

MED LAW WEEK

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 NEWSPAPER

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Bill Gates

HIGH STAKES

The antitrust case against Microsoft could impact the future of media

By Vincent Coppola

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Researchers Fret Response-Rate Drop page 4

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Viacom Puts In Bid for 'Spin' and 'Vibe' page 8

MARKET INDICATORS

National TV: Quiet

Ad buyers bought turkeys instead of national TV inventory last week, but first-quarter scatter activity is expected to intensify beginning this week.

Net Cable: Cooling

First-quarter scatter is moving, although early January is expected to be hung over after the networks' big fourth-quarter party.

Spot TV: Moving

Squeezed by dot.coms, buyers are paying top dollar for premium spots on the West Coast. Seattle is "insane." Markets in the East are healthy, but opportunity exists. Milwaukee is soft.

Radio: Tight

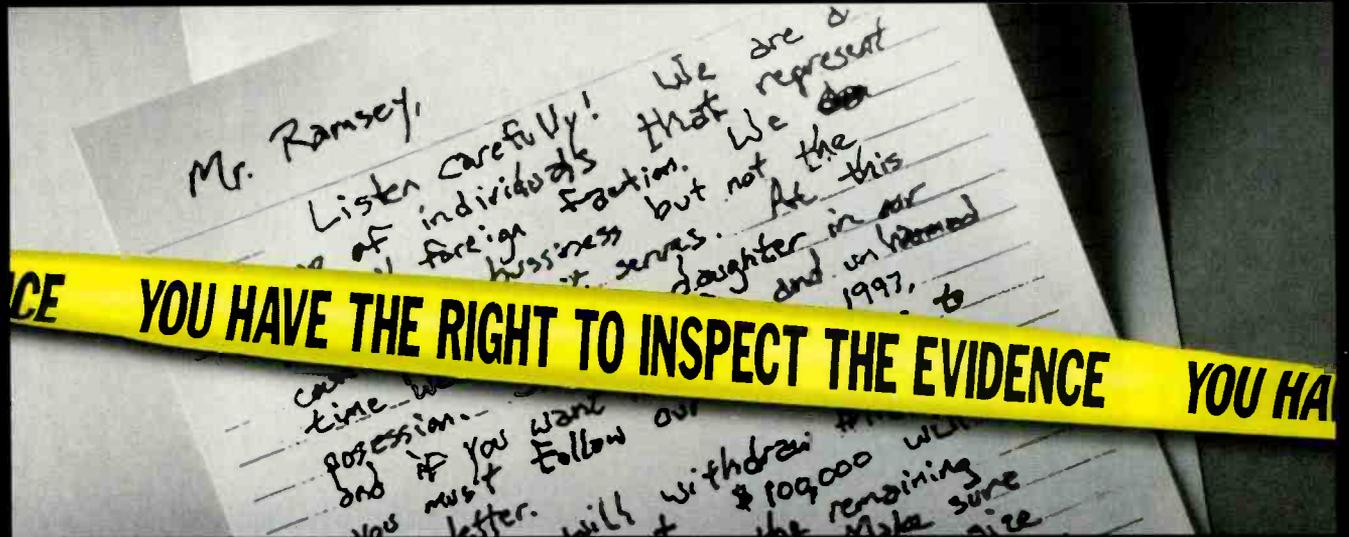
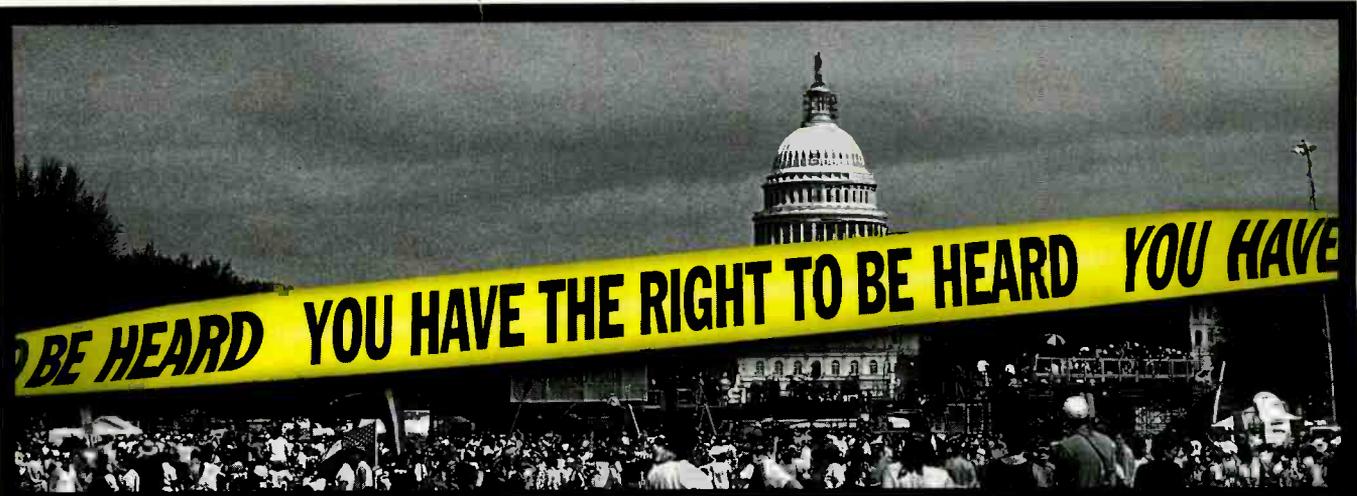
Most markets are tight, but buyers report some last-minute cancellations from dot.coms and other advertisers looking to save a few dollars to boost the year-end bottom line.

Magazines: Slow

Delays in first-quarter ad budgets have held up schedules, but healthy business is expected.

WIDE WORLD PHOTOS/AP





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AT DEADLINE

Fox News Channel Sponsoring GOP Forum

Fox News Channel and WMUR-TV in Manchester, N.H., will present a live 90-minute discussion with all six Republican presidential candidates in advance of next February's New Hampshire primary. Called *The Republicans: A New Hampshire Forum*, the special is scheduled for Thursday, Dec. 2 from 8-9:30 p.m. and will be moderated by Brit Hume, FNC managing editor and senior Washington correspondent, and Karen Brown, news director and anchor of WMUR. FNC partnered with Imes Communications-owned WMUR after the station's plans to produce the forum with ABC fell through. FNC plans to make the programming available to nonaffiliated cable systems. Fox News also has sent invitations to the Democratic presidential candidates for a similar special.

Moonves Will Discuss Diversity

As of last Wednesday, CBS Television president and CEO Leslie Moonves was the only network head confirmed to attend the NAACP's public hearing on diversity in television scheduled for today at the Century Plaza Hotel in Los Angeles, although each of the Big Four networks planned to be represented. NBC was planning to send a senior-level executive, but it won't be West Coast president Scott Sassa or Entertainment president Garth Ancier. An NBC official said it would be either someone from Standards & Practices or a business affairs exec. Fox and ABC on Wednesday were both unsure who they would send. Also expected to attend the public session are actors, writers, directors and producers invited by the NAACP.

Interop, Entercom Sign Ad Pact

Interop last week signed a multiyear deal to be the exclusive national sales arm of Entercom Communications, the fourth-largest radio group with about \$313.4 million in revenue, according to BIA. Entercom, which has a deal to purchase 43 radio stations for \$821.5 million from Sinclair Broadcast Group, will have 86 stations in 16 markets.

Flynn Moving from MSNBC to CNN

Veteran journalist Mary Kathleen Flynn last week jumped from MSNBC to CNN Business News to become its technology correspondent, covering the tech sector for both CNNfn and CNN from New York. She will also serve as a contributing co-anchor for CNNfn's *Digital Jam* and report for CNN's new program *CNNdotCOM*. Flynn has been an

Internet correspondent and co-anchor of *NewsChat* at MSNBC, covering consumer technology issues relating to the Net and personal computers. Prior to MSNBC, Flynn was a senior editor at *U.S. News & World Report*, where she wrote the On Technology column as well as features on personal technology issues.

Freyre Named Sports Illustrated Publisher

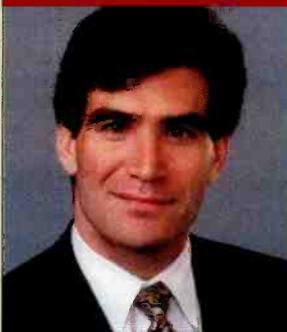
Time Inc.'s *Sports Illustrated* last week announced a series of upper-level promotions. Fabio Freyre, associate publisher and advertising sales director, has been named publisher. Cleary Simpson, group publisher of *SI for Kids* and *SI for Women*, has been promoted to executive vp of *SI*. And Shaun Gurl joins the sports title as vp, consumer marketing from his position as vp of customer marketing for the Time Inc. consumer marketing division.

Addenda: Cablevision Systems last week said it will hike its customers' monthly cable bills by an overall average of 5.3 percent, beginning in January...Mark Josephson has been promoted from advertising director to publisher of Meredith Corp.'s *Country Home* and *Country Gardens*...Condé Nast's *House & Garden* will raise its rate base from 650,000 to 700,000, effective with its January issue...TBS Superstation scored an impressive ratings coup with the cable premiere of *The Wizard of Oz* on Sunday, Nov. 12, drawing a 6.4 household rating, making it basic cable's biggest theatrical movie of all time...Disney Channel said that its Nov. 20 movie *Horse Sense* delivered the largest household audience ever for an original production for the network, reaching a record 2 million people...One day after News Corp. chairman Rupert Murdoch claimed that Time Warner was considering buying General Electric's NBC, CNBC and MSNBC for \$25 billion, GE and Time Warner shares showed little change that would indicate NBC was in play. Murdoch's Nov. 23 claims were quickly shot down as untrue by both General Electric and Time Warner representatives...Irv Schulman has been promoted to vp of advertising sales for Buena Vista Television...Richard Keilty and

Dennis Williamson have been promoted to senior vps of A.H. Belo's television group, overseeing 20 TV stations and NorthWest Cable News.

Correction: In last week's issue, the *Mediaweek Magazine Monitor* should have said that *Spin* is 15 years old.

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Diaries: Not So Dear

Tumbling response rates on audience surveys have alarmed broadcasters and buyers

MEDIA RESEARCH / By Katy Bachman

Diary response rates—the critical gauge of how willing consumers are to participate in surveys measuring their use of television and radio—have fallen to an all-time low this year. Broadcasters and media buyers are alarmed that the marked decline in response rates is raising serious doubts in the industry about the reliability of data about viewership and listenership.

Despite the proliferation of high-tech consumer-electronics gadgets like cellular phones and pagers, the broadcast business still relies largely on paper-and-pencil diaries, an audience measurement tool that survey participants seem more reluctant to deal with than ever. In effect, consumers' unwillingness to play the audience measurement game by the old rules is tilting the table.

Nielsen Media Research's average response rate for its July diary survey on local television viewership was only 28.7 percent, down from 32.8 percent just two years ago. Some markets posted response rates in the teens, including Miami-Ft. Lauderdale at 17.4 percent. More than half of the 207 markets that Nielsen measures had response rates of less than 30 percent in July.

Arbitron's response rates on its radio listenership surveys have tumbled to an average 35.9 percent this year, compared to 39.1 percent in 1998. The participation rate in Arbitron markets bottoms out at 26.3 percent for Atlantic City-Cape May, N.J.

"It's the biggest crisis facing media today," said Tom Evans, senior vp of research for ABC Radio. "You can buy all the stations you want, but at the end of the day, you need accurate information so you can sell [adver-

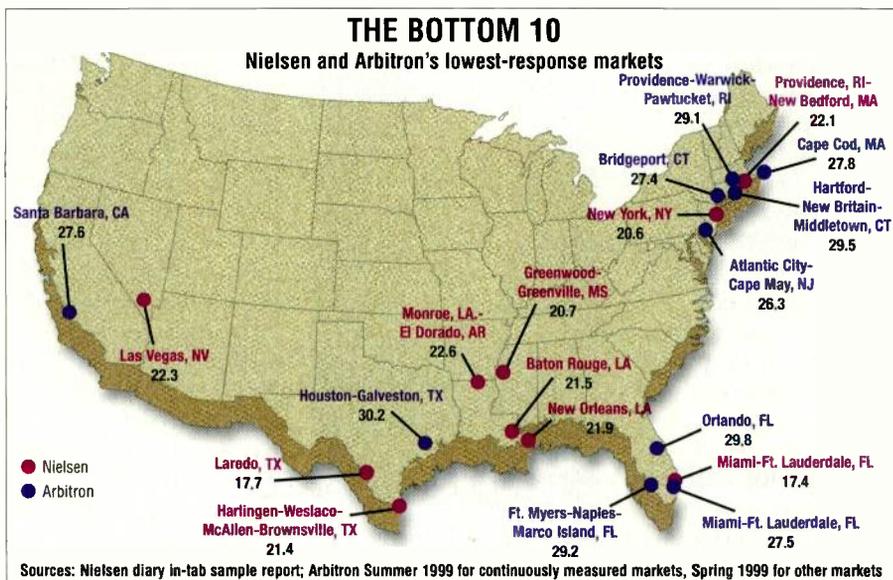
tising on] them. At some point, someone has got to say it's too low."

The response-rate problem "first got our attention when it broke through the 50 percent mark, then we watched it go below 30, and last year we watched a market [St. Louis] go below 20. That is just startling," said Harold Simpson, vp of research for the Television Bureau of Advertising. "Forget about [rates] going up—we'd just like to see them level off."

research director for Horizon Media.

Broadcasters and buyers are quick to point out that some demographic segments of the population are less likely to respond to diary-driven audience surveys—particularly minorities, young males and the over- and undereducated. Geographically, some markets are more difficult to accurately survey than others. For example, "up all night" markets such as Las Vegas, New Orleans and Atlantic City generally have lower

response rates. "[The research companies] are underreporting young, better-educated, higher-income people, those in higher demand for advertisers," said Howard Nass, senior vp of broadcast for TN Media. "Then we have to go through special mathematical modeling to adjust for survey cooperation rates. It's a shame to get less than 20 percent [response] in a market like Miami, which is so diverse."



It's a common maxim in media research that the lower the response rate, the greater the potential for bias in the data. "The problem is we don't really know if the people who respond are significantly different from those who don't respond," said Erwin Ephron, a partner with Ephron Papazian & Ephron, a New York-based media consultancy. "Cooperators [with surveys] tend to be significantly older. You can re-balance the sample, but it's a poor substitute. And if the sample is too low, it's suspect."

Advertisers are calling on the research firms to come up with more sophisticated alternatives to the diary methodology. "Advertising time has become more niched than ever before, and if you want to target something, you don't know if it's statistically reliable," said Brad Adgate, senior vp/corporate

From the research firms' perspective, generating reliable data is becoming more expensive and time-consuming. "The more refusals you get, the longer it takes to gather the data," said Jim Spaeth, president of the Advertising Research Foundation. "As that continues, the cost of research will escalate. Until you can turn the tide on declining cooperation, costs will increase."

Nielsen and Arbitron are not the only media research firms coping with dwindling response rates. Scarborough Research, Media Audit and Mediamark Research are all facing similar problems trying to reach and persuade consumers to participate in the surveys. Telephone answering machines and caller ID and call-blocking features have created major roadblocks for researchers in reaching consumers. "It's an arms race," said

Ed Cohen, Arbitron research director. "We get a speed-dialer. They get caller ID and privacy managers."

Arbitron has attempted to halt the decline in response rates by offering higher cash payments, stepping up its telephone calls to survey participants and packaging its diaries in snazzy boxes. The effort helped boost participation from troublesome demo segments such as males 18-24 and 18-34. Last year, Arbitron cut back on the initiative, and response rates immediately took a hit. Arbitron quickly revved up its "Respondent Cooperation Team" again. "We're delighted," said Dave Kennedy, president/CEO of station group Susquehanna Radio.

Nielsen has concentrated its efforts in problem markets such as St. Louis, getting response rates to rebound from a low of 18 to 29. The TV ratings giant is trying to encourage higher participation by paying more cash and sending selected households a diary even though they declined to participate. Like Arbitron, Nielsen is also looking to improve its packaging. "We want to have 'must-see mail,'" said Barry Cook, Nielsen senior vp and chief research officer.

But even as research companies prod and push to improve diary response rates, they cannot change the ever-fragmenting media world. The paper-and-pencil diary seems to have outlived its usefulness in TV because of the myriad channel options offered by cable and satellite TV. That scenario also may soon be approached in radio, where listening choices are multiplying via the Internet and two planned 100-channel satellite radio services.

"There's only so much you can do with the diary," said Beth Uyenco, research director for Optimum Media. "Here we are, a major industrial power, and we're still measuring viewership with paper diaries."

For buyers and broadcasters, the magic word in generating higher response rates is "passive" techniques that make it easier to obtain information from consumers. "I would like to see research companies put money into innovative and less intrusive ways of gathering data," said Uyenco. In one such effort, Arbitron is testing in the U.K. a personal portable meter for measuring radio and TV audiences. The technology is to be tested in the U.S. sometime next year.

Broadcasting is "a \$20 billion business, between TV and radio," noted TN Media's Nass. "With all the technological advances out there, why can't we be accountable in this industry? If we don't start yelling at the research people, then shame on us." ■

Will New Rules SAG Pax?

Actors' unions redefine fees for spots on 7th net; NBC takes over sales

NETWORK TV / By John Consoli

Pax TV has been dealt a potentially serious blow from an unlikely source. A shift in the way the SAG and AFTRA unions will interpret their commercial production agreement regarding the payment of residuals to actors who appear in ads on Pax could scare away millions in revenue from the seventh network. The news comes just as Pax has agreed to let NBC take over its ad sales efforts.

NBC, which last week entered into an agreement with Pax to begin selling its advertising, is concerned enough to have contacted the American Association of Advertising Agencies' national broadcast committee to see if it can intercede.

Under its agreement regarding cable ads, SAG/AFTRA actors receive a fee based on a specific period of time for all the commercials that appear within that window. But for network TV ads, residuals are paid to actors appearing in commercials each time a spot is aired. Until recently, SAG/AFTRA considered Pax a cable network but now defines Pax as a broadcast network.

During Pax's first two seasons, national ad time on the network was bought by advertisers primarily at prices in line with cable networks, since Pax's ratings have been generally on a par with cable. The unions' new definition of Pax significantly increases an advertiser's cost for each commercial, driving the production costs significantly higher than the cost of airing the spots.

"If NBC had realized this, it might not have bought its 32 percent of Pax and it might not have decided to take over responsibility for selling advertising on Pax," said one major TV media buyer.

The issue surfaced at a recent 4As national broadcast committee meeting where a letter from NBC's attorneys was brought

up and discussed. Jon Mandel, who chairs the 4As committee, acknowledged that the situation had been discussed and conceded "it is something of great concern to the 4As membership."

"It's an ongoing situation that we are going to attempt to resolve," Mandel said. "It's mind-boggling that nobody realized this before now. This is a big potential problem for advertisers and Pax."

Another media buyer, who asked not to be identified, explained that "Pax is primarily distributed over cable wires, and we have bought ad time on it based on that. It would be a shame if the union, through some legal wrangling, caused advertisers to not advertise on Pax."

NBC, Pax and SAG/AFTRA executives did not return calls seeking comment.

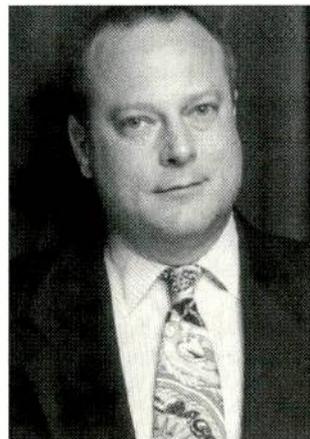
NBC and Pax announced last week that the two networks have entered into a joint sales agreement, whereby NBC will provide network sales, sales marketing and research responsibilities for Pax. A new sales unit will be headed by Shari Post, formerly of NBC

Prime Time sales. Based in New York, the new team is made up of both NBC and Pax sales personnel. The new unit is expected to begin operating by mid-December.

Notably absent, however, is Michael Guariglia, the current head of Pax TV's sales division, who will not join the new unit.

NBC executives made the decision to assume ad sales control of Pax TV after it acquired a 32 percent stake in Pax parent Paxson Communications in September, according to several media buyers.

Jeff Sagansky, president/CEO of Paxson, has hinted that the net might rebroadcast some NBC local news in certain markets and some NBC specials. An NBC official said there have been no discussions about sharing entertainment programming. ■



"This is a big potential problem for advertisers and Pax." —Mandel

Public Will Help Choose Name for Oprah's Mag

Focus groups will be convened next month to help determine the name of the untitled Oprah Winfrey magazine, set to launch next April as a co-venture between Hearst Magazines and Winfrey's Harpo Productions. The name is expected to be announced in January.

In the meantime, the core editorial team for the Winfrey book was named last week by editor in chief Ellen Kunes. Those signing on include art director Carla Frank, formerly art director of *Condé Nast Traveler*, and senior features editor Michelle Burford, the former articles editor at *Essence*. Sue Carswell, who was an editor at Crown Publishing and Random House and a former entertainment correspondent for *People*, will join the Oprah title as a contributing editor.

Also joining the magazine is managing editor Lavinell Savu, who previously was *Cosmopolitan's* assistant managing editor; senior deputy editor Dawn Rafael, formerly deputy editor of *Redbook*; and fashion director Lisa Elwell, the former fashion director at *YM*. The new Oprah magazine will launch as a bimonthly and will have an initial press run of 850,000. —Lisa Granatstein

Paxson Buys Nine Stations, Nears 34 Percent Reach

In an effort to capitalize on the advertising sales pact formed last week between Paxson Communications and General Electric's NBC in as many markets as possible, Paxson plans to add nine stations to its already sizable television group. The company said it will buy eight Pax affiliates from DP Media for \$135 million and spend \$38 million to take over the contract of Boston University's WBPX-TV—formerly WABU-TV—and its two satellite stations from DP Media.

"It's a good opportunity for us to gain control of further Pax TV distribution, and take advantage of our partnership with NBC," said Seth Grossman, Paxson senior vp of corporate development and investor relations. (continued on page 8)

'70s Adds Two Years

Long-term commitment to sitcom gives Fox an in with C-W

TV PRODUCTION / By Alan James Frutkin

Although Fox Broadcasting's two-season renewal last week of *That '70s Show* underscored the network's faith in the comedy, the move also served to strengthen Fox's ties with some of Hollywood's top TV talent. The series is produced by the Carsey-Werner Co. and created by *3rd Rock From the Sun's* Bonnie and Terry Turner, a powerful creative combination for a network in search of hit programming.

"[Fox Entertainment president] Doug Herzog needs all the help he can get in live-action comedies, so it's really a no-lose situation for Fox," said Cathryn Thomas, TV programming supervisor for Leo Burnett's Starcom Worldwide. "It's an investment in Carsey-Werner which seems to suggest that should they develop any other ideas, they will then look favorably to Fox as a possible distribution outlet."

Herzog believes the deal works in Fox's favor. "The network certainly looks forward to doing a lot more business with Carsey-Werner, and vice versa," he said.

Some noted the renewal also was a preemptive bid on Fox's part to nail down one of the few bright spots on its schedule. "It's clearly a tactic to keep the show on Fox," said Bob Igiel, exec vp and director of broadcast at Y&R's Media Edge.

"It's a good faith move that can only help the relationship between the two parties,"

added Peter Chrisanthopoulos, president of broadcast and programming for Ogilvy & Mather's national broadcast group.

The deal already seems to be paying off for Fox. "If you trust a network, if you know they'll do right by you, it's much easier to take a show there in the future," said Mark Brazill, a co-creator and exec producer of the



Stayin' alive: The cast of *That '70s Show*

series, which is generating a 5.1 rating/13 share among adults 18-49 season-to-date, according to Nielsen Media Research.

Although Fox intends to launch other series using *That '70s Show* as an anchor, the sophomore comedy's continued success comes first, Herzog said. "Nothing is more important than supporting the growth of this show and not mortgaging it too quickly," he added. ■

The Dish on Talk Shows

'Dreammaker' is canceled; other freshman entries struggle

SYNDICATION / By Marc Berman

With November ratings books almost written, two trends—the rise of court and the decline of talk—are clearly evident this season. Syndicators and stations looking for the next *Oprah*, *Rosie* or *Ricki* are in for a rude awakening, given the lackluster 1.3 Nielsen Television Index household ratings to date for Paramount's *Leeza*, the highest-rated of the new talk show lot.

As an unfortunate testimonial to the nonsuccess of *Leeza*, *Queen Latifah* (1.1),

Dr. Joy Browne (1.1), *Martin Short* (1.0) and the just-canceled *Dreammaker* (0.9), season-to-date the ratings for this quintet combined are still 10 percent below King-World's reigning, but declining, *Oprah* (6.0). The first glimmer of hope for the genre was a brief uptick in ratings for a few of the new talk shows last week, but much of that came from slightly higher HUT levels during the sweeps.

While industry analysts were quick to point the negative finger at last season's

Jennifer Nelson from Ann Arbor, Michigan reviews her stroller at ConsumerReview.com: I bought my Peg Perego when I got pregnant with my second child. I used it with my first son when he was a pre-schooler. It was wonderful. It has a sturdy step for them to get in and out once you release the belts, which makes it a lifesaver for a pregnant mommy with an aching back! It's well worth the money, well made and will last and last. This is THE stroller to own if you have any desire for your purchase to last past the first year!

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Pending regulatory approval, the purchase will put Paxson's station ownership at just under 34 percent U.S. broadcast coverage, Grossman said, including duopolies in Washington, D.C., Raleigh, N.C., and Boston. —Megan Larson

Growth Accelerating for Ad-Supported Bravo, IFC

Rainbow Programming's Bravo and the Independent Film Channel said last week that the two services added a total of 20 million new viewers this year. About a year after becoming an advertising-supported service, Bravo is nearing 50 million subscribers, a crucial figure for attracting large national advertisers. During the past year, Bravo has emerged as one of the 10 fastest-growing cable networks, according to Nielsen. IFC saw its distribution grow this year by 30 percent to 30 million subscribers, an increase of 8 million homes over last year. —Jim Cooper

Time Inc.'s *Real Simple* Getting Real Serious

Time Inc.'s *Real Simple* magazine is staffing up for its April launch. Among the top new editorial hires made by managing editor Susan Wyland is Carol Kramer, who, after working on the lifestyle monthly's development since July, was named executive editor. Most recently, Kramer was editor in chief of Disney's Family.com, which followed a stint as executive editor of *Martha Stewart Living* from 1994 to 1996.

Also named last week: *Glamour* deputy managing editor Michele Fleischer signed on as *Real Simple*'s assistant managing editor and Barbara Jones, formerly a *Harper's* senior editor, has been appointed features editor.

Real Simple, a women's lifestyle book, is the latest title to roll out of the People Magazine Group, which publishes *People*, *Teen People*, *People en Español* and *In Style*. The title, scheduled to publish 10 times annually, will launch with a rate base of 400,000 and a cover price of \$3.50. —LG

freshman talk-show class, comparable year-ago numbers for *Roseanne*, *Howie, Donny & Marie* and *Forgive or Forget* averaged 36 percent higher than this season's new talkers.

With ratings year-to-year also down in eight of the 12 returning talk shows, what has happened? "Television is a business where success breeds imitation," said Bill Carroll, vp/director of programming at Katz TV. "When *Ricki* clicked, we were hit with an endless number of youth-oriented talkers. Then, following the success of *Rosie*, literally every major syndicator had a talk/entertainment hour up his or her sleeve. At some point, it reaches overkill."

With at least seven new strips in development, court right now is clearly the hot ticket. "Court shows generally skew older and are a perfect fit for daytime," said Brad Adgate, senior vp of corporate research at Horizon Media. "There are also only six



WARNER BROS. INC.

Though Latifah's ratings rose 9 percent last week, the show is not doing well.

court strips on the air right now versus 17 talk shows. Although the demand right now for court far outweighs the supply, chances are the genre will become oversaturated given the number of court projects in the works. It happened with talk and is likely to occur with court as well.

Syndicators of this season's freshman talk shows have their own theories on why the genre has stalled at the gate. An executive at one of the talk shows admitted his program needed some tweaking. "It takes time for a show to find its niche, and right now we are doing focus groups to find out what the audience likes and doesn't like."

It also takes some creative tinkering to make a show part of a viewer's daily habits. Next week, *Dr. Joy Browne* will capitalize on the hot court genre by donning legal garb. And at least one syndicator, Pearson Television, will combine talk with court in its proposed new strip *Judgement Day*. ■

Viacom Eyes Vibe/Spin

Music titles seen as harmonious fit with MTV Networks brands

MAGAZINES / By Lisa Granatstein

Viacom has entered a bid to acquire Vibe/Spin Ventures, publisher of *Vibe*, *Spin* and *Blaze* magazines, from Miller Publishing Group. Viacom hopes to buy the three music-oriented titles to add a print complement to its powerful MTV Networks brands, which include MTV, VH1, Nickelodeon/Nick at Nite and TV Land. Viacom's only other magazines are *Nickelodeon* and *Nick Jr.*, published by its Nickelodeon Magazine Group unit. An MTV Nets executive confirmed the bid last week.

Wenner Media and Time Inc. are also said to be interested in the Miller titles, which were put up for sale last month. "[Wenner] is looking at the black book and is seriously considering buying *Vibe* and *Spin*, but not *Blaze*," a source familiar with Wenner's interest said. Wenner, publisher of *Rolling Stone*, *Us* and *Men's Journal*, is also gearing up for a \$50 million-plus conversion of its monthly *Us* to a weekly next spring.

Time Inc., publisher of *People* and *En-*

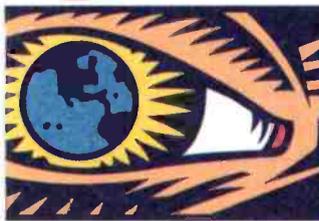
ertainment Weekly, is also said to be discussing a purchase of *Spin* and *Blaze* and a buy-back of *Vibe* (Miller acquired *Vibe* for \$20 million from Time Inc. in early 1996).

Miller, Viacom, Wenner and Time Inc. executives declined to comment.

Miller president/CEO Robert Miller and his partners, including Quincy Jones and producer David Salzman and the private equity firm Freeman Spogli & Co., have retained Salomon Smith Barney to handle the sale of the magazines. The asking price is said to be \$200 million. Miller bought *Spin* from Bob Guccione Jr. in 1997 for \$43 million and launched *Blaze*, a hip-hop spinoff of *Vibe*, in August 1998.

Spin and *Vibe*'s oversized formats will shrink to a standard magazine trim beginning in January and February, respectively. The move is an effort to improve newsstand placements. *Spin*'s single-copy sales fell 15.9 percent through June and *Vibe*'s single copies dropped 7.2 percent, according to the Audit Bureau of Circulations. ■

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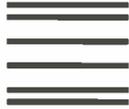
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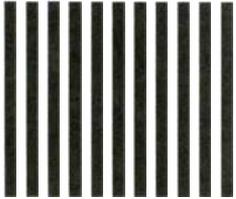
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Hockey Sales Skate On

ABC/ESPN hit the marketplace to recoup big NHL rights fees

TV SPORTS / By John Consoli

ESPN and ESPN2 are planning a major promotional effort for their weeknight hockey telecasts beginning in early January in order to drive viewers to week-end games that will air on ABC beginning in March. National Hockey League officials are hoping that cross-promotion will boost national TV ratings above Fox's levels last season.

Media buyers said the newly combined ABC/ESPN sales force is projecting ratings about 14 percent higher on ABC than the 1.4 Nielsen average recorded by Fox last season, although no ratings guarantees are being offered.

Under the new five-year, \$125 million per year contract, ESPN will run 21 regular-season games, ESPN2 will carry 81, and ABC will broadcast 16—four games per weekend regionally from March 18 through April 9.

Whether Disney-owned ABC and its ESPN cable networks recoup their investment cannot be easily determined because the NHL is being sold across the networks in packages, and as value-added for buys on other sports programming, according to buyers. Fox, which held only the broadcast rights last season, sold its spots at an average of about \$20,000 per 30-second spot, according to a Fox exec. But since ESPN held the cable rights, Fox could not cross-sell or cross-promote.

For example, buyers said, some spots on ABC's upcoming hockey telecasts are being tacked on as value-added buys to deals cut for ESPN programming other than hockey.

The NHL's "corporate partners" are also expected to be included among the advertisers on ABC's hockey telecasts, including Bud Light, IBM, Coca Cola, Nike, MasterCard, Dodge, Wendy's, Nortel, Federal Express, Quaker State, Colgate-Pal-

molive and Breathe-Right.

ABC won't use the glowing puck technology that Fox experimented with a few years back, but the network does plan to add some first-time camera angles and to incorporate more audio sounds from the players on the ice. John Filippelli, formerly a senior coordinating producer of Major League Baseball telecasts at Fox, was hired by ABC as vp of production and he will supervise the network's hockey telecasts. Filippelli brought the "helmet cam" technology to Fox's baseball coverage.



JOHN C. ANDERSON/TMC

ABC's first weekend will include a Rangers-Flyers faceoff.

ABC and ESPN will share production and on-air talent—the ESPN announcing team of Gary Thorne and Bill Clement are also taking on those duties on the ABC telecasts. ABC has also hired former New York Rangers goalie John

Davidson to work the ABC pregame show with John Saunders.

Jon Litner, who will leave his post as senior vp of programming for ABC Sports on Dec. 6 to become executive vp/COO of the NHL, said the new hockey TV contract should not be judged by this season alone. Litner said the NHL is continuing to expand into new cities and the hope is that those new fans will eventually become viewers. The NHL has a first-year franchise in Atlanta and a second-year franchise in Nashville and will add teams in Columbus, Ohio, and Minneapolis next season.

"This is not a five-month plan, but a five-year plan," said Litner, who will replace Steve Solomon, also a former ABC exec, who left the NHL to head Univision's sports division. "The NHL has an attractive young male audience base," Litner said, "that is growing among young women, too."

Hockey's audience, though small when compared to major TV sports, has a higher income index than viewers of any other major sport, according to TN Media. ■

The networks' combined ratings for the first eight weeks of the season were down only slightly from a year ago, according to Nielsen Media Research data compiled by TN Media. The total network rating of 34.5 is down 0.5 percent from last year's 35.0. TN Media attributes the almost-even performance to stronger baseball postseason ratings, more programming hours on UPN and the WB and stability from some returning shows. Three of CBS' four returning comedies—*King of Queens*, *Everybody Loves Raymond* and *Becker*—are among six sitcoms that have shown increases in household ratings and seven that have grown their 18-49 demos. *Raymond* is up 14 percent in households and 17 percent in 18-49. NBC returnees *3rd Rock From the Sun* and *Will & Grace* also are up in homes and 18-49s. *3rd Rock* is 9 percent better in households and 29 percent up in 18-49, while *Will & Grace* is up 22 percent and 24 percent, respectively.

Fox's animated shows rank high among men 18-49, according to TN Media. The demo makes up about 40 percent of Fox's *The Simpsons* audience, followed closely by Fox fellow *King of the Hill*, whose audience is about 39 percent 18-49 male. *Futurama*, a third Fox animated show, has about 37 percent of its audience in the 18-49 male demo. Those three shows draw a higher percentage of that demo than ABC's *Monday Night Football* (36 percent), although *MNF* delivers many more total men 18-49.

CBS' *The Late Show With David Letterman* continues to make inroads against both NBC's *The Tonight Show* and ABC's *Nightline*. Season-to-date, *Letterman* is up 11 percent in households to 3.1/9, compared to 3.5/9 for *Nightline* (down 10 percent) and 4.3/13 for *Tonight* (down 7 percent). In the 18-49 demo, *Letterman* is up 6 percent, to a 1.7/8, tied with *Nightline*, which is down 6 percent, to 1.7/8, while *Tonight* is down 4 percent, to 2.4/11.

Fox may be looking to shed its "reality-special" image, but the genre still pulls in better ratings than regular programming. *Busted on the Job* #4 on Nov. 18 did 16 percent better in 18-49 ratings than Fox's season average in that slot. —John Consoli



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CABLE TV

CNBC last week announced plans to expand its two-hour *National Geographic Explorer* series to run in prime time from 8-10 p.m. and from 11 p.m.-1 a.m. on Fridays starting Dec. 10. The series currently runs Saturdays and Sundays at the same time as the new Friday schedule, scoring solid ratings. "Since *National Geographic Explorer* debuted on CNBC in September, it has provided a strong foundation for our prime-time programming on Saturdays and Sundays," said Bob Reichblum, vp of prime-time programming for CNBC. Two weeks ago, NBC Cable hired longtime A&E programmer Michael Cascio to expand long-form programming on both MSNBC and CNBC; the *National Geographic* series falls under Cascio's purview.

CBS Cable's TNN, along with ESPN, ESPN2 and ABC, last week signed a deal with the Arena Football League that will give the indoor-football circuit its first prime-time scheduling. The live contests will begin running on all four networks in April, including a Game of the Week on Thursdays on TNN during the league's 14-week season. Arena's 11 postseason games will be shared by the four networks, with ABC carrying the championship game, scheduled for August. As the primary telecaster of Arena's regular season, TNN plans to create original pregame shows as well as a large promotional campaign that will run across all CBS media.

The Cabletelevision Advertising Bureau last week reported that the largest U.S. advertisers are spending more on cable, while their spending on broadcast is relatively flat. According to the bureau's analysis of Competitive Media Reporting data for the period from August 1998 through July 1999, the top 25 advertisers spent \$2.2 billion on basic cable, up \$453 million (25.3 percent) from \$1.7 billion in the same time period the year before. The CAB reported that broadcasters' portion of the top 25 advertisers dipped by \$54 million, to \$6.8 billion, during the same time period. —*Jim Cooper*

Nick in a Spin for Jimmy

Theatrical to lead net's first multimedia rollout for a new character

KIDS PROGRAMMING / By Jim Cooper

Reversing the strategy used for *Rugrats*, in which the movie followed the hit TV show, Nickelodeon will produce *Jimmy Neutron, Boy Genius* first as a feature film and then as a series on the cable network.

In what will increasingly become part of Nickelodeon's branding strategy, Nick characters will get a multimedia rollout so that kids see them on the big screen, the small screen and the Internet.

"With the success of *Rugrats*, you see the door opened to try it the other way—to make a big movie and then have a TV series ready to go," said Kevin Kay, senior vp, production for Nickelodeon. "We made an 11-minute pilot that really blew us away and we took it over to Paramount," he added.

Working with screenwriter/director Steve Oedekerck, Nick plans to introduce *Jimmy Neutron*, originally created by John Davis of DNA Productions, via a dozen shorts on the network next summer in advance of a 2001 feature-film release.

Jimmy Neutron, Nick's first 3D animated character produced by computer graphics imagery and the first to receive the multimedia rollout treatment, will launch as a series about a month after the movie premieres. The film will be produced by Nickelodeon Movies, Nickelodeon Productions, Oedekerck's O Entertainment and Davis' DNA Productions and distributed by sister Viacom unit Paramount Pictures. In concert with the shorts, *Neutron* will have an online component on nick.com that will include games.

"The key issue everyone has to face right now is getting brand recognition for programming and they're very wise to be looking at this environment and saying, 'We have to approach this differently,'" said Ellen Oppenheim, senior vp and media director at Foote Cone & Belding.

"If it's successful, hopefully we'll partner with Paramount and launch a number of series this way," said Kay, adding that Nickelodeon might do similar multimedia launches with original TV movies as well as feature films. ■

Sat Set to Start Beaming

DBS expects to carry local signals, despite complaints about final bill

SATELLITE TV / By Jim Cooper

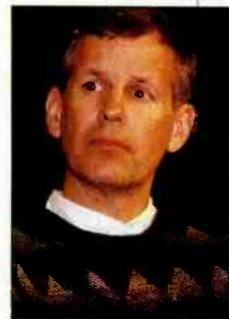
After watching the Satellite Home Viewer Act take a bumpy legislative ride that has landed it on President Clinton's desk, both DirecTV and EchoStar last week prepared to carry local broadcast signals in New York and Los Angeles and other major markets.

DirecTV, which has 8 million customers, says it plans to offer local stations in its top 20 markets over the next three months. EchoStar, which counts 2 million customers, will start beaming local broadcast into New York and 12 other markets within a day of Clinton's signing the bill.

Although the passed satellite act (SHVA) drew praise from politicians and television executives, who said that it will pave the way for the first real competition against cable,

both EchoStar chairman Charlie Ergen and Sen. John McCain (R-Ariz.) heaped sharp invectives on the pending law, claiming it favors broadcast and cable interests. Specifically, they believe the act's language that calls for "good faith" bargaining on license fees that satellite companies have to pay broadcasters is not strong enough and will lead to satellite carriers' paying more for programming than cable.

"Satellite TV companies need specific statutory safeguards to assure that the networks would



Ergen is unhappy with the new bill.



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SYNDICATION

In the first major changing of the guard since the show's launch four years ago, NBC Studios has tapped Gary Considine as executive producer of *Access Hollywood*. Considine, who will be joined by Rob Silverstein as co-executive producer, will take over the entertainment magazine from creator and executive producer Jim Van Messel, who will stay on as a consultant. Considine, a 16-year NBC veteran, will continue his executive-producing roles on NBC's late-fringe network shows *The Tonight Show With Jay Leno*, *Later* and *Friday Night*. Silverstein has served as senior broadcast producer for *Access* for the past two years. Also promoted in the show's restructuring were Barry Berk and Clay Smith, who will serve as supervising producers.

Tribune Entertainment's new hour sci-fi weekly, *Gene Roddenberry's Andromeda*, reports TV station sales in 87 markets representing 80 percent U.S. coverage a little more than two months since its marketing launch. Tribune says *Andromeda* is sold in 48 of the top 50 markets, including clearance deals with the 17-station Tribune Broadcasting group and Sinclair Broadcasting Group, both of which have committed to two-year contracts on the hour. Among other stations to come aboard are Granite Broadcasting's WDWB-TV in Detroit, Raycom Media's WUAB-TV in Cleveland, Scripps-Howard Broadcasting's KNXV-TV in Phoenix and Capitol Broadcasting's WJZY-TV in Charlotte, N.C. Like Tribune's sophomore weekly *Gene Roddenberry's Earth: Final Conflict*, *Andromeda* is an original concept from the Roddenberry estate, with his widow, Majel Barrett Roddenberry, similarly set to executive produce. *Andromeda* will star Kevin Sorbo (formerly of *Hercules: The Legendary Journeys*) as a starship captain who has been charged with protecting the Earth-based Commonwealth, a federation of planets and cultures. Sorbo and Eric Gold will serve as executive producers. Tribune controls domestic U.S. distribution, while Fireworks Entertainment holds all international sales rights to *Andromeda*. —Michael Freeman

bargain in good faith and that the process, and the results, would be fair for both sides," said McCain, after the Senate voted to approve the bill. "But far be it from the TV broadcasters to let that happen. At their behest, this legislation rescues them from the distasteful possibility of having to behave in a pro-consumer manner."

For Ergen, who spent months intensively lobbying on behalf of DBS, not having equal footing with his cable competition proved a bitter pill to swallow. "With no...guarantee of fair pricing, the best we can do is hope that the broadcasters will not demand terms and prices from us that are higher than cable," he said.

DirecTV, however, endorsed the act, as did the National Association of Broadcasters.

After months of deadlock, the satellite bill faced two last-minute hurdles in the House that could have made Congress miss its end-of-year deadline before the current satellite law expired. Language that

would have made Internet service providers such as America Online negotiate individual deals with broadcasters in order to transmit local signals drew howls from America Online. Furious lobbying stripped out that provision.

Perhaps the most drama came from Sen. Phil Gramm (R-Texas), who threatened to filibuster over a provision that would have granted \$1.25 billion in loan guarantees for companies that would offer network programs to rural areas not served by satellite. The loan guarantee was stricken after Congress agreed to revisit the issue next spring.

While Clinton was expected to sign off on the legislation last week, he has until Dec. 2, thanks to temporary legislation that keeps the government open until then. The bill was sent to the president after the Senate voted in favor of the measure on Nov. 19. The House approved the bill earlier that week. ■

Life After Seinfeld

Alexander and Richards set to return but won't reprise old roles

TV PRODUCTION / By Alan James Frutkin

When *Seinfeld* left the air in 1998, the most any fan of the series could hope for was that it would live on in syndication. But recent events confirm that the hit comedy continues to influence the marketplace and may do so far into the future.

Last week, Jason Alexander signed an exclusive deal with 20th Century Fox Television. The two-year pact may put the actor, who played George Costanza, back in prime time as early as 2001. In September, Michael Richards (a.k.a. Kramer) signed with NBC and *Seinfeld* producer Castle Rock TV to star in a comic detective series that will likely bow next fall.

Perhaps more important, much of *Seinfeld's* off-screen talent has landed production deals too. "*Seinfeld* is a seminal show," said Dan McDermott, head of TV at DreamWorks SKG. "That's a fantastic training ground for writers to learn how to

write and create their own shows."

In addition to the ABC comedy *It's Like, You Know...*, created by *Seinfeld* co-exec producer Peter Mehlman, DreamWorks is producing Fox's midseason comedy *Weird*

Henry with former *Seinfeld* showrunners Alec Berg and Jeff Schaffer.

It's commonplace for networks to hire writers from top series. But McDermott said *Seinfeld's* writers also offer a distinctive voice that may help reinvigorate TV comedy with a new sensibility. "Writers who come off that show tend to think outside of the box," he added. "That can only be good for TV and entertainment in general."

At NBC, Richards' series will reunite the star with three *Seinfeld* writer/producers—Spike Feresten, Gregg Kavet and Andy Robin. The network announced the development of another detective series, *H.U.D.*, co-created by *Seinfeld* alumnus Steve Koren. Meanwhile,



Louis-Dreyfus will star in *Geppetto*.

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Seinfeld co-creator Larry David is in discussions with HBO for a possible series.

Although most writers transition from a hit to a new show with relative ease, the same cannot be said of on-screen talent. "It's a challenge for performers to reinvent themselves," said Marc Hirschfeld, NBC Entertainment's exec vp of casting, who helped cast *Seinfeld*. "As actors, they want to express themselves in different ways. But if they do something too different, there's a fear that the audience will reject them."

That could be why Julia Louis-Dreyfus, who played Elaine and appears as the Blue Fairy in *The Wonderful World of Disney's* upcoming *Pinocchio*-inspired musical, *Geppetto*, has not yet committed to a series.

And then there's Jerry himself, who has said he will not return to series TV. "Maybe in 10 or 20 years," hints Castle Rock TV president Glenn Padnick, who likens the star to Dick Van Dyke. "When he's a different person altogether, perhaps he'll come back in his own *Diagnosis Murder*." ■

Is First-Run Game?

'Millionaire' and 'Greed' may have trouble finding slots on stations

SYNDICATION / By Michael Freeman

The TV station community is abuzz about which game show—ABC's *Who Wants to Be a Millionaire* or Fox's *Greed*—will be the first to sweep into broadcast syndication. But Warner Bros. may also join the game-show frenzy, having landed U.S. distribution rights for the first-run market to an Australian game show called *Million-Dollar Chance of a Lifetime*.

With Twentieth Television said to be testing the waters for a possible *Greed* syndication launch by spring or fall 2000, the big

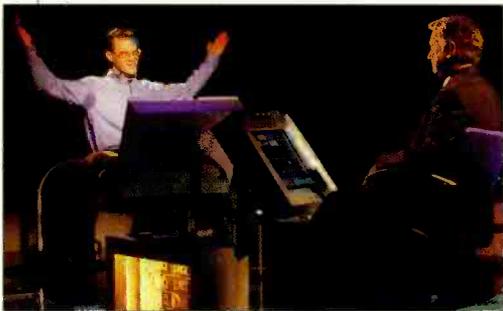
performing at the historically strong levels other off-network sitcoms enjoyed in the past," noted one station rep, who requested anonymity. "So, if a game show can do a 5 or 6 rating in any of the key teen and young-adult demos, that could be a risk one station group finds worth taking."

King World's *Wheel of Fortune* and *Jeopardy!* are both tied up through the 2003-2004 season with the ABC Television Stations group, preventing Disney sibling Buena Vista Television from placing *Millionaire* there. Station rep sources said Disney and ABC execs are pressuring BVT not to put *Millionaire* on a competing station group for fear it would erode *Wheel* and *Jeopardy!*.

Buena Vista's new syndication president, Janice Marinelli, does not believe there is an urgent need to bring *Millionaire* to market, even if Twentieth chooses to do so with *Greed*. Twentieth officials wouldn't comment on whether they have contacted the station community. "We will make our decision [to launch] based on the needs of our client stations," Marinelli said. "Right now, I don't think there has been any decision made."

What will Warner Bros. do? The studio's Telepictures Television is developing *Million-Dollar Chance of a Lifetime* for a domestic run. Warner Bros. officials declined comment on plans for *Chance*.

"The wild card in all of this could be the Chris-Craft/United stations, because *Frasier* in Los Angeles [on KCOP-TV] is starting to show its legs and [Warner Bros.] *In the House* and *Martin* are nowhere near being world beaters in New York [on WWOR-TV]," said one rep. CC/United officials were unreachable for comment. ■



BV is in no hurry to take *Millionaire* to market.

question is which top-market station groups will be willing to give up prime-access time to a first-run game show.

The marketplace is crowded. Most of the Fox-owned stations are committed to *3rd Rock From the Sun* (from Carsey-Werner) and *The Drew Carey Show* (Warner Bros.), which could prove too cost-prohibitive to move. On the other hand, rep sources said, neither sitcom is doing that well; *Drew* averaged a 3.6/7 in prime access in October and *3rd Rock* averaged a 2.4/4. Both could do just as well in late fringe.

"Most of the newer sitcoms...are not

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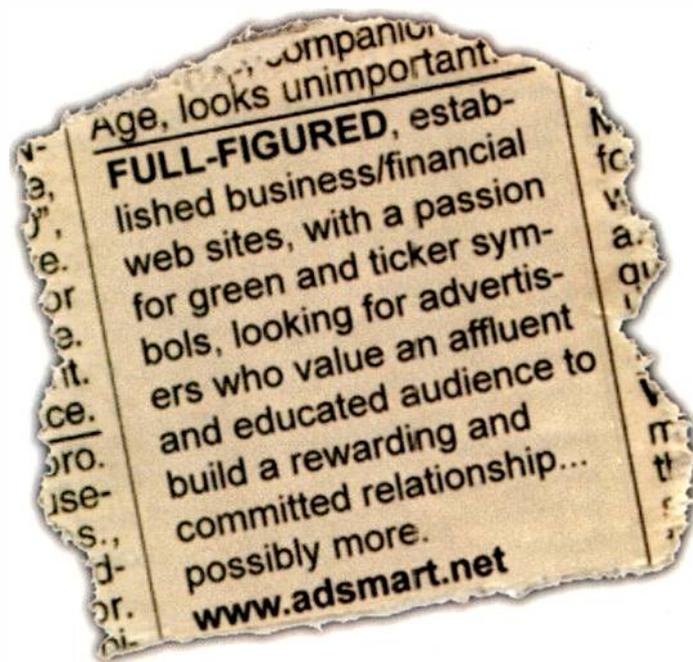
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Family Tree Maker ■ FinanCenter ■ H.O.T.! Coupons ■ Lovingyou.com
Magazine Stop ■ Open Diary ■ Parenting Q&A ■ Shoplet ■ Soap Opera Digest
Ultimate Family Tree ■ Variety ■ Virtualmakeover.com
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Music Enthusiasts ■ Photo Interest ■ Prospective Auto Buyers ■ Seniors
Small Office/Home Office ■ Teen ■ Travel Interest ■ Young Professionals



A Network Built the Way You Buy Media

Local Media

TV STATIONS • NEWSPAPERS • RADIO STATIONS • OUTDOOR • MAGAZINES

ATLANTA TV STATIONS

Few Outlets Benefit From Super Bowl



Aside from the obvious, few Atlanta media outlets will score big advertising dollars when Super Bowl XXXIV comes to the Georgia Dome Jan. 30. The most likely beneficiary will be ABC affiliate WSB-TV, which is carrying the game. But "The Zone" Sports Talk 790 AM and the *Atlanta Journal Constitution* may also see a revenue windfall.

Allen Ginsberg, vp and media director at Atlanta advertising agency BBDO South, says WSB will be the "big winner" with the game on ABC. "The NFL will work with them all through the week to see they're featured everywhere they go," Ginsberg said.

"They'll package the whole week. It really allows WSB to maximize [its] advertising revenue. It also gives them a wonderful opportunity to feature their local news anchors and merchandise their news shows, their prime-time schedule and the midseason replacement shows."

WSB and all other ABC affiliates will get about five minutes of local commercial time out of the four-hour game. Industry sources said 30-second local spots on WSB that normally run anywhere from \$2,000 to \$30,000 will soar to between \$80,000 and \$100,000 for the Super Bowl, according to the *Atlanta Business Chronicle*.

Ginsberg predicts the game will have "minimum" impact on local radio advertising, except for 790 WQXI, which made a name for itself last year when the hometown Falcons reached the Super Bowl. "They did a great job making themselves the de facto Super Bowl station on the radio

with round-the-clock coverage," said Ginsberg, who expects a repeat performance.

The *Atlanta Journal Constitution* will have a "nice, big commitment" to the Super Bowl, said Molly Padilla, retail sales manager for major accounts at the paper. She wouldn't say how much extra revenue the paper expects, but advertisers are sure to be enticed based on 1994, when circulation during Super Bowl week soared by 100,000.



The Dome will be home to Super Bowl XXXIV.

COURTESY OF THE GEORGIA WORLD CONGRESS CENTER

This time around, the *Journal* will publish a daily "super-section" for seven days, beginning the Monday before the game, and a 60-plus-page glossy "Superguide" to Atlanta.

The lifestyle section will heavily emphasize how to throw the ultimate Super Bowl party.

Padilla said the paper learned a lesson from 1994. "Rather than deliver sports information on the game in the sports section throughout the week, and how it affects business in the business section, we'll pull all of that into one super-section, including all the things to do and where the parties are," she said.

The 1994 super-section ran 26 pages weekdays and 32 on Super Bowl Sunday. The keepsake "Superguide," published the Sunday before the game, while helpful to visitors, "is very much targeted at Atlantans," Padilla explained. "It's not about what to do just for the Super Bowl but more about things to do in Atlanta on a regular basis."

Outdoor Systems, with 55 percent of the Atlanta billboard market, expects about a 10 percent increase in business from the game, said general manager Dave Wood.

"It's incremental," he said. "The most positive impact is the eyes of the world will be looking at Atlanta." —*Gilbert Nicholson*

INDIANAPOLIS NEWSPAPERS

Ex-Tribune Editor Comes Back Home



After a number of successes at the *Chicago Tribune*, the paper's business editor is returning to his roots to put a mark on his hometown paper. Tim Franklin, who has worked for the Tribune Co. flagship for 17 years—the last two as associate managing editor/business—becomes editor and vp of Central Newspapers' *Indianapolis Star* Jan. 3, following the retirement of longtime editor Frank Caperton. Franklin, who was *Tribune* sports editor prior to taking over the business section, has overhauled the paper's sports and business sections, created a weekly technology section and launched a weekly *Tribune* cable show.

Dale Duncan, president/publisher of the *Star*, said Franklin has "broad experience in just about every department of the *Tribune*...and also brings a knowledge of our market and an enthusiasm for remaking *The Indianapolis Star* that I think will be contagious in the organization." Franklin, a native of Mooresville, Ind., interned at the *Star's* defunct sister daily, *The Indianapolis News*, two decades ago.

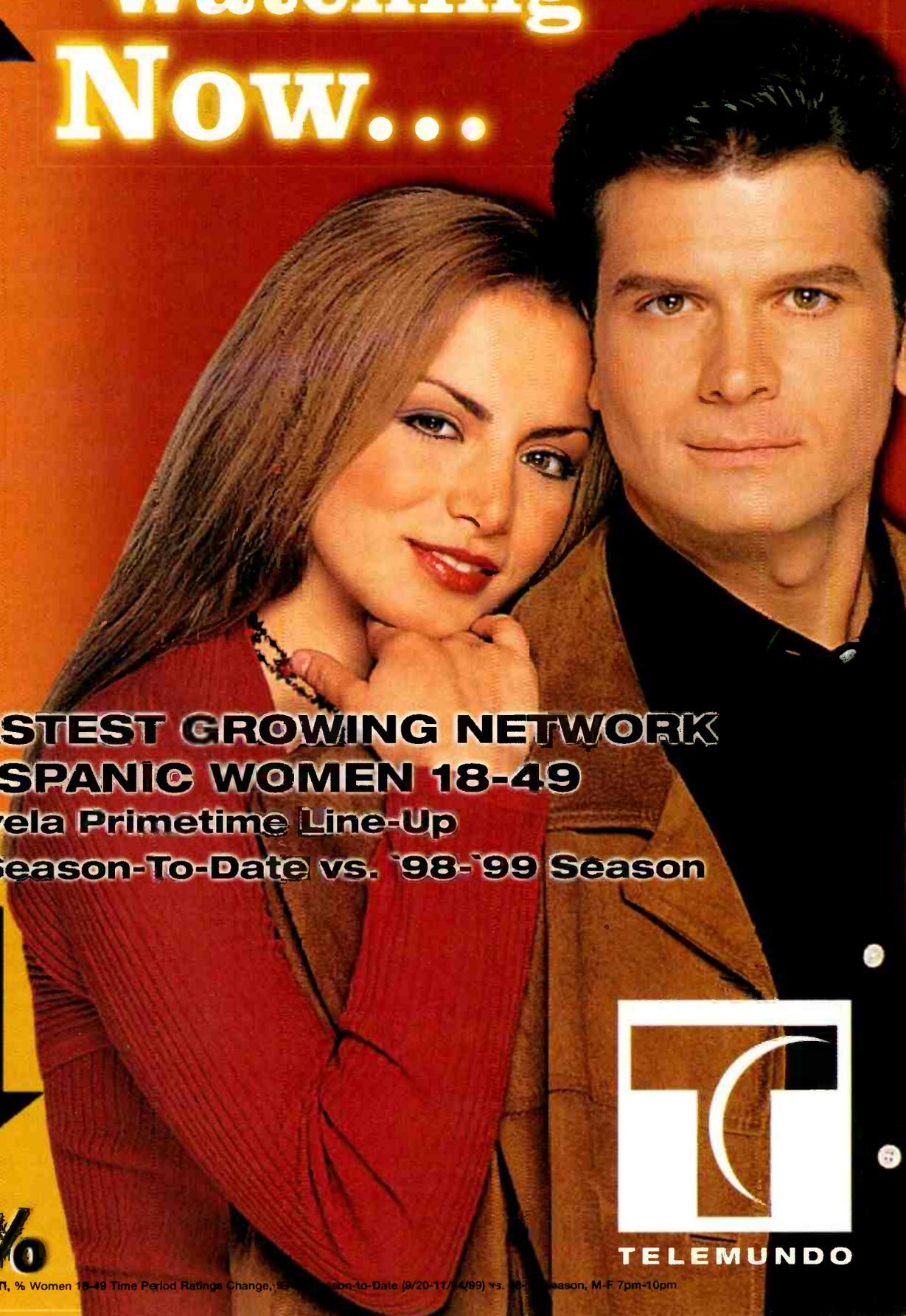
"This is a professional homecoming of sorts," Franklin said. "I always hoped to have the opportunity to become the editor of a big-city paper, and to have the chance to do that in the city I effectively grew up in is just the opportunity of a lifetime. Indianapolis is an incredible, vibrant, and growing city, and my goal is to have a newspaper that mirrors that vibrancy."

Franklin said he wants to bring more "sophisticated" local news coverage to the paper. He points to a number of major ongoing local stories. The city just elected its first Democratic mayor in three decades. Indianapolis is a fast-growing city, and some say the local government has not done enough to address that growth. (Indianapolis was just cited in a national study as one of the worst cities for commuters.) Large companies such as United Airlines and Eli Lilly

+156%

Look Who's Watching Now...

TELEMUNDO



**THE FASTEST GROWING NETWORK
FOR HISPANIC WOMEN 18-49**

New Novela Primetime Line-Up

'99-'00 Season-To-Date vs. '98-'99 Season

NOISIVINU

-22%



TELEMUNDO

Source: Nielsen Media Research NHTI, % Women 18-49 Time Period Ratings Change, Season-to-Date (9/20-11/4/99) vs. '98-'99 Season, M-F 7pm-10pm

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recently expanded their presence locally.

When asked about moving from one of the country's biggest dailies to a paper with less than half the *Tribune's* reach and a much smaller staff of 300, Franklin said, "It will be different in terms of resources, and I'm going into that with my eyes wide open. But I would say you don't have to have a big budget to have big ideas."

Duncan said he wants to use more color throughout the paper. The *Star* announced earlier this month it will open a \$70 million printing plant that will more than double color advertising capacity and allow the paper to create more zoned editions.

The paper also needs to pump up sliding Sunday circulation. For the six months ended Sept. 30, weekday sales grew 4.4 percent, to 240,309, according to the Audit Bureau of Circulations. But Sunday circulation dipped 4.8 percent, to 372,600. Duncan said he hopes beefed-up local coverage would have an impact. —*Tony Case*

TULSA, OKLA. TV STATIONS

KTUL Hopes to Stay No. 1 With New Look



To keep its top-rated position in the market, Tulsa ABC affiliate KTUL-TV unveiled a \$3 million dollar face-lift of its local-news operations earlier this month. The station hopes that juicing up its "News Center" will help it maintain its edge over its closest competitor, CBS affiliate KOTV-TV.

Allbritton Communications-owned KTUL expanded the station into a 13,800-sq.-ft. digital-ready facility. It contains an improved news desk, an upgraded weather center equipped with tornado tracker "The Viper," an anchor desk capable of pivoting from a backdrop of the meteorologist's corner to a backdrop of the city and 65 TV monitors. "There are so many sources of news these days that you don't want to miss anything," said vp and general manager Pat Baldwin of the abundance of monitors, which are tuned to myriad cable news and sports channels. "From anywhere in the newsroom, you can spot one."

"It really looks spectacular," said John Johnson, president and owner of Phillips and Johnson Advertising in Tulsa, noting similarities to big-budget network news shows like NBC's *Dateline*. "It's up-to-date, professional and sophisticated...It makes Tulsa look like less of a small town, [and] to me, that represents an investment in the

community, which I appreciate."

KTUL also changed its on-screen moniker from Oklahoma's Channel 8 to News Channel 8. The look—which includes new theme music and a revamped on-air logo—was designed by the Devlin Design Group.

The Allbritton outlet has won the 10 p.m. news race during the last three sweeps periods, according to Nielsen Media Research, but KOTV is always just a share point behind. In May '99 KTUL scored a 17 rating/29 share at 10 p.m. during sweeps, a 16 percent share increase from 14/25 in 1998. KOTV-TV turned in a 16/28 in May '99, also a 16 percent increase from a 14/24 the year before. NBC affiliate KJRH-TV scored a 10/17 this year in May.

Will the studio revamp push KTUL farther ahead of KOTV in eyeballs and advertisers? The race will stay tight, Johnson said, because while KTUL is more slick in its look and operation, KOTV is more cutting-edge in reporting, producing stories that are controversial in the conservative town of Tulsa. —*Megan Larson*

RACINE, WIS. NEWSPAPERS

Journal Sentinel Hits Suburban Daily's Circ



The first year of the *Milwaukee Journal Sentinel's* siege on the county neighboring Milwaukee to the south has been a success, with the paper boosting Sunday circulation 14.4 percent there at the expense of the *Racine Journal Times*.

The Milwaukee newspaper, owned by Journal Communications, introduced in September 1998 a zoned Sunday section with news on Racine County. The *Journal Sentinel* opened a two-reporter bureau and made a promotional push through billboard advertising and discounts on full-week subscriptions. *Journal Sentinel* Sunday circulation in Racine County rose by about 2,200, to about 17,500, while daily circulation rose by about 700, said a source at the paper.

Meanwhile, the *Racine Journal Times*, owned by Lee Enterprises, saw its Sunday circ slip by 1,974, to 32,029, between September 1998 and 1999, according to the Audit Bureau of Circulations.

Journal Times publisher Richard Johnston acknowledged the Milwaukee paper's Racine edition hurt his paper. He also pointed to start-up problems with new insertion equipment at the *Journal*

Times that led to delivery delays and dissatisfied subscribers in February and March. The problem has been rectified, and Johnston vowed to "get a lot of it [circulation] back...They caught us at a time when this newspaper had a lot of operating difficulties."

Since the early 1980s, the *Milwaukee Journal Sentinel* has produced daily news sections for suburban counties to the north and west of Milwaukee. But Racine, which traditionally regarded itself as independent from Milwaukee, previously had not gotten much attention from the *Journal Sentinel*. —*Rich Kirchen*

CLEVELAND, WIS. RADIO

From No Job to Two



Jack Taddeo, who recently left Capstar Broadcasting, in late October realized his dream of buying his own radio station, in small-town Wisconsin. Less than three weeks later, he took a job with Capstar's new owner, Clear Channel Communications. Taddeo said the dizzying turn of events will allow him to both manage his new station, "Kat Country" WKTT-FM in Cleveland, Wis., and handle his duties as regional vp of programming for Clear Channel. "It'll be a non-problem," Taddeo said. He said he will let local management run WKTT's daily operations.

Taddeo lives in suburban Chicago, with-in driving distance of WKTT, a 6,000-watt station that reaches both the Sheboygan and Manitowoc, Wis., markets. Taddeo, who paid \$1 million to buy the station, is also part-owner of three FM outlets in Champaign/Urbana, Ill.: WGKC, WQQB and WZNF.

Clear Channel named Taddeo to his new position on Nov. 16. He will coordinate Clear Channel programming for 20 markets in the northeast portion of the Midwest. Taddeo had been senior vp of programming for Capstar until August, leaving after the merger with AMFM. He previously was head of programming for SFX Broadcasting, which Capstar had purchased.

"It's kind of funny what happens," Taddeo said. "You leave one company and get calls from others." —*RK*



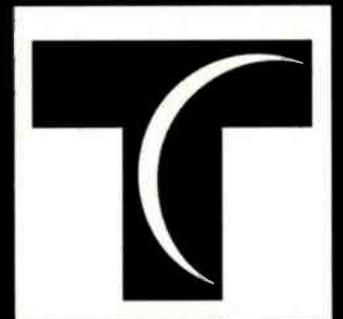
Taddeo: owner and programmer

Look Who's Talking Now...

+55%

TELEMUNDO

ADULTS 25-54
PADRE ALBERTO
Premiere Week vs. Week 7



TELEMUNDO

Source: Nielsen Media Research NHTI, % Adults 25-54 Program Average Ratings Change, Premiere Week (9/27/99) vs. Week 7, M-F 4pm-5pm

Market Profile

BY JAMES DUNAWAY

LAFAYETTE, LA. RADIO

Citadel Clusters



Citadel Communications continues to grow its radio group through acquisitions in mid-sized radio markets. The top 10 broadcaster most recently announced it will purchase four stations (Contemporary Hits Radio KSMB-FM, Radio Disney affiliate KDYS-AM and Sports simulcast KVOL-AM/FM) in Lafayette, La. (Arbitron market No. 98), from Radio Broadcasting Co. for \$8.5 million. The deal gives Citadel an eight-station cluster, since it recently entered the market earlier this year with the purchase of KRRQ-FM (Urban), KNEK-AM (R & B Oldies), KNEK-FM (Urban Adult Contemporary) and KFXZ-FM (Black Gospel). According to Duncan's American Radio, Citadel's cluster will have about 28 percent of the market's radio advertising, making it the fourth-biggest biller in the market. Including pending transactions, Citadel owns or operates 114 FM and 52 AM radio stations in 34 markets. —*Katy Bachman*

ST. LOUIS RADIO

Sale One Step Closer



After bringing in BIA president Tom Buono as a third-party appraiser, Sinclair said the price for its five FM radio stations and KDNL-TV in St. Louis adds up to \$366.5 million, bringing Emmis Communications one step closer to acquiring the properties. In late June, former Sinclair executive Barry Baker agreed to sell to Emmis the stations he was entitled to under his employment contract with his former employer. Since then the deal has been in acquisition limbo.

While Emmis CEO Jeff Smulyan remains confident the transaction will be completed, Sinclair cautioned that "there can be no assurance" that the deal will be consummated. The deal could give Emmis the leading radio position in the market, once it divests itself of three FM stations to comply with ownership limits. The three leading group owners in St. Louis are neck and neck in the ratings, with Infinity at 24.2 share of the audience, Clear Channel at 23.7 and Sinclair at 20.8. Emmis, which currently owns three stations in the market (Country WKKX-FM, Modern Rock WXTM-FM and Adult Standards WRTH-AM), is fourth, with a combined 8.3 share. —*KB*



Hartford–New Haven

Forty miles and a broad range of economic and cultural differences separate Hartford and New Haven, Conn., one of the country's more unusual DMAs. Hartford is the state capital (*above*), with thousands of state and federal employees. It's also still "Insurance City," although today the big hometown un-

derwriters—including Travelers, Aetna, the Hartford and Phoenix—have diversified into banking, stock-brokerage and financial advice, home mortgages and healthcare. Hartford also is home to aerospace giant United Technologies Corp.—which employs 28,000 people in the market in divisions including Pratt & Whitney jet engines and Sikorsky helicopters—as well as Otis (elevators) and Carrier (air conditioning).

In New Haven, the dominant municipal force remains Yale University. But New Haven also has a varied mix of business and industry, with companies like Saab-USA, Bayer Pharmaceuticals and Southern New England Telephone. A lively downtown district has grown up around the Schubert Theater, where many Broadway productions are born. The city is buzzing about the proposed new Mall at the Galleria, on I-95 near the Long Wharf just across the Quinnipiac River from downtown. The

1.5-million-sq.-ft. project is scheduled to open in 2001.

Connecticut also has two American Indian-owned casinos near New London in the southeast corner of the state. Foxwoods claims to be the highest-grossing casino in the world; Mohegan Sun is said to be in the top five. While they are not in the Hartford–New Haven DMA, the casinos spend \$20-\$30 million per year on advertising, much of that total within the state.

"This is a market lost between two large markets—Boston and New York," says media director Corinna Tamburini of Keiler and Co. in Farmington, Conn. Hartford and New Haven "are two markets we see as distinctive, although from the outside they may be seen as one."

In television, Hartford–New Haven is the country's 27th-largest market and the only dual market metered by Nielsen Media Research. In addition to competing with each other, TV stations here have to

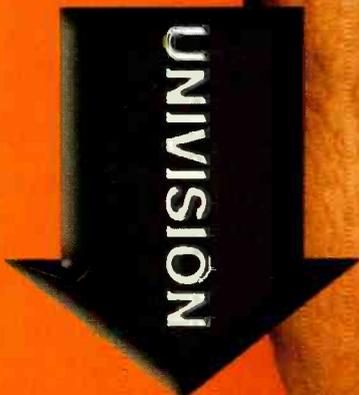
Look Who's Laughing

+31% Now...



**Adults 18-34
NEW COMEDY HOUR
Sunday 8-9PM**

Premiere-To-Date vs. '98-'99 Season



-10%



TELEMUNDO

Source: Nielsen Media Research NHTI, % Adults 18-34 Time Period Ratings Change, Premiere-to-date (10/17-11/14/99) vs. '98-'99 Season, Sunday 8-9pm

Scarborough Profile

Comparison of Hartford-New Haven To the Top 50 Market Average

	Top 50 Market Average %	Hartford- New Haven Composition %	H'ford-N. Haven Composition Index
DEMOGRAPHICS			
Age 18-34	32.3	31.5	98
Age 35-54	40.0	39.2	98
Age 55+	27.7	29.3	106
"HHI \$75,000+"	22.2	23.6	106
College Graduate	12.3	12.6	102
Any Postgraduate Work	10.5	12.5	119
Professional/Managerial	21.9	21.3	97
African American	12.4	7.5	61
Hispanic	11.9	7.4	62
MEDIA USAGE—AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56.9	68.7	121
Read Any Sunday Newspaper	66.9	77.5	116
Total Radio Morning Drive M-F	24.5	26.4	108
Total Radio Evening Drive M-F	18.6	17.1	92
Total TV Early Evening M-F	29.3	29.2	100
Total TV Prime Time M-Sun	37.2	38.7	104
Total Cable Prime Time M-Sun	10.5	14.3	136
MEDIA USAGE—CUME AUDIENCES**			
Read Any Daily Newspaper (5-Issue Cume Reach)	75.4	84.3	112
Read Any Sunday Newspaper (4-Issue Cume Reach)	80.3	88.9	111
Total Radio Morning Drive M-F	79.7	82.3	103
Total Radio Evening Drive M-F	73.9	74.7	101
Total TV Early Evening M-F	67.6	70.6	104
Total TV Prime Time M-Sun	91.7	93.4	102
Total Cable Prime Time M-Sun	52.8	65.5	124
MEDIA USAGE—OTHER			
Accesses Internet/WWW	44.2	40.9	92
HOME TECHNOLOGY			
Owns a Personal Computer	56.8	55.3	97
Shops Using Online Services/Internet	10.5	9.6	91
Connected to Cable	69.3	88.5	128
Connected to Satellite/Microwave Dish	11.3	4.2	37

*Media Audiences—Average: average-issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-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)

deal with overlapping signals from Providence, R.I.; New York; Boston; and Albany. To fully penetrate the market in print, an advertiser might need to buy space in six or seven newspapers.

"When I was starting out as a buyer, I was told, 'If you can buy Hartford-New Haven well, you can buy any market in the country,'" says Pam O'Brien, an independent planner/buyer for several area agencies and advertisers. "You have to be really cognizant of what you're buying and how it delivers across the DMA. If you buy well, you can utilize the spill between markets to get the coverage your client needs for less."

In radio, the cities are considered separate markets, with Hartford ranked at No. 45 and New Haven at 101. Both cities are reached by several strong out-of-market signals, especially from Bridgeport, just 19 miles down I-95 from New Haven, and New York. The only station that ranks in the top eight in both Hartford and New Haven in a.m. drive ratings is AMFM's Country-formatted WWYZ-FM.

CBS Corp.'s Infinity Broadcasting is the dominant radio player in Hartford, with four stations, including top-rated WTIC-AM, No. 2 WRCH-FM and No. 6 WTIC-FM. Infinity's lowest-ranked outlet, WZMC, last June changed its format from Classic Rock to the dance-oriented Rhythmic Oldies. Steve Selhany, operations manager for Infinity's stations, says of WZMC's flip: "We've gone from being ninth or 10th with the 25-54 demo on a consistent basis to seventh. We're not where we want to be, but we're up."

Ed Katz, a principal of ad agency Cashman & Katz in Hartford, is cautiously approving of the change. "So far, so good," Katz says. "It's a safe format, and they're pricing it affordably."

Hartford radio has seen some rapid-fire ownership changes over the last two years. In June 1997, SFX Corp. sold its five FM outlets and one AM stick to Capstar Broadcasting. Last July, those properties moved under the control of AMFM. Sometime next year, when the AMFM-Clear Channel Communications merger closes, some of AMFM's Hartford outlets will become CC stations—and others will be sold or swapped to new owners.

AMFM's Classic Rock station, WHCN in Hartford, recently replaced morning men *Tom and Bob* ("After five books, we were seeing no substantial increases," says WHCN program director Peter Delloro) with a new a.m. team of Eddie Davis and Theresa Berry. Over at AMFM's WMRQ,

former Twisted Sister lead singer Dee Snider heads up a new four-person morning-drive team.

In New Haven, AMFM in August traded WPLR-FM, the market's top-rated station in morning drive, to Cox Radio as part of a 16-station swap. Along with WPLR, Cox acquired the local sales rights for Yale Broadcasting Co.'s WYBC-FM.

In television, Meredith Corp.'s Hartford CBS affiliate, WFSB-TV, has expanded its weekday-morning local news to a full three hours, from 5-8 a.m., skipping the first hour of the network's new *Early Show*. "We do quite well versus *Good Morning America* and *Today*," says Al Bova, WFSB general manager. WFSB has also expanded its

hourlong Saturday- and Sunday-morning news programs to two hours each, from 7-9 a.m. This month, the station added a Sunday-night *Sports Final* (11:30-midnight), featuring highlights of regional pro and college sports teams. Recent syndicated programming changes at WFSB include the addition in September of *Judge Judy* and *Judge Joe Brown* in *Martha Stewart's* weekday 10-11 a.m. slot. *Stewart* was shifted to 3 a.m. weeknights and 6 a.m. Saturdays—in her home state, yet.

NBC's owned-and-operated WVIT-TV in September added a half hour to its local morning news show, which now runs from 5-7 a.m. The new 5-5:30 segment replaced *Morning's Business*, and, according

Look Who's Scoring Now...

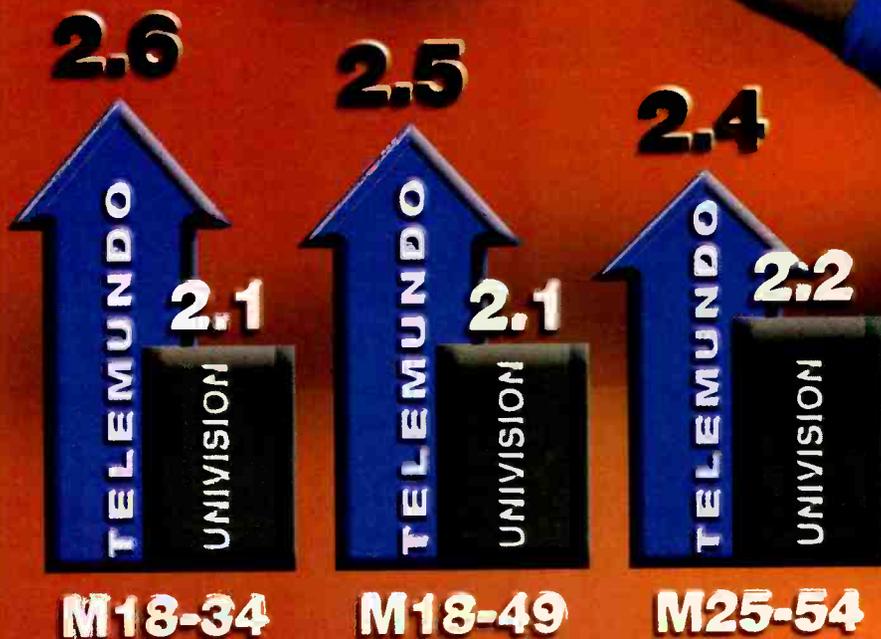


FUTBOL TELEMUNDO IS #1

TELEMUNDO (FUTBOL TELEMUNDO)

VS.

UNIVISION (DOMINGO DEPORTIVO/MLS)



TELEMUNDO

to gm Tom O'Brien, the change "has doubled our audience" in the time period. Also in September, WVIT replaced *Roseanne* with *Leeza Gibbons* in the 11 a.m.-noon slot and brought in *Extra* at 7 p.m. to succeed the cancelled *Hard Copy*.

On Nov. 18, WVIT's NBC30.com Web site launched Insta-Sports, which provides scores and other sports information from high schools all over the state.

LIN Broadcasting's WTNH-TV, an ABC affiliate based in New Haven, recently beefed up its news presence upstate by opening a news bureau in Waterbury, adding to its outposts in Hartford and New London. On Saturdays at 11:30 a.m. this fall, WTNH has aired *Highlight Zone*, reporting on Friday-night high school football games. "Local coaches are using it to scout their upcoming opponents," says Tony Marinaro, WTNH director of market research.

Tribune Broadcasting's Fox affiliate, WTIC-TV, this fall has shuffled the lineup of syndicated shows in its 5-7:30 p.m. weekday strip. *Home Improvement* now runs at 5, followed by a double dose of *The Simpsons*. Then at 6:30 comes *Frasier*, followed by *Seinfeld* at 7 and *Friends* at 7:30. "The shows were all so strong, it just amounts to a minor adjustment," says John Mason, the station's director of programming and promotion. A second syndicated run of *Frasier* is now airing at 11:30 weeknights, replacing *Mad About You*.

Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in Millions)	Share of Total
HARTFORD				
Infinity Broadcasting	1 AM, 3 FM	32.5%	\$30.4	42.3%
AMFM	1 AM, 6 FM	27.3%	\$21.7	33.4%
Buckley Broadcasting	3 AM, 1 FM	9.0%	\$7.3	11.2%
Marlin Broadcasting	1 FM, 1 AM	4.5%	\$3.4	5.2%
Mega Communications	2 AM	2.7%	\$1.9	2.9%
NEW HAVEN				
AMFM	2FM	12.7%	\$7.5	43.3%
Clear Channel Communications	2 AM, 1 FM	12.0%	\$6.9	40.1%
Yale Broadcasting	1 AM, 1 FM	6.4%	\$2.6	14.8%

Includes only stations with significant registration in Arbitron diary returns and licensed in Hartford-New Haven or immediate area; Hartford ratings information provided by Arbitron, Summer 1999 book; New Haven ratings information from Arbitron, Spring 1999 book; revenue information provided by BIA Research

WTIC's 10 p.m. news earned a respectable 5.4 rating/9 share in last May's sweeps against competitors' network prime-time slates. WTIC last Thursday was scheduled to produce the first live telecast of the 63rd annual Thanksgiving Road Race in Manchester, about 10 miles east of Hartford.

In April 1998, WTIC took over the management of Tiberius Communications' UPN affiliate WTXX-TV via a local marketing agreement. Tribune had previously acquired a 28.5 percent ownership stake in Prospect, Conn.-based Tiberius. Last week, Tribune agreed to acquire the rest of Tiberius and its only station, WTXX, and filed an application with the

FCC to operate a duopoly in Hartford-New Haven. The deal is expected to close in the spring.

Meanwhile, WTXX has been remaking itself, with the help of Tribune's clout. WTXX recently signed a three-year deal to carry the University of Connecticut's men's basketball team, which won the national championship last season.

"We've targeted our programming to men 18-34 and 18-49," says Gene Evans, WTXX general sales manager. The station last summer carried Boston Red Sox games for the first time, via a 60-game package. WTXX hopes to re-up with the Red Sox for next season. WTXX this fall carried Big East football and in January will launch Big East basketball at noon on Saturdays. Also this fall, WTXX nabbed *Divorce Court* in its first year of syndication; the station has been double-running the show weekdays from 6:30 to 7:30 p.m., followed by *Real TV* (which previously aired on WFSB). WTXX runs a second half hour of *Real* at 10:30 p.m., immediately following a half hour of local news, which includes a 20-minute simulcast of WTIC's newscast plus 10 minutes of local weather and sports.

Baseball is king over at K-W TV Inc.'s WB affiliate WBNE in New Haven. The station would like to add some Boston Red Sox games to the lineup of 50 New York Yankees and 20 New York Mets telecasts it plans to air next season, says Greg Bendin, WBNE station manager. WBNE hopes to beat out WTXX for the Red Sox rights.

Paxon Communications last week acquired its affiliate in Hartford-New Haven, WHPX-TV, from Cap Communications. Pax agreed to pay a total of \$135 million to acquire eight affils, all in top-40 markets.

Privately held Channel 13 Inc.'s

Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Hartford County: 315,500 Households				
<i>Bristol Press</i>	14,319		4.5%	
<i>Hartford Courant</i>	147,759	194,828	46.8%	61.8%
<i>Meriden Record-Journal</i>	3,959	3,960	1.3%	1.3%
<i>New Britain Herald</i>	23,006	34,563	7.3%	11.0%
<i>Manchester Journal Inquirer</i>	31,911		10.1%	
Middlesex County: 57,800 Households				
<i>Hartford Courant</i>	19,424	29,042	33.6%	50.2%
<i>Middletown Press</i>	12,040		20.8%	
<i>New Haven Register</i>	3,206	4,243	5.5%	7.3%
New Haven County: 300,500 Households				
<i>Connecticut Post</i>	13,264	17,415	4.4%	5.8%
<i>Hartford Courant</i>	8,565	15,357	2.9%	5.1%
<i>Meriden Record-Journal</i>	24,096	24,259	8.0%	8.1%
<i>New Haven Register</i>	93,037	106,469	31.0%	35.4%
<i>Waterbury Republican-American</i>	38,990	48,093	13.0%	16.0%
<i>New York Times</i>	10,297	18,148	3.4%	6.0%
Tolland County: 46,400 Households				
<i>Hartford Courant</i>	18,663	28,565	40.2%	61.6%
<i>Manchester Journal Inquirer</i>	15,111		32.6%	
<i>Willimantic Chronicle</i>	3,871		8.3%	

Source: Audit Bureau of Circulations

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Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
HARTFORD			
WTIC-AM	News/Talk/Information	16.2	8.9
WRCH-FM	Adult Contemporary	9.6	9.7
WKSS-FM	Contemporary Hits Radio	7.6	10.1
WCCC-FM	Adult-Oriented Rock	7.6	3.8
WWYZ-FM	Country	7.1	9.4
WTIC-FM	Adult Contemporary	7.1	5.6
WDRG-AM	Adult Standards	6.1	2.0
WDRG-FM	Oldies	4.9	6.0
NEW HAVEN			
WPLR-FM	Album-Oriented Rock	8.3	7.1
WKCI-FM	Contemporary Hits Radio	7.9	5.9
WFAN-AM	All Sports	6.7	4.7
WYBC-FM	Urban Contemporary	6.3	4.9
WELI-AM	News/Talk/Information	5.9	1.9
WWYZ-FM	Country	5.1	6.4
WEZN-FM	Adult Contemporary	4.5	5.6
WEBE-FM	Adult Contemporary	4.0	5.7

Source: Hartford-Arbitron Summer 1999 Radio Market Report; New Haven-Arbitron Spring 1999 Radio Market Report

WRDM-TV, a Telemundo affiliate, broadcasts 23 hours in Spanish and one hour (11-midnight) in Italian on weekdays. On weekends, the station carries ethnic programming in Greek and Polish as well as in Spanish and Italian.

Cable penetration in the Hartford-New Haven DMA is 88 percent, third-highest in the country behind Palm Springs, Calif., and Honolulu. The interconnect for the market is Connecticut Cable Advertising, which serves all 22 systems, says Darlene Salonia, CCA general sales manager. As a result of cable's strength, satellite TV's penetration in the market is only 4.2 percent, far below the average of 11.3 percent in the country's top 50 markets (see *Scarborough chart on page 32*).

In newspapers, the market includes the two largest dailies in Connecticut. Last month, Times Mirror Corp.'s *Hartford Courant* (circulation 213,181 daily; 265,000 Saturday; 302,688 Sunday) revamped its daily "Life" section, adding new graphics and livelier writing, especially in a sassy new feature called "Java." "It's full of tidbits about people in the community and people well-known nationally—a lot of readers have told us it's the first thing they turn to," says Lou Golden, *Courant* vp/deputy publisher.

Also in October, the *Courant* shut down its Sunday magazine, *Northeast*, to build a new broadsheet-sized publication that will launch in February. "It will allow our journalists the space to do incredible work and will be a showcase for the Sunday paper and for our advertisers," Golden promises.

On Nov 15, the *Courant* launched ctnow.com, which allows readers to customize their own versions of the Web site with their personal news interests.

Journal-Register Corp.'s *New Haven*

Register (circ 100,051 daily, 115,285 Sundays) stresses local coverage, with six different editions heavily tailored to each area's local news and sports. "They're our bread and butter," *Register* editor Jack Kramer says of the zoned editions. Journal-Register also publishes 22 weekly newspapers in the area and operates the Web site ctcentral.com.

Hartford-New Haven's outdoor ad picture has been changing rapidly over the last 18 months as a result of consolidation. Lamar Advertising, which acquired Chancellor Media in September, is the top

operator in the Hartford area, with 300 30-sheet boards and 150 14-by-48-inch bul-

letins. "Our business is up substantially over last year, and we're seeing categories we've never had before," says Lynn Terlaga, vp and gm of Lamar.

Among other outdoor players, Infinity's Outdoor Systems controls 750 facings in Hartford and New Haven counties. PNE Media operates 80 bulletins in the Hartford area. Radding Signs has 92 eight-sheet displays in Hartford, 26 around New Haven.

The east-west Interstate 84 and north-south I-91 are the preferred high-traffic arteries in Hartford. "Outside the city, there's very little outdoor because of zoning," says Lamar's Terlaga.

The most desirable location for outdoor messages in the New Haven area is the middle of town near the Quinnipiac Bridge, where I-91 and I-95 intersect, says John Perry of Barnett Outdoor, which controls 26 boards in the New Haven area. ■

Nielsen Ratings/Hartford-New Haven Evening and Late-News Dayparts

Early News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WTNH	6.0	14
	CBS	WFSB	9.1	23
	NBC	WVIT*	5.3	13
	Fox	WTIC*	1.8	5
	UPN	WTXX*	1.1	3
	WB	WBNE*	0.4	1
5:30-6 p.m.	ABC	WTNH	6.0	14
	CBS	WFSB	10.3	24
	NBC	WVIT*	5.3	13
	Fox	WTIC*	2.2	5
	UPN	WTXX*	1.3	3
	WB	WBNE*	0.5	1
6-6:30 p.m.	ABC	WTNH	7.6	17
	CBS	WFSB	10.3	23
	NBC	WVIT*	6.7	14
	Fox	WTIC*	3.4	7
	UPN	WTXX*	1.7	4
	WB	WBNE*	1.1	2
6:30-7 p.m.	ABC	WTNH	8.5	17
	CBS	WFSB	10.1	21
	NBC	WVIT*	6.2	13
	Fox	WTIC*	3.6	7
	UPN	WTXX*	2.4	5
	WB	WBNE*	0.8	2

Late News

10-10:30 p.m.	Fox	WTIC	5.4	9
	UPN	WTXX	1.9	3
	WB	WBNE*	0.9	1
10:30-11 p.m.	Fox	WTIC	5.4	9
	UPN	WTXX*	1.0	2
	WB	WBNE*	0.9	2
11-11:30 p.m.	ABC	WTNH	7.8	17
	CBS	WFSB	7.6	16
	NBC	WVIT*	8.3	18
	Fox	WTIC*	3.3	7
	UPN	WTXX*	0.9	2
WB	WBNE*	0.6	1	

*Non-news programming Source: Nielsen Media Research, May 1999

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*source: MRI Fall 1999



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RADIO

AMFM has announced several appointments: **John Fullam** was named to the new position of market executive vp for AMFM's five stations in New York City and WALK-AM/FM in Nassau-Suffolk, N.Y. Fullam also serves as senior vp, regional operations, for AMFM station operations in New York, Nassau-Suffolk (Long Island), Detroit and Washington, D.C. **Andrew Rosen** was named senior vp of sales for the company's New York operations, a new position. He retains his current responsibilities as regional vp of sales. **Michael Martin** will add programming consultant responsibilities at AMFM-owned KGGI-FM in Riverside/San Bernardino, Calif., to his current responsibilities as program director of KYLD-FM in San Francisco. **Michael Frohm** was promoted to national sales manager for AMFM's WJMO-FM in Washington, D.C. He was formerly vp and general manager for AMFM's WWSQ-AM/FM and WJJJ-FM in Pittsburgh...**Terri Hunter** was named vp of finance/investor relations for Clear Channel Communications. She has held several positions in accounting, finance and investor relations with Electronic Data Systems, Cullen/Front Bankers and Billing Concepts Corp.

MAGAZINES

Caroline Donnelly will join Meredith Corp.'s *Family Money* as editor. She had been executive editor at Time Inc.'s *Money*. **Nancy Josephson**, who has been freelancing, will join *Family Money* as executive editor...**Leslie Albright** has been promoted from publisher of the SRDS Business Publication Advertising Source to vp, group publisher, at SRDS. **Stephen Davis**, former general manager of the Midwest region of BPA International, will replace Albright...**Eva Dillon**, ad director at Condé Nast's *Glamour*, has been promoted to associate publisher. **Colleen Wyse**, the title's New York ad manager, has been named ad director...**Robert L. Washburn Jr.**, senior vp, group publishing director of Weider Publications' *Muscle & Fitness*, *Muscle & Fitness Hers*, *Natural Health* and *Flex*, has been named executive vp, group publishing director...**Scott Kabak** has been promoted from senior

The Media Elite

Edited by Anne Torpey-Kemph

Mitchell Scores Home Run

Greg Mitchell may have found his field of dreams with his latest book, *Joy in Mudville*.

The book isn't due out until April, but already Universal Studios has optioned it for Tom Hanks to produce.

"I was shocked," says Mitchell, interim features editor for *Editor & Publisher*. "I would have considered Tom Hanks as the No. 1 person to be involved in a movie project such as this."

Though it's a feel-good story about Mitchell's experience as manager of his son Andy's baseball team, *Joy* delves into the dark side of youth athletics, including competitive parents, pressure on kids and

irrational coaches.

"You always hope someone will be interested [in making your book into a movie]," says Mitchell, "but you don't expect the person you'd personally want to actually be the person to want to do it."

Mitchell, who has been freelancing for 10 years, joined *Mediaweek* sibling *E&P* recently to work on its "25 Most Influential Newspaper People of the Century" supplement.

The veteran writer has penned several books and served as a senior editor at the now-defunct music-scene magazine *Crawdaddy!* and editor in chief of *Nuclear Times*. —Lori Lefevre



Joy's father-son team

SPOTLIGHT ON...

Rick Haskins

Executive VP of Marketing, Lifetime Television

Rick Haskins is looking for women. He's busily blueprinting a big marketing push for Lifetime set for early 2000 designed to find women where they live. And he says he's done his homework. From Lifetime research, Haskins knows how much time women spend online, when they go food shopping, what sporting events they attend, where they work out and the kind of bars they like.

"You're going to see us," says Haskins, noting postcards in bar dispensers and banners hung at WNBA games as examples of his go-to strategy.

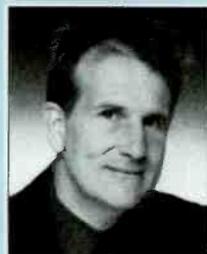
Haskins started his marketing career at Procter & Gamble in the early 1980s, where he cut his marketing teeth on products such as Crest and Vidal Sassoon. He jumped into media in 1989, when he was recruited by his present boss, Lifetime president/CEO Carole Black, to bring his packaged-goods experience to Disney's Home Video unit, which Black was running at the time.

Haskins went on to run his own media consultancy, where he worked with Microsoft, Intel and McDonald's. Haskins, whose *Brand Yourself: How to Create an Identity for a Brilliant Career* will be published by Random House in January, hooked up with Black again this past summer, when he joined Lifetime as its lead marketing executive.

His hire comes at a time when Lifetime faces aggressive competition from the heavily hyped launch of the female-focused Oxygen cable network, headed by Nickelodeon founder Geraldine Laybourne.

Other tasks lie ahead. A recent Lifetime study of 1,000 women found that 800 were Lifetime viewers. Of the 200 that were not, 40 percent didn't know the network existed.

"That's a huge opportunity," says Haskins. —Jim Cooper



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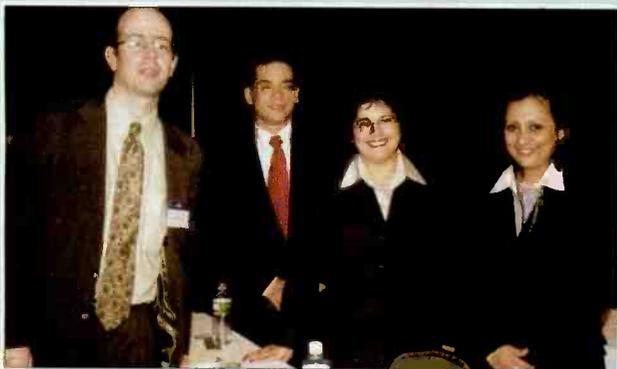
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MEDIA DISH SPECIAL

Fingers on the Pulses

Buyers and planners attending the recent two-day Ethnic Mediascape 2000 conference at the Marriott Marquis in New York got a clear view of the new American multicultural media scene. Presented by the Strategic Research Institute and sponsored by the New America Strategies unit of True North Communications, the event focused on media-consumption trends among African Americans and Hispanics and marketing strategies for capitalizing on those growing segments of the population.

Photography by Therese Kopin



(L. to r.) Caleb Windover, director of media services, Siboney USA; Roan Kang, marketing international manager, *People en Español*; keynoter Lisa Quiroz, publisher, *People en Español*; and Rupa Ranganathan, senior vp, Strategic Research Institute



(L. to r.) Alfred Schreiber, managing partner, New America Strategies Group; Kofi Asiedu Ofori, president, Ofori & Associates; and Kenneth Johnson, principal, Johnson Management Consulting



Annette Mitchell, vp advertising and promotional sales, Channel One Network (left); and Evelyn Tamrin, client representative, OUMOJA

MOVERS

vp of new media and international development to president of Times Mirror Magazines International and senior vp of corporate development...**J.P. Kyrollos** has joined *Maxim* as ad director from American Express Publishing's *Food & Wine*, where he was senior account supervisor for travel, financial, beverage and consumer electronic brands...**Bennett Theimann**, current director of financial planning for Gruner + Jahr, has been named to the new position of general manager, new projects.

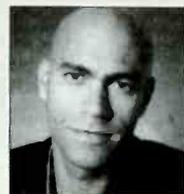
CABLE TV

Todd Cunningham has been upped to senior vp, research and planning for MTV, continuing to oversee the department and expanding his role internationally...USA Networks has named **Scott Silverstein** vp and general sales manager for a newly established sales force within USA Network's ad sales department that will focus on ad sales for the Sci-Fi Channel. Silverstein, who will oversee the group, will be based in New York and report to John Sil-

vestri, executive vp, advertising sales for USA Networks. Silverstein, an 11-year broadcast sales vet, joins USA from Chancellor Media, where he was vp/director of sales...**Rosemarie Barone** has been promoted to booker at CNBC Business News. Barone had been the prime-time booking producer for CNBC, where she was responsible for booking high-profile guests for *Hardball With Chris Matthews* and celebrity/anchor fill-ins for *Rivera Live*.

TV STATIONS

William Stanley was named vp and general manager of Media General's ABC affiliate WTVQ-TV in Lexington, Ky. Most recently, the 22-year broadcast sales veteran was general sales manager at WLKY-TV, in Louisville, Ky...**Harvey E. Cohen**, vp/general manager of Miami WB affiliate WBZL-TV, announced his retirement, effective Jan. 1. Cohen has been with the station since 1985. A replacement has yet to be named...**Rick Chambers**, former anchor/reporter for KNBC-TV in Los Ange-



Cunningham moves up in MTV research



Salem gets vp treatment at NBC

les, has moved crosstown to Chris-Craft's UPN affiliate KCOP-TV as lead anchor for the 10 p.m. newscast. He replaces Alan Frio, whose contract will soon expire.

NETWORK TV

Mitch Salem and **Beth Roberts** have both been promoted from director to vp of business affairs at NBC Entertainment. Salem and Roberts will continue to be responsible for negotiating talent and program acquisitions for NBC, including co-ventures and deals for pilots, series, specials, movies and miniseries, as well as license-fee arrangements.

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PaineWebber's 27th annual Media Conference will be held Dec. 6-10 at the McGraw-Hill Building in New York. Presenting companies will include Viacom/CBS, Time Warner, A.H. Belo Corp., Comcast and McCann-Erickson. Contact: Amy Rosenberg, 212-713-8510.

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 International Radio & Television Society Foundation will hold its annual Christmas benefit Dec. 15 at the Waldorf-Astoria in New York. Contact: Marilyn Ellis, 212-867-6650.

Sport Summit 2000 will be held Jan. 19-20 at the New York Marriott Marquis, with featured speakers including Dick Ebersol, chairman of NBC Sports, and Ty Votaw, commissioner of the LPGA Tour. Contact: 301-493-5500.

The Newspaper Association of America will present **Newspaper Operations SuperConference 2000** Jan. 23-28 at the Fountainbleu Hilton in Miami Beach, Fla. The event covers technology and trends in pre- and post-press and health & safety. Contact: 703-902-1797.

The National Association of Television Programming Executives will present **NATPE 2000** Jan. 24-27 at the Morial Convention Center in New Orleans. Contact: 310-453-4440, ext. 209.

The Magazine Publishers of America will honor Myrna Blyth, editor of *Ladies' Home Journal* and *More*, and Michael Levy, founder/publisher of *Texas Monthly*, with its **Henry Johnson Fisher award** for lifetime achievement at a dinner gala Jan. 26 at The Waldorf-Astoria. Contact: 212-872-3700.

Arbitron will present the **Arbitron/Tapscan Users Conference** Feb. 16-18 at the San Francisco Hyatt at Fisherman's Wharf. Sessions will include power planning and estimating for TV, and political media buying with TVScan. For more information, visit www.arbitron.com.

WNBC to Air New York Mag Awards

NBC's New York flagship station WNBC-TV will join forces with Primedia's *New York* magazine on Dec. 13 for the first TV broadcast of the annual New York Magazine Awards. The show will be taped before a live audience in NBC's studio 8H on Dec. 6 with hosts Sarah Jessica Parker and Chris Noth, stars of HBO's *Sex in the City*. The event, marking its fourth year, honors 10 creative New Yorkers who "epitomize the spirit of the city" in both their work and play.

Hearst-Argyle Wins Slander Suit

Hearst-Argyle Television-owned WCVB-TV in Boston won a critical victory with a federal court judge's dismissal of a defamation and slander suit brought by Metabolife International over the station's investigative series examining the health effects of the weight-loss supplement Metabolife 356. In dismissing the case "with prejudice and elimination from appeals," Judge John Rhodes ruled that WCVB's reports were "contributions to the debate, [which] are protected by the First Amendment."

Emmis Makes Internet Investment

Emmis Communications, owner of 16 radio stations and seven TV stations and publisher of several regional and specialty magazines, recently purchased 1 million shares of online shopping network BuyItNow.com for \$5 million in cash. The purchase marks the broadcaster's first Internet investment pursuant to launching

an Internet portal for the radio industry. BuyItNow.com is run by Stephen Lehman, former head and founder of Premiere Radio Networks. Other broadcast investors include Clear Channel Communications and NBC. Lehman said that BuyItNow.com is considering an initial public offering.

Arbitron Glitch Delays Monthlies

Right in the middle of releasing its monthly Arbitrends ratings for radio stations, Arbitron last week experienced glitches in its new diary processing system that have resulted in a major delay. Stations will have to wait until after Thanksgiving before the numbers will start rolling again. Scott Musgrave, senior vp and general manager for the research company, blamed the snafu on growing pains: "The ramp-up to our new processing system is occurring more slowly than we anticipated."

CD Radio Gets Sirius About Branding

CD Radio, one of two satellite radio services that plan to deliver 100 channels direct to consumers' cars by the end of next year, has changed its name to Sirius Satellite Radio. Created by branding consultancy Interbrand, Sirius' new name and logo depict the star revered by ancient cultures as a sign of hope, change and rebirth. "The old name had some confusing and limiting aspects to it," explained Ira Bahr, Sirius' senior vp of marketing. Accordingly, Sirius will change its stock ticker symbol from CDRD to SIRI. The

Kid Doc Kicks Off Nick's New Year

Nickelodeon will ring in the new year with a 24-hour commercial-free documentary called *Nickelennium* and a simultaneous online event on Nick.com starting after the first minute of the millennium. The project, which Nick is billing as the largest global multimedia event for kids, features kids from around the world sharing their hopes, dreams and predictions for the future. McDonald's has signed on as the event's sole sponsor. Nickelodeon reaches almost 100 million homes globally and *Nickelennium* will air in 122 countries and nine languages.



Nickelodeon culled footage from interviews with 10,000 kids for its millennium special.



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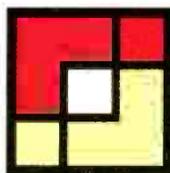
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Inside Media

CONTINUED

announcement was made during a recent gala at the company's Manhattan headquarters as it unveiled 100,000 square feet of broadcast and production studios.

Westwood Plans Grammy Specials

Through an agreement with the National Academy of Recording Arts & Sciences, Westwood One is gearing up for its radio coverage as the official Grammy radio network. The net will launch Jan. 4, when the Academy releases the list of nominees. In addition to live coverage of the 42nd annual Grammy Awards on Feb. 23, Westwood is also planning nine two-hour Grammy-related specials, one for each of the following formats: Classical, Country, Smooth Jazz, Latin, Mainstream Rock, Alternative Rock, CHR/Top 40, Urban and Adult Contemporary. As an incentive to advertisers, Westwood is offering VIP trip packages to attend the festivities in Los Angeles.

Seacrest Keeps Driving With KYSR

Ryan Seacrest, 24, host of Atlanta afternoon-drive show *Ryan Seacrest for the Ride Home*, has signed up for another two years on AMFM-owned KYSR-FM. Seacrest, who took to the mic at age 16 on Atlanta's WSTR-FM, is No. 1 with women 25-34 and ranked fourth among adults 25-54. He also has a string of TV credits to his name, including Merv Griffin's *Click*, USA Network and Sci-Fi Channel's *The New Edge*, and *Wild Games* for the Family Channel. E! Online recently named Seacrest one of Hollywood's 20 "young guns" under 30.

TBS Features Cyber Fare for Bond Fest

TBS Superstation and ACTV last week announced that TBS' "15 Days of 007" James Bond movie festival, which started Nov. 27, will feature an online "Cyber Bond" component at TBSsuperstation.com powered by HyperTV. HyperTV is ACTV's patented software that creates and delivers synchronized, interactive TV/Web convergence programming. The Cyber Bond option offers content about the movies featured in the 007 film festival.

Showtime Deals for *Lateline*

Showtime has acquired cable rights to seven episodes of Paramount Network

Television's half-hour comedy series *Lateline* (NBC, 1997-98), based on a fictitious TV news show. The deal includes five never-before-seen episodes and two encore presentations. The first episode will air Dec. 4, and each will be introduced by a special segment featuring Walter Cronkite, NBC president Bob Wright and CNN commentator Jeff Greenfield.

Gordon to Head Merged Media Edge

Beth Gordon, who previously headed North American operations for Young & Rubicam's buying unit, The Media Edge, has been named chairman and chief executive of the unit's newly merged U.S. and international operations. Paul Woolmington, previously president of Media Edge's international unit, has been named vice chairman and chief strategic officer. Worldwide billings are estimated at \$10 billion, with about \$3 million of that spent domestically.

Imagine Plans 5 New Titles

Brisbane, Calif.-based Imagine Media, publisher of *Business 2.0* and *PC Gamer*, will launch five consumer magazines next year. The new titles are *Revolution*, a monthly music magazine; *Digital Foto*, a digital photography monthly; a computing bimonthly named *Linux*; and as-yet-untitled movie and electronic gadget maga-

zines. Separately, Michela O'Connor Abrams, former president/CEO of IDG's *Computerworld*, has been named president of Imagine's new business divisions.

CMT to Launch Country Music Mag

CBS Cable's Country Music Television has signed a licensing agreement with Fort Worth, Texas-based Country Media Publications to create *CMT Country Music Today*, a bimonthly 300,000-circ country music magazine. The first issue will be distributed nationally on newsstands, online and through direct mail beginning Jan. 20. The CMT-branded magazine will feature profiles of hot country artists and content based on CMT programming. Stephen Betts, a Nashville-based freelance country writer, will be the editor in chief.

Congress Joins Fight to Stop Low-Power FMs

Broadcasters just got a new ally in their quest to stop the FCC's proposal to create a new low-power FM service. Rep. Michael Oxley (R-Ohio), vice chairman of the House Telecommunications Subcommittee, along with five Commerce Committee members from both sides of the aisle, last week submitted a bill intended to stop the FCC in its tracks. Called the Radio Broadcasting Preservation Act of 1999, the legislation prohibits the FCC from establishing rules to authorize an LPFM service. The National Association of Broadcasters has been leading the fight since FCC Chairman Bill Kennard proposed the service in January.

Teen Survey Finds Ethnic Preference

African American teens almost exclusively watch TV shows that prominently feature black actors and actresses, according to a survey of 222 youths aged 14-20 by Burrell Communications Group. *Martin*, now airing in syndication, leads the list of favorite shows, followed by another syndicated show, *The Wayans Brothers*, and UPN's *Moesha* and the WB's *The Steve Harvey Show*. The only show cited as a favorite that does not have a predominantly black cast was Fox's animated *The Simpsons*. Other shows in the top 10 include the syndicated *Fresh Prince of Bel-Air*, *Sister, Sister* and *Family Matters* and the UPN show *Malcolm & Eddie*. "When looking at African American consumers, it's vital to start with youth," said Al Styles, Burrell's director of research. "Understanding African American teens, their preferences, attitudes and buying behavior, is mandatory for marketers." Burrell is a marketing communications company specializing in urban and African American-targeted advertising, public relations and promotion.



Harvey ranks in black teens' top 10.



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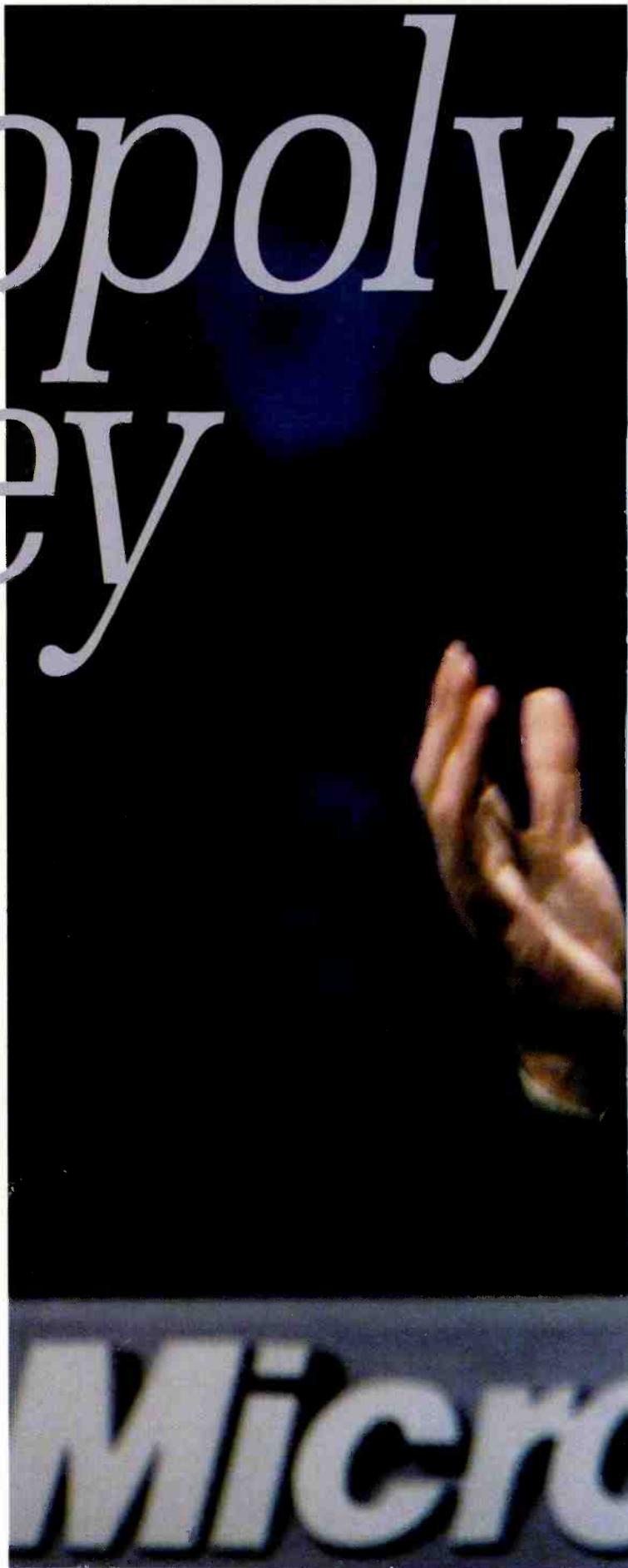
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Monopoly Money

**In the antitrust case
against Microsoft, the stakes
loom large for media**

By Vincent Coppola

With Microsoft founder Bill Gates reeling from this month's antitrust battering, Scott McNealy couldn't resist piling on. At the Comdex computer convention in Las Vegas two weeks ago, the Sun Microsystems chairman—who is suing Microsoft for allegedly “polluting” Sun's popular Java language—compared Gates to a rapacious John D. Rockefeller, determined to have “a





MIKE WORLD PHOTOS/AP

share in every gas station.”

The best way to rein in Microsoft, McNealy insisted, would be to prohibit Gates from investing his “monopoly money”—some \$19 billion in cash reserves—in other endeavors, particularly the media and intellectual property.

Microsoft has already poured \$11 billion into media and telecommunications conglomerates such as AT&T and Comcast, so McNealy’s demands and the implications of the devastating antitrust ruling by U.S. District Court Judge Thomas Penfield Jackson raise some intriguing questions.

Like what happens to Microsoft and the digital revolution it is leading if Richard Posner, the appellate court judge assigned to mediate the case, fails to broker a settlement? What role will the media industry play in the battle for digital hegemony as it moves beyond software, beyond operating systems and browsers, into content and control of the Internet?

The stage is already set. Microsoft, America Online, IBM, Yahoo!, Amazon.com, Sun Microsystems, AT&T, MCI WorldCom, Disney and a handful

piece of the action. “Getting a hand in every conceivable pie,” says Atlanta telecommunications analyst Jeff Kagan, “is the only way to remain relevant.”

This competition is not about operating systems or Internet access but bandwidth—the high-speed pipeline through which these myriad information and entertainment services will flow and from which hundreds of billions of dollars in revenue will gush. “Everything is in flux,” Kagan says. “There are some amazing opportunities and some amazing risks.”

As mediation talks are expected to accelerate this week, the stakes for Microsoft and the entire media industry loom large.

On the media side, the critical issue is sorting out what this brave new world will mean to the bottom line and predicting who the impact players will be. “The media marketplace is much more fragmented than the markets Microsoft has faced over the years,” says Ellen Oppenheim, senior vp at Foote, Cone & Belding. “Microsoft doesn’t have the experience in managing creative content. Disney has more than they do, and Disney is not having the easiest time.”

In other words, there are no guarantees. No no-brainers for media buyers. Microsoft, still the biggest and richest player, can no longer be the 800-lb. gorilla beating and bullying its competition. “Microsoft is big and controlling in the computer business, [but] it is not in the media business,” says Paul Kagan, chairman of Paul Kagan Associates in Carmel, Calif. “In fact, it could overextend its influence.”

Given, for example, the less-than-dramatic performance of the online magazine Slate and NBC’s new partnership with *The Washington Post*, Microsoft seems less interested in providing content, as its MSNBC does, than facilitating traffic, particularly the huge volume of toll-booth traffic that will be passing

through set-top boxes, the souped-up converters that will deliver a multitude of digital services into the home.

In 1997, Microsoft bought a billion-dollar piece of the Comcast Corporation and, with it, an interlocking investment in

broadband cable networks in the U.S. and Europe. Among other properties, Comcast operates QVC (available in 68 million households), E! Entertainment (53 million homes), @Home, and various sports networks and venues. Gates sunk another \$600 million into Nextel, positioning himself on

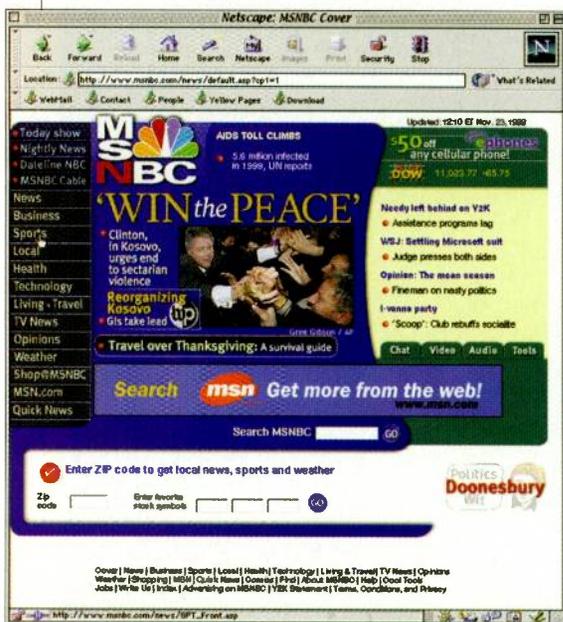
the cutting edge of wireless Internet-access technology.

A flurry of investment in European cable and telephone companies (British Telecom among them) began early in 1999. Watch for Microsoft to boost its offshore investments, says one observer, “because if they get too big in the U. S., somebody will shout, ‘Here they go again.’” Microsoft’s \$5 billion investment in AT&T last spring is a pay-for-play maneuver that gives Microsoft the access to 10 million Windows-powered set-top boxes on Media One cable systems, which AT&T Broadband is in the process of acquiring.

“If you went up to Microsoft today and said, ‘You’re too big and too controlling in the media marketplace,’” says Paul Kagan, “they would list dozens of companies that might be able to offer the same or similar things to what they offer. Microsoft never wanted to be in the TV business until there was a digital TV business. Now they’re here. It’s a very intelligent business play. Will they have an edge? Sure, but they paid \$5 billion to play.”

For the media industry, Microsoft’s challenge—whether it becomes, in effect, an investment banker or a platform provider, much like Intel or Dell—is to project itself as a major player, either by making background (software) important or by branding itself as a content provider. How does content become

“How people consume media is changing.”
—Ellen Oppenheim

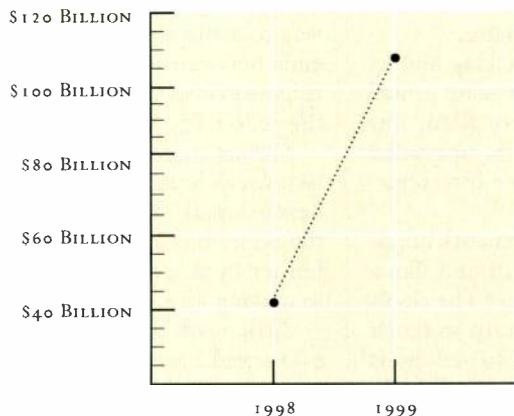


of other media giants are on the leading edge of the convergence of high-speed information technologies that will determine who gets to tap the Information Age’s richest revenue streams.

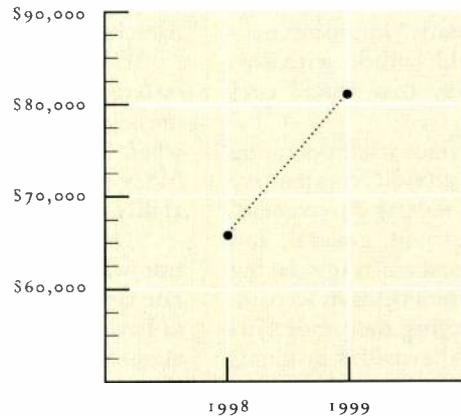
The four major broadcast networks, plus Time Warner, TV Guide/Gemstar, local phone companies, and innumerable Internet service providers and e-commerce startups are also scrambling for a

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†Source: Wave 39-40, MRI

"Microsoft-powered" the way "Intel inside" became a lucrative brand? "People like me are wary," says Oppenheim, "about how it all will work out."

Controlling distribution means controlling consumer access. That paradigm has no meaning in the digital world. "The whole role of technology on how people can consume media is changing," Oppenheim says. "Nobody's 100 percent certain where it's headed." Technology makes access cheap, at the same time diluting content. How do things play out, for example, for advertisers, if the consumer is in control? "We never thought of letter writing as a competitive set to watching TV," adds Oppenheim. "Now you might see using e-mail in exchange for advertising as a profit center."

In Judge Thomas Penfield Jackson's courtroom, Microsoft nonetheless seemed strangely oblivious to these perils. "This is a company that never took the concept of a regulatory mechanism very seriously," says Bill Kovacic, who teaches antitrust law at George Washington University. "Microsoft never thought it would collide with this mechanism in a way that would ever hurt it."

Now, Microsoft finds itself operating in a dramatically altered competitive landscape, with the federal government, dozens of state attorneys general, and hordes of competitors already laying technical and legal minefields in its path.

Software is emerging that undercuts the dominance of Microsoft's products as network-based programming takes hold in the corporate arena. The Symbian consortium's Epoc operating system, for instance, is backed by some of the world's biggest wireless manufacturers and 3Com Corp.'s palm computers. Microsoft's competing technology, Windows CE, is being hammered.

If no legal speedy resolution is forthcoming, these competitive inroads will begin to accelerate exponentially. The worst-case scenario has Microsoft and the Justice Dept. wrangling for years, hunting an appropriate remedy. Should the case get as far as the U.S. Supreme Court, three or four years from now, technology will have altered the competitive landscape dramatically.

This fall, Microsoft was under assault

in four different courtrooms, defending against competitors that ranged from tiny software companies in Utah and Connecticut to Sun Microsystems. Last week, Microsoft uncharacteristically rolled over in a much-publicized instant-messaging skirmish with AOL. Last summer, Microsoft, eager for a piece of the popular Internet application, began distributing

**"Microsoft... is like this humongous force, attacking everything."
—Jon Mandel**

free software that allowed its users to parachute into the AOL system.

AOL accused Gates of hacking into its system, then blocked the intruding e-mail messages. No lawsuits were filed, but when Microsoft released its upgraded MSN messenger service, the interoperability with AOL was gone.

"The effect of the government's litigation will follow Microsoft around like a rain cloud," says Bill Kovacic. "The result of having the government learn so much about you and distrust you so acutely is that Microsoft will hardly be able to twitch without attracting the interest of the antitrust people."

That kind of scrutiny invariably leads, say industry insiders, to distraction, second-guessing, hesitation, the elevation of lawyers over innovators—what Silicon Valley veterans call the "IBM disease." From 1969-1982, the Justice Department waged an unsuccessful campaign to break up IBM on the grounds of monopolistic practices. In those years, more than 40 private-sector competitors piled on, filing lawsuits against Big Blue, alleging monopolistic behavior.

IBM ultimately beat the trustbusters in the courtroom. (Ironically, David Boies, the feds' hired gun in the Microsoft case, led IBM's defense.) It

also beat back most of the private-sector plaintiffs. Its defense stands as one of the great strategies in the history of antitrust litigation. The problem, says Kovacic, who sat through much of the Microsoft litigation this summer, was the terrible cost of IBM's victory. "It distracted from the business of creating and selling new products. Lawyers got more of a role running the company," he says. "And then IBM plunged into that dark night."

No one knows that story better than Bill Gates. His company and others helped spark the PC revolution even as IBM slogged through the courts. Last week Gates, who for most of the trial seemed unable to comprehend the seriousness of the threat hanging over Microsoft, said he was willing to discuss "any sort of resolution" to the government's antitrust finding—short of breaking up his company. A settlement, of course, would slow private-sector lawsuits that would piggyback on an antitrust judgment.

"Knowing about the IBM disease and coping with it are two different things," says Kovacic. "A settlement is a way to avoid that disease. It's the difference between making a lightning-quick response or spending years running under the yellow flag light at the racetrack."

Others argue that at Microsoft, despite last week's breast-beating, it will be business as usual—until the case winds up in the Supreme Court or gets put on a back burner by an administration predisposed to making nice with Bill Gates.

"Microsoft is going to stay involved in every media arena," predicts Jon Mandel, co-managing director of Mediacom. "It's like the Chinese army coming over the border in Korea, this humongous force that keeps attacking everything. It won't become a flanker action. It's still, 'Let's just swamp the crap out of the world.'"

In Silicon Valley, even a year is an eternity. "The media market is not going to be slowed down," says Paul Kagan. "There's too much money available to fund the technology, too many players who know how to do things who aren't Microsoft. We're going to see a telescoping of technology, and it's going to be spectacular." ■

Vincent Coppola is an Atlanta-based writer. His articles have appeared in Atlanta magazine, Dunnivant's Paydirt Illustrated, Men's Journal and other publications.

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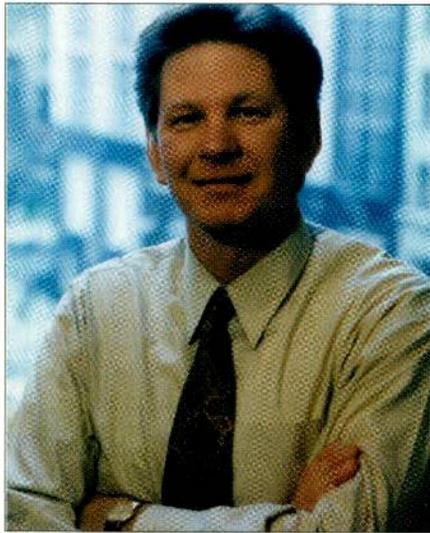
Playmates Wanted

'Playboy' looks to ride an editorial resurgence to new respect from advertisers

Like its distant cousin the Energizer bunny, *Playboy* and its familiar rabbit-head logo just keep going and going, generation after generation. While entertaining millions of men for 45 years with its mix of bare-naked ladies and hard-edged journalism, Hugh Hefner's monthly has managed to navigate its own share of peaks and valleys, includ-

ing the nettlesome rap that it's a magazine for fathers and grandfathers. "The reality is there are two perceptions in the marketplace," says Alex Mironovich, *Playboy* publishing division president. "There's one perception by the consumer, with our subscription renewal rates nearly double the average...and a perception from the advertising side that *Playboy* has had its best days."

The magazine this year launched a major effort to reposition itself as a hot book for men 18-35 and a primary vehicle for advertisers looking to reach that audience. The push has included a \$15 million advertising campaign, *Playboy's* first major ad spending in 15 years. The durable Hef, now separated from his wife, has been throwing well-publicized bashes at the Playboy Mansion attended by New Hollywood types like Cameron Diaz and Leonardo DiCaprio. Throw in a streak of strong-selling covers, and 1999 has been a particularly celebratory Year of the Rabbit for *Playboy*.



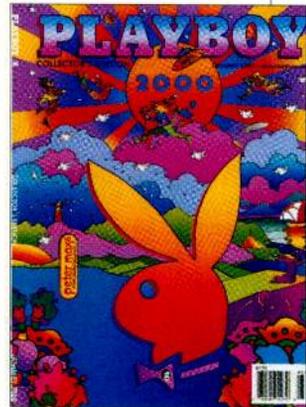
Mironovich: "We have not changed our product to adapt to what *Maxim* or *Gear* are doing."

Playboy's newsstand sales in the first six months of this year jumped 44.6 percent, to 679,905, according to the Audit Bureau of Circulations. Total paid circulation grew 3.2 percent, to 3.25 million. Typically, *Playboy* sells up to 650,000 newsstand copies monthly. But January's 45th-anniversary issue hit 758,000, February's Pamela Anderson Lee cover moved 720,000 and April's Sable special topped out at almost 1.3 million. September, which called Sable back for an encore, more than doubled sales of September 1998. And *Playboy* execs expect November, which features boxer Mia St. John on the cover and an interview with Jesse Ventura, to also ring up big numbers.

Beyond this year's successful celebrity covers, executive editor Stephen Randall attributes *Playboy's* newsstand success in part to an ongoing editorial refocusing that appeals to college-aged men. "We've made the magazine more fun, more entertaining and less a strictly journalistic vehicle," says Randall. Last January, for example, the title

published an article on strange weather patterns. "In the old days, *Playboy* would have hired a writer with a scientific background, had a headline, subhead, illustration and 6,000 words," Randall says. "We broke it into more of a packaged format, with maps, charts and graphs, making it much more visual."

A year's worth of editorial tweaking will culminate in a January 2000 issue with "a cleaner and unencumbered look" first used in magazines in the 1960s, says *Playboy* art director Tom Staebler. Trippy artist Peter Max created the cover of the issue (right), due on stands Dec. 6.



Playboy's editorial changes are not a defensive move to keep up with the tsunami of new titles for young men, Mironovich says. "We have not changed our product to adapt to what *Maxim* or *Gear* are doing," he says. "The changes are reflective of the power of TV and the Internet."

Still, some are not convinced that strong newsstand sales and Hef's Viagra-fueled re-emergence translates into long-term growth for the magazine. "I don't know if people are saying, 'I want to be a 70-something-year-old guy romping around in my pajamas, so I'll read *Playboy*,'" quips Mark Golin, editor in chief of *Details*.

And despite *Playboy's* loyal readership, Mironovich admits that convincing advertisers to add the book to their schedules has remained a challenge since he came aboard last February from Meredith's *Better Homes and Gardens*.

Playboy "just feels less relevant these days to me," says Peter Gardiner, media director

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at Bozell Worldwide. "It's a unique brand, but at the same time it's tired relative to the other men's brands out there now."

Mironovich has made some strides in the fashion world, with Tommy Hilfiger, Ralph Lauren and Calvin Klein all having signed on this year. *Playboy* was one of the few men's books to post a gain in ad pages this year, up 10 percent, to 634, according to the *Mediaweek Magazine Monitor*, although the book still trails *GQ* (2,035 pages), *Details* (1,126) and *Esquire* (807).

Family Life's New Parent

Time Inc. sets \$5M growth plan

Having acquired *Family Life* last June from Hachette Filipacchi Magazines, Time Inc.'s Parenting Group is investing \$5 million over two years in a bid to help the book shake off its poor-stepchild past and bolster the group's other titles, which include *Parenting*, *Baby Talk* and *Healthy Pregnancy*.

Time Inc. is *Family Life's* third owner. The book, launched in 1993 by Wenner Media, was sold to Hachette 18 months later. But with no other parenting books at Hachette, *FL* did not get much support. "Hachette had many other priorities, and *Family Life* was not a magazine they were willing to invest money in," says John Hartig, Parenting Group president/CEO. "It's a magazine that did not have a home."

Plans are under way to grow *FL's* circulation and ad pages and beef up its editorial. In January, Parenting Group will kick off a yearlong campaign that will send out more direct mail supporting the book than Hachette did in four years, Hartig says. The title is pruning much of its stampsheet-based subscribers in an effort to deliver to advertisers a higher-quality readership.

Paid circulation for the 10-times-yearly book grew 26 percent, to 508,724, through June. The rate base will move up to 550,000 from 500,000 in February. As for newsstand sales, which skidded 57.3 percent, to 7,563, in the first half, nothing will be done "until we understand the newsstand dynamics better," Hartig says.

On the ad front, *FL* closed the year down 22.7 percent, to 482 pages, according to the *Mediaweek Magazine Monitor*. While *FL's* sales and editorial staff moved over to Time Inc., its publisher was replaced by vp/group publisher Diane Oshin, who also oversees *Parenting*. ■

Mediaweek Magazine Monitor

Bimonthlies
November/December 1999



Country Living's Healthy Living ended its second year with considerable growth over 1998, up 49.76 percent. "The broad-based approach to a healthy lifestyle is really what won us all the business," says publisher Stacy Bettman. "Every woman...is addressing her health and the health of her family." This year, *HL's* sales staff began selling the Hearst title as a women's lifestyle book and broadened its non-demographic base. For its current issue, *HL* landed ads from Enutrition.com, MotherNature.com and Aveeno. Approximately 20 percent of the issue's ad pages are from new, non-demographic clients. —Lori Lefevre

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
American Heritage ⁸	310,000	319,725	50.17	46.52	7.85%	405.46	353.56	14.68%
American Photo	250,000	250,837	73.80	72.69	1.53%	218.52	217.37	0.53%
Audubon	50,000	473,841	72,378	75,767	-4.47%	390.94	379.54	3.00%
Bride's	None	440,511	521.00	514.52	1.26%	3,926.24	3,669.82	6.99%
Civilization	275,000	277,181	43.00	37.66	14.41%	272.68	238.41	14.37%
Coastal Living	375,000	406,400	87.53	81.44	7.48%	561.77	427.89	31.29%
Classic American Homes	500,000	520,647	31.58	39.54	-20.13%	257.44	233.7	10.16%
Country Home ^{8/9/10}	1,000,000	1,005,695	83.23	122.99	32.33%	696.68	656.98	6.04%
Country Journal	None Claimed	134,000	7.55	11.09	-31.32%	81.67	99.31	-17.76%
Country Living Gardener	475.00	481,584	26	29.89	-13.01%	175.82	175.6	0.13%
Crayola Kids	550,000	581,860	60.84	52.7	15.45%	376.70	285.58	31.91%
Custom Classic Trucks	None	112,516	44.93	51.07	-12.02%	302.63	303.02	-0.13%
Departures	315,000	388,836	247.94	238.78	3.84%	879.18	798.63	10.09%
Elle Decor ⁷	425,000	427,246	176.83	143.47	23.25%	945.63	873.11	8.31%
Garden Design ⁸	425,000	438,975	49.46	45.13	9.59%	415.08	413.42	0.40%
Golf for Women	348,000	349,805	55.8	57.21	-2.46%	406.57	456.62	-10.96%
Healthy Kids	None	155,457	35.01	34.05	.82%	226.43	109.84	7.91%
Healthy Living ¹⁰	None	235,000	54.14	37.5	44.37%	295.44	195.15	49.76%
Kit Car	None	52,043	22.44	30.09	-25.42%	133.72	152.79	-12.48%
Mature Outlook	650,000	699,297	64.38	46.67	37.95%	336.99	101.88	11.70%
Metropolitan Home	600,000	601,573	156.97	137.17	14.43%	536.62	466.0	15.14%
Midwest Living	815,000	825,278	97.16	100.2	-3.03%	655.3	626.85	4.54%
Modern Bride	None	401,748	389.59	375.05	3.88%	3,170.10	2,984.1	6.21%
Modern Maturity	20,000,000	20,369,590	43.25	39.80	8.67%	192.41	189.19	1.70%
Mother Jones	150,000	147,334	37	33.18	11.51%	190.33	176.67	7.73%
Motorcycle Cruiser	None	61,150	20.78	20.12	3.28%	236.26	199.41	18.48%
Muscle Car Review	None	61,298	18.3	20.65	-11.38%	129.88	89.75	44.71%
National Geographic Traveler ^{8/9/10}	715,000	728,541	51.67	67.9	-23.90%	533.41	408.67	30.52%
Old House Journal	140,000	154,796	51.00	48.00	6.25%	275.00	251.00	9.56%
Organic Gardening ¹⁰	600,000	602,725	21.98	24.17	-9.06%	137.21	226.26	-39.36%
Petersen's Rifle Shooter	None	56,085	21.65	14.08	53.76%	145.68	77.63	87.66%
Powder ⁷	None	103,000	88.46	60.47	46.29%	348.17		204.24%
Savoir ⁸ (November)	375,000	392,928	86.18	86.5	-0.37%	438.89	447.08	-1.83%
Showboats International	50,000	52,440	186.50	163.48	14.08%	647.50	550.08	17.71%
Ski ⁸	400,000	402,211	144.57	123.60	16.97%	527.45	503.67	4.72%
Skiing ⁷	400,000	402,909	125.19	99.78	25.41%	452.66	422.71	7.09%
Snowboarder ⁸	None	110,000	129.66	107.82	20.26%	791.08	201.13	293.32%
Southern Accents	360,000	366,795	200.87	194.68	3.18%	600.46	567.04	5.89%
Sport Rider	100,000	106,700	33.75	38.53	-12.41%	288.57	305.44	-5.52%
Traditional Home	800,000	820,389	71.5	88.86	-19.54%	658.33	13.17	7.37%
Travel & Leisure Golf ^{9/10}	300,000	300,000	85.32	78.04	9.33%	408.13	235.38	72.69%
Walking	650,000	658,521	69.14	61.13	13.10%	362	341.73	5.93%
Women's Sports & Fitness ¹⁰	475,000	546,753	86.72	64.99	33.44%	409.77	549.14	-25.38%
CATEGORY TOTAL			4,025.22	3,816.98	5.46%	23,440.80	20,992.26	11.66%

FOOTNOTES: RATE BASE AND CIRCULATION FIGURES ACCORDING TO THE AUDIT BUREAU OF CIRCULATIONS FOR FIRST HALF OF 1999 EXCEPT b=AUDITED BY BPA INTERNATIONAL; c=NON ABC/BPA TITLE; e=PUBLISHER'S ESTIMATE. 7=PUBLISHED SEVEN TIMES PER YEAR; 8=PUBLISHED EIGHT TIMES PER YEAR; @=ONE MORE ISSUE IN 1999; @@=PUBLISHED TWO FEWER ISSUES IN 1998; ##=TWO MORE ISSUES IN 1998

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Excite@Home's decision to distance its media and ISP functions by establishing a tracking stock for the media assets sounds like déjà vu all over again. Ever since @Home acquired Excite in May, it's been insisting it's a media company; but while myExcite functions popped up all over, the broadband subscription service has stalled. Unleashing the media business will not only let it move forward faster, it may calm the troops, because the buzz is that the rank and file is not at all excited to be @Home.—Susan Kuchinskas

interactivenews

@deadline

Listen Up: Site Debuts

Audiocafe.com, San Francisco, launches its Web site today. The site's online store will feature high-end audio products and Net music technologies, such as MP3 players. The site includes editorial coverage of technology and trends, product reviews and a database of technical specifications and images of products from 400 manufacturers.

Adsmart Adds 61 Sites

Andover, Mass.-based online advertising network **Adsmart** today announced it has signed an additional 61 Web sites to its network. The new sites include **Sports Illustrated for Kids**, **IDG Books' Cliffnotes.com** and **Dummies.com**. Adsmart, a majority-owned operating company of CMGI, now boasts more than 375 sites in its network.

Turner Division News

Turner Broadcasting Sales, New York, announced that it has restructured its interactive sales division. Charles F. Theiss, formerly vice president of CNN sales, was named to the new position of senior vice president, **Turner Broadcasting Sales Interactive Operations**. The reorganization will help Turner Broadcasting Sales better align its interactive and cable sales forces within the various divisions of Turner.

ACTV Stirs Up Festival

New York-based digital media company **ACTV** inked an exclusive deal to enhance Atlanta-based **TBS Superstation's** "15 Days of 007" movie festival with interactive synchronized Web content, trivia and chat. The festival, which runs to Dec. 11, will include an online "Cyber Bond" component at **TBSsuperstation.com**, powered by ACTV's patented HyperTV plug-in technology.

Time-Warner Launches Long-Awaited Hub

By Susan Kuchinskas

It's been a long time coming, but Warner Bros. Online's **Entertaindom**, the Time-Warner entertainment hub, officially launches today.

Ten original animated shows will run new programs each week. They'll be supported with content from other Time-Warner properties, including news and entertainment news from Time, video from CNN, music from the record labels and characters from Looney Tunes and DC Comics.

Warner Bros. Online president **Jim Moloshok** said the delays in launching were not a result of technical problems, but rather shifts in strategy, the latest when parent Time-Warner decided to shuffle its online properties to create several vertical hubs.

Time-Warner will contribute marketing resources as well as content. "We have a cash budget we'll be spending, along with a 'Time-Warner gift certificate' that allows us to get beneficial house rates." Ads will run in *Entertainment Weekly* and *People* magazines, on Time Digital and on the Turner Network. "If you add up our cash spending plus our gift certificate, by the end of 2000, we will have had the equivalent of a \$35 million media buy," he said.

Entertaindom could be something of a bellwether for the prospects for original entertainment programming on the Web. Most such efforts so far have failed to ignite audiences. Forrester Research senior analyst **Mark Hardie** says the original content should

help differentiate Entertaindom from the often lackluster Web efforts of other movie studios. "I think that's where you'll see success," Hardie said. "If you take something that's already being played on TV or film, you're cheating your audience."

The hub's 10 shows come from Pulse Entertainment, Brilliant Digital Entertainment and Protozoa, three San Francisco shops that have been self-publishing most of their output.

The three are contributing both independent



Web users can send celebrities to heaven or hell in Entertaindom's 'The God & Devil Show'.

work and properties using Warner Bros. characters, such as Brilliant Digital's **Superman** and Protozoa's **Marvin the Martian** shows.

Brad DeGraf, founder and studio head for Protozoa, said: "We're ready for prime time. We've been chomping at the bit to get the kind of awareness that's going to come from" Entertaindom. DeGraf also is excited about the possibility that characters from Protozoa's **DotComix** will be used in "advertainmentments" to be developed with Warner Bros. Online or independently. Moloshok said such promotional partnerships are still in development, and will appear over the next few months. ■

Dear Santa: Check Out My Wish List Online

BY KIPP CHENG—Regardless of whether they've been bad or good this year, kids looking to nudge their parents and other gift givers into getting them the perfect holiday presents can visit online gift registry KidsWish.com, which officially launches today.

While gift registries once were aimed primarily at brides- and grooms-to-be, in recent months an explosion of online gift registries—including Wishlist.com, Wishclick.com and OhIWish.com—have targeted general consumers. KidsWish.com is the first gift-registry site aimed exclusively at children.

The New York-based KidsWish.com enables young users—with the supervision of an adult—to create Web-only “wish lists.” KidsWish.com e-mails the lists to parents and relatives, who can purchase the chosen products through the site. At launch, there will be more than 50,000 products, including toys, books, CDs and software.

Eran Fields, chairman and CEO at KidsWish.com, says parents will appreciate the ease of purchasing pre-selected gifts online without pushing through

crowds at brick-and-mortar toy stores. And kids may be more likely to get items that are hard to find on local store shelves. If kids request products that are not available on the site, KidsWish.com will redirect adult shoppers to sites that offer the desired gifts, Fields added.

To support the launch, KidsWish.com has tapped Grey Direct and Grey Interactive—the Internet marketing services division of New York-based Grey Advertising—to execute an integrated advertising campaign combining radio, banner ads and direct e-mail. The radio spots, which began last week, will run in the New York metropolitan area and in Portland, Ore. Links to KidsWish.com also will be featured on several radio station Web sites, including New York-based WPLJ.

In addition to the advertising push, KidsWish.com will offer an exclusive promotional giveaway of the official *Pokémon: The First Movie* poster to the first 50,000 kids who create “wish lists” on the site.

Banners promoting KidsWish.com will appear on the Warner Brothers site and education destination MaMaMedia.com. ■



KidsWish.com lets kids draw up the perfect gift wish list.

bits

Waltham, Mass.-based Internet portal **Lycos** acquired Boston-based online gaming site **Gamesville.com**. The stock-for-stock transaction is valued at \$207 million.



Gamesville will become part of the Lycos Network, which includes

Tripod, HotBot, Angelfire and MailCity. Gamesville's interactive entertainment enables registered contestants to vie for prizes in unique, proprietary live games such as card games, sports, trivia and bingo.

E-tailer **MagazineOutlet.com**, New York, launched “Mags to Riches,” a new affiliate program that will allow subscribers to build customized co-branded magazine stores for their Web sites and receive a 30-percent commission on every consumer magazine subscription sold through their sites.

New York-based e-zine **Charged.com** announced last week that indie film studio **Troma Films**, Los Angeles, will be a sponsor for the upcoming Charged.com 60 Second Film Festival, which will take place in April 2000 and claims to be the first film festival dedicated solely to films and videos one minute and shorter.

Web developer **Paris France** will develop a new Web presence for **BOORA Architects**; both are based in Portland. The site will showcase BOORA's services, including the design of educational and performing arts facilities.

New York online community **theglobe.com** launched Group Buying Club powered by **Accompany** of San Francisco. Leaders of globeclubs will be able to offer their members lower-priced aggregated purchases on items related to the club. As part of the deal, theglobe.com's e-commerce unit will offer some products to both theglobe.com's Group Buying Club and to Accompany's own branded Get It Together Network.

Each product will offer 20 backgrounds, 20 images, 20 animations and 10 sounds. Seventeen.com's content will be cute and sweet, Gilbert said, featuring such traditional things as a dreidel, Christmas ornaments and reindeer. Bolt's will be edgier, including an alien in a Santa cap and a holiday dominatrix.

2 Teen Sites Will Offer GoMo Mail for Holidays

BY SUSAN KUCHINSKAS—GoMo Technologies, a San Francisco creator of multimedia communications and marketing programs, announced that Seventeen.com and Bolt will offer their users GoMo Mail for the holiday season. GoMo Mail lets users drag and drop a mix of graphics, animations, textures and sounds into an e-mail message. Friends who receive the e-mail can pass it along, altering it if they wish. The Java applet will work with most e-mail applications.

“We’re hoping that teens who get onto these sites will use the mail to send out all of their holiday greetings and party invites,” said Sari Gilbert, founder and CEO of GoMo Technologies.

Seventeen.com, the Web version of the beauty and fashion magazine aimed at young women 12 to 24 years old, and Bolt,

GoMo created all the content for the promotions, but Gilbert hopes that advertisers, marketers and content creators will soon use her company's toolbox to give teens the opportunity to interact with their own content. ■

GoMo created all the content for the promotions, but Gilbert hopes that advertisers, marketers and content creators will soon use her company's toolbox to give teens the opportunity to interact with their own content. ■

movers

Cory Bloome joins SF Interactive as rich media specialist; he was Internet planner at Goodby, Silverstein & Partners, both in San Francisco ... GreaterGood.com, the cause-focused e-commerce company in Seattle, appointed **G. Randolph Dirth** CEO; Dirth was senior vice president of merchandising for Williams-Sonoma, San Francisco.

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...a connection that's impossible without the passion and dialogue Pseudo's audience has with its favorite shows and the brands that are right there with them.

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Streetsound

Electronic Music and DJ Culture

KoolOut

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SpaceWatch

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LIFE AND ENTERTAINMENT

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Pseudo offers an unmatched range of ad types: 15 and 30 second video commercials, show sponsorships, product placements, on-air mentions as well as banners and other integrated ads. For sponsorship opportunities, **contact sales@pseudo.com or call 212-925-7909.**



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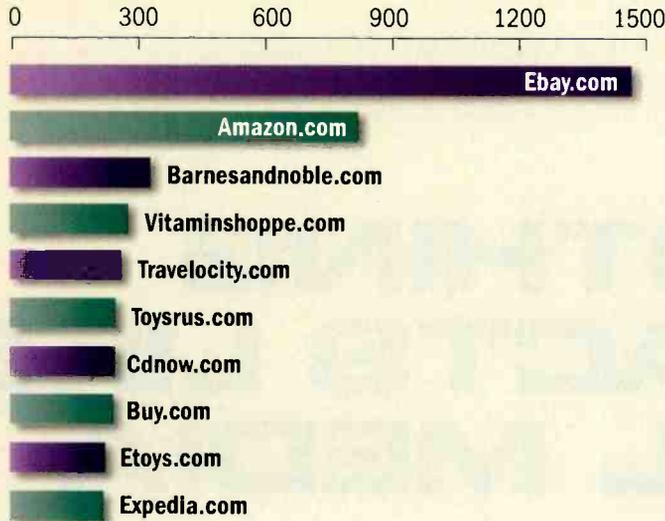


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E-tailers Push Books, Toys and ... Vitamins?

Top 10 E-Commerce Sites for the Week Ending Nov. 14



Top 10 E-Commerce Gainers

SITE	AVERAGE DAILY UNIQUE VISITORS (000s)		WEEK-TO-WEEK % GROWTH
	3-WEEK AVG.	WEEK ENDING NOV. 14	
Vitaminshoppe.com	63	275	337.0
Toysrus.com	77	245	219.8
Shopnow.com	60	137	125.9
Buy.com	122	239	95.6
Etoys.com	123	221	79.0
Cheaptickets.com	42	75	78.4
Kbkids.com	51	77	51.2
Beyond.com	63	90	43.0
Netzip.com	53	76	42.6
Cdnow.com	180	243	35.2

Top 10 Web E-Commerce Advertisers

SITE	AD IMPRESSIONS (000s) FOR WEEK ENDING NOV. 7
Amazon.com	36,000
Ebay	33,000
Ubid	27,000
Vitamins.com	26,000
Beyond.com	24,000
Barnesandnoble.com	23,000
Xoom.com	18,000
Office Depot	16,000
Drugstore.com	15,000
Netmarket	15,000

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.



It should come as little surprise that such e-commerce vets as Amazon.com and eToys.com have stocked their virtual shelves in anticipation of the hordes of traffic expected in the coming month. But as the second e-holiday kicks into high gear, it is something of a surprise to find upstart online health purveyor Vitaminshoppe.com already garnering traffic spikes, growing at a rate of more than 300 percent since last month, according to Media Metrix's numbers for the week of Nov. 14. Perhaps it's because of the overall growth in the online health and beauty products market. Or maybe folks are just stocking up for Y2K.



Vitaminshoppe.com is gaining on e-commerce giant Amazon.com this e-holiday season.

Captivating Audiences

Elevator ads use wireless technology.

By Kipp Cheng

Anyone who has worked in a high-rise office tower knows the blank, forward-facing stares of elevator passengers as they ride to their desired floors. People will occupy their time either by looking at their feet or at the numbers on the panel, and most everybody would agree that the short ride from lobby to office sometimes can feel like an eternity, given the fact that there is often little else to do but wait.

Looking to capture the attention of consumers during their otherwise unused "drive time" riding up and down elevators, Michael DiFranza, president and CEO of Westford, Mass.-based Captivate Network, has devised a way to deliver content and advertising messages via wireless Internet monitors that are mounted in elevator cars.

Using flat panel displays that can be built into new construction or retro-fitted into existing elevators, the Captivate Network system delivers everything from national news and sports to local weather and the menu for the office cafeteria, all culled from either Captivate's regional servers or from

monitors, and work on the Worldwide Plaza in midtown Manhattan is expected to be complete by mid-December.

The Worldwide Plaza deal is particularly sweet, DiFranza says, because it's the worldwide headquarters of Ogilvy & Mather. "There's nothing like having our product sitting in front of [advertising executives] every day."

Unlike the old-media, closed-circuit cable television model of similar ventures, Captivate Network's wireless Internet system can quickly pull information and news from content providers all over the Web. It also demands significantly lower startup and maintenance costs.

DiFranza says that a large office complex with 20 to 30 elevators would cost around \$100,000 to fit with Captivate's system.

Of course, elevators aren't the only place people stand around waiting. Web-based info

"The ad community ... can't get access to business people during the day. We can."

Michael DiFranza, Captivate Network

servers housed in the office buildings.

The company has inked content deals with *The New York Times*, Reuters and *Boston Herald*, among others.

A dozen buildings in the Boston area use the Captivate system, including Boston's Seaport Hotel. Two office towers in New York City also have been fitted with the

screens could soon start popping up in front of lines at ATMs and sporting events as well. "We've been approached by a lot of different people for a lot of different applications," says DiFranza. "But we would probably create a different channel to support that, because it's a different set of demographics than we're bringing in the office tower market."



Captivate Network's Todd Newville, vp and CTO, with Michael DiFranza, president and CEO, at Boston's Seaport Hotel. A local forecast, left, can be shown in a Captivate-equipped elevator.

So what do the riders say to this latest information incursion? "The monitors are fun," says Ernest Sanchez, a trader whose firm, Gilford Brokerage, is located in one of Captivate's buildings in New York. "It's cool to get news about sports and weather when I'm getting in or leaving the office."

"I find it strangely interesting," says Amy Garvey, an editor at Kensington Publishing, also located in a Captivate building. Though the same information is available to her on her desktop, she finds herself looking at the Captivate screens during those long minutes in transit.

DiFranza says Captivate's research suggests that well over 90 percent of the people watch the screen regularly.

But, he says, "For the 10 percent of elevator passengers who want to continue to look at their shoes or watch the numbers or disappear into their own world, we need to be respectful," which is why the system does not have an audio component.

Captivate is targeting the top 25 media markets as it looks to grow its reach and carve out a niche among media buyers.

"The key for us is we're trying to build awareness in the ad community," DiFranza says. "They can't get access to business people during the day. We can. And we can deliver information to them in a pretty surefire way."

Unless, of course, people start taking the stairs. ■



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- National Recruiting Network – *Rivals100.com*
- The Insider's Report – *InsidersReport.com*

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Director, West Coast Sales
Paul van de Kamp (310) 291-9695

Director, Mid-West Sales
Tim Bierman (773) 929-9196



*Not the official web site.

Steve Coffey's Keeping Track

Media Metrix exec followed path of fate.

By Susan Kuchinskas

Steve Coffey helped build one of the Internet's most influential companies—a global business that's become the premier index of what's hot and what's not in the online world. So how did Coffey, executive vice president and vice chairman of Media Metrix, get such a big jump on his well-heeled competitors?

By accident.

As a kid in Grand Marais, Minn., and later as a Russian translator in the U.S. Air Force, Coffey had never even heard of market research. But when he left the service in 1979, fate landed him in Pillsbury's research department in Minneapolis, typing forms for the cake mix category.

"We'd set up these tests," Coffey says. "People would come in, taste a cake and talk about it." The tests illustrated the power of research: If testers loved a cake, it could lead to "a \$10 million decision to build a plant in the suburbs," Coffey recalls. "That's when I got the bug."

"The light went on.

We were like, 'Oh my God!'"

Steve Coffey of Media Metrix

He went on staff as an analyst and found it to be a powerful training ground. In 1981, he joined the Chicago office of NPD Group, a market research firm. Four years later, Coffey moved to NPD's Port Washington, N.Y., facility to head up its panel research for packaged goods, directing a joint venture with Nielsen Marketing Research to measure consumers' viewing, reading and

purchasing habits.

When Coffey became head of NPD's advanced R&D team, he came up with the idea of building a device to meter the actual usage of software on the PC. "We were looking at ways to exploit technology for custom and syndicated research," Coffey says. "NPD was tracking software sales by point of sale. We [wanted] to enrich the sample of data we could offer."

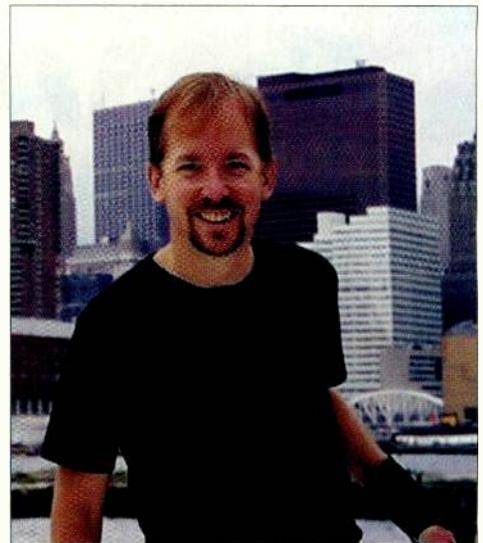
In 1994, the Web was mostly a collection of grad students' home pages; proprietary dial-up services ruled online. "Our list of priorities at the time was, first, forge a relationship with Prodigy; second, put out feelers to America Online; and third, find out what this Internet thing is," Coffey says.

In January 1995, Coffey and team members Karen Fore and David Pinsley installed the first PC Meters on the company's computers to see whether they'd work. There was one unexpected, paradigm-shifting discovery. Not only did the PC Meter

tell what software was used, it also told what Web pages Prodigy users viewed.

Coffey still remembers the moment. "The light went on. We were like, 'Oh my God!' I went running up to [NPD owner] Tod Johnson's office and said, 'Look, I need a million bucks, I'll explain later.'"

Coffey has been running like that ever since. Media Metrix launched in 1995 as PC



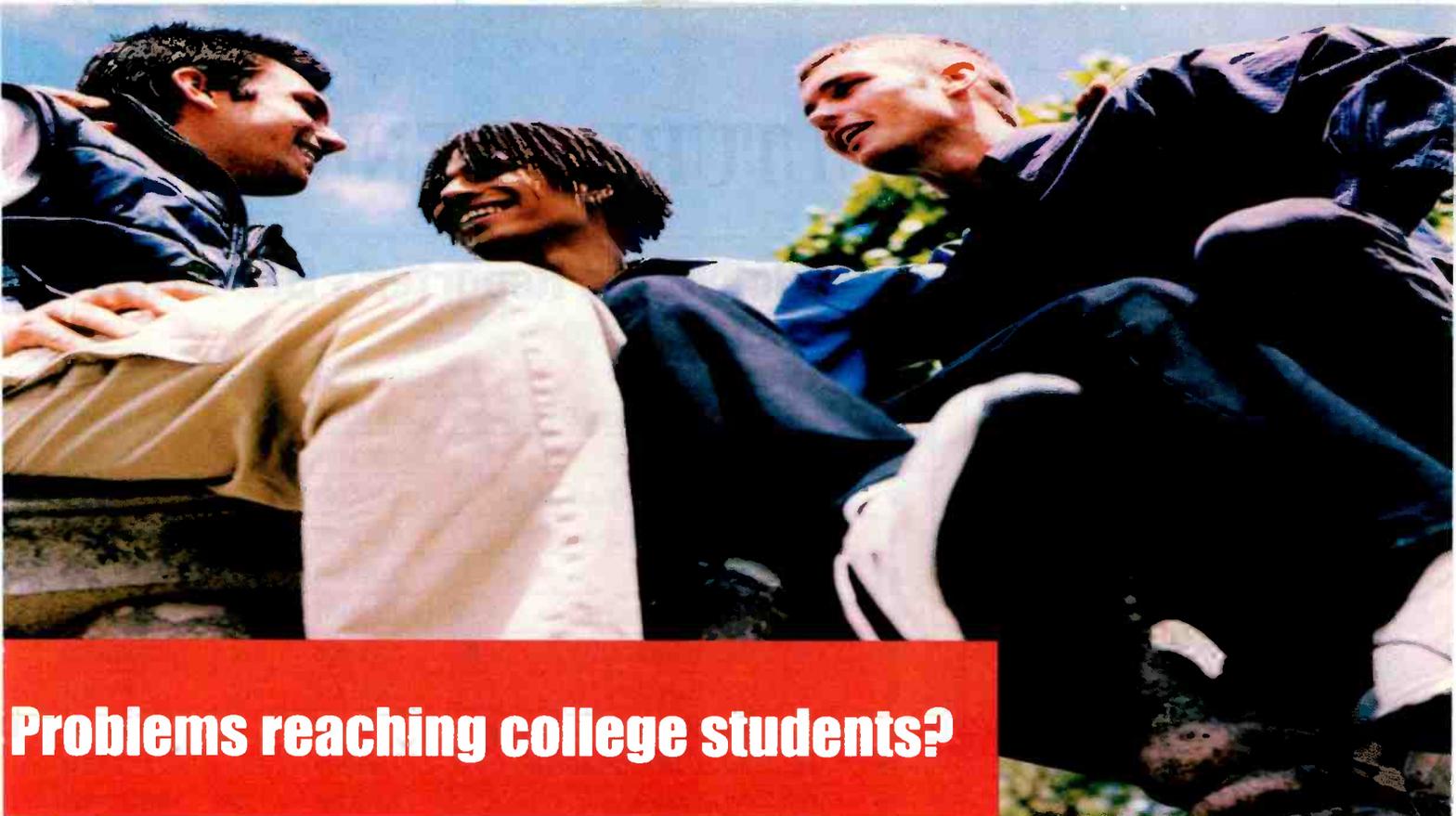
Steve Coffey works off his adrenaline by skating through New York's mean streets.

Meter with majority ownership by NPD. (The name was changed to Media Metrix in 1997.) Coffey talked up the service at conferences and trade shows. Most of the big New York ad agencies and media companies bought preliminary subscriptions. The first Internet ratings were published the following January; when Coffey unveiled them at a conference, he says his audience was amazed. "Everyone was convinced that Pathfinder would be No. 1—the hype had been incredible, but there was no data." Instead, AOL topped the list. Coffey was as stunned as anyone else, proving how important standardized tracking could be.

Since then, Coffey has concentrated on building out the Media Metrix service, which now has 50,000 "people under measurement" in the United States and 15,000 outside the country. Only this month did the company get around to changing the meter's name to MMXI Meter, to better reflect its purpose—and the company's rather volatile stock.

He skates to work through Manhattan, and has been known to arrive at a meeting with tire tracks on his pants. He doesn't wear a helmet, to the horror of his staff. "At this job, I can't take risks," he says. "There's so much riding on the quality of our data that we scrutinize it every step of the way. So in those few moments when I'm not working, that's where I can get my thrills and swim with the sharks—or at least skate with the cabs."

Coffey has a mellow side, too. In the right mood, at the right cocktail lounge, he'll sit down at the piano and croon a few tunes. His favorite song: Gershwin's "Someone to Watch Over Me." ■



Problems reaching college students?

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Recently, Media Metrix, an audience ratings and e-commerce measurement service, rated VarsityBooks.com as **the most visited** college-oriented* web site, with unique visitors totaling over 646,000 in August and 454,000 in September. And within the shopping category, they found that VarsityBooks.com had **the highest concentration** of 18-24 year old users in August and September.

And the numbers will get even better. Student Monitor discovered that 5% of the nation's college students bought at least one book online last spring, and a whopping **25% were expected to order online this fall.**

So visit our site, send an e-mail to arush@varsitybooks.com, or call Amy Rush at 202.454.3837 for more information.



VarsityBooks.com

*College oriented web site category defined by VarsityBooks.com

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 11/22/99

Artist/Group: **Stroke9**
 Song/Video: **"Little Black Backpack"**
 Director: **David Meyers**

Stroke 9 is a San Francisco-based rock band whose career thus far has followed the indie-rock work ethic to the letter. They formed in high school, released two albums themselves, booked their own national tour, and eventually made so much noise that they got signed. The band's Cherry/Universal debut album, *Nasty Little Thoughts*, is loaded with 3-to-4-minute harmony-loaded pop-rock songs.

©1999 MTV

CULTURE TRENDS

The Hollywood Reporter's Box Office

For weekend ending November 29, 1999

<i>This Week</i>	<i>Last Week</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Days In Release</i>	<i>Total Gross Sale</i>
1	New	The World is Not Enough	35,519,007	3	35,519,007
2	New	Sleepy Hollow	30,060,467	3	30,060,467
3	1	Pokemon the First Movie	12,502,869	12	67,372,092
4	2	The Bone Collector	6,531,270	17	45,128,155
5	3	Dogma	4,082,765	10	15,734,598
6	5	Anywhere but Here	3,249,861	10	10,142,856
7	6	The Insider	2,829,625	17	18,319,819
8	7	The Bachelor	2,430,414	17	17,855,321
9	4	The Messenger: Joan of Arc	2,275,613	10	10,535,892
10	14	Being John Malkovich	1,866,210	24	8,767,533
11	10	The Sixth Sense	1,615,192	108	269,975,523
12	8	House on Haunted Hill	1,538,406	24	37,362,693

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Bolt.com puts a whole new spin on marketing to teens.

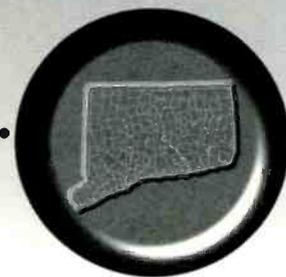
- Bolt is where forward-thinking companies find the next generation of consumers.
- Teens respond to Bolt's content because they write the content.
- Bolt's sponsorship opportunities ensure our audience interacts with your advertising.
- Bolt creates customized promotions that are welcomed by this skeptical audience.



Reach teens where they live. For more information, call Jeanne Sachs at (212) 620-5900 x291 in New York, Jason Schneider at (310) 914-0165 in Los Angeles, or Bob Zander at (312) 444-2940 in Chicago.

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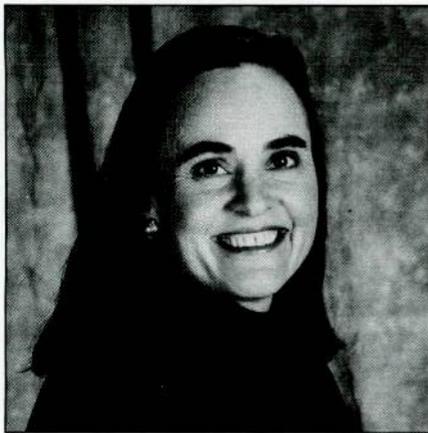
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Carla Loffredo
SVP/Director of Brand Communications
J. Walter Thompson

The Giving Season

As we enter the holiday season and look forward to the beginning of the 21st Century, the Advertising Club of New York has a lot to be thankful for.

Over the years, the Club has been fortunate to attract the highest caliber of advertising and marketing professionals. Their personal involvement and contribution has given the Club the ability to educate and guide other members of the industry in their pursuit of professional excellence.

We all benefit from the leadership and commitment of our membership - volunteers who join our committees, plan our events and share their expertise. Most importantly, we develop lasting friendships founded on common goals.

I am grateful to the dedicated Board of Directors and Committee Chairs who provide the leadership to serve the marketing and communications industry in New York. With their help and the generous contribution of countless companies who support and sponsor our events, the Advertising Club of New York is able to serve their membership.

Don't wait any longer to join the fun! Become involved! Let the Ad Club help you achieve your goals and you will reap the rewards for many years to come. I know this personally - giving back is one of the most satisfying feelings!

Thank you all.



Billboard's Top 15 Country Singles

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

<i>This Week</i>	<i>Last Week</i>	<i>Peak Pos.</i>	<i>Wks on Chart</i>	<i>Title</i>	<i>Artist</i>
1	1	1	18	I Love You	Martina McBride
2	2	2	13	When I Said I Do	Clint Black
3	6	3	20	Home To You	John M. Montgomery
4	7	4	13	He Didn't Have To Be	Brad Paisley
5	10	5	8	Breathe	Faith Hill
6	4	4	20	What Do You Say To That	George Strait
7	3	1	23	Something Like That	Tim McGraw
8	9	8	13	Come On Over	Shania Twain
9	8	5	26	Lonely And Gone	Montgomery Gentry
10	5	3	22	I'm Already Taken	Steve Wariner
11	12	11	23	All Things Considered	Yankee Grey
12	11	10	20	I'll Go Crazy	Andy Griggs
13	13	13	11	What Do You Say	Reba
14	14	14	8	Pop A Top	Alan Jackson
15	16	15	13	Big Deal	LeAnn Rimes

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Billboard's Top 15 Albums

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

<i>This Week</i>	<i>Last Week</i>	<i>Peak Pos.</i>	<i>Wks on Chart</i>	<i>Artist</i>	<i>Title</i>
1	-	1	1	Faith Hill	Breathe
2	2	2	2	Mariah Carey	Rainbow
3	5	1	22	Santana	Supernatural
4	1	1	2	Rage Against The Machine	The Battle Of L.A.
5	6	1	26	Backstreet Boys	Millennium
6	-	6	1	Savage Garden	Affirmation
7	7	1	44	Britney Spears	...Baby One More Time
8	-	8	1	Soundtrack Pokemon	The First Movie
9	9	3	12	Lou Bega	A Little Bit Of Mambo
10	3	3	2	Lil' Wayne	Tha Block Is Hot
11	14	1	12	Christina Aguilera	Christina Aguilera
12	12	1	21	Limp Bizkit	Significant Other
13	-	13	1	Fiona Apple	When The Pawn...
14	-	14	1	Various Artists	Totally Hits
15	11	1	7	Creed	Human Clay

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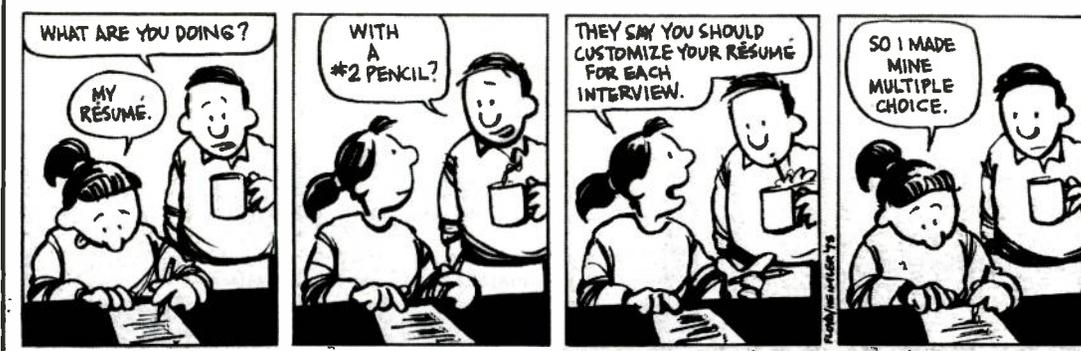
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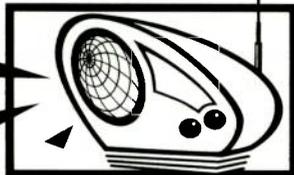
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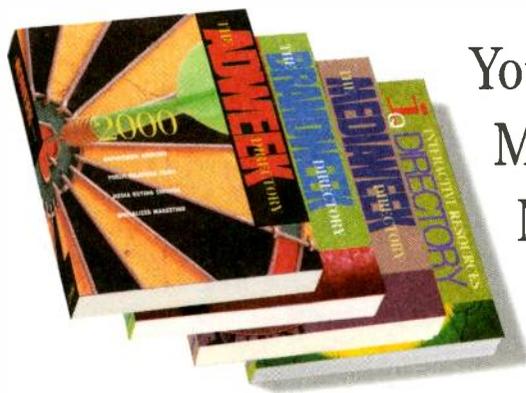
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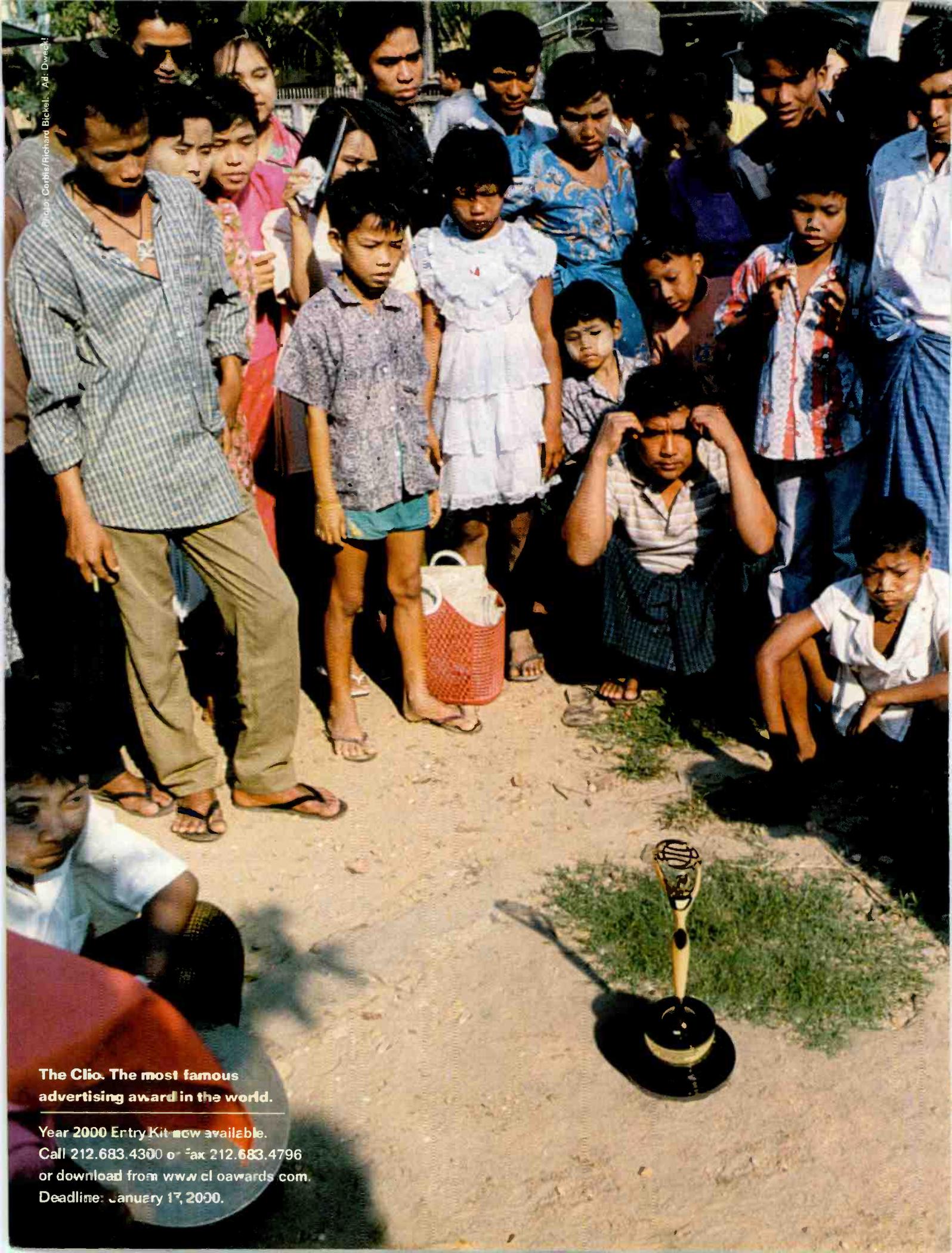
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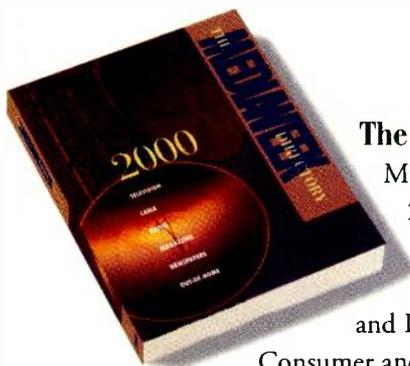
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Media Person

BY LEWIS GROSSBERGER



Book the Holiday

ACCORDING TO *TIME* MAGAZINE, WHICH knows about these things, most Americans are refusing to succumb to millennial hype and will stay home New Year's Eve. There they'll celebrate in a "quiet, meaningful" way—watching TV, having a few drinks, arguing bitterly about who picks Grandpa up off the floor and then making up with a lively bout of good old-fashioned thrashing, thumping sex. Media Person thinks this is perfectly lovely but wonders how everyone will spend New Year's Day, that first day of the rest of your millennium. Rather than

waste it on some frivolous activity such as sports or rubbernecking the Y2K-stricken planes falling out of the sky or sleeping off the hangover from your quiet, meaningful New Year's Eve, Media Person suggests you get 2000 A.D. off to a solid start by doing something you haven't done in years: read a book. To nudge you toward this noble endeavor, MP will generously provide a list of fine, new literary works that he perused yesterday during TV commercials:

Time Travel Park, by Michael Crichton: A brainy professor, a wise-guy scientist from Brooklyn and a rapacious tycoon and his beautiful blond niece travel back in time to medieval France, where they have sex with brave knights and bored ladies in waiting (hey, you'd be bored too if you had to stand around waiting all the time) but then, while still drowsy with postcoital bliss, are attacked by rabid dinosaurs infected with a scary virus that threatens to put the entire world in a coma in this heart-stopping thriller that's now being turned into a movie from the director of *There's Something About Mary*.

Harry Potter and the Magic Assault Rifle, by J.K. Rowling: As rumored, the fourth in the phenomenally successful series about a schoolboy wizard takes a darker turn when Harry jams a clip of .50-caliber dum-dum bullets onto his magic wand and

wipes out his obnoxious relatives, the Dursley family, screaming, "DIE, MUGGLE SCUM!" Fortunately, Harry is saved from life imprisonment when he manages to revive his victims as zombies, who can go on just as before except that now they have really bad breath.

I, Not Bill Gates, Shall Rule the Earth, by Jeff Bezos: The founder of Amazon.com describes how, starting with just one book (a dog-eared copy of *Chicken Soup for the*

Hey, you'd be bored too if you had to stand around waiting all the time.

Soul) and a walkie-talkie, he built a retail Internet empire that now sells everything from human kidneys to copies of *I, Not Bill Gates, Shall Rule the Earth*.

100 Top Celebrities Explain How to Survive the Y2K Crisis, by the editors of *People*: Heather Locklear, Johnny Depp and other stars share their strategies for staying alive next year.

Something's Mizzzen, by Patrick O'Brien: the 176th in a series of historical novels about the British Navy during the Napoleonic wars. In this rousing installment, officers Jack Aubrey and Stephen Maturin are called out of retirement to face a threat from German U-boats and laugh themselves sick over the ridiculous idea of submersible seacraft.

'Twasn't, by Frank McCourt: In the third volume of his popular memoirs, the Irish immigrant becomes rich and famous and travels from bookstore to TV studio plugging his books until he grows bored and finally reveals to Larry King that he's never been to Ireland and made up his entire poverty-stricken childhood, having actually grown up the son of a dentist in Cleveland. A grand joke by a master prankster!

Wednesdays With Morrie's Annoying Nephew, by Mitch Albom: A sensitive sportswriter visits his ailing mentor only to find him gone and replaced by a tedious relative who inherited his house. Quietly shattering.

The Not-So-Great Generation, by Stone Phillips: A fabulous-looking anchorman chronicles the poignant saga of the little-known generation that came after those who fought World War II but before the baby boomers. Ignored, condescended to and seldom polled, these desperate men and women now find themselves too young to retire but too old to have any commercials aimed at their demographic. Yet they trudge on bravely toward a bitter and resentful old age.

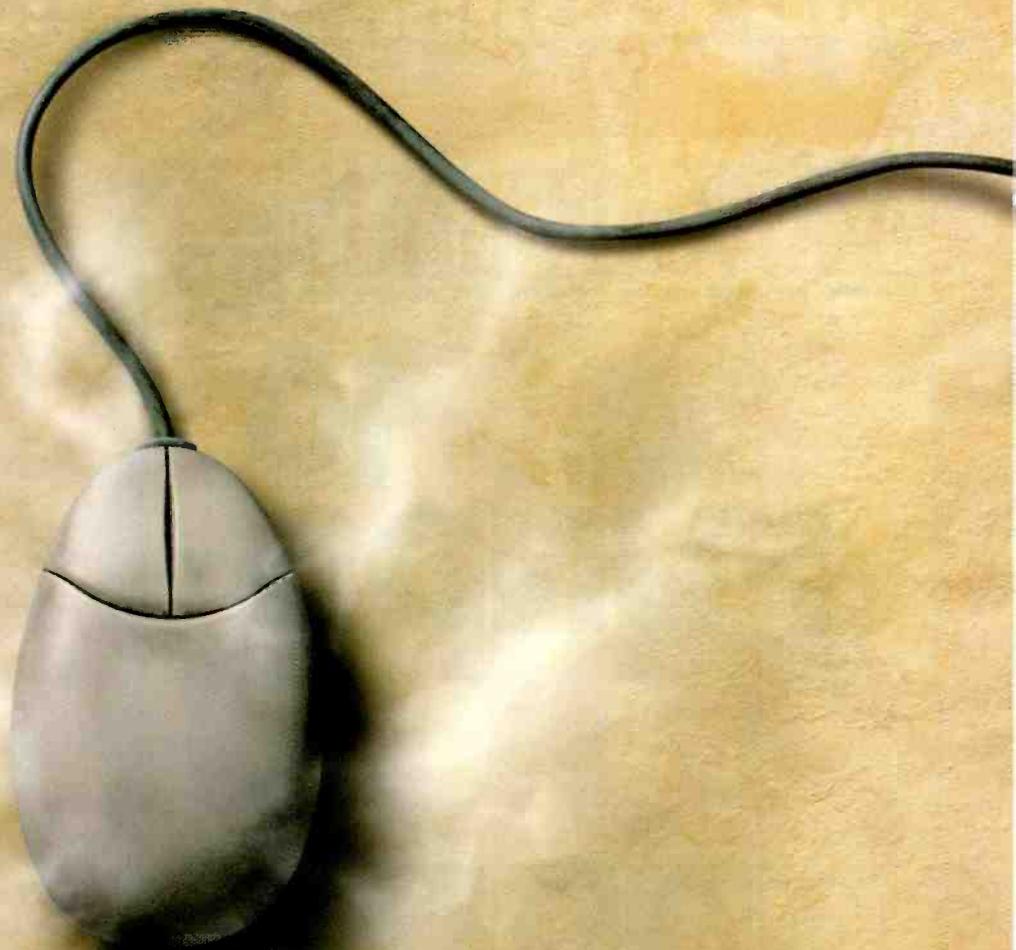
Apocalypse Right After Lunch, by Tim LaHaye and Jerry B. Jenkins: the seventh volume in a series about true believers battling the Antichrist. This time they get him in a sleeper hold.

I Was There First, by George Bush: The father of presidential candidate George W. Bush pens a fascinating, offbeat memoir. His outrageous claim that he himself was once a U.S. president is hard to believe, but creating a fictional persona he calls "Dutch Jr.," who turns up at critical times during the Reagan presidency, really goes over the top.

The Garbo Addicts' Diet, by Ursula Blotnik: Older Americans who obsessively crave Greta Garbo films are counseled not to wallow in self-blame and shame but instead to take control of their lives and give themselves a good slapping-around.

I Put My Trust in God, by Gamil al-Batouti: spiritual advice from a veteran aviator who believes that crises of the soul are best handled by repeating a simple prayer 12 or 14 times while entering a steep dive. ■

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