE											
AutoWeek	18-Oct	28.61	19-Oct	26.80	6.75%	1,212.41	1,229.12	-1.36%			
Entertainment Weekly	15-Oct	36.41	16-Oct	56.00	-34.98%	1,539.88	1,452.46	6.02%			
Golf World	15-Oct	19.33	16-Oct	14.25	35.65%	1,169.24	1,190.48	-1.78%			
DID NOT REPORT											
New York											
New Yorker ^D	18-Oct	153.46	12-Oct	29.52	419.85%	1,506.75	1383.01	8.95%			
Time Out New York	13-Oct	83.90	14-Oct	79.10	6.07%	2,830.05	2,537.05	11.55%			
TV Guide	16-Oct	63.91	17-Oct	59.23	7.90%	2,600.61	2,386.72	8.96%			
Category Total		365.62		264.90	45.57%	10,858.94	10,178.84	6.68%			
SUNDAY MAGAZINES											
Parade	17-Oct	13.04	18-Oct	10.60	23.02%	490.08	498.24	-1.64%			
USA Weekend	17-Oct	14.52	18-Oct	11.19	29.76%	500.92	485.35	3.21%			
Category Total		27.56		21.79	26.48%	991.00	983.59	0.75%			
TOTALS		1,165.15		821.88	41.77%	31,837.66	28,096.65	13.31%			

D=DOUBLE ISSUE; E=ESTIMATED PAGE COUNTS; L=LAUNCHED ON 4/27/98; X=ONE MORE ISSUE IN 1999

Magazines

grow into a spin-off" title, Safian says.

At least one competitor questions the need for gender-specific products in the personal-finance category. "In other words, the current *Money* is not for women?" asks Steven Swartz, editor in chief and president of *Smart Money*, the joint venture of Hearst Magazines and Dow Jones & Co. "I think all these things sound like marketing gimmicks."

Swartz says that *Smart Money* looked at developing a personal-finance book for women several years ago but passed. Next spring, *Smart Money* will test a parenting book with the working title *Offspring*, which will cover investing, among other subjects.

Some media buyers are also unsure whether there is a market for women's business books. "I just don't know what women are doing differently than men," says Carol McDonald, media director at DDB/Needham in Chicago. In McDonald's view, Time Inc. is saying that women "are not smart enough to get the big *Money*."

"We're not creating a *Money Lite* here," Safian retorts. "We don't want women to think they're being talked down to or given any information that is less sophisticated or relevant than what they get in their regular issue of *Money*."

Other publishers have had mixed results with such ventures. Condé Nast in spring 1998 published *Currency*, a personal-finance supplement aimed primarily at women that was polybagged with subscriber copies of CN books, including *Vanity Fair*, *GQ* and *Self*. While it was a success with advertisers, *Currency* has not reappeared because other projects have taken higher priority in the company, says Catherine Viscardi Johnston, CN executive vp. *Currency* was "a vehicle to help bring [financial advertisers] into our family of magazines," she says.

An ambitious effort that fell flat was Gramercy Group's *Women in Touch*. Launched in November 1998, the 125,000-circ *WIT* published three issues before folding last month. Gramercy was unable to find a partner to help finance the magazine. The company hopes to revive it as a custom-publishing venture, says Tom McConville, *WIT* associate publisher.

Equity, a biannual investing book for women from WorthMedia, launched last December; two more issues were published this year. "Going in, I wasn't convinced this was a good idea or a bad idea," says Jane

Mediaweek Magazine Monitor

Monthlies/November

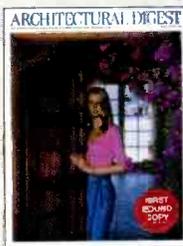


The Source has had a solid year, up 13.09 percent through November. Despite a slight dip in pages this month, which associate publisher Peter Ferraro attributes to shifting album-release dates by record labels, the hip-hop monthly continues to be strong. Once considered a vertical music magazine, *The Source* is gaining momentum from the popularity of hip-hop. For the first time ever, the title this month added the automotive category to its pages, having signed on Ford, notes Ferraro. Other new advertisers this year have included Nestlé, Target, Virgin Megastores and Kmart.

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECH/NEW ECONOMY								
Business 2.0 ^L	125,000	127,911 ^b	206.15	75.49	173.08%	1277.73	330.32	64.35%
Fast Company ¹⁰ @/y	305,000	327,162	266.00	163.00	63.19%	1489.00	906.00	64.35%
Red Herring+	100,000	116,537	169.83	75.16	125.96%	934.55	761.72	22.69%
Wired	425,000	527,488	248.40	154.8	60.47%	1416.10	1171.20	20.91%
Category Total			684.23	392.96	74.12%	3,839.65	2,838.92	35.25%
DO-IT-YOURSELF								
Family Handyman ^{9e}	1,100,000	1,120,938	64.01	53.03	20.71%	632.43	563.93	12.15%
Today's Homeowner ¹⁰	950,000	950,306	52.70	49.61	6.23%	475.92	444.66	7.03%
Category Total			116.71	102.64	13.71%	1,108.35	1,008.59	9.89%
ENTERTAINMENT								
People en Español ¹⁰	250,000	292,906	50.64	N.A.	N.A.	441.64	343.10	28.72%
Premiere	600,000	626,232	80.00	83.94	-4.69%	548.16	580.99	-5.65%
Source, The ^e	425,000	425,218	130.65	137.32	-4.86%	1,432.48	1,266.63	13.09%
Spin	525,000	526,424	114.57	92.79	23.47%	1,027.05	900.12	14.10%
Us	1,000,000	1,001,344	53.96	61.40	-12.12%	474.25	520.66	-8.91%
Vibe ¹⁰	700,000	701,624	126.93	115.67	9.73%	1,043.82	994.52	4.96%
Category Total			556.75	491.12	13.36%	4,967.40	4,606.02	7.85%
ENTHUSIAST								
Audio	None	90,290	68.66	46.33	48.20%	525.46	518.66	1.31%
Automobile	625,000	635,396	102.67	107.80	-4.76%	865.70	919.38	-5.84%
Backpacker ⁹	265,000	285,003	66.37	82.40	-19.45%	656.54	724.09	-9.33%
Bicycling ¹⁰	273,000	277,600	51.92	41.80	24.22%	573.37	583.77	-1.78%
Bike ¹⁰	175,000	193,859	NO ISSUE			373.27	456.01	-18.14%
Boating	None	202,703	118.58	123.25	-3.79%	1,578.30	1,432.48	10.18%
Car and Driver	1,350,000	1,365,577	119.73	141.86	-15.60%	1,232.29	1,322.27	-6.80%
Car Craft	375,000	383,334	61.38	61.72	-0.55%	660.71	610.10	8.30%
Chevy High Performance	200,000	198,474	80.45	84.81	-5.14%	869.56	913.05	-4.76%
Circle Track	130,000	144,372	73.99	83.27	-11.14%	943.33	958.44	-1.58%
Cruising World	155,000	155,456	99.55	101.67	-2.09%	1,252.38	1,252.12	0.02%
Cycle World	310,000	312,254	104.61	55.58	88.22%	965.19	870.43	10.89%
Dirt Rider	170,000	176,335	116.27	142.26	-18.27%	1,057.43	1,059.03	-0.15%
Flying	None	310,851	88.97	91.71	-2.99%	824.69	853.08	-3.33%
Four Wheel & Of Road	325,000	355,716	98.74	121.85	-18.97%	1,024.11	1,118.37	-8.43%
Golf Digest	1,550,000	1,557,814	124.25	102.66	21.03%	1,416.39	1,252.36	13.10%
Golf Magazine	1,400,000	1,403,685	112.10	106.26	5.50%	1,238.68	1,257.90	-1.53%
Hot Rod	800,000	819,017	82.83	94.73	-12.56%	924.34	997.94	-7.38%
Motor Boating & Sailing	None	122,505	168.91	173.54	-2.67%	1,736.91	1,686.57	2.98%
Motorcyclist	240,000	249,226	47.22	55.84	-15.44%	700.33	713.54	-1.85%
Motor Trend	1,250,000	1,278,568	97.81	115.32	-15.18%	1,109.55	1,055.47	5.12%
Petersen's Photographic	200,000	211,486	101.50	96.27	5.43%	1,034.30	1,032.16	0.21%
Popular Mechanics	1,200,000	127,042	74.23	85.04	-12.71%	710.11	710.34	-0.03%
Popular Photography	450,000	451,195	196.68	190.91	3.02%	1,929.92	1,843.51	4.69%
Power & Motoryacht	None	1,573,56 ^b	286.83	231.00	24.17%	2,158.20	1,892.47	14.04%
Road & Track	750,000	755,710	116.28	135.00	-13.87%	1,228.39	1,256.86	-2.27%
Rod & Custom	150,000	155,066	88.85	87.70	1.31%	1,023.25	1,035.59	-1.19%
Sailing World ¹⁰	55,000	63,009	39.06	49.75	-21.49%	383.02	413.01	-7.26%
Salt Water Sportsman	150,000	152,541	108.87	65.66	65.81%	1,007.38	881.29	14.31%
Skin Diver	220,000	226,046	65.55	64.62	1.44%	739.29	801.30	-7.74%
Sport	1,000,000	1,129,518	48.59	48.59	0.00%	356.82	338.04	5.56%
Sport Truck	200,000	200,357	89.48	91.42	-2.12%	880.60	961.29	-8.39%
Stereo Review's Sound & Vision ¹⁰	450,000	454,869	102.83	78.99	30.18%	679.66	548.54	23.90%
Tennis ¹⁰ &	700,000	707,884	40.15	45.15	-11.07%	660.96	677.22	-2.40%

Mediaweek Magazine Monitor

Monthlies/November



The shelter category is benefiting from the year's economic growth spurt. Condé Nast's *Architectural Digest*, which leads the category in pages, is up 10.57 percent YTD. Up 2.15 percent in November, *AD* added British Airways, DuPont Corporate and Grey Goose Vodka. Most spending in the economy, especially luxury spending, has been fueled by the wealthiest 1 percent of the population, notes Jim Taylor, *AD* advertising director. "You've seen the shelter category rushing to [become more] upscale and going after more luxury accounts," he says. Financial has been *AD*'s fastest-growing ad category.

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Yachting	132,000	132,275	185.06	174.75	5.90%	1,580.18	1,654.33	-4.48%
Category Total			3,428.97	3,379.51	1.46%	34,900.60	34,601.00	0.87%
FASHION/BEAUTY								
Allure	800,000	815,117	84.72	130.31	-34.99%	1,008.00	1,251.33	-19.45%
Cosmopolitan	2,400,000	2,879,076	179.75	176.07	2.09%	1,795.89	1,837.02	-2.24%
Elle	900,000	913,054	250.77	178.05	40.84%	2,028.03	1,909.27	6.22%
Essence	DID NOT REPORT							
Glamour	2,000,000	2,207,241	194.10	209.58	-7.39%	1,869.83	1,878.11	-0.44%
Harper's Bazaar	700,000	750,608	112.60	152.27	-26.05%	1,415.77	1,406.75	0.64%
Jane ¹⁰	400,000	428,670c	68.69	63.83	7.61%	701.80	492.13	42.60%
Mademoiselle	1,100,000	1,106,167	111.20	107.00	3.93%	1,094.28	1,207.92	-9.41%
Marie Claire	700,000	853,875	137.01	131.61	4.10%	1,268.11	1,137.39	11.49%
Mirabella ¹⁰ /BMN	550,000	536,486	36.65	111.78	-67.21%	491.09	491.03	0.01%
New Woman	1,175,000	1,187,616	60.90	56.70	7.41%	625.10	616.50	1.39%
Vogue ^R	1,100,000	1,100,828	407.13	264.86	53.72%	2,859.93	2,486.26	15.03%
Victoria	950,000	959,143	58.53	67.82	-13.70%	471.16	482.30	-2.31%
W	400,000	412,160	193.50	179.85	7.59%	1,883.50	1,817.16	3.65%
Category Total			1,895.55	1,829.73	3.60%	17,512.49	17,013.17	2.93%
FOOD/EPICUREAN								
Bon Appétit	1,100,000	1,132,237	173.08	133.82	29.34%	1,071.72	1,037.80	3.27%
Cooking Light ¹⁰	1,400,000	1,447,379	109.22	110.19	-0.88%	942.38	904.40	4.20%
Food & Wine	800,000	850,406	133.24	119.46	11.54%	904.78	842.19	7.43%
Gourmet	850,000	878,792	145.74	124.13	17.41%	1,120.97	1,146.12	-2.19%
Category Total			561.28	487.60	15.11%	4,039.85	3,930.51	2.78%
GENERAL INTEREST								
Atlantic Monthly	450,000	463,587	58.70	60.57	-3.09%	527.55	538.41	-2.02%
Biography	450,000	528,167	38.09	28.46	33.84%	333.47	187.15	78.18%
George	400,000	405,153	41.98	82.78	-49.29%	437.83	627.44	-30.22%
Harper's	205,000	215,213	38.00	30.66	23.91%	293.33	306.41	-4.27%
InStyle	1,100,000	1,360,163	280.30	228.76	22.53%	2,007.57	1,714.81	17.07%
Life	1,500,000	1,590,397	77.32	69.02	12.03%	595.32	675.02	-11.81%
National Geographic	8,500,000	8,618,632	36.19	37.34	-3.08%	349.11	380.38	-8.22%
Reader's Digest	13,300,000	13,368,327	94.91	103.90	-8.65%	1,015.62	1,008.39	0.72%
Smithsonian	2,000,000	2,041,996	84.53	98.17	-13.89%	732.65	634.49	15.47%
Vanity Fair	1,000,000	1,064,766	203.75	186.55	9.22%	1,601.03	1,694.07	-5.49%
Category Total			953.77	926.21	2.97%	7,893.48	7,766.57	1.63%
HEALTH/FITNESS (MEN)								
Flex ^R	150,000	168,977	151.02	133.00	13.55%	1,784.93	1,437.90	24.13%
Men's Fitness ^R	400,000	502,153	64.90	52.50	23.62%	616.29	571.91	7.76%
Muscle & Fitness	None	491,633	132.69	139.16	-4.65%	1,400.20	1,281.70	9.25%
Runner's World	480,000	511,362	42.31	32.10	31.81%	500.63	450.07	11.23%
Category Total			390.92	356.76	9.58%	4,302.05	3,741.58	14.98%
HEALTH/FITNESS (WOMEN)								
American Health For Women ⁹	1,000,000	934,128	NO ISSUE			415.72	451.97	-8.02%
Fitness ¹⁰	1,000,000	1,003,133	51.54	65.17	-20.91%	704.57	703.29	0.18%
Health ⁹ (Nov./Dec. Issue)	1,100,000	1,105,437	103.50	84.75	22.12%	671.81	537.44	25.00%
Prevention	3,000,000	3,101,583	108.04	91.72	17.79%	946.08	910.85	3.87%
Self	1,100,000	1,103,210	102.00	122.69	-16.86%	1,123.54	1,266.78	-11.31%
Shape	1,300,000	1,411,122	74.48	55.57	34.03%	687.73	715.19	-3.84%
Weight Watchers ⁹ /©	1,060,000	1,122,921	DID NOT REPORT					
Category Total			439.56	419.90	4.68%	4,549.45	4,585.52	-0.79%

Magazines

Berentson, *Equity* editor in chief. But the magazine "got a great response," she adds. Ad revenue for the three issues was \$1 million, \$1.2 million and \$1.7 million respectively, WorthMedia execs report.

While the company discussed increasing *Equity*'s frequency in 2000, the biannual schedule will be retained while WorthMedia concentrates on developing its Internet presence. Last month, shortly after that decision was made, *Equity* publisher Missy Godfrey left the company.

Trying Hard to Make a Point

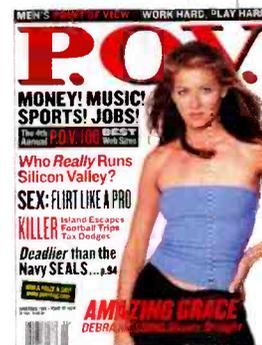
P.O.V. shouts a little louder

Amid all the chest-beating between the young-men's titles *Maxim*, *Details* and *Gear*, BYOB Ventures' *P.O.V.* is quietly forging ahead. When it launched four years ago, *P.O.V.* initially attracted a good deal of attention in a men's category long dominated by Condé Nast's *GQ* and Hearst's *Esquire*. But among media buyers, the all-important buzz factor seems to be wearing off. "It's not top-of-mind," Roberta Garfinkle, media director at McCann Erickson, says of *P.O.V.* "They have to work on raising their profile."

That's exactly what *P.O.V.* publisher Deborah Marcogliese is intent on doing. "There's so much going on with the magazine," Marcogliese says of the 10-times-yearly title. "We need to shout about it a little louder."

On Oct. 23, several *P.O.V.* staffers will pile into a Hummer for a 20-city cross-country tour to attract some attention and new readers. And *P.O.V.* is trying to make some extra noise on newsstands. Beginning with the October issue, appearing above the title is a tagline: "Men's Point of View. Work hard, play hard."

The new overline is designed to help newsstand browsers understand what the letters stand for and what the magazine is about. *P.O.V.*'s editorial focuses



Mission statement:
the new tagline

Magazines

on how to succeed in business, with articles on grooming, tech gadgets and adventure travel also in the mix.

"Media planners write P.O.V.s, so in the media world, people get it easily," says Marcogliese. "But on the newsstand, we need to spell it out a little more clearly."

Newsstand sales, until now a small fraction of the book's distribution, will get higher priority, Marcogliese says. With the October issue, *P.O.V.* switched from Curtis Distribution to Warner Publisher Services, a move that for the first time will put the magazine in both Wal-Mart and 7-Eleven. *P.O.V.* nearly doubled its newsstand draw for the October and November issues, and may continue to do so depending on sell-through levels.

The magazine's total paid circulation advanced 46.5 percent in the first half of this year to 340,151, according to the Audit Bureau of Circulations, although newsstand sales fell 9 percent, to 11,016. The title plans to boost its rate base to 380,000 in January and to 420,000 next July.

Marcogliese, former associate publisher of Hachette Filipacchi's *George*, succeeded *P.O.V.* founder Drew Massey as publisher; he continues as president. Marcogliese has shaken up her ad-sales team since joining *P.O.V.* last April, replacing five staffers. The title's ad pages were down 9.3 percent through November, to 440, according to the *Mediaweek Magazine Monitor*.

Health Builds Circ Muscle

Rival's demise adds readers

Fresh off gobbling up a primary competitor, Time Publishing Ventures' *Health* is shaping up as a more formidable player in the health category. Beginning with the title's November/December issue, due on newsstands Oct. 26, many former subscribers of Reader's Digest's *American Health* will now receive *Health*. The move follows RD's decision in August to fold its health book and sell its name and subscriber list to Time Inc.

While the addition of the *American Health* subscribers is expected to generate an estimated 500,000 circulation bonus for *Health*'s November/December issue, the magazine plans to raise its rate base in January by only 200,000 copies, to 1.3 mil-

Mediaweek Magazine Monitor

Monthlies/November



Many mass-market titles are suffering from downshifts in automotive advertising. And Time Inc.'s *Life*, down 11.81 percent YTD, is one of them. Detroit has been pulling out of these general-interest books and putting its advertising in vertical ones, notes *Life* publisher Don Fries. As a result of these changes, he expects *Life* to end 1999 down 8 percent. In November, *Life* was up 12.03 percent, due in part to some October advertisers postponing their schedules. Meanwhile, Emap Petersen's *Hunting* is posting strong increases, with a YTD page total of 482.90, up 28.30 percent. Internally, *Hunting* has benefited from restructuring in

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
KIDS								
Boys' Life	1,300,000	1,362,016	10.64	9.17	16.03%	134.34	110.63	21.43%
Contact Kids ¹⁰	300,000	317,098	3.00	3.00	0.00%	52.33	42.33	23.62%
Disney Adventures ^{11/+}	1,000,000	1,045,041b	47.13	39.98	17.88%	285.80	268.18	6.57%
KidCity ¹⁰	250,000	262,576	3.00	2.00	50.00%	45.33	36.33	24.77%
Sports Illustrated for Kids ⁺	950,000	1,027,703b	27.02	29.17	-7.37%	281.20	274.19	2.56%
Category Total			90.79	83.32	8.97%	799.00	731.66	9.20%
LIFESTYLE								
Details	500,000	558,683	72.52	108.52	-33.17%	787.05	1,011.22	-22.17%
Esquire	650,000	680,573	94.90	102.99	-7.86%	822.60	721.40	14.03%
Gentlemen's Quarterly	700,000	707,776	326.85	314.30	3.99%	1,715.26	1,864.74	-8.02%
Maxim ¹⁰	650,000	1,152,725	118.00	90.26	30.73%	847.19	543.03	56.01%
Men's Health ¹⁰	1,525,000	1,665,038	81.06	103.55	-21.72%	770.99	815.06	-5.41%
Men's Journal ¹⁰	550,000	551,635	131.98	91.39	44.41%	920.04	855.10	7.59%
Outside	550,000	551,429	107.73	136.97	-21.35%	1,010.53	1,173.60	-13.89%
P.O.V. ¹⁰	300,000	340,151	53.47	58.39	-8.43%	439.57	484.90	-9.35%
Penthouse	DID NOT REPORT							
Playboy	3,150,000	3,252,661	63.97	56.65	12.92%	537.31	502.30	6.97%
Category Total			1,050.48	1,063.02	-0.01	7,850.54	7,971.35	-1.52%
MATURE MARKET								
New Choices ¹⁰	600,000	600,876	45.50	33.04	37.71%	465.54	439.15	6.01%
Senior Golfer ¹⁰	185,000	185,205	68.80	37.50	83.47%	512.00	457.40	11.94%
Category Total			114.30	70.54	62.04%	977.54	896.55	9.03%
OUTDOORS								
Bowhunting ⁹	160,000	160,348c	52.26	38.05	37.35%	397.05	378.76	4.83%
Field & Stream ^R	1,750,000	1,774,225	45.95	78.73	-41.64%	649.85	738.28	-11.98%
Guns & Ammo	575,000	607,971	39.23	50.58	-22.44%	419.07	418.31	0.18%
Handguns	150,000	157,016	43.50	35.70	21.85%	366.26	315.65	16.03%
Hunting	350,000	350,633c	68.02	61.30	10.96%	482.90	376.37	28.30%
Outdoor Life ^{10/R}	1,350,000	1,352,997	58.55	63.75	-8.16%	517.27	491.68	5.20%
Sports Afield ¹⁰	450,000	456,378	42.66	74.29	-42.58%	448.28	495.41	-9.51%
Category Total			350.17	402.40	-12.98%	3,280.68	3,214.46	2.06%
PARENTING/FAMILY								
American Baby	1,805,000	1,706,343b	40.25	61.39	-34.43%	392.61	367.62	6.80%
Baby Talk ¹⁰	1,500,000	1,503,382b	47.66	54.78	-13.00%	370.46	375.36	-1.31%
Child ^{*/10}	920,000	923,175	70.35	61.75	13.93%	519.00	545.37	-4.84%
FamilyFun ¹⁰	1,105,000	1,144,778	107.44	105.78	1.57%	652.16	677.50	-3.74%
Family Life ¹⁰	500,000	508,724	45.16	108.25	-58.28%	416.58	536.39	-22.34%
Parenting ^{*/10}	1,350,000	1,376,928	155.40	172.90	-10.12%	1,078.84	1,067.83	1.03%
Parents ⁺	1,780,000	1,787,321	172.86	141.07	22.53%	1,347.50	1,322.84	1.86%
Sesame Street Parents	1,100,000	1,148,432	64.86	65.81	-1.44%	474.25	435.66	8.86%
Category Total			172.86	644.53	-73.18%	4,384.54	4,525.29	-3.11%
PERSONAL FINANCE								
Kiplinger's Personal Finance	1,000,000	1,034,905	74.60	77.84	-4.16%	751.20	827.12	-9.18%
Money	1,900,000	1,974,679	134.13	124.27	7.93%	1,095.17	1,111.50	-1.47%
Mutual Funds	800,000	815,024	39.78	45.73	-13.01%	387.05	425.35	-9.00%
SmartMoney	725,000	760,369	138.76	118.28	17.31%	1,142.33	1,111.80	2.75%
Worth ¹⁰	500,000	534,966	90.84	130.33	-30.30%	758.95	735.51	3.19%
Category Total			478.11	496.45	-3.69%	4,134.70	4,211.28	-1.82%

Mediaweek Magazine Monitor

Monthlies/November



sales, which included the hiring of new publisher Joe Graham. Also, the outdoor category as a whole has undergone a series of changes that have left *Hunting* in a stronger position, says executive publisher Skip Johnson. Outdoor enthusiast books such as *Field & Stream* and *Sports Afield* (which are down 11.98 and 9.51 percent respectively year-to-date) have added outdoor-adventure content to their pages and have less traditional hunting and fishing coverage. *Hunting* has stayed its course, a move that has helped the title strengthen its pitch to advertisers, Johnson says. Automotive and tobacco spending have increased this year, he adds.

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
SCIENCE/TECHNOLOGY								
Discover	1,200,000	1,225,075	73.33	78.99	-7.17%	546.92	526.16	3.95%
Popular Science ¹⁰	1,550,000	1,560,220	61.88	62.54	-1.06%	542.42	535.03	1.38%
Scientific American ^R	640,000	692,590	40.17	39.52	1.64%	332.21	359.05	-7.48%
Spectrum, IEEE	None	304,430 ^C	56.80	62.68	-9.38%	539.78	488.63	10.47%
Yahoo! Internet Life	600,000	650,768	131.04	95.01	37.92%	844.78	595.05	41.97%
Category Total			131.04	338.74	-61.32%	2,806.11	2,503.92	12.07%
SHELTER								
American HomeStyle/Gardening ¹⁰	980,000	981,942	64.27	58.90	9.12%	552.33	519.34	6.35%
Architectural Digest	775,000	857,576	213.44	208.94	2.15%	1,600.86	1,447.88	10.57%
House & Garden	650,000	797,698	94.29	93.98	0.33%	894.71	857.15	4.38%
Country Living	1,600,000	1,626,767	112.37	117.91	-4.70%	976.08	1,069.70	-8.75%
Home ¹⁰	1,000,000	1,009,608	124.96	133.18	-6.17%	1,105.34	1,099.57	0.52%
House Beautiful	850,000	880,206	151.90	127.64	19.01%	942.41	881.70	6.89%
Martha Stewart Living ¹⁰	2,100,000	2,253,526	189.31	175.40	7.93%	1,349.10	1,214.39	11.09%
Southern Living	2,450,000	2,526,799	170.90	156.24	9.38%	1,454.80	1,428.01	1.88%
Sunset	1,425,000	1,441,429	99.21	100.83	-1.61%	1,108.85	1,062.27	4.38%
This Old House ¹⁰ @@	650,000	659,791	84.69	88.67	-4.49%	727.61	586.96	23.96%
Category Total			1,305.34	1,261.69	3.46%	10,712.09	10,166.97	5.36%
TEEN								
Jump ¹⁰	350,000	388,870	NO ISSUE			349.60	287.68	21.52%
Seventeen	2,350,000	2,384,166	102.73	107.51	-4.45%	1,208.24	1,309.98	-7.77%
Teen	2,000,000	2,062,497	39.89	59.64	-33.12%	550.97	581.83	-5.30%
Teen People ¹⁰	800,000	974,894 ^C	74.16	79.18	-6.34%	820.13	612.34	33.93%
YM ¹⁰	2,200,000	2,202,744	52.00	47.00	10.64%	518.00	559.00	-7.33%
Category Total			268.78	293.33	-8.37%	3,446.94	3,350.83	2.87%
TRAVEL								
Condé Nast Traveler	750,000	762,314	219.96	220.23	-0.12%	1,371.89	1,338.45	2.50%
Travel & Leisure	925,000	1,002,814	208.50	177.94	17.17%	1,570.62	1,417.24	10.82%
Travel Holiday ¹⁰	600,000	612,682	112.70	73.60	53.13%	702.37	556.20	26.28%
Category Total			541.16	471.77	14.71%	3,644.88	3,311.89	10.05%
WEALTH								
Robb Report	None	111,616	172.50	159.00	8.49%	1,278.50	1,298.00	-1.50%
Town & Country	425,000	446,025	222.34	189.42	17.38%	1,325.59	1,233.51	7.46%
Category Total			394.84	348.42	13.32%	2,604.09	2,531.51	2.87%
WOMEN'S SERVICE								
Better Homes & Gardens	7,600,000	7,600,667	174.79	220.19	-20.62%	1,737.56	1,780.62	-2.42%
Family Circle	DID NOT REPORT							
Good Housekeeping	4,500,000	4,626,346	157.34	142.12	10.71%	1,301.08	1,283.31	1.38%
Ladies' Home Journal	4,500,000	4,500,404	146.09	191.16	-23.58%	1,266.46	1,407.62	-10.03%
McCall's	DID NOT REPORT							
Redbook ^R	2,800,000	2,801,385	151.73	148.04	2.49%	1,169.80	1,120.27	4.42%
Woman's Day ¹⁷	4,050,000	4,085,214	226.60	228.20	-0.70%	1,577.53	1,643.04	-3.99%
Category Total			856.55	929.71	-7.87%	7,052.43	7,234.86	-2.52%
MEDIAWEEK MONITOR TOTALS		13,144.15	13,471.18		-2.43%	118,771.68	116,395.38	2.04%

FOOTNOTES: RATE BASE AND CIRCULATION FIGURES ACCORDING TO THE AUDIT BUREAU OF CIRCULATIONS FOR FIRST HALF OF 1999; B=AUDITED BY BPA INTERNATIONAL; C=NON ABC/BPA TITLE; E=PUBLISHER'S ESTIMATE; L=LAUNCHED 8/98; R=REVISION, 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-PAID QUALIFIED CIRC; #-STEREO REVIEW AND VIDEO WERE MERGED IN JAN. '99; &=PUBLISHED ONE MORE ISSUE IN 1998

Magazines

lion. "We would much rather deliver advertisers a bonus throughout 2000 and make sure we are taking the crème de la crème of the sub list that's willing to pay the price for *Health*," says publisher Mary Morgan. "If we need to bump the rate base up at some point next year, we will."

AH's 885,000 subscribers will receive notices with their issues of *Health* this month asking if they want to switch their subscriptions to the Time Inc. title or cancel. AH published 10 issues per year to *Health*'s nine; Morgan says *Health* may boost its frequency to 10 times yearly in 2001.

Looking to position itself as more of a lifestyle book and expand its advertising base, *Health* last year aggressively broadened its coverage from food, nutrition, health and medicine to include beauty and grooming, topics that its competitors already covered. "Lifestyle implies a little rounding and softening," Morgan says.

Since the editorial changes, *Health* has attracted several new advertisers, including Neutrogena, Clinique and Chevrolet Monte Carlo. Morgan now regards *Health* as a "grown-up version of *Self*." *Health* targets a 40ish reader, while Condé Nast's 1.1 million-circulation *Self*—which covers "mind, body, spirit"—has a median age of 32.

Some media buyers see *Health* as still in a transitional period. "I don't think it's quite there yet," says Melissa Pordy, media director at Zenith Media. "It's in the middle of the road. I think it's making its way toward [being] the older *Self*, but it has a ways to go."

Through June this year, *Health*'s paid circ grew 1.9 percent to 1.1 million and its newsstand sales climbed 12.6 percent, according to the Audit Bureau of Circulations. Ad pages through the November/December



Filling out: Grooming and beauty have joined the mix.

issue were up 25 percent to 672, reports the Mediaweek Magazine Monitor. Rodale Press' monthly *Prevention* remains the category leader, with a circulation of 3.1 million and 946 ad pages through November, up 3 percent.

Media Person

BY LEWIS GROSSBERGER



Now and Before

MEDIA PERSON IS WATCHING TV. BUT he's not happy. Poor Media Person. He's trying to find one new show, just one that he can curl up with every week and work out a stable, nourishing relationship. Is this too much to ask? Apparently so. It's not that they're all terrible. There are five or six new shows he can watch without vomiting. It's just that they just don't stick. Don't keep you coming back for more. Media Person is watching, but only with one eye. He's also got a newspaper in his lap in case his attention wanders, which it often does.

Media Person is watching *The West Wing*, which fatigues him greatly. You know what this show is really about? Not big decisions in the White House. Not politics and scandal. No, it's about running in the halls. Obviously the producers realized the show would be big on talk. Talk is visually dull. So the actors have to shout their lines while rushing past each other and racing in and out of each other's offices. Everyone is constantly in motion, spouting political gibberish. What this White House needs is a hall monitor.

At first you may be worried that you don't understand much they're saying, but then you realize the Washington jargon is like the constant gush of medical terms on *ER*. It's just atmosphere, urgent background music but essentially meaningless. Eventually, one or two actors slow down to a walk and have some big emotional dramatic scene, like Martin Sheen, the prez, firing nuclear missiles at Abyssinia or Rob Lowe, his assistant, fending off a sex scandal (always a danger with Rob Lowe around), but by then Media Person is so exhausted from all the sprinting, he's usually fallen asleep.

So Media Person watches *Once and Again*. What is this show really about? Embarrassment. That's the key emotion in

this drama of two allegedly fortyish divorced parents working hard to fall in love while their kids gawk at the horrifying spectacle. Zwick and Hershkovits, the creators, are masters of the vicarious cringe. Several times in each show, the characters and viewers together redden with mortification. Like when the two single parents are smooching in one of their living rooms when the kids unexpectedly come home with the ex-husband. The two miscreants

leap up, buttoning their clothes, the kids are aghast and everyone, including you, wants to crawl under the couch.

Then there are two ostensible science-fiction shows that are really about missing your wife. Two lonely guys on the road is the story of both *Harsh Realm* and *Now and Again* (not to be confused with *Once and Again*). Media Person was highly pleased with the debut of the latter, in which frustrated insurance executive John Goodman (never to be seen again in the series) loses his promotion and then his life but is reborn when his brain is transplanted into the body of a young bionic superhero. The thing was smartly directed and had some

wit to it. But by show two, Media Person was wondering, "How long does this go on?" The guy is supposed to be out fighting terrorists, but all he can think about is contacting his wife and daughter, which is strictly forbidden. See, that's the problem with putting old brains in young bodies, and it's certainly a point worth making in a society that will probably start doing that any day now but...every week?

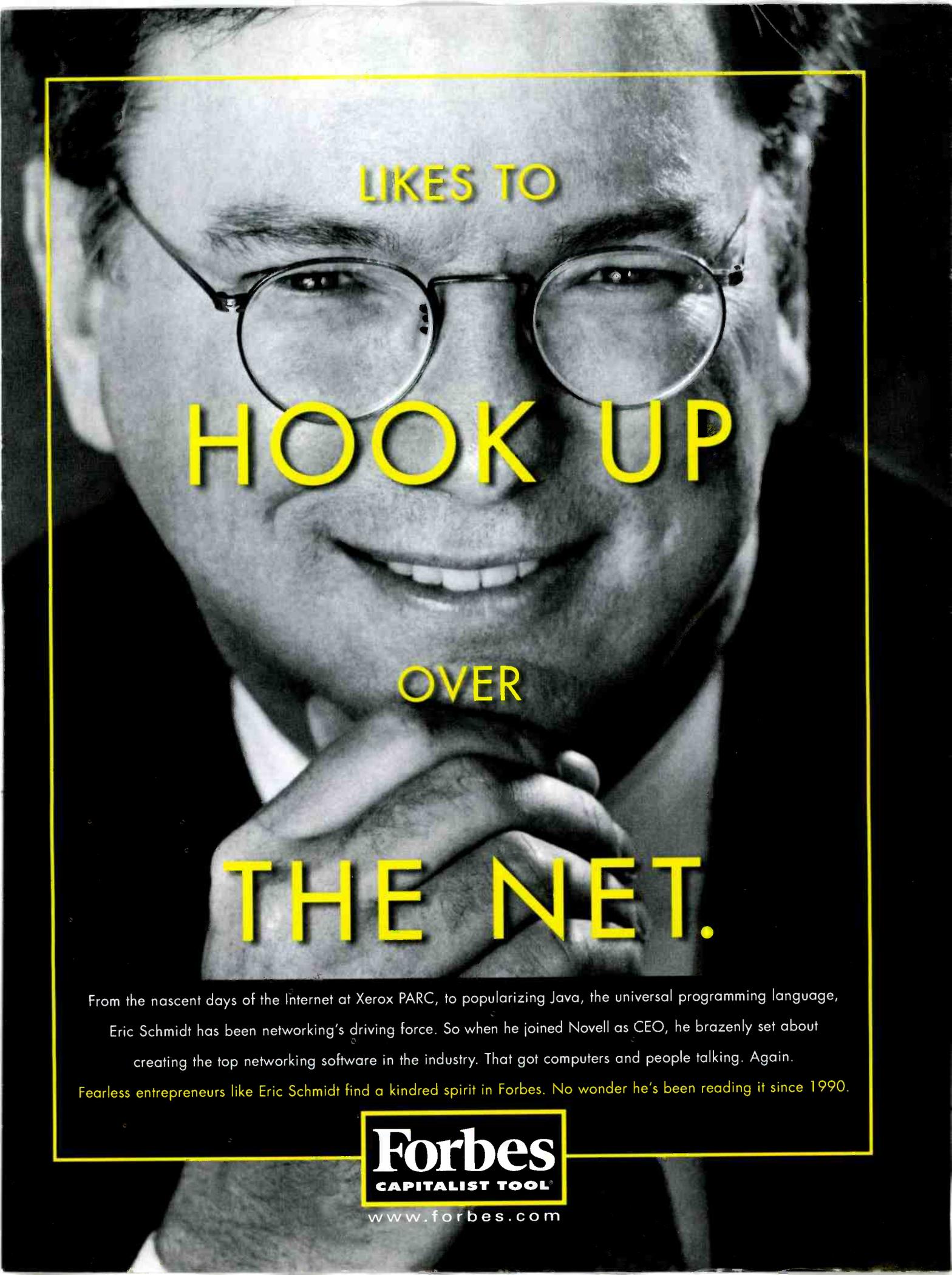
Meanwhile, the *Harsh Realm* guy has been zapped into a computer game that he can't escape until he's killed the archvillain who rules the realm, but all he cares about is getting home to his real-world fiancée. Same problem. Boring. Get over it, pal. Find yourself a virtual babe and start kicking digital ass. Another problem is that the bad guy is way too under the top to be amusing. Get him a mini-me, for God's sake, or something in lieu of a personality.

Third Watch is the most comfortable of the new shows because it's just like the old shows, a combination of *ER* and *Brooklyn South*. You can see the wheels turning in the producers' simple little brains, possibly transplanted from the bodies of older producers: People like to watch medical personnel running around yelling jargon and they like cops chasing bad guys, so let's put 'em together and toss in firemen too.

You just can't top the excitement of *Third Watch* unless you also add the prosecutors, the jailers, the medical examiners and the caterers, which will no doubt be done soon by some other new show. The characters not only yell medical terms and shoot people, they argue a lot and have inter-service romances and prickly mentoring relationships and every other dramatic connection known to mankind, which is totally absorbing, if you can manage not to fall asleep because the whole show feels like you've seen it all before, which is because, basically, you have.

The important thing, finally, is to just keep repeating, as Media Person does, "Only three months to *The Sopranos*, only three months to *The Sopranos*..." ■

**Get [the bad guy] a mini-me, for God's sake,
or something in lieu of a personality.**

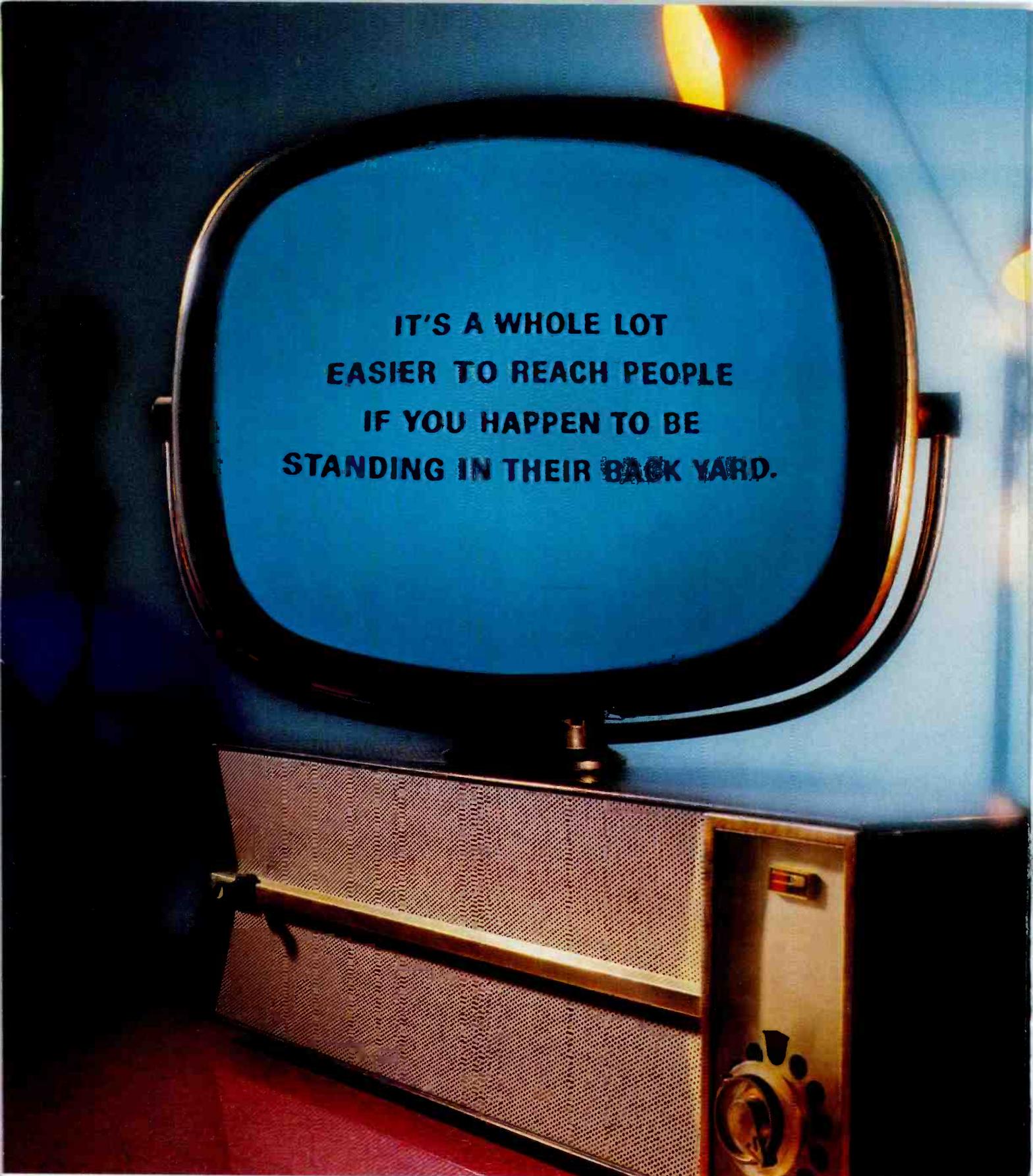


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From the nascent days of the Internet at Xerox PARC, to popularizing Java, the universal programming language, Eric Schmidt has been networking's driving force. So when he joined Novell as CEO, he brazenly set about creating the top networking software in the industry. That got computers and people talking. Again. Fearless entrepreneurs like Eric Schmidt find a kindred spirit in Forbes. No wonder he's been reading it since 1990.

Forbes
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A vintage television set is shown from a low angle, focusing on the screen. The screen is a solid blue color and contains white text. The television has a dark wood-grain or black cabinet with a silver-colored metal grille on the front. The background is dark and out of focus, with some warm light sources visible.

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EASIER TO REACH PEOPLE
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