

# MEDIA WEEK

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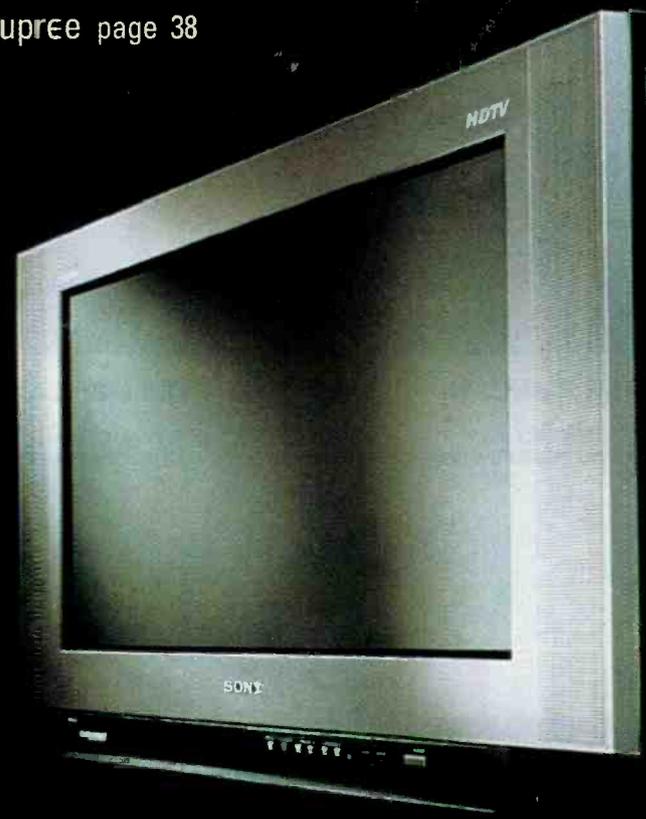
Vol. 10 No. 2

THE NEWS MAGAZINE OF THE MEDIA

January 10, 2000 \$3.50

## SELLING HDTV

The televison industry wants to educate you.  
Then, it figures, the sets will sell themselves.  
By **Scotty Dupree** page 38



**Fox and Cox Settle, But Retrans Battles Simmer** page 4  
**NAACP Strikes Diversity Deals With ABC, NBC** page 5  
**Magazines Brace for 12-15% Postal-Rate Hikes** page 6

### MARKET INDICATORS

**National TV: Slow**  
Networks continue to hold out for scatter rates 25 percent above upfront. But with their already heavy upfront schedules, many buyers have been in no rush to jump on board with first-quarter scatter.

**Net Cable: Steady**  
American Airlines is back in national cable after a long hiatus. First quarter is moving nicely, with dot.com business still downloading cash into networks with young demos.

**Spot TV: Sluggish**  
Dollars are flowing to station groups with major events planned for 2000, but the overall marketplace is still suffering from a post-holiday hangover. Dot.coms are stepping back a bit.

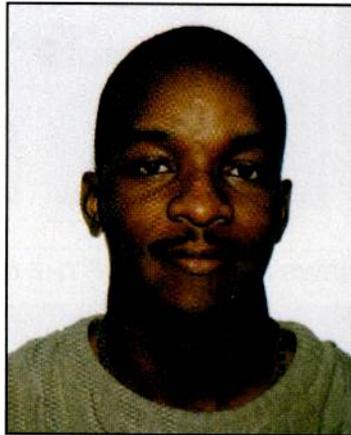
**Radio: Calming**  
Buyers are breathing a sigh of relief; dot.coms have settled down and politicals have yet to kick in. Rates are high but negotiable.

**Magazines: Moving**  
Pharmaceutical and beauty ads are expected to return to many magazines in the first quarter.





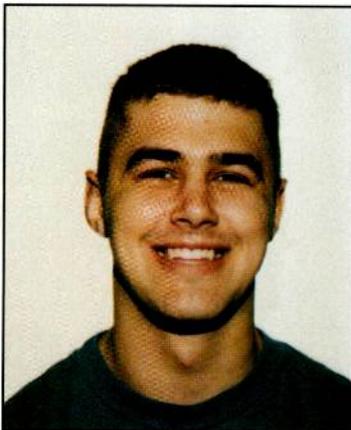
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**AGE: 32**  
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**OCCUPATION: SERVICE AGENT**



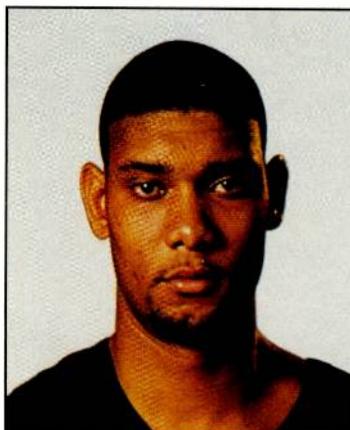
**NAME: TIM DUNCAN**  
**AGE: 23**  
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**OCCUPATION: TECHNICIAN**



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**OCCUPATION: SALES MANAGER**



**NAME: TIM DUNCAN**  
**AGE: 19**  
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**OCCUPATION: STUDENT**



**NAME: TIM DUNCAN**  
**AGE: 23**  
**CITY: SAN ANTONIO, TX**  
**OCCUPATION: POWER FORWARD**



**NAME: TIM DUNCAN**  
**AGE: 28**  
**CITY: NORMAN, OK**  
**OCCUPATION: GRAPHIC DESIGNER**

**ESPN** The Magazine. **The Readers.**

# AT DEADLINE

## Emap Restructures, Changes Name

One year after U.K.-based Emap acquired Petersen Companies, publisher of magazines including *Sport*, *Teen* and *Motor Trend*, the company has restructured into two divisions. The move, which coincides with a name change from Emap Petersen to Emap-USA, is aimed at giving "real focus to the management" of the company's disparate titles, said CEO Tom Moloney. "My personal view is [Emap Petersen] grew very quickly and was overcentralized," Moloney said. Moloney continues as president of Emap-Petersen Active, which includes *Motor Trend* and *Skin Diver*. Former Emap Petersen vp/general manager Steve Parr becomes COO of the Active group. The other division, Emap-Metro, will be overseen by newly named president Marcus Rich, formerly a vp/general manager, and includes titles such as *FHM*, *Sport* and *Teen*. Also, for the first time *Sport*, the nation's oldest sports magazine, will no longer have a dedicated sales force but instead will be sold through Emap's new Marketing Network.

## RADAR Nets Will Join CMR

Radio network execs from the five RADAR-rated networks say they have agreed in principle to participate in Competitive Media Reporting's estimates of network radio advertising expenditures. The parties met last week to iron out their differences in how the VNU-USA-owned company reported network radio, which has shown that segment of the business down while other sources have demonstrated strong growth. CMR is also considering including ad expenditures for syndicated radio shows. "Both sides need to agree on how the networks will deliver the data and how CMR will incorporate it," said Jerry Arbittier, CMR senior vp of corporate product planning. In the meantime, CMR sent a statement to all its subscribers qualifying its report that network radio has declined by 45 percent: "Our network radio spending data might be misconstrued as trending downward, when industry evidence suggests it is not," the statement read in part.

## Sports Afield Not Going Far Afield

Former *Sports Afield* editor in chief Tom Paugh, who held the position for 15 years until being replaced by Terry McDonell in 1993, is said to be a top contender to succeed John Atwood, who left the magazine last Friday. Hearst Magazines has completed the sale of *SA* to Robert Petersen, founder and former chairman of Petersen Companies. The monthly will

return to its "hook-and-bullet" roots with the June issue. *SA* moves its headquarters to Los Angeles on Feb. 14.

## Pokémon Lifts Kids' WB to Ratings Win

Kids' WB, propelled by the strength of *Pokémon*, was the fourth-quarter ratings winner among kids 2-11 on both Saturday mornings and weekdays, according to Nielsen Media Research numbers. Kids' WB recorded a 4.2/18 in the demo, more than doubling the 1.8 rating it recorded during the same period last season. This compared to a 4.0/17 for Nickelodeon, a 2.7/13 for ABC and a 2.7/3 for Fox Kids. Kids' WB was also the top-rated network on Saturday morning during the fourth quarter among boys 2-11 (5.9/24), kids 6-11 (4.9/22), boys 6-11 (7.2/29) and boys 2-5 (3.8/16). *Pokémon* was the top Saturday-morning program for the quarter, with a rating of 7.2/26 among kids 2-11 and an 8.8/32 among kids 6-11 in the 10 a.m. time period.

## Turner Slices Time From WCW

Turner's World Championship Wrestling last week put a sleeper hold on its Monday-night professional wrestling program, cutting a full hour off the previous two-hour *Monday Nitro* grappling extravaganza. The WCW series, which has been consistently pinned in the ratings of late by USA Network's World Wrestling Federation *Raw*, will run from 9 to 10 p.m. Turner executives said the reduced time will allow for a more coherent wrestling show. WCW premiered on Monday nights on September 1995 and had stellar ratings for Turner before faltering in 1998, when the WWF greatly pumped up its stable of wrestlers.

**Addenda:** P.O.V. magazine, which lost a reported \$12 million since its 1995 launch, shut its doors last week, casting nearly 40 people out of work... CBS will spin off its various Internet ventures, including CBS MarketWatch and CBS SportsLine, into a new company, CBS Internet Group, to be headed by CEO Russ Pillar... In a speech at the annual Consumer Electronics Show in Las Vegas last week, FCC Chairman Bill Kennard gave broadcasters and manufac-

turers until April to figure out a way to integrate interactive digital TV with cable before the FCC takes regulatory action... A group of National Geographic contributors have sued the magazine, Eastman Kodak and Mindscape for illegally reproducing the work of more than 1,000 authors and photographers in a CD-ROM and DVD.

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Jeannette Chang: selling a made-over *Bazaar*

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**Merged Structure Taking Shape at CBS' King World**

The first layoffs from CBS' acquisition of King World Productions began last week with the dismissals of three sales executives at CBS' Eyemark Entertainment. More pink slips are expected to fly soon.

Though executives and representatives of both companies declined to comment, it appears CBS will end up with one syndication company overall with two individual barter divisions. According to one insider: "Contractual ties that King World has due to commitments to a number of producers will keep the King World barter division running separately."

How the pending merger of CBS and Viacom will affect CBS/King World and Viacom's Paramount syndication arm has not been determined.

The new structure at CBS' merged syndication operation has King World chairman Roger King reporting to CBS Television president Les Moonves and Eyemark chief Ed Wilson reporting to King. Armando Nunez Jr. will head up the international distribution divisions of King World and CBS.

For the first time, King World will handle sales of an off-network show in 2001 with the CBS hit *Everybody Loves Raymond*. *Curtis Court* will be the company's new first-run offering at this year's NATPE conference later this month. Eyemark will peddle *Cindy Margolis*, a weekend late-night hour, and *CBS Marketwatch*, a half-hour weekly. Eyemark and King World will maintain separate booths at NATPE.

—Marc Berman

**The Village Voice Sells For Reported \$160 Million**

In what's being hailed as the biggest-ever transaction in alternative weekly publishing, New York's venerable *The Village Voice* and other papers last week were acquired by private investors, including longtime *Voice* executive David Schneiderman.

New York investment-management firm Weiss, Peck (continued on page 6)

# Fox and Cox Settle Standoff

*But flurry of other retransmission-consent disputes continues*

**REGULATION /** By Jim Cooper

**A**fter a weeklong blackout of Fox TV station signals in 440,000 Cox cable homes, Fox parent News Corp. and Cox Communications agreed in principle late last week to put the stations back on the air. The agreement restores Fox's owned-and-operated stations to Cox systems in Texas and Northern Virginia and ensures uninterrupted service of Fox's local and national broadcasts. Both companies said they would not disclose any further terms of the agreement.

The settlement means that Fox has successfully signed retransmission deals with most of the top cable companies, including AT&T, Time Warner and Comcast.

However, even as Cox and Fox settled their dispute, other broadcasters and cable companies last week were working to break stalemated retransmission-consent negotiations, with both sides seemingly aware that protracted battles over what gets carried where would hurt their business interests equally. Cable companies won't have the diversity of channels on their new digital tiers, and broadcast programming will be missed by chunks of viewers.

Separate retransmission snags have yet to be worked out between Time Warner Cable and both ABC—which wants distribution for its SoapNet—and Hearst Argyle, which is pushing for higher license fees for Lifetime and carriage for spin-off service Lifetime Movie Network. Lifetime (jointly owned by ABC and Hearst) is handling the negotiations for Hearst Argyle,

which secured an extension until Jan. 20. A Lifetime representative declined comment on negotiations, as did Time Warner Cable spokesman Mike Luftman, who only said the negotiations were ongoing and positive. An ABC representative said carriage for SoapNet is only one aspect of the company's retransmission negotiations and is not a mandatory demand.

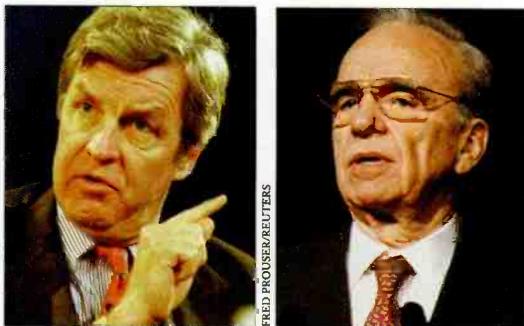
"We are having productive conversations with all the MSOs. We are confident we will come to a resolution within the next few weeks," said Charlie Noonney, executive vp of sales and affiliate marketing for Disney/

ABC Cable Networks.

Other major operators such as Comcast, AT&T and Adelphia have either settled their expiring retransmission consent deals or have secured extensions to do so.

Washington got involved last week, since the biggest Cox area affected was Fairfax County, Va., an upscale suburb of Washington, D.C., lousy with federal politicians. In a joint letter sent the day before the settlement to Cox president Jim Robbins and News Corp. chairman Rupert Murdoch, Senators Mike DeWine (R.-Ohio), George Voinovich (R.-Ohio), Patrick Leahy (D.-Vt.) and Herb Kohl (D.-Wis.) expressed concern about its impact on consumers.

In the letter the Senators asked the two companies to "either extend the prior retransmission consent agreement or come to some other agreement that will allow time for further negotiations while at the same time returning all service to all consumers."



Several senators jointly sent a letter to Robbins (left) and Murdoch, beseeching them to reach an agreement.

Now that that has happened, Sen. Leahy has sounded a curt note of approval. "Viewers were drafted as pawns in this contractual dispute, and I'm glad that part is over," said Leahy, who sits on the Senate Appropriations and Judiciary committees.

In negotiating retrans deals, operators have again found themselves caught between keeping customers' bills in check and containing the rising costs of sports and entertainment networks. "The operators are frustrated with their inability to give customers what they are asking for at reasonable prices because they are hamstrung by what the programmers need to meet their bottom line, and it's not necessarily what's in the best interest of the customer," said one former operator turned industry consultant, who requested anonymity.

Some industry observers have noticed a 180-degree shift in negotiating clout in cable from the MSOs to the networks due to satellite competition and the need to fill digital capacity with programming customers really want. "This is a signal that the power in the industry is shifting more to the programmer because the customers are going to blame the cable company no matter what," said Paul Talmey, president of Denver-based Talmey-Drake Research & Strategy.

At issue in the battle between Cox and Fox was Fox's insistence that Cox carry FXM and Fox Sports World on all of its digital platforms as payment for Cox's retransmission of Fox's stations. Cox said it wanted the freedom to geographically tailor its digital offerings and refused.

But why did Cox take so firm a stance against a deal with Fox while other MSOs were willing to strike deals? One theory is that Cox used Fox as a precedent-setter for its pending negotiations with ABC and especially CBS, which, with its acquisition by Viacom, could potentially try to negotiate space for dozens of digital services.

"We were really trying to take a long-term view of the fact that we don't want to set the precedent to agree to any deal that anybody just asks for," explained a Cox representative.

By turning off Fox, Cox also drew the attention of their satellite rivals. DirecTV scrambled unsuccessfully last week to wage an anti-cable guerrilla marketing campaign before the settlement was reached. EchoStar actually launched an advertising push in the D.C. area encouraging cable customers to switch over so they could get Fox and other services cable doesn't offer. EchoStar is waiting to hear how many subs it lured. ■

# Diversity Diversion

*Nets' initiatives take a new turn as more minority groups want in*

**TELEVISION** / By John Consoli

**W**hile two of the Big Four broadcast networks reached diversity-initiative agreements with the NAACP last week and the other two are expected to do so shortly, new questions about the roles of minorities in the TV business have been raised by the leaders of three other minority groups who believe they have been unfairly excluded from the process.

NBC president Bob Wright is expected to meet tomorrow at the network's Burbank, Calif., offices with leaders including Alex Nogales, head of the National Hispanic Media Coalition; Sonny Skyhawk, head of the American Indians in Film and Television; former U.S. congressman Norman Mineta,

leader of a coalition of Asian Americans; and former congressman Esteban Torres.

NAACP president Kweisi Mfume has described himself as the point man for all minority groups' efforts to bring about change in Hollywood, and in announcing the NAACP's agreement with NBC last Wednesday, Mfume stressed that the wording in the pact covers all minorities, not just African Americans. But leaders of the Hispanic, Native American and Asian American groups claim some of their concerns were not addressed. They also were put off that they were not invited to the announcements of the agreements with NBC or with ABC, which took place last Friday.

ABC officials said late Friday that they had not been contacted by any of the other minority organizations. "Our objectives are very broad-based and extend to all minority groups," said Julie Hoover, an ABC vp. "We would hope that all the groups involved would examine these pledges and give them a chance to be put into effect."

The goal of the NBC and ABC agreements, according to Mfume, is to get more minorities "into the pipeline" at the networks, at all levels, so that down the road

they can work their way upward within the system. "We went through great lengths to ensure this would not be an agreement of quotas," he said of the NBC pact.

A key pledge by NBC will be to fund an additional minority writer position on the staffs of every second-year show. Among other pledges in the nine-page agreement: NBC will create 25 yearlong training positions targeting minority professionals and will ensure that a "substantial number" of its 90-plus pages will be minorities.

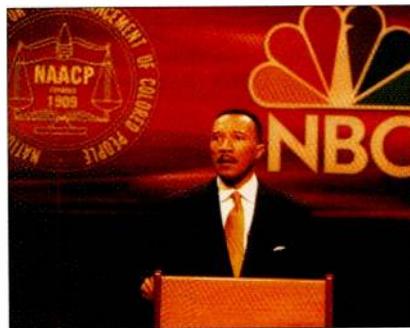
ABC's pledges include: developing outreach plans aimed at recruiting more minorities; offering scholarships for minority broadcast students at colleges; increasing the diversity of writers and directors; adding minority associate producer posts on the network-owned daytime soap operas; and requiring all of its producers to hire qualified minority employees.

Mfume said the NAACP expects to finalize pacts with Fox and CBS this week, then turn its attention to UPN, the WB and the cable networks, which he said exhibit the same diversity problems as the Big Four.

In an interview following the NBC announcement, Mfume addressed the recent firing by UPN of *Moesha* executive producer Vida Spears, who had balked at new story lines later this season that will involve gangs and an illegitimate child. "We support Vida Spears and her philosophy," Mfume said. "The fact that she didn't want to ghettoize the show was important to us."

Mfume said his planned discussions with UPN will include the direction of *Moesha*. Paul McGuire, UPN senior vp of media relations, said the network had no comment on Mfume's statements.

A UPN exec who requested anonymity said: "All of our prime-time, live-action shows have a minority actor in at least one starring or co-starring role. We also have a better ratio of minorities on the writing and production side than the other networks." ■



Expanding the effort: Mfume plans to have talks with UPN, the WB and cable networks.

LISA BERG/NBC

Greer heads up the group buying the *Voice* and seven sister papers, including *LA Weekly* and *Seattle Weekly*, as well as separately owned *Nashville Scene*, creating Village Voice Media. Late last week, the group decided to shut down the *Long Island Voice*, one of the weeklies, due to poor circulation and a lack of new advertisers.

Schneiderman, president of *Voice* parent Stern Publishing, becomes CEO of the new company, in which he is also an investor. He said the chain will aggressively pursue other media acquisitions, including newspapers, Internet properties and radio stations. Reports valued the deal at \$160 million, which some observers called a bargain.

"[*The Village Voice*] is the brand name in alternative newsweeklies," said Kevin Lavalla, managing director with New York-based Veronis, Suhler & Associates, which brokered the transaction. He said the deal provides "sophisticated management and the resources to help these publications flourish and compete in their marketplace." — *Tony Case*

## Reader's Digest Taps Time Inc.'s Schrier as Editor

Eric Schrier, most recently president/CEO of Time Inc. Health, last week was appointed editor in chief of Reader's Digest Association. Schrier said he began discussions with RDA last fall, not long after Time Inc. Health inked a deal to acquire the name and subscriber list of RDA's *American Health*.

"Any publishing business, any information business, lives and dies on the quality of its relationship with its customers, and that's set by the quality of its editorial content," said Schrier, who will begin his new job at RDA in February.

Schrier's responsibilities will include the U.S. and international editions of the company's flagship *Reader's Digest* and its special-interest magazines and reference books, as well as Internet, music and video operations. RD editor in chief Christopher Wilcox will report to the 48-year-old Schrier, a former editor in (*continued on page 8*)

# Postal-Rate Crusher

USPS expected to recommend 12-15% hike in second-class fees

**MAGAZINES** / By Lisa Granatstein

**C**onfirming magazine publishers' worst fears, the U.S. Postal Service board today is expected to recommend a 12 to 15 percent increase in second-class postal rates, to take effect in 2001. If approved, the increase would cost publishers as much as \$300 million annually in additional postage fees, according to the Magazine Publishers of America. The most recent second-class hike, a modest 4.6 percent, took effect last January.

"That's a major hit for magazines," said Dan Capell, editor of *Capell's Circulation Report*. "You're going to have to look at your rate base. Can you justify the level [of] your subscription file if you're going to add 12 to 15 percent cost on postage?"

"We're certainly unhappy with the proposal," said Rita Cohen, MPA senior vp of legislative and regulatory policy. "We will be very active in litigating the case before the Postal Rate Commission to try to point out ways to have the increases be lower."

Gerry Kreienkamp, a Postal Service representative, declined to comment in advance of today's board meeting.

While the publishing industry was nailed with a 13 percent hike in 1995, "it was not as out of line with what was occurring with other classes of mail," said Cohen. "Here, we are getting a much larger increase, and

we don't feel the Postal Service's costs should be as high as they are." The Postal Service board is expected to recommend 6 percent bumps for first- and third-class mail.

Periodical processing costs have been going up faster than other classes of mail since 1986, despite publishers' attempts to make mailings more efficient through automation and bar-coding. A two-year joint study completed last March by the Postal Service and the publishing industry offered several recommendations to help trim costs and improve delivery. Last week, an industry task force, including reps of the MPA and the American Business Press, met to discuss making changes between now and 2001. Possible improvements include using additional equipment to process periodical mail and reducing breakage of bundles before they are given over to carriers.

"We're working diligently to try to get this into a single-digit increase," said Jim O'Brien, Time Inc. director of distribution and postal affairs and a task-force member. "This is really a first for the Postal Service to work together with the industry. It's a positive sign, but the results are yet to be seen."

The Postal Rate Commission will conduct hearings on the board's proposals that could last up to 10 months. The commission will then issue a recommendation that goes back to the board for final approval. ■

# McCain's Pax Evasion

Unlikely sources defend senator's contact with FCC in station case

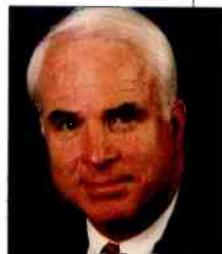
**WASHINGTON** / By Alicia Mundy

**P**olitics makes strange bedfellows, but even so, John McCain must have choked last week when he woke up and saw whom he'd slept with. McCain (R.-Ariz.) was being pilloried for allegedly using his influence as Senate Commerce Committee chairman to help a major campaign contributor, Paxson Communications. And the people defending him were his favorite targets: the richly remunerated lobbyists of "Gucci Gulch" and Democrats.

The spectacle began when the media learned that McCain was being accused of

using heavy-handed threats to force the Federal Communications Commission to help Paxson acquire the license for independent WQED-TV in Pittsburgh. In a letter, McCain had warned the FCC to resolve by Dec. 15 the license dispute that had been in limbo for two years, or explain "why not."

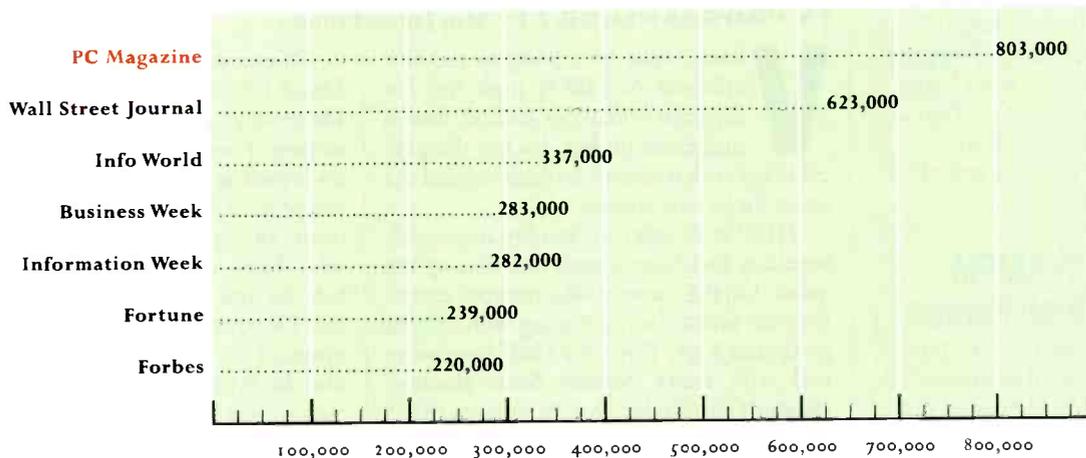
McCain has lobbed



McCain tried to speed up the FCC.

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## MEDIA WIRE

chief of Time Inc. Ventures, where he was involved with the launches of *Martha Stewart Living*, *This Old House* and *Vibe*. —Lisa Granatstein

### NAB Girding for Battle Against Kennard on LPFMs

The National Association of Broadcasters went into high gear last week when it learned that FCC Chairman Bill Kennard is likely to put low-power FM on the agenda of a Jan. 20 meeting of the commission. Kennard is said to be confident he has two supporting votes from commissioners Susan Ness and Gloria Tristani, both fellow Democrats, to go ahead and create a new class of low-power FM stations.

Congress is in recess, making it difficult for the NAB to marshal its forces on the Hill against Kennard's initiative. But that didn't stop the NAB, which has already orchestrated several extensions to the FCC's comments deadline and last week urged its members to contact their representatives to support Rep. Michael Oxley's (R.-Ohio) Radio Broadcasting Preservation Act. That bill would prevent the FCC from authorizing any new low-power FM service. —Katy Bachman

### CNET Joins With AMFM To Launch All-Tech Format

The love affair between radio and the dot.com world intensified last week when CNET and AMFM created the first all-technology news radio format. With the Jan. 14 launch of CNET Radio 910 on AMFM-owned KNEW-AM in San Francisco, AMFM and CNET are betting the format will catch on as a prelude to a national rollout.

CNET Radio will be broadcast on KNEW from 5:30 a.m. to 7:30 p.m. daily. AMFM will handle ad sales, cross-promote the station on its six Bay Area stations and share the revenue with CNET. The content also will be streamed on CNET's Web site.

"Everyone's life is affected by technology," said Brent Osborne, general manager of KNEW. —KB

similar missives to the FCC in the past, but he had recently accepted roughly \$20,000 from Paxson execs and taken four rides on Lowell Paxson's private jet. One of them was a Dec. 9 jaunt to a posh fund-raiser just a day before McCain sent the letter. FCC Chairman Bill Kennard took the opportunity to write back to McCain, chiding him publicly for his "highly unusual" demand.

But the deal had something to do with McCain's motives. Paxson, which had no outlet in Pittsburgh, offered to buy out WQED with Cornerstone, a religious broadcaster. "We wrote [the FCC] the first time in November and they didn't bother to respond, so we had to write them a second letter," said McCain spokesman Howard Opinsky.

Former Clinton legal counsel Lanny Davis, who represents Cornerstone, said the FCC agreed in principle with the Paxson-Cornerstone purchase and promised

"expedited" review. The agreement would die if the FCC did not vote by Dec. 31, 1999. Even a negative decision, Davis said, would be better than none, since it would let his client appeal.

To Paxson, Davis and some Commerce Committee staffers, it appeared that the FCC was deliberately stalling, trying to keep a right-wing religious group from getting the station without having to publicly act. Davis enlisted three Democratic Congressmen to write Kennard. Paxson went to McCain, and, Davis lamented, "John said, 'No.' He did not do what Paxson asked him." But last month, the FCC approved the deal 3-2. And a bemused Davis defended McCain on *Nightline* last week. Said Davis: "If McCain, as the person in charge of oversight of the FCC, had *not* written the letter telling them to do their job, then he shouldn't be chairman of that Committee." ■

## HBO's Post-Sopranos Plan

*Pay-cable net is developing a half-hour drama and several comedies*

**TV PROGRAMMING** / By Alan James Frutkin

Viewers may be itching to see new episodes of HBO's mob hit *The Sopranos* when the second season premieres on Jan. 16, but the pay-cable network is already looking beyond the series for its next winner.

HBO is in talks to develop a groundbreaking half-hour drama to shake up the genre. On the comedy side, network executives are said to be negotiating with *Seinfeld* co-creator Larry David for a half-hour series and with *Larry Sanders Show* alumnus Janeane Garofalo for a half-hour series of her own.

The pilot for another new HBO comedy, *Lloyd, What Happened?*, will be reshot this month with some cast changes, according to a source close to the project. Directed by Harold Ramis (*Analyze This*, *Groundhog Day*), the pilot is produced by Tom Hanks' Playtone and Touchstone Television. It centers on a corporate climber's struggle to the top, and may launch as early as this spring.

Although HBO senior vp of original programming Carolyn Strauss declined to comment on any projects in development, she said the network's current programming strategy dates back to the critically acclaimed *Sanders*. "We really felt that [*Sanders*] was a high mark for ourselves," Strauss said. "And the catch for us was, 'What do we do now?'"

Of course, along came *Sopranos* creator David Chase and *Sex and the City* creator Darren Star, and the rest is history. With the success of both series, Strauss now must outdo herself again. One consistent element in the projects Strauss takes on is the fact that most of the artists who have delivered hits for the network are TV veterans. "As opposed to the rap that this type of experience turns you into a big old hack, it's created a hunger in these artists to push the boundaries and realize the potential of the medium," she said.

The creative community sees HBO as a preferred destination. "It's a place that's focused on quality," said Garofalo's manager, David Rath of 3 Arts Entertainment. "Some artists want to make a lot of money and have the most people possible see them. For Janeane, it's more about the work." Like Strauss, Rath declined to comment on Garofalo's negotiations, but he said a search is under way for a showrunner to be paired with the comedian. ■



Garofalo may soon return to HBO with her own show.

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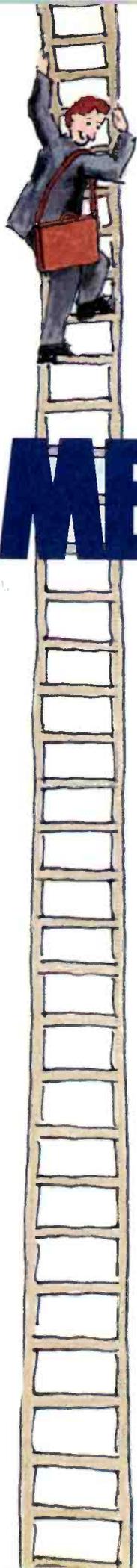
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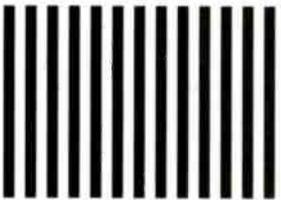
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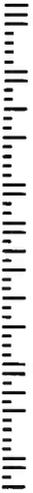
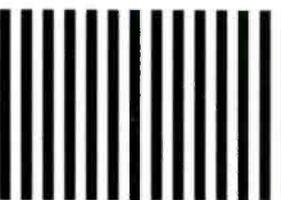
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## The Might of Must-See

Nearing halfway point, NBC's Thursday lineup has slipped only a bit

NETWORK TV / By John Consoli

Preseason predictions that the rival broadcast networks had effectively counter-programmed NBC's Thursday prime-time juggernaut are now history. Though declining, NBC still maintains top-dog status for the night. In the first quarter, only ABC's hourlong *Who Wants to Be a Millionaire* seems to have a chance to further weaken "Must See TV."

And because ABC plans to return the successful game show for three nights weekly beginning next week, many media buyers are watching carefully to see if viewers begin to lose interest. *Millionaire* faced the NBC Thursday 9 p.m. to 10 p.m. lineup twice during the November sweeps, averaging a 15.1/23 in households and a 9.0/22 in adults 18-49, outdrawing NBC's veteran *Frasier* and freshman *Stark Raving Mad*. Whether viewers will abandon first-run episodes of *Frasier* on a regular basis to watch a game show that they can see two other times a week is another question.

NBC's Thursday lineup of *Friends*, *Jesse*, *Frasier*, *Stark Raving Mad* and *ER* was down only 4 percent in households during the fourth quarter, recording a 13.7/22, sizably ahead of No. 2 CBS with a 7.6/12. But the NBC block did decline 9 percent in the all-important 18-49 demo, to 9.7/26, from 10.7/30. UPN's *WWF Smackdown* did draw some young males away from the NBC block, as did the WB's *Charmed*. And ABC's Thursday-night hodgepodge, including the two November *Millionaire* episodes, led to a

33 percent increase in the 18-49 demo, to 4.0/11, from 3.0/8.

But there's not much left to challenge NBC on the night. Fox, whose Thursday night turned into a disaster early in the season—*Manchester Prep* was cancelled before it even aired and *Action* got the axe after only half its initial run—plans to air theatrical movies for the rest of the first quarter.

*Lethal Weapon 3* will lead off the lineup on Jan. 13, followed by *Maximum Risk* on Jan. 20.

Media buyers said NBC's Thursday-night fate is in its own hands. The network needs to re-sign its *Friends* cast and add new life to its *ER* storylines, they noted. For example, they believe NBC missed an opportunity with an *ER* story arc featuring Al-an Alda that was popular with viewers but got written out of the show.

But while the night is the most expensive for advertisers to buy on TV, it is hard to ignore that three of the shows are among the top five in ratings and the other two are top-10 shows. "It's still far and away the best night on television," said one media buyer about the NBC Thursday-night lineup. ■



Fox will use theatricals like *Lethal Weapon 3*, starring Danny Glover.

## Football's Stable Season

NFL ratings didn't lose ground, despite declines of popular teams

TV SPORTS / By John Consoli

Media buyers are quietly smiling about the TV and cable ratings of this past season's NFL football telecasts, which overall were flat to slightly up. CBS and Fox Sunday NFL household ratings were each up 2 percent, to 10.5/24 and 11.0/25, respec-

tively, according to Nielsen Media Research data. ESPN's Sunday-night NFL ratings were flat at 8.1/12, while ABC's *Monday Night Football* was down 1 percent, to 13.7/23, from 13.9/22. Within the key men 18-49 demographics, ratings almost exactly mirrored the increases

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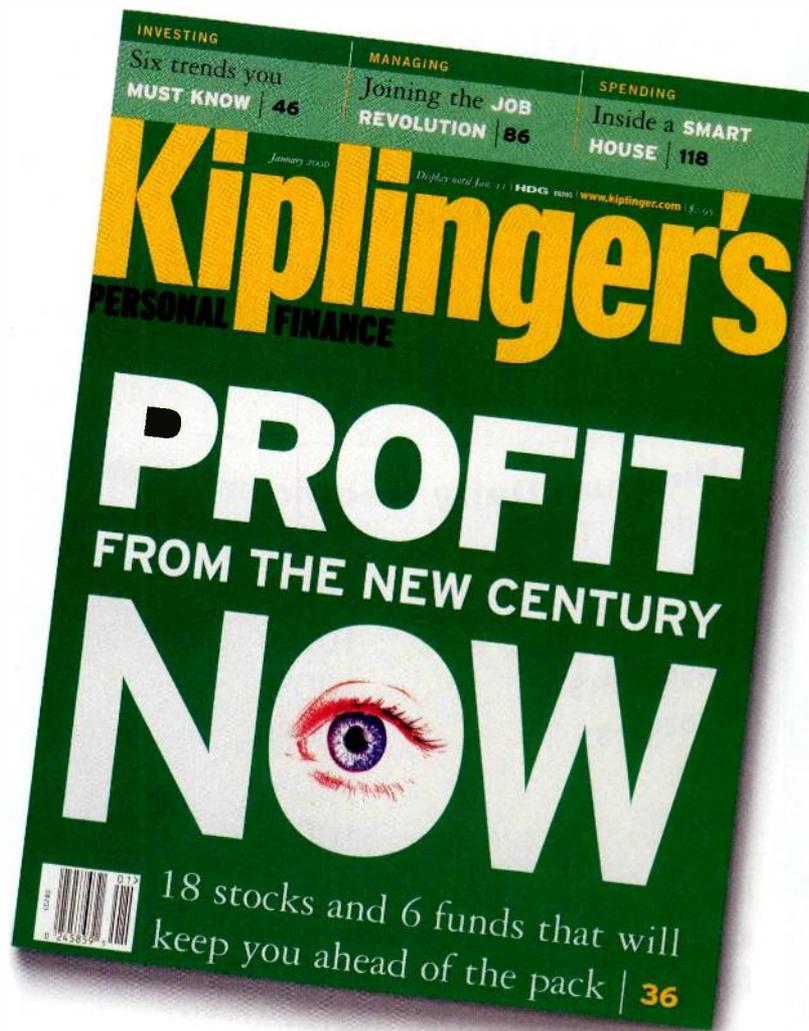
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For the networks and the NFL, the ratings could have been worse. Many of the big TV market teams and traditional powerhouses—New York Jets and Giants, San Francisco 49ers, Denver Broncos, Atlanta Falcons, New England Patriots, Green Bay Packers and the Pittsburgh Steelers—did not have particularly good seasons and may have lost some TV viewers.

“From a purely ad standpoint, advertisers basically got a pretty good deal,” said one sports buyer. “Buyers base their ratings points estimates on the previous year’s ratings, and if they bought based on those estimates, they got a good shake this year.”

The lackluster performances by many of the traditionally strong teams indirectly helped overall NFL TV ratings because teams that have not historically performed well—Indianapolis, Baltimore, Seattle and Tennessee—did better this season. Also, the league had a new team and stadium in Cleveland. It all translated into more interest, and more stadium sellouts, meaning more TV blackouts were lifted in certain markets. According to the NFL, a record 84 percent of the league’s games sold out this season, compared to 75 percent last season.

Ratings stability this season was also helped by the later start of the season. Tele-

casts began the weekend after Labor Day rather than on Labor Day weekend, when TV viewing is traditionally lower. The NFL will return to a Labor Day weekend start next season because of contractual agreements, but in 2001, it will start its season the weekend following Labor Day.

Another plus seen by both advertisers and the NFL was a slight growth in women viewers 18-plus on both the CBS and Fox NFL Sunday telecasts. On CBS, ratings for women 18-plus increased by 7 percent, to 4.7, while Fox’s ratings grew 2 percent, to 4.7.

Some buyers expressed disappointment that ABC’s *Monday Night Football* telecasts didn’t perform better this year, since the network this season moved the starting time back to 9 p.m. from 8 p.m. ABC had recorded a 15.0/26 rating during the 1997 season, the last time it aired its Monday-night games at 9 o’clock. Ratings fell to a 13.9/22 when the game start was moved to 8 p.m. in 1999.

An NFL representative said that *MNF* was hurt more by the unexpected decline of teams that were thought to be contenders when the schedule was put together. For example, the final game of the season, in which last year’s Super Bowl finalists the Falcons played perennial contenders the 49ers, drew only a 11.9/18, 12 percent lower than the season’s average. ■

## Peanuts Sticks Around

*United Media largely unaffected since most dailies will rerun strip*

**NEWSPAPERS** / By Tony Case

**P**eanuts creator Charles Schulz is putting away his pen, but most of the 2,600 newspapers that carry the legendary comic strip will keep Charlie Brown, Snoopy and friends alive in reruns.

United Media, which syndicates *Peanuts*, said some 90 percent of its clients have agreed to continue running the strip, whose final original daily installment was Jan. 4 (the last original Sunday strip will appear on Feb. 20). Schulz, who is battling colon can-

cer, retired after nearly 50 years of drawing the comic to spend time with his family.

“It was heartwarming for us to see that people were not ready to give it up,” said Lisa Klem Wilson, United Media’s vp/sales and marketing. “They love the strip, and they want to see more of it.”

Only 21 dailies, including the *Arkansas Democrat-Gazette* and *Anniston (Ala.) Star*, have said they definitely will not continue the strip. Most of those that have not com-

mitted to taking the repeats have left open the option. “We just decided new century, new millennium, new comic strip,” said Catherine Downing, the

Dear Friends,

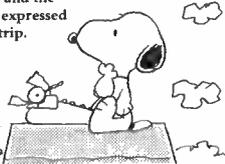
I have been fortunate to draw Charlie Brown and his friends for almost 50 years. It has been the fulfillment of my childhood ambition.

Unfortunately, I am no longer able to maintain the schedule demanded by a daily comic strip, therefore I am announcing my retirement.

I have been grateful over the years for the loyalty of our editors and the wonderful support and love expressed to me by fans of the comic strip.

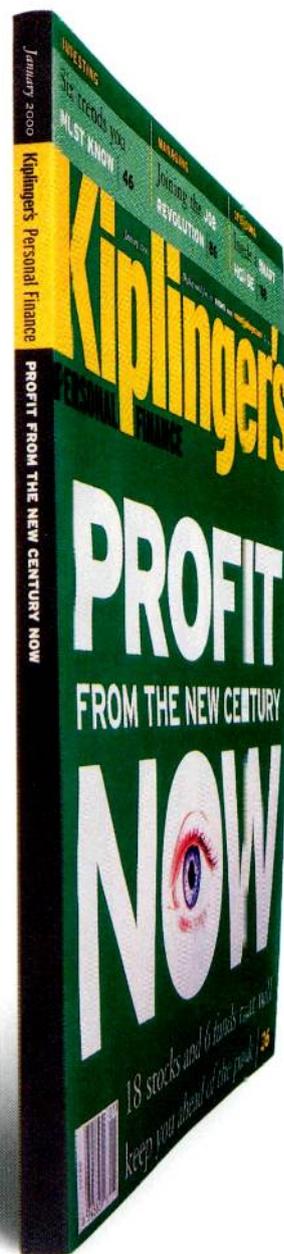
Charlie Brown, Snoopy, Linus, Lucy...how can I ever forget them....

Charles M. Schulz



Schulz’s farewell to readers ran Jan. 4, but Snoopy and friends will live on.

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*Star's* features editor. After testing about a dozen strips, the paper replaced *Peanuts* with *Pickles* by Brian Crane, which is syndicated by the Washington Post Writers Group.

*The Washington Post*, the largest paper still deciding its position on *Peanuts*, has received hundreds of calls from readers, most in favor of keeping the comic, said assistant managing editor Shirley Carswell. She said the paper will make a decision after the final Sunday strip.

For other papers, ditching *Peanuts* was never an option. "I don't think we paused for a moment," said Nancy Tew, editorial projects manager for the *Los Angeles Times*. "We feel privileged to be able to continue his work."

Wilson said those that have not committed to carrying the reruns might not want to dawdle. She reported getting a call from a *Boston Globe* editor who expressed interest in picking up *Peanuts* should rival *Boston Herald* drop it. (The *Herald* is staying with the comic.) "We've always been interested in *Peanuts*, but we've never been able to have it," confirmed Donna Baines, who oversees the *Globe's* comics section.

Michael Kupinski, media analyst with A.G. Edwards, doubted the demise of *Peanuts* would have any financial impact on United Media or its parent, E.W. Scripps Co. "It's a onetime event," he said, adding, "I don't think the company is going to exploit its relationship with Schulz." ■

## Regional Competition

*Rainbow buys SC Florida; Ackerley tries to assemble a rival to Fox*

**TV SPORTS /** By Megan Larson

**T**here is new blood in the regional sports network business, while the old blood gets thicker. As the veterans move to acquire more of the hometown teams they present on their channels, owners of the teams are looking to get into the business on their own. But recent developments have served to change some of the rules of the game.

Rainbow Media, which practically invented the regional sports network in the 1970s and '80s, last week fortified its network of regional channels by acquiring the 70 percent of Front Row Communications' SportsChannel Florida it didn't already own. SportsChannel Florida will relaunch as Fox Sports Net Florida prior to the baseball season and will be the exclusive provider of Fox Sports programming to the area.

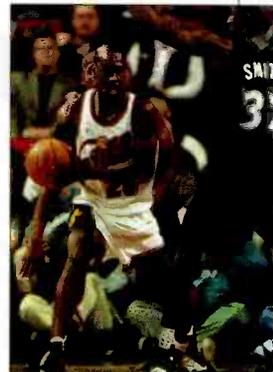
In December, the Ackerley Group, a Seattle-based multimedia company and owner of the Seattle Super Sonics, began setting up its own RSN around the team. "It's another move towards leveraging our broadcast capabilities with sports," said vp, development and marketing, Chris Ackerley. The company owns 14 TV stations, 4 radio stations and several outdoor properties.

Ackerley has discussed the possibility of a local sports channel for the last few years. Plans are to launch this year with the Sonics, a yet-to-be-named WNBA franchise the company bought and other Seattle teams that the company is currently in dis-

cussions with for broadcast rights, said Ackerley. Contrary to an item in the Dec. 13 issue of *Mediaweek*, Ackerley has not yet won the rights to the NHL's Vancouver Canucks but rather is in discussions with owner Orca Bay Sports.

Ackerley faces serious competition in Fox Sports Northwest. "Fox, in creating 22 regional channels, is one of the greatest success stories in sports programming, but on the horizon looms the possibility that Fox will see tremendous competition," said Neal Pilson, who runs sports consultancy Pilson Communications. "As we move from the 150-channel universe to the 1,500-channel universe, sports properties will increase in value relative to other media because it serves to differentiate the carrier like nothing else."

Bob Thompson, executive vp and COO of Fox Sports, was not surprised by Ackerley's move. He said Fox will try to renew contracts with the Sonics, which expire after this season. "If they take the Sonics, they take the Sonics. [Ackerley] is in for a long, hard battle," said Thompson. "It's no layup." ■



Ackerley plans to build around the Sonics and Gary Payton.

# Holy Multicast, Batman!

ABC's thrice-weekly 'Millionaire' strategy resurrects an old gambit

**NETWORK TV** / By Marc Berman

**W**ith an endless number of prime-time game shows waiting in the wings following the success of *Who Wants to Be a Millionaire*, multicast program scheduling is back as a viable trend for the first time in decades. While not an unknown concept, given the glut of newsmagazines and repeats of existing programming in troublesome time periods, the addition of this week's thrice-weekly telecast of *Millionaire* (squeezed into an eight-day initial marathon stripping) is unparalleled.

One of the last shows to utilize the double-dose telecast concept was camp fantasy *Batman*, which zoomed to the top of the ratings in 1965 as a twice-weekly series on ABC. And although popular half-hour drama *Peyton Place* actually spread to three nights a week (with repeats) in the summer of 1965, the concept of airing a regularly scheduled program more than once a week vanished for more than three decades.

Now, with NBC set to air Maury Povich-hosted *Twenty One* four times over three weeks and Fox's *Greed* a potential candidate for prime-time stripping, the art of multi-telescoping is clearly on the rise.

"You must remember that original story-form programming is difficult, if not impossible, to air more than once a week because of the long production schedule," said Garth Ancier, president of NBC Entertainment. "A game show or newsmagazine is more flexible, given the quick turnover and, of course, lower production costs."

Jumping on the bandwagon is CBS with *Winning Lines*, a half-hour quiz show hosted by Dick Clark, set to debut Saturdays at 8 p.m. on Jan. 8. Also look for remakes of *The \$64,000 Question* this spring and *What's My Line* next summer on CBS. The success of *Millionaire* has

also spawned more syndicated game-show strips from syndicators.

"To remain competitive you must follow the trends, and right now the game-show genre is the hot ticket," said CBS president Leslie Moonves. "If *Winning Lines* is a ratings winner, we would consider airing it on other nights as well. This is an option we don't have with dramas like *Judging Amy*, *Family Law* or any sitcom, given the typical 22- to 26-episode order per season."

If *Winning Lines* or any other game show goes the multi-telecast route, the chances of *Millionaire*-like success are slim. "The *Millionaire* formula worked as a strip because no other series like it was on the air," said Dave Walsh, president of Walsh Media, a broadcast consulting firm. "Other quiz shows in the



Batman and Robin battled bad guys twice a week.

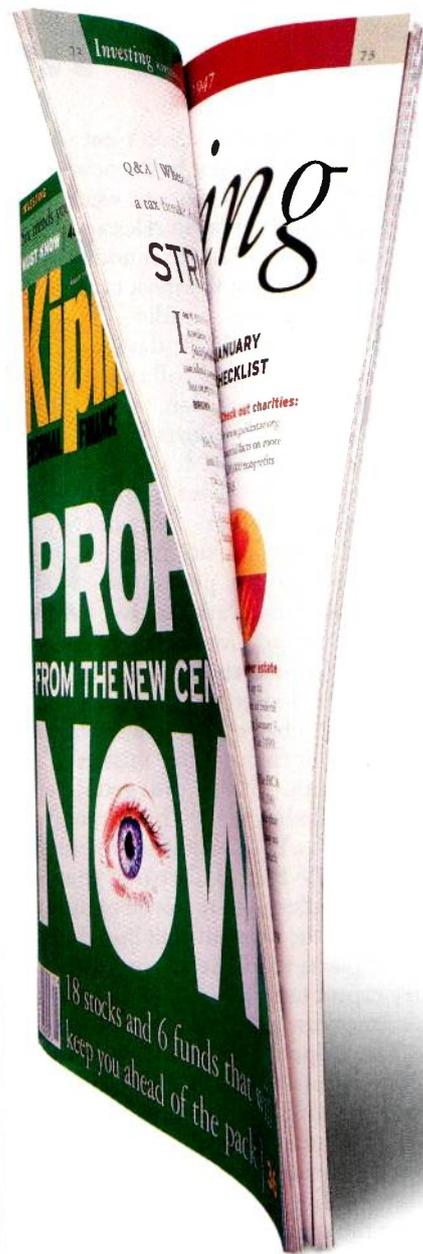
same format would be hard-pressed to capture success because the initial freshness of the *Millionaire* concept has passed."

In terms of planning, game shows seem more like a quick fix than a long-term solution. "Game shows, like reality specials, are like a programming narcotic," Ancier said. "It's a network addiction fueled by early positive numbers, low costs and a quick production schedule. In terms of long-term planning, it is no solution, however."

In some ways the trend can be likened to the once red-hot home-videos craze. After *America's Funniest Home Videos* premiered on ABC in 1990, the schedule became riddled with an abundance of similar concepts, including *America's Funniest People*, *Totally Hidden Video* and *Bloopers and Practical Jokes*.

"With over-saturation of quiz shows pending, the uniqueness of prime-time game shows could quickly evaporate," said Bill Carroll, vice president, director of programming, at Katz Television. He added, "It's further proof that if something works, you'll see similar concepts again...and again." ■

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## RADIO

# Arbitron Delays Fall '99 Ratings Book



Arbitron didn't get off to a good start in the new millennium. Only one week before it was scheduled to begin releasing the fall ratings report, Arbitron announced that the survey—one of the most critical local ratings assessments in radio—would be delayed 21 days. Instead of starting to roll out market reports on Jan. 11, Arbitron said the reports will start coming out Feb. 1.

Particularly upset are broadcasters that have changed formats or made major changes in programming. For those stations, living with the previous survey for an additional three weeks could have a significant impact on the business. "This will put a devastating effect on our first quarter business," said Peter Smyth, COO and group vp of Greater Media, which has several stations, such as WEJM-FM in Philadelphia and WGRV-FM in Detroit, that have recently undergone major programming shifts. "By the time [the fall book] hits the marketplace, it will be 10 weeks old. And they expect us to pay for that? This is not the American way," said Smyth.

The culprit, said Arbitron, is its new diary-processing system, which was instituted in September to do double duty for Y2K compliance and to improve the overall consistency and quality of the diary-editing process. "We are moving along the start-up curve more slowly than we had planned," explained Arbitron president Steve Morris. "We chose to push back the release date in order to ensure quality of our data."

"They just figured this out now?" asked Greater Media's Smyth. "When they do release [the fall book], everyone will be a doubting Thomas."



Arbitron's Morris wants to ensure reliable data.

Perhaps Arbitron was trying to do too much at once, suggested Irv Goldstein, vp/general manager, Berkshire Broadcasting, owner of three stations in Danbury, Conn. "The mistake Arbitron made was tying in Y2K and re-engineering its systems. And they couldn't pull the plug because of the Y2K initiative," Goldstein said. "If you hiccup enough times, you choke. And this was a meltdown."

The recent snafu is the latest in a string of Arbitron setbacks: 21-plus demographic breaks were delayed from the spring to the fall survey; socio-economic demo breaks promised for spring have no

new delivery date; and new simulcast reporting rules announced last February were delayed once and then put on hold in December. Even more frustrating to broadcasters was Arbitron's reassurance in November that the five-day delay of the release of monthly ratings reports called Arbitrends would not affect the fall book. "At just about every juncture, we were always assured these delays were isolated and temporary," Goldstein said.

"We know we missed those things. We are not happy," admitted Thom Mocarisky, vp of communications, Arbitron.

The delay comes at a time when business is good and most annual buys were made late in 1999. For those broadcasters, it's disrupting but not catastrophic. "It's certainly a major inconvenience to not have the fall book in a timely fashion, from both a revenue-generating and programming-decision point of view," said David Pearlman, co-COO, Infinity Radio. "But because there's pressure on radio inventory, people have been moving buying decisions along whether Arbitron is released or not. If an agency has deadlines, it can't be

dictated by an Arbitron release."

Agencies agree that the buys must go on. "You've got to wait. But we will put off buys that we can possibly put off. If I can wait for the fall book, I will," said Laura Silton, director of local broadcast, McCann-Erickson.

"It slows down the process. Unfortunately, the wheels of making buys don't stop. We did a lot of upfront buying this year, so we'll just have to wait to re-rate," said Bonita LeFlore, executive vp/director of local broadcast, Zenith Media.

Nevertheless, agencies are going to watch Arbitron a lot closer in the future than in the past. "This screws us up big time," said Howard Nass, senior vp, corporate director of broadcast, TN Media. "We need to understand, with all the technology, how did they let this happen? As an industry, we seem to point the finger at Nielsen and hardly ever at Arbitron. Maybe that has to change." —*Katy Bachman*

## ST. PETERSBURG, FLA. NEWSPAPERS

# Times Secures Future With \$30 Mil Outlay



The ownership of the *St. Petersburg Times* is secure for the first time in a decade. According to Andrew Barnes, editor of the *Times* and chairman/CEO of Times Publishing Co., at year's end the paper finished paying a \$30 million debt to its owner, the non-profit Poynter Institute for Media Studies.

The payment was the final element of a 1990 settlement with minority *Times* owner and Texas financier Robert M. Bass, who had sought control of the paper. "Those of us running the paper fought back," Barnes wrote in a letter to readers. "Our loyalty was to the newspaper and its communities and to the [Poynter Institute], not to a financier's greater wealth." The institute, a well-known training facility for journalists started by former *Times* publisher Nelson Poynter, now is the sole owner of the *Times*.

Barnes expressed confidence that the *Times*—which has stayed fiercely independent while scores of dailies have been snapped up by faraway corporate owners—would remain locally owned. "While

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we have borrowed some money in the past and might again borrow in the future, I can't imagine that we would do so in a fashion that would jeopardize the basic ownership of the company," he told *Mediaweek*. —Tony Case

#### BOSTON TV STATIONS

## WCVB Loses Anchor To Web Opportunity



Broadcast TV has lost another player to the potentially lucrative siren call of the Internet. WCVB-TV in Boston will say goodbye to 5:30 p.m. co-anchor Brian Leary, who plans to leave Hearst-Argyle's ABC affiliate at the end of the month to become president/CEO of a start-up company.

"Brian is a significant loss, but it's exciting to give other people an opportunity," said general manager Paul Le Camera.

At press time no replacement had been named, but Le Camera said last week he hoped to appoint someone from inside by the end of the week. Some local bets are on weekend anchor and reporter Anthony Everett, but Le Camera would not comment specifically. "I think people will be pleased," he said of the pending announcement.

Leary's departure "will absolutely not affect them from a ratings or advertising point of view," said Anita Spigulia, media director at Trinity Communications in Boston. The ABC outlet remains top dog in news from 5-6 p.m., earning an 8 rating/18 share during November sweeps, according to Nielsen Media Research data—up 1 share point from last year. Sunbeam's NBC affiliate, WHDH-TV, turned in a 7/15, while CBS' O&O scored a 4/10.

"Even with the Chet and Natalie flack, the audience has increased," said Spigulia. In December, popular married co-anchors Chet Curtis and Natalie Jacobson announced a marital separation after 25 years together. —Megan Larson

#### HONOLULU RADIO

## Cox Goes to Hawaii



For Cox Radio, it's aloha Honolulu. The fifth-ranked radio group announced last week it is purchasing the assets of KINE-FM, KC-CN-FM and KCCN-AM from KHWH

Inc. for \$17.8 million. In a separate transaction, Cox said it would sell KGMZ-FM to Honolulu Broadcasting for \$6.6 million. Even though it is selling KGMZ, Cox will still manage the local, regional and national sales for KGMZ through a joint sales agreement.

The deal gives Cox two top-five stations, KINE and KCCN, boosting Cox's billings in the market from \$3.1 million to more than \$7 million, according to BIA. Once all deals are complete, Cox, which already owns KRTR-FM, KXME-FM and KGMZ-AM, will own or operate five FM and two AM stations in Honolulu. —KB

#### SAN DIEGO RADIO

## Unica Enters SoCal



Calling it a "milestone" for the company, Radio Unica CEO Joaquin Blaya announced that the 24-hour Spanish-language radio network has entered the No. 8-ranked Hispanic market with a time brokerage agreement and option to buy KURS-AM in San Diego from Quetzal Bilingual Communications. KURS, the only Hispanic AM station in the market, began carrying Radio Unica programming Jan. 1.

Armed with more than \$100 million in cash from its recent initial public offering, Radio Unica has been aggressively pursuing a strategy to own or operate radio stations in the top 20 Hispanic markets. The San Diego deal came one week after Radio Unica announced it would purchase KFRE-AM, a strong radio signal in Fresno, Calif., the No. 16-ranked Hispanic market. With Fresno and San Diego, Radio Unica now owns 12 radio stations in 12 of the top 20 Hispanic markets. In addition, Radio Unica has 38 station affiliates, reaching about 80 percent of the U.S. Hispanic population. —KB

#### BOSTON NEWSPAPERS

## Herald Adds Color



To expand its color capability and better serve advertisers and readers, the *Boston Herald* said it will purchase a Colormax flexo newspaper press from KBA North America. The \$10 million press, which goes online in September 2001, will turn out pages nearly twice as fast as the *Herald's* current system and produce 16

additional color pages.

Publisher Patrick Purcell said the upgrade will enable his tabloid "to remain competitive in this two-newspaper town." He hoped the faster machine would help the paper with on-time delivery, which has become a problem for the paper. The *Herald* and its much-larger rival, the New York Times-owned *Boston Globe*, constitute one of the country's last remaining daily newspaper wars. Two years ago the *Herald* laid out \$11 million on equipment that allowed for color ad inserts. —TC

#### MIAMI TV STATIONS

## WTVJ Opens Window



WTVJ-TV, NBC's owned-and-operated outlet in Miami, plans to make its presence known downtown with a new "windows on the city" studio modeled after the network's New York-based *Today* show. Construction is expected to be completed in May. In June, WTVJ will begin broadcasting one of its newscasts—the early-morning, 11 a.m., early-evening or late-night—from the studio, but the station has not yet determined which one. "We will be much more on people's minds—they can be a living, breathing part of the operation," said president and general manager Don Browne.

The studio is attached to the American Airlines arena—home to Miami Heat basketball games—which opened on New Year's Eve. That location will better brand the NBC O&O with the local NBA franchise, said Browne, aided by the fact that NBC also carries NBA games on weekends. In addition, he hopes the increased foot traffic in the revitalized downtown will gravitate to the WTVJ news window.

WTVJ has been struggling for market share since it lost its powerful transmission tower in a 1995 swap with CBS. It's making a comeback in some dayparts, however. According to Nielsen Media Research, the NBC O&O ranked second in households at 11 p.m., with a 13 share, behind the Univision outlet WETV-TV, which draws a 14 share.

Also under construction is WTVJ's "main campus" of operations, 22 miles from downtown Miami in Miramar. That facility is expected to be completed this spring. —ML (continued on page 20)

# BuyMedia.com Performance Review

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## This Year

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85,000 station orders

## Next Year

\$1 billion+  
175,000 station orders

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## SOUTHERN FLORIDA RADIO

### Beasley Buys More



In anticipation of its \$150 million initial public offering filed in late November that is still going, Naples, Fla.-based Beasley Broadcast Group announced that it plans to acquire three AM stations in the Miami and West Palm Beach markets for \$18 million from three companies (HHH Broadcasting, HMS Broadcasting and SMH Broadcasting) headed by chairman/CEO Howard Goldsmith. With this latest deal, Beasley, the 16th-largest radio group, with an estimated \$87.5 million revenue, will have 35 radio stations in eight markets.

In Miami, Beasley will add WWNN-AM, a Health Talk station, and WHSR-AM, a station that programs to the area's Haitian community, to the three stations it already owns in Miami: Contemporary Hits Radio/Dance WPOW-FM, Country WKIS-FM and Sports Talker WQAM-AM. With the purchase of Business/Financial Talker WSBR-AM in West Palm Beach, Beasley enters a new market.

The three stations are neither ratings nor revenue barn-burners. Of the three, only WSBR-AM in West Palm made it into the Summer 1999 Arbitron ratings book, with a 0.5. As for billings, BIA estimates WHNN's revenue at \$550,000 and WSBR's at \$250,000. —KB

## TOLEDO, OHIO RADIO

### Rocker Drops Stern



Howard Stern just can't seem to keep affiliates in the heartland. On Dec. 29, Alternative Rocker WBUZ-FM in Toledo, Ohio, dropped *Howard Stern*, one of the most expensive syndicated shows in radio. But Tim Roberts, operations manager for the Cumulus Media-owned station, insisted that cost was not the driving factor.

"We want to have a more locally involved morning show that is concerned with Toledo," he explained. "We also want to be the only active Rock station playing music in the morning." WBUZ's direct competitor, Clear Channel-owned WIOT-FM, airs AMFM Radio Network morning show *Bob & Tom*, which has easily beat Stern in the ratings with a 7.0, compared to Stern's 4.6. In the meantime, WBUZ's afternoon-drive host, Pablo, is holding down mornings. —KB

# Market Profile

BY CARRIE BEYLUS



Up, up and away: Albuquerque's International Balloon Fiesta is a big media happening every October.

## Albuquerque

Albuquerque, N.M., is a unique balance of big-city amenities and rural charm, a combination of the Old West and the new frontier. It's a market that features spiritual history, urban funkiness and dynamic commerce and, sitting at 5,200 feet above sea level, is also a mecca for skiing and other outdoor sports.

The sprawling Albuquerque metropolitan area is 135,000 square miles in size but has only about 600,000 residents. Albuquerque boasts a diverse population, with significant concentrations of Hispanics and American Indians. 1998 Census figures listed 38 percent of the residents as Hispanic, 12 percent as

American Indian and 2 percent as African American. The market is "socioeconomically integrated," notes Peter Forbes, president of the Forbes Toppino Creative Group in Albuquerque.

The Hispanic and Indian populations are an integral element of the media scene in Albuquerque and the nearby state capital city of Santa Fe, some 60

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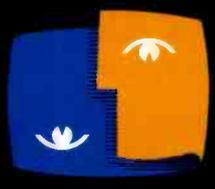
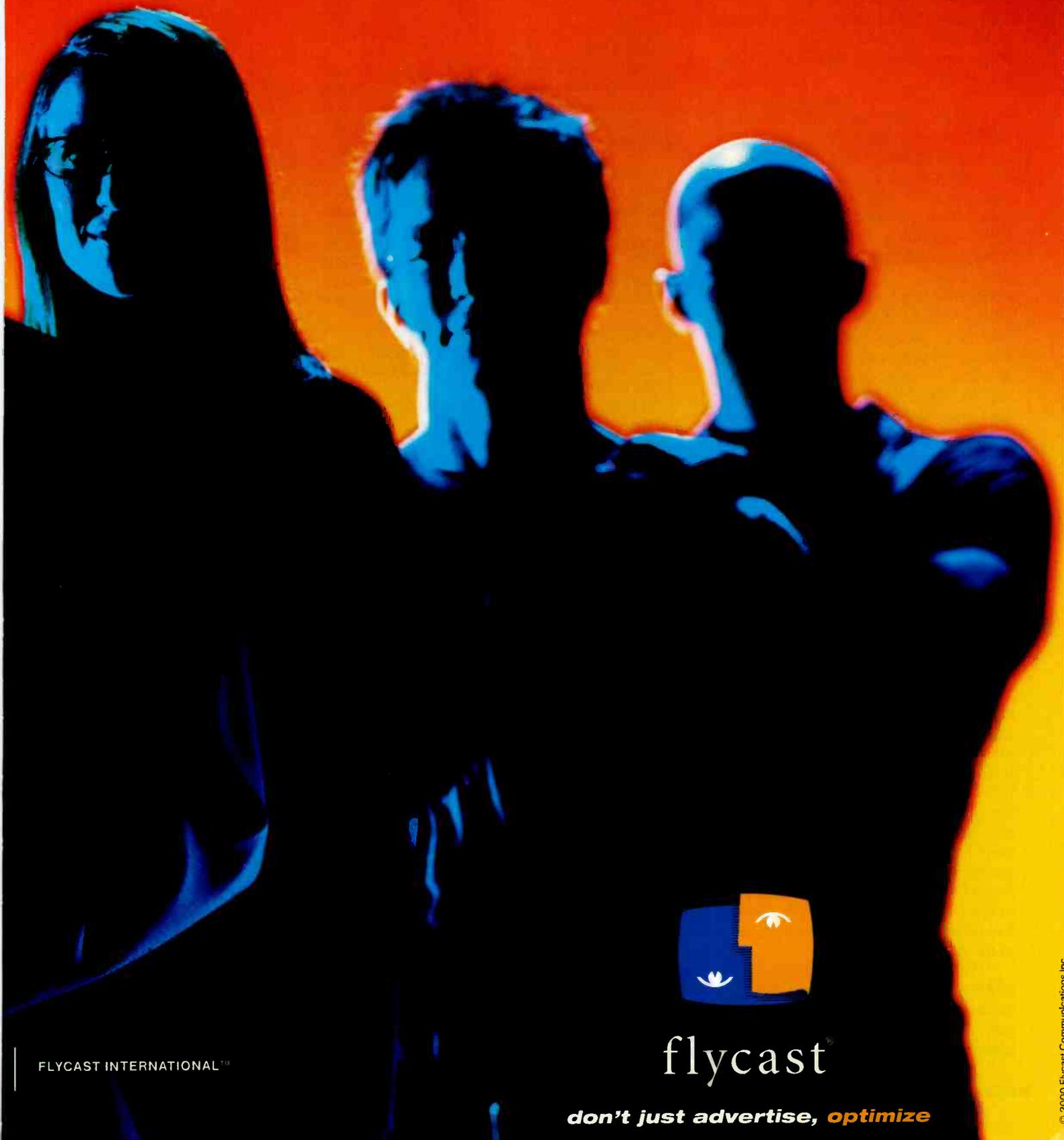
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miles to the northeast. Raymar Communications got a firsthand taste of this last month when the company's KTEL-TV, a Telemundo affiliate, elected to pick up UPN programming. KTEL affiliated with UPN on Dec. 8, after Acme Television's KASY-TV dropped the network. To make way for UPN's prime-time shows, KTEL had to reschedule the Telemundo network's popular novelas to fringe and access time slots. KTEL viewers revolted.

"They reacted to the change quickly, and vehemently," says Abby Bowen, a KTEL representative. Raymar quickly severed its tie with UPN after only nine days, dropping the network on Dec. 17, and returned KTEL to its previous prime-time schedule. (The move left UPN without a broadcast outlet in Albuquerque-Santa Fe, at least for the time being.)

Hearst/Argyle Broadcasting's ABC affiliate KOAT-TV, the market's long-time news ratings leader, in November lost its 46-year weather icon, Howard Morgan, to retirement. Replacing him was Joe Diaz, a onetime KOAT staffer who is returning to the station following a stint at KXTV-TV in Sacramento, Calif. "We wanted to make sure the transition to a new voice was smooth and comfortable for our audience," says Mary Lynn Roper, president and general manager of KOAT.

With the local news race getting tighter, particularly at 10 p.m., Roper is eagerly looking forward to this week's return of *Who Wants to Be a Millionaire* to ABC's prime-time schedule. "God bless the *Millionaire*," says Roper. "It should offer a strong lead-in to our late-night news."

Hubbard Broadcasting's KOB-TV, the market's NBC affiliate, recently expanded its morning news block to two hours. "By starting at 5 a.m., we are just hitting our stride when the others are first coming on the air," says Michael Burgess, KOB vp and gm. The station also has added a weekday newscast at noon featuring the a.m. news team. That move, which displaced the NBC soap *Days of Our Lives* from its 20-year perch in the time slot, upset some viewers but has helped boost KOB's news presence in the market.

"We go the extra mile," Burgess says of his station's news operation. "We run extensive promotions, have three news vans, 84 translators and two full satellite stations. There's very little ground we

## Scarborough Profile

### Comparison of Albuquerque To the Top 50 Market Average

	Top 50 Market Average %	Albuquerque Composition %	Albuquerque Composition Index
<b>DEMOGRAPHICS</b>			
Age 18-34	32.3	31.7	98
Age 35-54	40.0	41.6	104
Age 55+	27.7	26.8	97
HHI \$75,000+	22.2	11.7	53
College Graduate	12.3	8.7	70
Any Postgraduate Work	10.5	9.5	90
Professional/Managerial	21.9	20.7	95
African American	12.4	#	#
Hispanic	11.9	33.9	284
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	56.9	48.1	85
Read Any Sunday Newspaper	66.9	50.6	76
Total Radio Morning Drive M-F	24.5	21.8	89
Total Radio Evening Drive M-F	18.6	15.0	81
Total TV Early Evening M-F	29.3	31.9	109
Total TV Prime Time M-Sun	37.2	33.7	91
Total Cable Prime Time M-Sun	10.5	9.3	89
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper (5-Issue Cume Reach)	75.4	67.5	90
Read Any Sunday Newspaper (4-Issue Cume Reach)	80.3	66.6	83
Total Radio Morning Drive M-F	79.7	76.1	95
Total Radio Evening Drive M-F	73.9	68.1	92
Total TV Early Evening M-F	67.6	77.9	115
Total TV Prime Time M-Sun	91.7	91.0	99
Total Cable Prime Time M-Sun	52.8	47.9	91
<b>MEDIA USAGE - OTHER</b>			
Accesses Internet/WWW	44.2	38.4	87
<b>HOME TECHNOLOGY</b>			
Owns a Personal Computer	56.8	48.2	85
Shops Using Online Services/Internet	10.5	8.2	78
Connected to Cable	69.3	56.9	82
Connected to Satellite/Microwave Dish	11.3	23.8	212

# Respondent count too small for reporting purposes \* 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)

can't cover." A recent news day brought two stories requiring simultaneous live coverage, but KOB had only one satellite truck in service. "No fear—we just rented a flatbed, loaded [the disabled] truck on board, and delivered live shots from both news sites," Burgess recalls proudly.

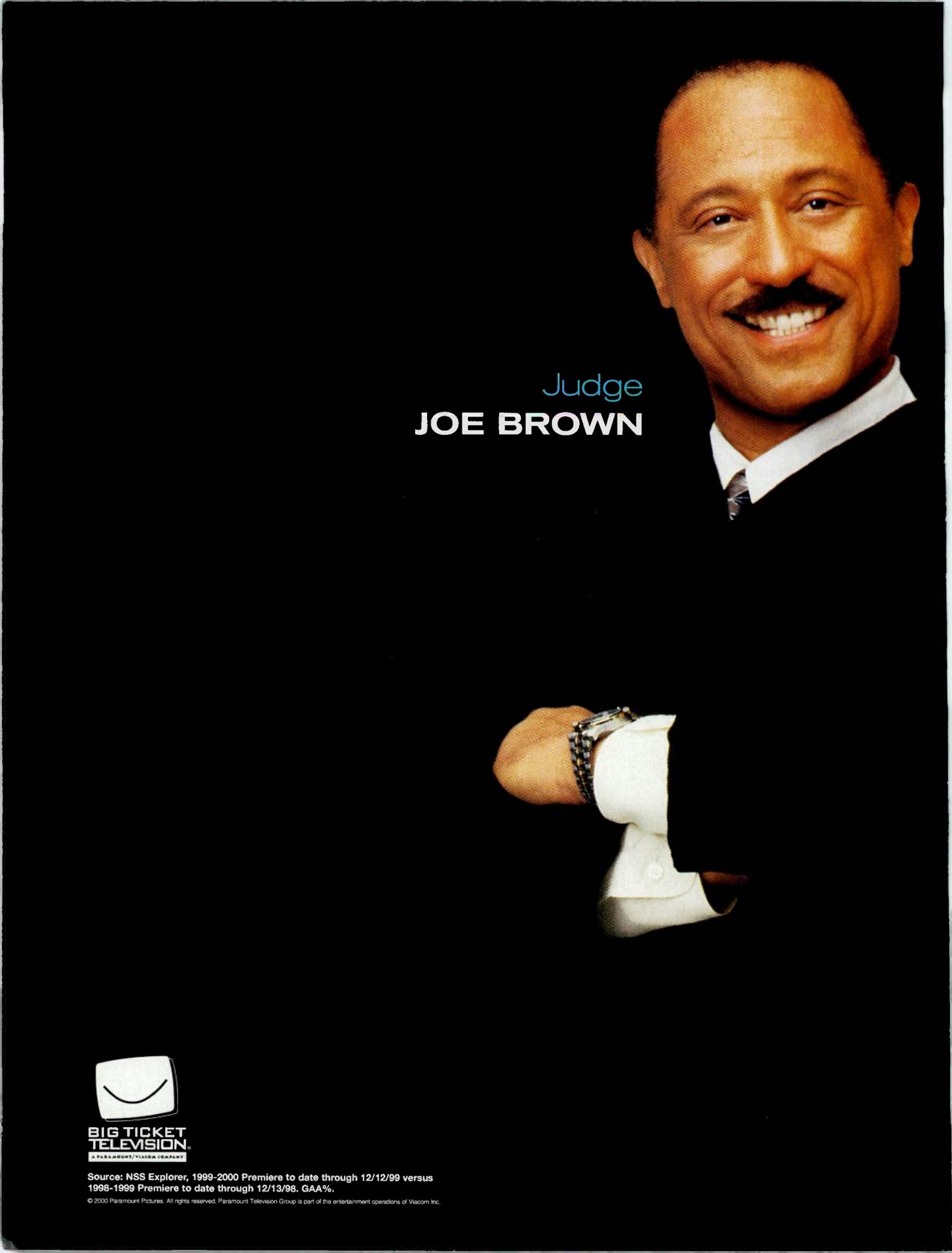
KOB is looking forward to Nielsen Media Research's plans to begin metering in Albuquerque-Santa Fe, the country's 49th-largest television market, by October. "We think metering will tell the real story" in the news ratings, Burgess says. "Diaries tend to favor the incumbent."

Joining the select roster of Nielsen's metered TV markets should offer a lift to

all stations in Albuquerque-Santa Fe. The ratings company currently measures only 47 of its 210 markets electronically. Michael Gray, president and owner of local agency G&G Advertising, says that Nielsen's metering "will present Albuquerque as a more viable market in the national playing field—not as just a stepchild of either Dallas or Phoenix. We hope our unique market, with its diverse population, will be recognized [by advertisers] for other kinds of market and media research and testing."

Acme Communications' WB affiliate KWBQ-TV in March will celebrate its first anniversary on the air. "The trend in the Southwest is a growing number of

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IN ONE YEAR  
SHOULD BE  
ILLEGAL.



Judge  
**JOE BROWN**



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TELEVISION**  
PARAMOUNT VIACOM COMPANY

Source: NSS Explorer, 1999-2000 Premiere to date through 12/12/99 versus  
1998-1999 Premiere to date through 12/13/98. GAA%.

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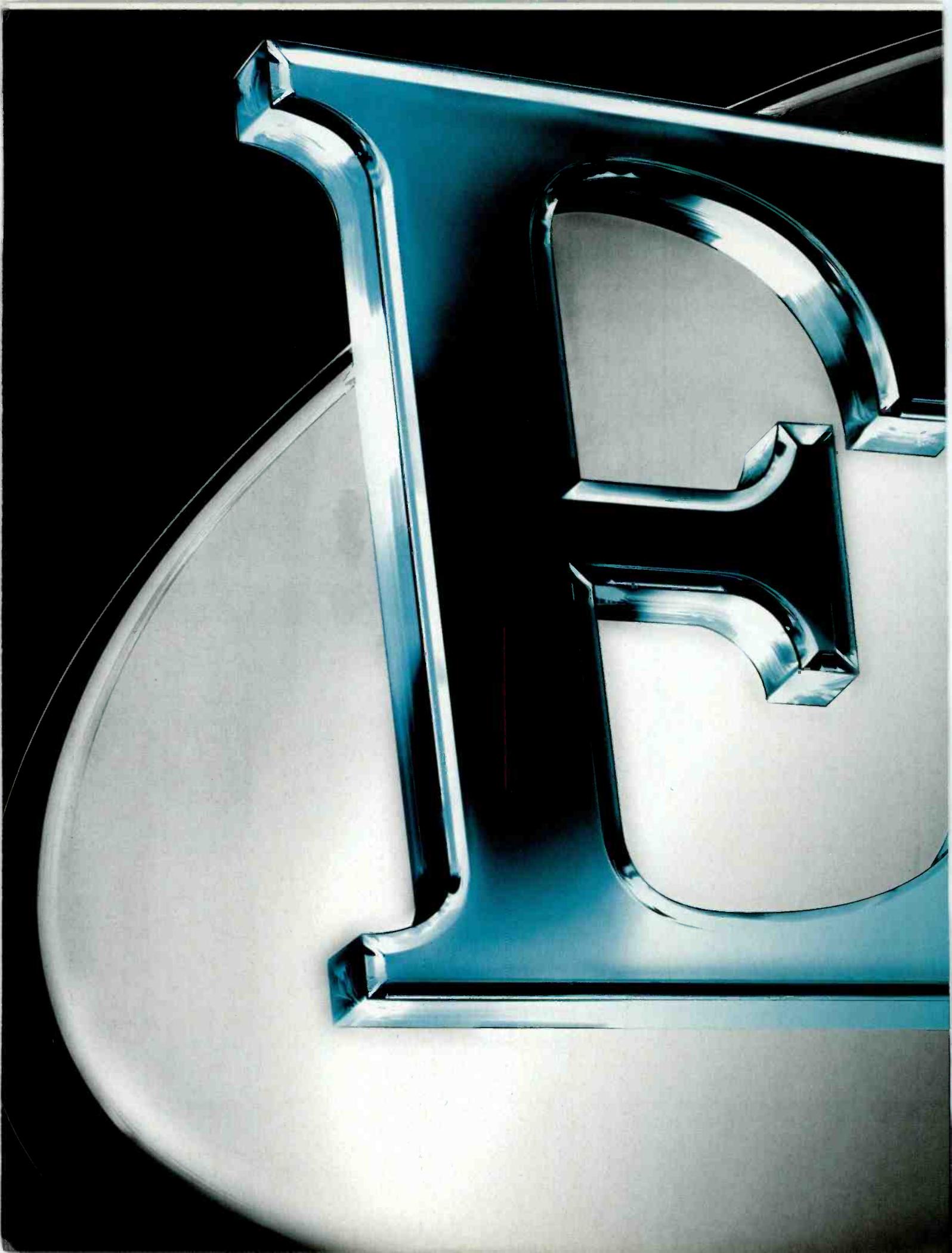
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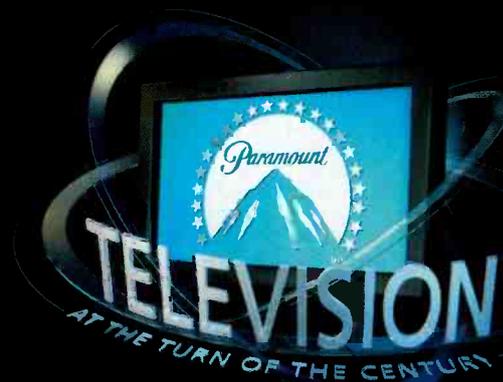
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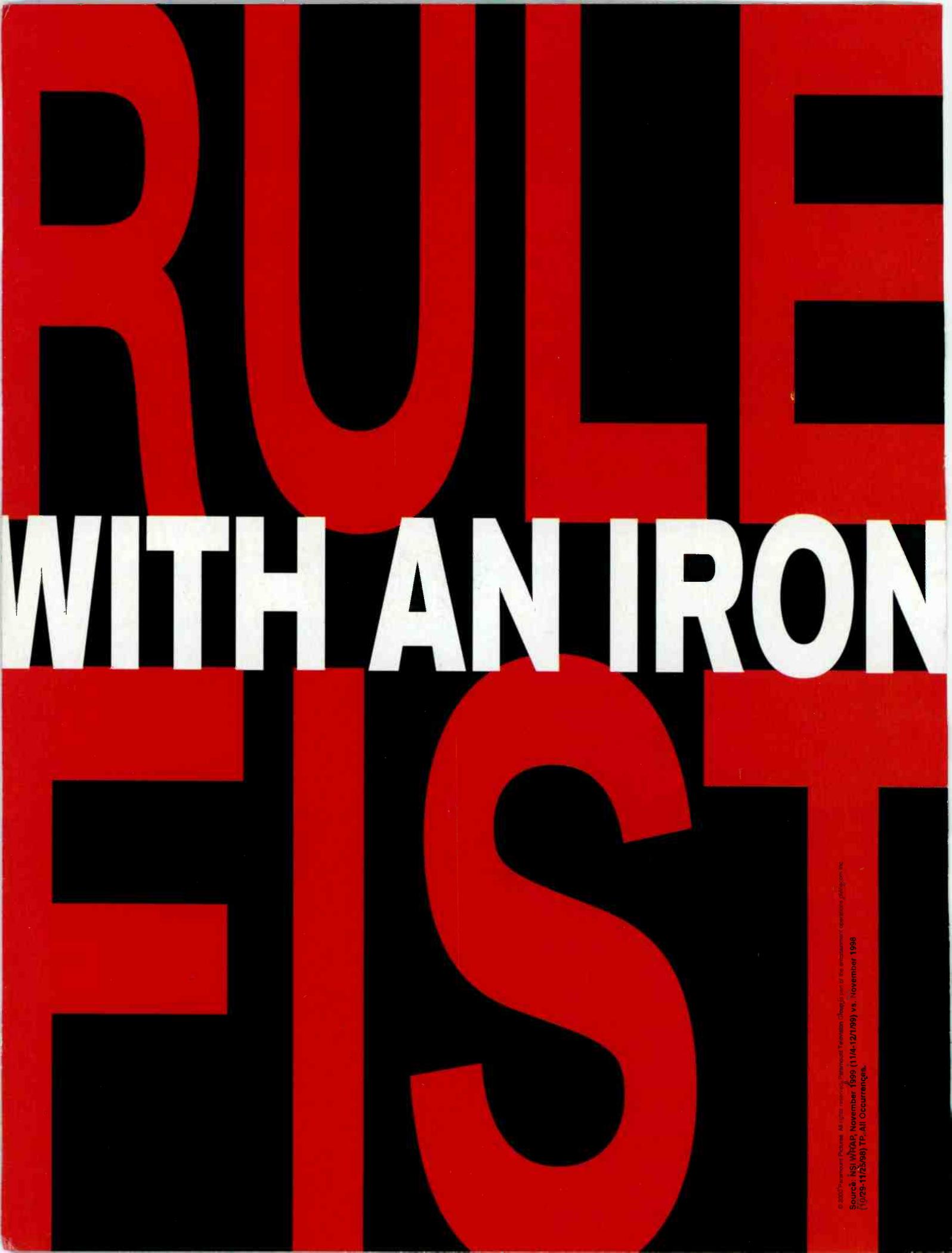
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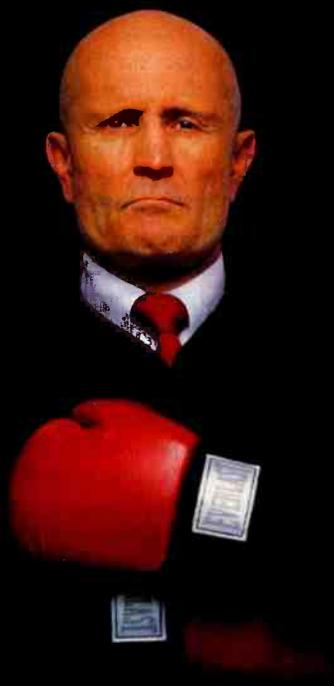
Source: NSS Explorer, November 1999 (11/4-12/1/99) vs. November 1998 (10/29-11/25/98). AA%.  
Access Shows: Jeopardy, Wheel of Fortune, Hollywood Squares, Access Hollywood, Extra,  
Inside Edition, Friends, Seinfeld, Frasier, Home Improvement, Mad About You.

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## Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
<b>ALBUQUERQUE</b>			
KRST-FM	Country	10.2	9.2
KKOB-AM	News/Talk/Information	10.1	5.2
KKOB-FM	Hot Adult Contemporary	6.2	4.1
KZRR-FM	Album-Oriented Rock	5.9	5.3
KPEK-FM	Modern Adult Contemporary	5.5	7.4
KTBL-FM	Country	5.2	6.0
KHFM-FM	Classical	5.1	4.0
KIOT-FM	Classic Rock	3.4	4.6
KTEG-FM	Alternative	3.4	4.2
KZKL-FM	Oldies	3.0	2.7
KABG-FM	Oldies	3.0	2.4
<b>SANTA FE</b>			
KZRR-FM	Album-Oriented Rock	9.1	8.3
KKOB-AM	News/Talk/Information	6.4	4.1
KKOB-FM	Hot Adult Contemporary	6.2	4.1
KZRR-FM	Album-Oriented Rock	5.9	5.3
KPEK-FM	Modern Adult Contemporary	5.5	7.4
KTBL-FM	Country	5.2	6.0
KHFM-FM	Classical	5.1	4.0
KIOT-FM	Classic Rock	3.4	4.6
KTEG-FM	Alternative	3.4	4.2
KZKL-FM	Oldies	3.0	2.7
KABG-FM	Oldies	3.0	2.4

Sources: Arbitron Summer 1999 Radio Market Report (Albuquerque), Arbitron Spring 1999 Radio Market Report (Santa Fe)

live here, and we serve those tastes and needs."

The only format in the market with more than two competitors is Hispanic, with five. None of the Hispanic outlets rank in the top 10 in adults 12-plus listeners. Joe McMahon, general manager at KLVO, AGM Nevada LLC's leader in the market, notes that Hispanics make up more than a third of the residents and are one of the most assimilated Hispanic populations in the country, with 80 percent speaking English as their primary language.

McMahon also notes that while Albuquerque-Santa Fe's Hispanic stations may not rank among the highest in ratings, they often outperform their general-audience competitors in advertising revenue. In 1998, KLVO was among the top five national billers in the market, McMahon says.

All seven of Simmons Media's properties—five FMs and two AMs—have been acquired over the past five years. Simmons' KRQS-FM last May added the syndicated *Bob & Tom* to its morning lineup. Also last spring, Simmons converted its Smooth Jazz outlet KRZN-FM into a mainstream Top 40 station with the new call letters KCHQ. And in July, the company launched KBTK-AM, a News/Talk challenger to Citadel's long-

time format leader KKOB-AM.

"City Talk, as we call it, has had a great response," says Bruce Pollock, Simmons general manager. "We've designed the station as an alternative to KOB, offering different views and personalities. We have *Imus in the Morning* and the Michaels—Gallagher and Medved." KBTK also has a partnership with *The Albuquerque Journal* featuring seven of the paper's leading columnists for *Journal Hour* each weekday from 4-5 p.m.

The *Journal*, published by locally owned Journal Publishing Co., is no stranger to partnerships. The 102-year-old morning daily publishes under a joint operating agreement with its Scripps Howard-owned competitor, the afternoon *Albuquerque Tribune*. The papers' 1933 JOA was the first arrangement of

its kind in the newspaper industry.

The *Journal* has a weekday circulation of 110,710 and Sunday circ of 159,150. The *Tribune* has a weekday circ of 21,321 and does not publish on weekends. "Being the evening paper allows us to be opportunistic about our news coverage," says Scott Ware, editor of the *Tribune*. "Our later deadline and almost complete metro-area distribution allows us to focus on longer and more global stories of interest to our readers."

Due in part to the market's vast geographic area, Albuquerque's cable TV penetration of about 57 percent is well below the average 70 percent penetration of the country's top 50 markets, according to Scarborough Research (see chart on page 24). By contrast, satellite TV penetration is almost 24 percent, more than twice the top-50 average. Comcast's acquisition last April of Jones Intercable made Comcast the sole cable provider in Albuquerque. Santa Fe is controlled by AT&T. Comcast recently began an upgrade of its entire system. "We've launched digital receiver boxes and are deploying fiber optics and changing our equipment to provide more services, channels and eventually telephony to our customers," says Tina Otteni, a Comcast representative. ■

Howard-owned competitor, the afternoon *Albuquerque Tribune*. The papers' 1933 JOA was the first arrangement of

## Nielsen Ratings/Albuquerque Evening and Late-News Dayparts

### Early News

Time	Network	Station	Rating	Share
4:30-5 p.m.	CBS	KRQE	3	9
	ABC	KOAT*	6	23
	NBC	KOB	3	12
	Fox	KASA	1	4
	UPN	KASY	1	2
5-5:30 p.m.	ABC	KOAT	9	24
	NBC	KOB	5	14
	Fox	KASA*	4	9
	UPN	KASY*	0	0
5:30-6 p.m.	CBS	KRQE	6	13
	ABC	KOAT	11	26
	NBC	KOB	7	16
	Fox	KASA	4	9
	UPN	KASY	0	0
6-6:30 p.m.	ABC	KOAT	9	18
	NBC	KOB	7	14
	Fox	KASA*	5	11
	UPN	KASY*	1	2

### Late News

Time	Network	Station	Rating	Share
10-10:30 p.m.	ABC	KOAT	13	29
	NBC	KOB	11	24
	CBS	KRQE	5	12
	Fox	KASA*	4	8
	UPN	KASY*	2	5

\*Non-news programming  
Source: Nielsen Media Research, May 1999; no data available for WB affiliate KWBQ, which launched in March 1999

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## MOVERS

### RADIO

**Frank Bell** was named to the new post of assistant director of programming for Cumulus Media. Bell comes to Cumulus from Sinclair Communications, where he was vp of radio programming...**Meg De Lone** has joined Westwood One's MetroNetworks/Shadow Broadcast Services as regional vp of marketing. She was president of Peak Performance, a company specializing in sales training.

### MAGAZINES

**Jeff Paro**, senior vp and publisher for Times Mirror Magazines' Outdoor unit, has been promoted to president of the group, which publishes *Field & Stream*, *Outdoor Life* and *Outdoor Explorer*...**Rick Morrison** has been upped to president of American Airlines Publishing from group publisher...**Charlotte Barnard**, former editor of Hearst Magazines' *House Beautiful Kitchens/Baths*, has been promoted to editor in chief of Hearst Special Publications...**Laura McEwen**, former publisher of the now defunct Rodale title *New Woman*, has been named publisher of Gruner + Jahr's *YM*...**Irwin Kornblau**, a *Parade* marketing consultant since October and onetime vp/marketing director for *Playboy*, was named vp of marketing for Parade Publications.

### NEWSPAPERS

At the *Los Angeles Times*, **Chris Avetisian** was promoted to the new position of vp of project management and production analysis. Previously vp of project management and financial planning, Avetisian is responsible for all production activities from pre-press through delivery.

### CABLE TV

**Pancho Mansfield** was promoted to senior vp of development for original programming at Showtime Networks. He will be responsible for the supervision of various Showtime original pictures and series development.

### INTERNET

**Karsten Amlie** was promoted to president of Pax Internet, a unit of Paxson Communications, parent of Pax TV network. He will oversee Pax's Internet properties, e-commerce activities and online partnerships. He joined Paxson in 1996 as associate general counsel and was named a vp last April.

# The Media Elite

Edited by Anne Torpey-Kemph

## His Fare: What to Wear

Wondering what the fashion must-have of the moment is? It's the Fendi baguette bag, according to *People's* newest columnist, Steven Cojocar. But if you're toting some other sac, don't despair: Cojocar also contends that there's no such thing as a fashion faux pas. His new "Behind the Seams" column is part of *People's* newly expanded Style Watch department.

Cojocar, a *People* groupie since his adoles-

cence, has been turning heads at Time Inc. with his leather-and-animal-print getups since he joined *People* as West Coast style editor in 1994.

But the new gig is a dream come true, says the self-proclaimed "Marilyn Manson of *People* magazine, and proud of it." *People's* decision to add the column indicates how ubiquitous and "mainstream" fashion has become, Cojocar contends.

His mother, the dress-maker, must be proud.

—Lori Lefevre



Fendi fan: *People's* Cojocar

## SPOTLIGHT ON...

### Michael Ouweleen

Senior VP and Creative Director, Cartoon Network

Michael Ouweleen's creativity comes in bursts. The witty 32-year-old exec is charged with conveying the network's animation zeitgeist through interstitial spots, specials and shorts. With the massive Turner animation library at his disposal, Ouweleen has crafted award-winning promos featuring hundreds of famous characters as well as top talent such as the late Phil Hartman and Joe Mantegna and cultivated a cult following among toon heads.

Among his recent efforts: The Scooby Doo Project marketing push for the network's *Scooby Doo* marathon last October, patterned after the breakout marketing of *The Blair Witch Project*. "We took the idea of extracting the characters and really went kind of crazy with it," says Ouweleen, formerly a copywriter at Korey, Kay & Partners and J. Walter Thompson in New York.

His next big push along these lines will be Cartoon Campaign 2000, featuring 50 classic and original cartoon characters campaigning for president on the network. The spots, to go into heavy rotation later this month, will include platform statements and attack ads from a range of characters. Fred Flintstone, for example, will sound a bit like Pat Buchanan, and Aquaman will have positions strikingly similar to Al Gore's. Ouweleen has even signed Bob Dole to do the voice in a campaign ad for Bugs Bunny. Says Ouweleen: "I'd really like to have this be a comment on the election process. If you can't use cartoon characters for satire, then where are you?"

He and his team are also creating the atmosphere for Cartoon's new "classics" network, Boomerang, set to premiere April 1.

Ouweleen's job might sound like all fun and games, but he often has to make tough decisions, such as whether a cartoon cow should wear a bottom and a top. Nevertheless, Ouweleen proclaims: "I would have taken this job if it was in Uzbekistan." —Jim Cooper



Toon team: Ouweleen with some of his stars

REGISTER 3  
AND SEND  
A 4TH FREE

# HAPPY E-YEAR

## N O W W H A T ?

If you're reading this....you survived Y2K. Now what? Time to shift your energies and attention from the single "bug" to the swarm of caterpillars.

You survived Y2K but are you ready for (the New Millennium?) Don't worry, we are. We have it all under control.

Now it's your turn to take control at Editor & Publisher's Interactive Newspapers Conference and Trade Show "2K", New Orleans February 9 - 12. You'll be catapulted into the next century of interactive newspaper

writing, editing, marketing, delivery, and technology.

At the controls will be the newspaper industry's best and brightest, most experienced pilots and navigators. Plus some valuable insight from people outside the industry - our customers and our competition. Great minds. Great journey. Great adventure.

Come along for the ride. Book your reservations now. Be sure to buckle up since turbulence lies ahead. And remember caterpillars do turn into beautiful butterflies.



**EGP** Editor & Publisher's 11<sup>th</sup> Annual  
**INTERACTIVE NEWSPAPERS  
CONFERENCE AND TRADE SHOW**

February 9-12 • New Orleans  
Hyatt Regency Hotel and Ernest N. Morial Convention Center

Produced by  
**ADWEEK  
CONFERENCES**

Co-Sponsors



# Editor & Publisher is pleased to have the following organizations join us in sponsoring this conference.



## THE ASSOCIATION OF

**ALTERNATIVE NEWSWEEKLIES (AAN)** is a trade organization dedicated to serving the needs of alternative newspapers in North America. Since its inception in 1978, one of AAN's primary missions has been to promote quality journalism and general excellence among its member papers.



## THE ASSOCIATION OF FREE

**COMMUNITY PAPERS (AFCP)** represents publishers of more than 700 free-circulation community papers, reaching an average 17 million homes weekly. AFCP's members are owners, publishers, general managers and sales managers at free-circulation community newspapers throughout North America.



## THE ASSOCIATION FOR

**INTERACTIVE MEDIA (AIM)** has been serving businesses that use the Internet since 1993. AIM promotes and protects Internet business by defending the industry in Washington, promoting consumer confidence, and providing business-to-business networking opportunities.



The mission of the **AMERICAN PRESS INSTITUTE (API)** is to provide training of the highest quality for newspaper men and women and to help them improve the quality of their newspapers. API serves this mission by immersing members in sharply focused programs on specific topics covering myriad aspects of producing and a newspaper for the busy, modern-day reader.



## THE ASSOCIATED PRESS MANAGING

**EDITORS (APME)** is an association of U.S. and Canadian editors whose newspapers are members of the Associated Press. Since 1931, the APME has been dedicated to the improvement, advancement and promotion of journalism by its own newspapers and through its relationship with the Associated Press.



## The CANADIAN COMMUNITY

**NEWSPAPERS ASSOCIATION (CCNA)** is the national voice of the community press in Canada. CCNA celebrates 79 years of representing the community press in Canada and represents over 680 English-language community newspapers with a total first edition circulation of over 6.7 million copies per week.



## THE FOUNDATION FOR

**AMERICAN COMMUNICATIONS (FACS)** is an independent educational institution which provides knowledge, resources and perspectives needed by journalists and their sources to effectively communicate information about pressing public issues.



## THE FREE ADS PAPER

**INTERNATIONAL ASSOCIATION (FAPIA)**, formed in 1986, is a small group of European visionary free-ads paper publishers dedicated to the sharing of information and creative ideas for the benefit of their publishers and companies.



**THE INTER AMERICAN PRESS**

**ASSOCIATION (IAPA)** is a non-profit organization dedicated to defending freedom of expression and freedom of the press throughout the Americas. IAPA enjoys a membership in excess of 1300, representing newspapers and magazines from Patagonia to Alaska.



**INDEPENDENT FREE PAPERS OF**

**AMERICA (IFPA)** represents independent community newspapers and shopper publications throughout the United States who provide regional free total market coverage.



For more than 35 years, the **INTERNATIONAL ASSOCIATION FOR NEWSPAPER AND MEDIA TECHNOLOGY (IFRA)** has served the world's newspapers as a resource in implementing the rapid pace of technological advancements. IFRA unites newspaper publishers as well as suppliers of newspaper technology and systems by providing them with essential forums for networking.

**inma THE INTERNATIONAL NEWSPAPER MARKETING ASSOCIATION**

(INMA) is a non-profit member organization dedicated to recognizing and extending marketing activities of newspapers.



Established in 1885, the **NATIONAL NEWSPAPER ASSOCIATION (NNA)** is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers. NNA's mission is to protect, promote and enhance America's community newspapers. Today, NNA's 4,000 members make it the largest

newspaper association in the United States. NNA works closely with policy officials to create a legal and regulatory environment conducive to the growth of community newspapers. NNA also provides business and educational programs and services to improve the quality, reach, and relevance of community newspapers throughout the country.



**THE NEWSPAPER SOCIETY**, founded in 1836, represents and promotes the interests of Britain's regional and local newspaper publishers. Their membership is comprised of more than 1400 paid and free circulation papers.



**RADIO-TELVISION**

**NEWS DIRECTOR ASSOCIATION-THE ASSOCIATION OF ELECTRONIC JOURNALISTS (RTNDA)** is the world's largest professional organization devoted exclusively to electronic journalism. We represent local and networknews executives in broadcasting, cable and other electronic media in more than 30 countries.



**SUBURBAN NEWSPAPERS OF AMERICA'S (SNA)** members include approximately 2,000 suburban newspapers in North America, reaching more than 17 million households and more than 42 million readers throughout the United States and Canada.



**THE SOUTHERN NEWSPAPERS PUBLISHERS ASSOCIATION** was established in 1903 to promote the business, harmony and prosperity of its members. Its members include more than 420 daily newspapers, primarily in the South and Southeast.



nola.com

**Host Media Company**

# ThePROGRAM

As of December 10th (Watch for updates at [www.mediainfo.com](http://www.mediainfo.com))

## WEDNESDAY FEBRUARY 9

### 1:00 P.M. – 5:00 P.M. PRE-CONFERENCE TRACKS

Join us for these practical, half-day sessions designed to give attendees some extra insight into the online medium. Choose one of four and sign up soon. Space is limited!

#### ■ Business

Marketing, branding, promotion, advertising, sponsorships, auctions, e-commerce, revenue opportunities – all will be explored. We'll focus on what's worked and what's not and share strategies employed by some of the smartest companies on the Web.

Rita Cummings Belle, *Director of Marketing and Advertising, wine.com*

James Derk, *New Media Editor, The Evansville Courier and Press*  
Diane Everson, *Publisher, Edgerton Reporter*

Howard Goldstein, *Director of Business Development, The Record*

Karen Orton Katz, *VP, Business Development, food.com*

Rich Petersen, *New Ventures Director, San Diego Union-Tribune*

#### ■ Content

Content and usefulness keep them coming back to your site. We'll take a global look at the many types of original content being produced, what skill sets are needed to produce the content, contextual e-commerce, new syndication models and the fundamental differences in thinking between pure new media content companies and traditional news companies.

Craig Allsopp, *CEO, VertiNews*

John Coate, *General Manager, SF Gate*

Robert Niles, *Executive Producer, InsideDenver.com*

Madan Rao, *Group Consultant, Microland Limited*

Janice L. Tuchman, *Managing Editor, Engineering News Record, McGraw-Hill*

Janine Warner, *Managing Editor, El Nuevo Herald Digital*

#### ■ Technology

Technology is progressing to new heights and new acronyms. Industry Web savvy "techs" from all sizes and shapes of media companies will tell you how to get your operation started, how to evolve, what to build, what to buy and where to progress in the near and long term.

Kara Kapczynski, *VP and Chief Technologist, North America, Cambridge Technology Partners*

Elizabeth Osder, *Vice President, iXL*

Steve Reppucci, *Director of Software Development, Boston.com*

Jay Small, *New Media Editor, Indianapolis Star Tribune*  
Dwayne Walker, *President and CEO, ShopNow.com*

#### ■ Classifieds

Your classified franchise continues to be challenged. This track will supply you with the most useful ideas and tools which resulted from our Second Annual Online Classifieds Industry Symposium held in September. Then we will take classifieds to an even higher level with more presentations on technology, the big four verticals, partnerships and alliances and specialty products.

Gerald Coniel, *Managing Director, Junk Mail Publishing pty ltd*

Jason Krebs, *VP & General Manager, New York Today*

Michele Pelino, *Senior Research Analyst, The Yankee Group*

Chris Reen, *Director of Classified Advertising,*

*Pittsburgh Post-Gazette*

Cathy Taylor, *Senior Diversity Recruitment Specialist, Black Voices*

Jonathan Turpin, *CEO, This Is Britain*

**3:00 p.m. – 3:30 p.m.**  
**Mid-Afternoon Refreshment Break**  
Sponsored by TV Data

**5:00 P.M. – 8:00 P.M.**  
**OPENING NIGHT RECEPTION WITH EXHIBITORS**  
Sponsored by Real Media

## THURSDAY FEBRUARY 10

**7:00 a.m. – 8:00 a.m.**  
**Continental Breakfast**  
Sponsored by Associated Press

**8:00 A.M.– 8:15 A.M.**  
**WELCOME**  
Mark A. Dacey, *President, ADWEEK MAGAZINES*  
Marsha A. Stoltman, *VP, Marketing Services,*  
*Editor & Publisher/ADWEEK CONFERENCES*

**A KEYNOTE ADDRESS**  
**8:15 A.M. – 9:00 A.M.**  
**"CLICKS AND MORTAR"**

Very soon analysts expect several major bricks-and-mortar retailers to become leaders on land and online, squashing smaller e-commerce competitors once their state-of-the-art megasites are launched. A mega-leader will share e-commerce strategies, with a special focus on back-room operational issues and customer service insight.

Presentation by a Major Retailer



**9:00 A.M. – 10:00 A.M.**

### **RETAILING ON THE LINE**

Retailers and newspapers are fending off traditional competitors while they respond to new, online challengers – twin struggles that are guaranteed to touch print advertising revenue. This session provides an overview of the e-commerce landscape, a look at the best practices of traditional retailers with online operations and their online-only competitors, plus a run down on emerging issues, including soft service, universal registration and the channel conflicts newspapers face when the Web sites of their retail advertisers compete with their own e-commerce ventures.

**Peter Conti Jr.**, *General Manager, richmond.com*  
**Scott Silverman**, *Director of Internet Retailing, National Retail Federation*

**10:00 a.m. – 10:30 a.m.**

### **Refreshment Break**

**Sponsored by Atex Media Solutions**

**10:30 P.M. – 12:00 P.M.**

### **ORGANIZING TO WIN: STRUCTURES AND STRATEGIES FOR IMPROVING COMPETITIVE EFFECTIVENESS**

Large newspapers are preparing IPOs for their online operations. Smaller colleagues are trying to integrate their print and online ventures. Everyone wants to become more competitive – it's just a question of how. This session looks at the goals, objectives and action items of separation and integration strategies, with a focus on how each can improve long-term competitive effectiveness. Panelists from both inside and outside the newspaper industry will cover capitalization, cannibalization, branding, product and market flexibility, recruiting and retaining talent and suggestions for selling your strategy to senior management.

**Mindy McAdams**, *Knight Chair Professor, University of Florida*  
**Neal Fondren**, *VP, New Media, The E.W. Scripps Company*

**12:00 p.m. – 1:00 p.m.**

### **Luncheon**

**Sponsored by My Way.com and Electrografix**

**1:00 P.M. – 2:00 P.M.**  
**BREAKOUT SESSIONS**

### ■ **Quality Journalism on the Net**

All professional journalists interested in promoting quality and news on the Net. This session will examine issues related to ethics, policies, information tied-in to e-commerce and advertising, sensationalism, separation of church and state and others affecting all online news organizations.

**Kurt Greenbaum**, *Editor, dbusiness.com*

**Bruce Koon**, *Managing Editor, Mercury Center; Founding Board Member, Online News Association*

**Carol Pogash**, *Editorial Director, Quokka.com*

### ■ **Emerging Tools and Technology for Non-Technical Types**

Corporate executives, publishers, even general managers don't have to be technical experts, but they must keep abreast of technologies that are likely to affect the business performance of web ventures they manage. This session takes a critical look at current and emerging technologies from an executive's perspective.

**Howard Finberg**, *Director of Technology & Information Strategies, Central Newspapers, Inc.*

**Chris Jennewein**, *Vice President, Technology & Operations, KnightRidder.com*

### ■ **Marketing, Branding and Promotion**

Is the newspaper brand an asset or a liability? What about off-line and cross-promotion? Will newspaper Web sites ever get the traffic they seek without greater and more sustained promotion? We'll take a hard look at strategic issues associated with branding and practical tips for promotion.

**Lorraine Cichowski**, *Senior VP & Publisher, USATODAY.com*

**Danny Meadows-Klue**, *Publisher, Electronic Telegraph Group Ltd., Telegraph Group*

### ■ **Community Publishing – 2000 Style**

Newspapers' Web ventures can be "sticky" because of the depth and breadth of their community sites. But successful business models to support these projects remain unclear. We'll raise points and issues and then provide implementation strategies for affordable, financially viable community publishing.

**Thomas F.X. Cole**, *Director of Marketing & New Media, Telegram & Gazette*

**Justin Kitch**, *CEO, Homestead Technologies*

### ■ **Online Competitive Case Study – Magazine Style**

We have invited seasoned specialists in the magazine industry to present a case study of their business online. They'll candidly share their plans, their processes and their priorities in their very competitive marketplace and they'll leave you with some innova-

tive ideas for yours.

Mary Fran Johnson, *Editor in Chief, Computerworld*  
Kevin Pearce, *Web Development Editor, ADWEEK Online*

**2:00 p.m. – 2:30 p.m.**  
**Refreshment Break**  
**Sponsored by DoubleClick**

**2:30 P.M. – 3:30 P.M.**  
**BREAKOUT SESSIONS**

■ **Investigative and Computer Assisted Reporting Online**

This session will be a reporting out of a Poynter Institute workshop on the opportunities and obstacles to moving in-depth reporting packages online. We'll discuss the potential of investigative reporting and CAR-generated stories online and explore the technical, ethical, legal, and journalistic implications of using this three-dimensional, multimedia, interactive environment.

Rose Ciotta, *Assistant Director/PA, Computer-Assisted Reporting/Analysis, Philadelphia Inquirer*  
Brant Houston, *Executive Director, Investigative Reporters and Editors, Inc.*  
Nora Paul, *Professor, Computer-Assisted Journalism and New Media, Poynter Institute*  
David Weir, *Senior Vice President, Editorial Operations, Washington Bureau Chief, Salon.com*

■ **Elections 2000**

In this busy campaign year, how are politicians using the Web to run their local, state and national campaigns? And how is the press covering these campaigns? Where do media Web sites fit in? With the primary season in full force, these powerful panelists will have keen insight and practical advice.

Doug Bailey, *CEO, FreedomChannel.com*  
Mike Riley, *Editor, Roanoke Times*

■ **Advertising and Sponsorships**

Creative advertising and sponsorships continue to evolve on the Web. We'll showcase the best in sales approaches, education of advertisers and staff, innovative ads, e-mail ads, specialized targeting, standardization, qualitative and quantitative measurement, and much more!

Leslie Laredo, *President, The Laredo Group*  
Alan Masarek, *CEO, AdOutlet.com*  
Tim Meadows, *SVP, Marketing, NetRatings*

■ **Money Left on the Table?**

Unexploited revenue opportunities abound on the Web. We'll focus on archives, reprint agreements, syndicated content, Web site development for local businesses, and partnerships with local media. Then we'll give you some new revenue ideas you've not

yet dreamed of!

Steve Lanier, *Publisher, Blue Ear.com*  
Roxanne Oswald, *New Business Development Manager for New Media, Star-Tribune*

■ **Online Competitive Case Study – Broadcast Style**

"Broadband Brings Broadcasters onto the Internet"

Until recently, local television stations have dabbled at putting news on the Internet, but with the coming rollout of new high-speed connections like cable modems and ADSL services, broadcasters are coming around for a second look at the Net. The brave new world of on-demand audio and video may have audiences stacking their own newscasts...but what will happen when the sports fan doesn't have to wait for "game highlights at 11?" And what opportunities are there for newspapers?

Craig Marrs, *VP, Business Development and Affiliate Relations, REACTTV*  
Mark Thalheimer, *News in the Next Century Project Director, RTNDF*

**EXHIBITS OPEN AT 4:00 P.M.**

**5:00 P.M.– 8:00 P.M.**  
**RECEPTION WITH EXHIBITORS**  
**Sponsored by Thomson Interactive and SAXoTECH, Inc.**

**F R I D A Y FEBRUARY 11**

**7:00 a.m. – 8:00 a.m.**  
**Continental Breakfast**  
**Sponsored by News Alert**

**8:00 A.M. – 8:15 A.M.**  
**FIFTEEN MINUTES OF FAME**

At the 1999 Interactive Newspapers Conference, Editor & Publisher auctioned, for the benefit of the Columbia School of Journalism, Fifteen Minutes of Fame at the Y2K event. Thomson Interactive Media was the lucky winner! Join us as we all enjoy their creative and entertaining presentation.  
Thomson Interactive Media



CAPPONETTO

**A KEYNOTE ADDRESS**  
**8:15 A.M. – 9:00 A.M.**  
**KEY STRATEGIES FOR INTERACTIVE ADVERTISING**

IBM continues to be one of the top Web advertisers. Its strategy and business model are the brainchild of this dynamic leader. Her worldwide experience and valuable lessons in interactive advertising will engage, energize, and enlighten you and your organization.

Marianne Capponetto, *Vice President, Worldwide Media/Digital Media, IBM*

**9:00 A.M. – 10:00 A.M.**

**THE NEW CONVERGENCE: CLASSIFIEDS AND E-COMMERCE**

Customers have used online classifieds to help make purchase decisions; now, they are poised to take the next step and use them to conduct transactions. This session looks at the ways general merchandise classifieds can morph into online auctions and explores how newspapers' e-commerce ventures can keep local businesses vital.

Dan Ragan, *Marketing Manager, Electronic Information Services, Jacksonville Times Union*

Candy Thompson, *Director, E-Commerce, Advance Internet, Inc.*

**10:00 a.m. – 10:30 a.m.**

**Refreshment Break**  
*Sponsored by King Features*

**10:30 A.M. – 12:00 P.M.**

**PORTAL STRATEGIES – LOCAL, REGIONAL, NETWORKS**

Portals are fashionable, but are they functional, especially for smaller market papers? Do geographic portals make sense or should newspapers focus on niche? This session looks at both newspaper and non-newspaper sites for answers.

Virginie Boone, *Web Publishing Manager, Lonely Planet Online*

Dan Finnegan, *President, KnightRidder.com*

Al Gibes, *Online Manager, lasvegas.com*

Retha Hill, *Vice President of Content, Black Entertainment Television*

Jennifer Kijek, *Online Manager, Orlando Weekly*

Sunil Rajshekhar, *Director, Times Interactive, The Times of India Group*

**12:00 p.m. – 1:00 p.m.**

**Luncheon**

*Sponsored by Capitol Advantage, Pinnacle Peak Solutions and Nielsen//NetRatings*



**ALLOWAY**

**KEYNOTE ADDRESS:**

**1:00 – 1:45 P.M.**

**SHARED VISION: THE HEART AND SOUL OF A WINNING TEAM**

Join us as a nationally-recognized expert on customer-focused teams delves into the newspaper industry and shares his thoughts and visions of winning ways to develop your market and your brand. His entertaining style will have you laughing, listening and learning!

Joe Calloway, *Author and Producer, "Choose Success"*

**1:45 P.M. – 3:00 P.M.**

**UNDERAGE WEB HABITS**

This group of "wired teens" will share with you how they use the Web, where they go and why. Then they'll review newspaper and non-newspaper Web sites and tell you their likes and their dislikes, what's cool and what's not, what you're missing and what you should be missing, and, finally, what you can do

to keep them coming back as "wired teens" now and "wired adults" in the future.

This panel will be moderated by an expert in teen online habits.

**3:00 p.m. – 3:30 p.m.**

**Refreshment Break**  
*Sponsored by Everstream, Inc.*

**EXHIBITS OPEN AT 3:30 P.M.**

**7:00P.M. – 10:00 P.M.**

**THE EPpy™ AWARDS DINNER**

*Reception Sponsored by Internet Tradeline*

At this gala, Cocktail Reception and Dinner we will present the 5th Annual EPpy™ Awards honoring the best interactive services produced by the newspaper industry worldwide in 19 categories. The EPpy™ Awards have become the most sought-after awards and the symbol of excellence in the newspaper industry.

**Keynote Speaker:** Helen Thomas, *UPI White House Bureau Chief, Dean of the Washington Press Corps.*

**SATURDAY FEBRUARY 12**

**7:30 a.m. – 8:30 a.m.**

**Continental Breakfast**

**KEYNOTE ADDRESS**

**8:30 A.M. – 9:30 A.M.**

**THE FUTURE: SURVIVAL OF THE FITTEST**

Due to the dynamic nature of the Web, it is constantly changing and evolving. The best companies are ahead of the evolution and poised for innovation. What are the characteristics of these visionary companies? We'll tell you!

**9:30 A.M. – 10:30 A.M.**

**ROUNDTABLE DISCUSSIONS**

A wonderful way to wind down from the conference will be at our Roundtable Discussions. Each discussion will last one hour and will be moderated by an expert in the discipline. The Roundtables will then be repeated.

■ **Fun on the Web: Games, Coupons, Contests**

Rob Seitz, *Information Management Consultant, Rob Seitz Communications*

■ **Integration of Sales Staffs**

Michael Lawrence Blinder, *President, The Blinder Group*

■ **E-Mail Publishing and Products**

Vin Crosbie, *President, Digital Deliverance, L.L.C.*

■ **Networking Beyond Your National Borders – Latin America**

Christian Oliver, *General Manager, Electronic Publications, El Universal*

■ **Networking Beyond Your National Borders – Europe**

Monique van Dusseldorp, *CEO, Van Dusseldorp & Partners*

**10:30 a.m. – 11:00 a.m.**

**Refreshment Break**  
*Sponsored by Neo Media*

**11:00 A.M. – 12:00 NOON**

**ROUNDTABLE DISCUSSIONS (REPEATED)**

# The EXHIBITORS

As of December 10th

BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR
100, 102	Thomson Interactive Media	233	Job Options	345	paper.net	510, 512	AdStar.com, Inc.
104, 106	SportsHuddle.com	235	ABC Interactive	347	Kinzan.com	511	Engage Technologies
108	Pinnacle Peak Solutions	236	Infosis Corp.	362	DoubleClick	513	NAA's Bona Fide Classified
110, 112	InfNet	237	National Gardening Association	400, 402	Gannett Media Technologies International (GMTI)	518	RegionOnline
200	OpenSpace.com	239	News Alert	401, 403	IBM	524	MyWay.com
201	System Integrators	241, 243	The Sports Network	404	SportsWare Technologies, Inc.	530	Intype, Inc.
202, 204	Atex Media Solutions	244	IntelliHealth, Inc.	407	Nielsen/NetRatings	536	The Associated Press
203	Pentawave	245, 247	EverStream Media	406	Edgil Associates, Inc.	544, 645	King Features
205	Progressive Federal Technology Systems (PTFS)	246	ePodunk	408	NFO-AD: Impact	545	Tele Danmark A/S
206	Incpad by Westech	248, 250,		409, 411	Bell & Howell	551	NewspaperDirect
207	NewsBank Inc./Readex	349, 351	Screaming Media	410	Stats, Inc.	600	UnionStreet.com
208	Softlock.com	249, 251	TVData	412	Electrografix New Media	602	Nevermissasale.com
209	GolfServ Online, Inc.	259	Nando Media	418	Internet Tradeline, Inc.	610, 612	PowerAdz.com LLC
210	AccuWeather	261	Waveshift Technologies	436	SAXoTECH, Inc.	611	Tele-Publishing International
211	Advanced Telecom Services, Inc.	262	iSyndicate	444	Tele Danmark A/S /Borsen	613	PR Newswire
212	Classified Ventures, L.L.C.	300, 302, 304, 306	E-The People	445	Qpass	616	United Media
213	GCN Publishing	301, 303	KOZ.com	450	dbusiness.com	618	Rocket Technologies
218	Real Media, Inc.	305	Investment Challenge Corp.	462	CitiNetwork.com	620, 622	Sportsmark
219	FreeZone (Thomson Target)	307	Word Of Net, Inc.	500, 502, 601, 603	Realtor 3D	624	Iceni Technology
221	MediaStream	308	Autonomy	501	New Horizons Team	626	ICopyright.com
223	Methodfive	310	COIN Corporate Interactive, Inc.	503	Family Features Editorial Syndicate	628	Los Angeles Times Syndicate New Media
224	Tribune Media Services	311	Poynter Institute	504	Reed Technology	630	Accrue Software, Inc.
225, 227	IPIX	313	Capitol Advantage	505	RX Remedy Communications LLC	634, 636	Universal New Media
230	American ComputerInnovator	318	The Internet Company	507	AudioScoop	638, 640	International Demographics
231	Ignite Sports Media	336	Knight Ridder New Media	508	HealthStreet Interactive	644	Business Wire
		344	Yack.com			646, 648	Web Transitions, Inc.

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As of December 10th

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### WEDNESDAY, February 9

Mid-Afternoon Break	TV Data
Opening Night Reception	Real Media

### THURSDAY, February 10

Breakfast	Associated Press
Mid-Morning Break	Atex Media Solutions
Luncheon (co-sponsors)	My Way.com and Electrografix Afternoon
Break	DoubleClick
Reception (co-sponsors)	Thomson Interactive Media and SAXoTECH, Inc.

### FRIDAY, February 11

Breakfast	News Alert
Mid-Morning Break	King Features
Lunch (co-sponsors)	Capitol Advantage, Nielsen/NetRatings and Pinnacle Peak Solutions
Mid-Afternoon Break	Everstream, Inc.
EPpy Awards Reception	Internet Tradeline

### SATURDAY, February 12

Breakfast	
Mid-Morning Break	Neo Media

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- Pinnacle Peak Solutions
- TV Data

## **EXHIBIT HOURS**

Wednesday, February 9 .....	12:00 noon – 8:00 p.m.
Thursday, February 10 .....	4:00 p.m. – 8:00 p.m.
Friday, February 11 .....	3:30 p.m. – 7:00 p.m.

**Convenient Free shuttle service is provided between the Hyatt Regency and the Trade Show at the Ernest N. Morial Convention Center**

# The **EPpy**<sup>TM</sup> **AWARDS**



Entries have been received in the following categories. An international panel of new media experts are currently judging these entries. Join us at the Annual EPpy<sup>TM</sup> Awards Dinner, Friday, February 11th, to see who will receive top honors!

## The **CATEGORIES**

- Best Overall U.S. Newspaper Online Service  
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- Best Sports Section in a Newspaper Online Service
- Best Business Section in a Newspaper Online Service
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# The **HIGHLIGHTS**

## **Media Lab**

A section of the Trade Show exhibit hall will be devoted to our popular Media Lab presentations. The Media Lab allows vendors 15 minutes to capture your attention and imagination with demonstrations of their products/services. These power-charged, focused presentations include answering any questions that you may have. The Media Lab is open during exhibit hours. It's the quick and convenient way to get a briefing on the newest technology available.

## **Trade Show**



We moved the Trade Show to the Ernest N. Morial Convention Center to provide the huge amount of space needed for all the vendors that will be attending and displaying their products. The exhibit hall will be filled to capacity with over 100 exhibitors. Think of the Trade Show as your problem solver, filled with all sorts of publishing tools, ideas, and solutions needed to fully achieve the potential of your online publication.

## **Gala EPpy™ Awards Dinner!**

On Friday evening, February 11, we will present the Fifth Annual EPpy™ Awards for the Best Newspaper Online Services. Amidst great pomp and ceremony, winners in nineteen special categories will be recognized. The grande dame of the Washington Press Corps., Helen Thomas, will be the dinner speaker. Don't miss this exciting event! You receive one ticket as part of your registration.

## **Live Jazz Music!**

The Naples Daily News Traditional Jazz Band will provide live jazz music at the conference. This band was organized in 1988 by the President and Publisher of the Naples Daily News, Corbin Wyant, who also serves as its trombone player! The group was originally formed to celebrate the 75th anniversary of the newspaper. The band celebrates regular performances drawing crowds of over 4,000. Much of the music they play was written in 1923, the same year the newspaper was founded.

## **Hotel**

The Hyatt Regency New Orleans is a 32 story atrium including over 1,000 guest rooms, 100 suites, exclusive Regency Club accommodations, outdoor pool,

whirlpool and a fully equipped fitness center. It is located in the heart of downtown New Orleans, minutes from the French Quarter, Bourbon Street, the Mississippi Riverfront and the Convention Center. The hotel is only 12 miles from the New Orleans International Airport with a complimentary "Hyatt Express" shuttle to the French Quarter and the Mississippi Riverfront. If you forgot to pack something, don't worry! The hotel is connected to the Louisiana Superdome and New Orleans Shopping Centre, featuring Macy's, Lord & Taylor and other fine stores. You can enjoy fine cuisine and a spectacular view right on top of the hotel at the Top of the Dome Steakhouse, New Orleans', only revolving rooftop restaurant.

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A limited number of rooms are available at these special rates, so reserve your room EARLY! (January 18 is the final date for these special rates) Please contact the Hyatt Regency directly at (504) 561-1234, (800) 233-1234 or fax: (504) 587-4141. To receive this special rate you must mention that you are an attendee of the Interactive Newspapers Conference and Trade Show.

## **Travel**

Take advantage of special low cost negotiated airfares with Continental Airlines. To book your travel itinerary, contact Continental Meeting Services at (800) 468-7022 and make sure to mention the Reference Number: IJD 1PH for your discount.

## **Special Needs**

If there is anything we can do to make your participation easier or more convenient, please check the appropriate box on the registration form and fax it to (330) 963-0319.

## **Cancellation Policy**

Should you be unable to attend for any reason, please inform us in writing. Cancellations received between December 2, 1999 and January 1, 2000 will incur a 50% service charge. Cancellations received after January 2, 2000 or registrants who do not attend are liable for the full registration fee. Substitutions can be made at any time prior to the conference in written form and faxed to (330) 963-0319.

## **Sponsorship and Exhibit Opportunities**

Trade Show spots and sponsorships were picked up fast for this growing event. However, promotional opportunities are still available. For companies wishing to promote their products and services to new media professionals in this booming industry, this is a conference not to be missed! To reserve an exhibit space and/or sponsorship, please call your E&P advertising representative or Dennis O'Neill at (212) 675-4380, ext. 117, as soon as possible. Don't waste any time, the opportunities are going!



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**Association discount for AAN, AIM, AFCP, FAPIA, IFPA, NNA and SNA is 35% off registration fee.**

**Register 3 and send a 4th for free!** (All submissions need to be sent together.)

(Registration includes conference meals, receptions and one ticket to the EPpy™ Awards Banquet)

**YES!** Register me for one of the optional 4-hour tracks offered Wednesday, February 9th  
 (select one, sessions run concurrently)

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**The Alfred I. duPont-Columbia University Awards** in television and radio journalism will be presented Jan. 19 at the university's Low Memorial Library in New York. CNN analyst Jeff Greenfield will host. Contact: 212-854-6581.

**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 and 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 and publisher of *Texas Monthly*, with its **Henry Johnson Fisher award** for lifetime achievement at a dinner gala Jan. 26 at the Waldorf-Astoria in New York. Contact: 212-872-3700.

**American Business Press, Magazine Publishers of America and the American Society of Magazine Editors** will present a series of **regional magazine conferences**, the first to be held Feb. 3 at the Ritz-Carlton in Cleveland. Full-day programs include "Exceptional Sales Practices for the Traditional and Interactive Media" and "Building a Strong Magazine Brand Across Media." Contact: 212-872-3756.

Arbitron will present the **Tapscan Users Conference** for media buyers and planners Feb. 16-18 at the San Francisco Hyatt at Fisherman's Wharf. Sessions on planning and buying software include "Political Media Buying with TVScan" and "Mastering Buying and Posting with Cable." Contact: 212-887-1314.

# Inside Media

NEWS OF THE MARKET

Edited by Anne Torpey-Kemp

## Bob & Tom Hit Los Angeles on KXTA-AM

*Bob & Tom*, the syndicated morning show that brought radio listeners "Livin' la Vida Polka," the Electric Amish Band and Mr. Obvious, has captured its first affiliate in a top 10 market with its premiere last week on Clear Channel-owned KXTA-AM "Xtra Sports" in Los Angeles. The addition of KXTA gives Bob & Tom (Bob Kevoian and Tom Griswold) 96 stations. The show, distributed by AMFM Radio Networks, broadcasts from Indianapolis on WFBQ-FM and is consistently the top-rated morning show in that market.

## Westwood Scores Madden Shows

Fox NFL analyst John Madden has signed an exclusive deal with Westwood One to syndicate two daily sports shows. *The John Madden Sports Quiz* is a 90-second sports trivia show that has been syndicated by SportsFan Radio Network for nearly a decade. *Madden on the Road* is a new one-minute vignette that features stories and commentaries from Madden as he travels the country in his "Madden-cruiser."

## Infinity Juggles Managers

Ken Stevens, longtime vp and general manager of Washington, D.C., talk stations WJFK-FM and WYSP-FM in Philadelphia will add vp and gm responsibilities for Infinity's newest talker, WNEW-FM in New York. Former WNEW vp and general manager Scott Herman will concentrate on WINS-AM in New York. Alan Leinwald, formerly general sales manager of WJFK, was promoted to vp and general manager of the station. In Baltimore, Alan Hay was named vp and general manager for WLIF-AM and WJFK-AM. At both stations, Hay will succeed Stevens. Hay will also continue to serve as vp and general manager of WXYV-FM in Baltimore.

## ESPN Classic Rolls Movie Series

ESPN Classic kicked off *Reel Classics*, its first movie franchise, on Jan. 9 with '70s icon Evel Knievel playing himself as a crimelfighter in *Viva Knievel!*. Hosted by comedian Nick Bakay, the Sunday-night series offers campy sports-oriented films followed by classic sports programming

involving the same sport featured in the movie. Mark Shapiro, ESPN Classic vp/general manager, said he hopes to expand the series to include classic films such as *The Natural* and *Hoosiers*.

## Platzner Named Publisher of Seventeen

Linda Platzner has been named publisher of Primedia's *Seventeen*. Platzner joined the publishing company in October as group publisher and vp of its Youth Entertainment Group. She replaces Lori Burgess, who left to join Condé Nast's *Mademoiselle* in November.

## Healthy Kids Goes Spanish

American Baby Group in conjunction with the American Academy of Pediatrics will launch *Healthy Kids en Español* in May. The Primedia title will contain all new material written entirely in Spanish. This is the second consumer book published by the AAP, which also teams with American Baby Group on *Healthy Kids*. The Spanish title will have an initial rate base of 500,000 and be distributed in doctors' offices.

## Leive Revamps Self

Condé Nast's *Self* has introduced a redesign, effective with its January issue. Editor Cynthia Leive, who replaced Rochelle Udell in August, has changed the logo, renamed some sections and added more Q&A sections. In addition, regular departments "Move of the Month," "Flash!" and "Self Challenge" have been reorganized, and tear-out sections on various subjects will appear in every issue.

## H&S Launches Teen Title

Niche publisher H&S Media will launch its first mass-market title, *teenStyle*, on Jan. 11. The bimonthly will have an initial distribution of 250,000. Sara Fiedelholz, former special projects editor at *Teen*, will serve as publisher and Maureen Kochan, also a *Teen* alum, is managing editor. For the launch issue, *teenStyle* will publish two editions, each including a special fashion section in the back with its own cover. Launch-issue advertisers include VO5, Columbia Records, Epic Records and Bonnie Bell. Bannockburn, Ill.-based H&S also publishes *MaryBeth's Bean Bag World*, about Beanie Babies, and *Pojo*, covering all things Pokémon.

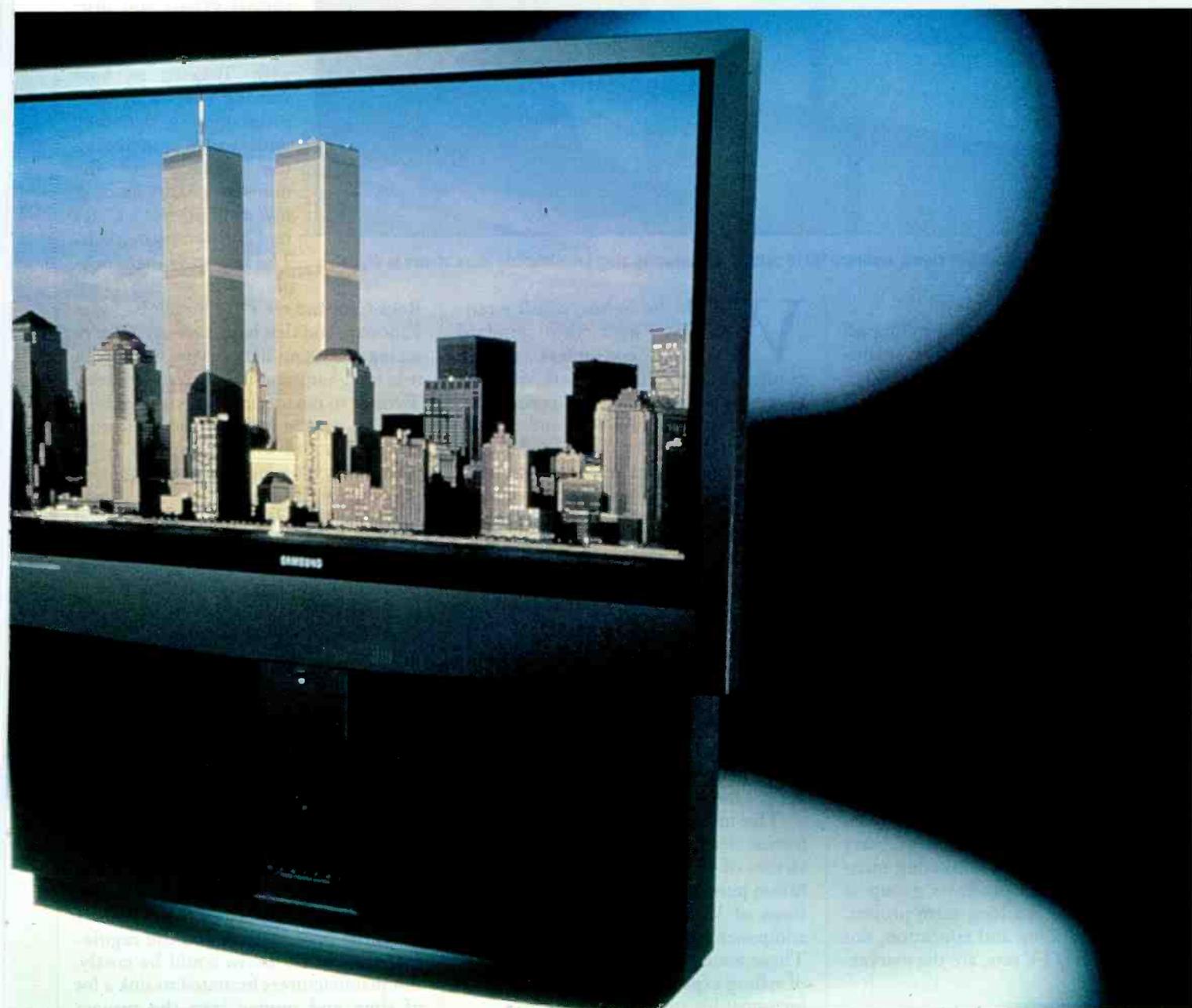
# HIGH-DEF'S HIGH HURDLE

BY SCOTTY DUPREE

**W**hen the nation turns its eyes to the Georgia Dome in Atlanta on Jan. 30 to watch the Super Bowl, the television industry will find itself straddling the fence between the past and the future. Even as ABC's conventional telecast draws viewers in an estimated 40 million households, a few thousand early adopters will be watching the network's high-definition digital feed, drawing back the curtain on the bolder, brighter sights of a new genera-



**At this stage in the digital television revolution,  
the disciples of the new wave seem more  
concerned with consumer awareness than set sales**





FEATURE PHOTO SERVICE

Retailers believe consumers will slowly embrace HDTV sets as the networks start broadcasting more shows in digital.

For Tweeter, and for the manufacturers, education is the key, for both the retail sales associate and for the customer. So in addition to Tweeter's five-and-a-half week training classes for sales people, the company conducts seminars and sends out videotapes on digital TV to keep their staff up to date. But educating customers can be a bit more fun: parties and special events and promotions at sports bars.

Samsung has worked with Tweeter to host viewing parties of CBS programming that they underwrote, including the broadcast of the miniseries *Shake Rattle & Roll* at Hard Rock Cafes in 12 different markets. The impact is that "people come to the Hard

tion of broadcasting.

Since the first sets started rolling off assembly lines in August 1998, manufacturers have shipped about 110,000 to retailers, according to the Consumer Electronics Association. With the average price for a digital TV exceeding \$5,000 and fewer than 100 stations simulcasting their analog signals in HDTV, consumers have been slow to embrace the technology. In addition to working the kinks out of the system, ABC and partner Panasonic—which built a special production truck for *Monday Night Football* and the Super Bowl—hope the big event will spur sales of costly high-definition television sets.

But in a more strategic sense, manufacturers, retailers and broadcasters see such telecasts—and CBS' decision to offer much of its prime-time lineup in the cinema-quality format—as a way to introduce the technology to consumers. "This is not a short-term strategy," says Steve Panosian, senior marketing manager of the digital products group at Samsung. "This is a long-term project. Awareness-building and education, not the sales of HDTV sets, are the marketing goals."

Not yet, anyway.

With the industry still wrangling over the standard issue, consumers remain confused and manufacturers wary. At this point in the nascent revolution, even if you're willing to spend the big bucks to buy into the future, and even if you live in an area served by stations offering digital signals, you'll need an antenna, because cable systems haven't converted yet. All this tends to dampen the demand for sets.

"More than 50 percent of projection TVs are upgradable," says Noah Herschman, vice president of marketing at the Tweeter Home Entertainment Group, which owns 46 stores high-end electronics stores. "So we tell our customers, 'If you spend a bit more, you're future-proof, because high-definition is what's going to happen.' We want to sell them a long-term solution."

The industry still hasn't ironed out format standards, and the debates on the virtues of 480p vs. 720p vs. 1,080i resolution persist. Then there are the questions of VCRs and DVDs and other components that need to be compatible. These issues make manufacturers leery of selling expensive systems that may be incompatible to evolving standards.

Rock Cafe and see a live broadcast," says Panosian, and that has an effect. They're seeing television like they've never seen it before. Samsung has also worked with Tweeter to outfit sports bars and to host viewing parties in store for interested customers, and will continue to do so with more sporting events and movies slated for the future.

"This is how we're marketing digital TV," Panosian says. The company's brand advertising is certainly focused on the digital age, but to buy HDTV sets, consumers have to experience the difference they represent. And bringing them to the set is the answer.

HDTV was going to happen. It was just a question of when. This meant that electronics manufacturers had to start producing the sets and get ready for the adoption of new technology, a process that spans years, moves more quickly as technology advances, and is driven by price and competition. But you have to start somewhere, and waiting for the other guys, the broadcasters and the regulators, to make a move could be costly. But manufacturers hesitated to sink a lot of time and money into the project

without television programming to back it up. Moreover, broadcasters didn't want to spend the time and money to convert their systems if consumers didn't have sets on which they could receive the advanced signal.

This pushed the FCC to require broadcasters to begin the conversion to digital signals last year. The FCC schedule has all broadcasters switched to digital by 2006, not a lot of time for manufacturers to introduce new technology and convert consumers to HDTV, especially when the sets are so expensive, five to 10 times the price of a regular TV set. And with most broadcasts still in analog and most cable systems not carrying the digital signal, consumers aren't yet ready for HDTV. "But they will be in two years," said Bob Perry, director of marketing for Mitsubishi Digital Electronics.

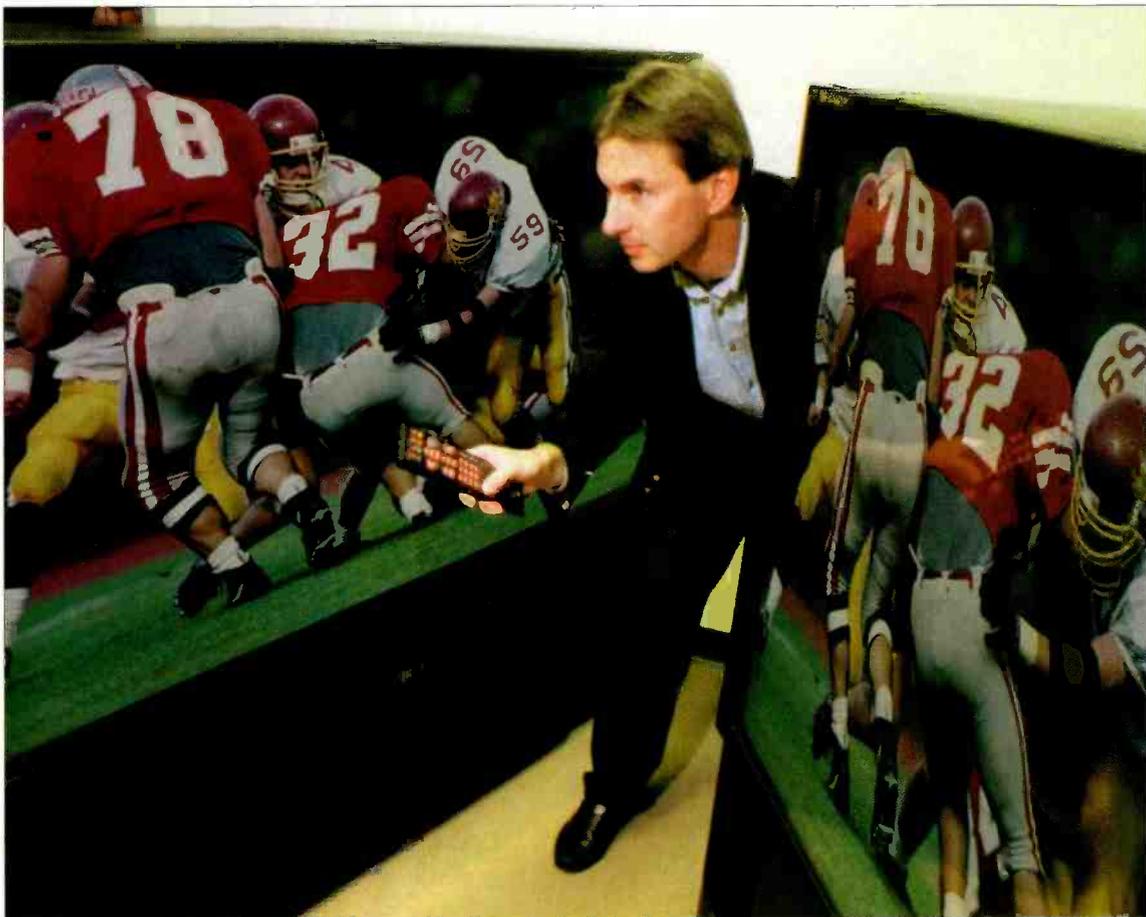
So Mitsubishi's strategy is to pick the customers most likely to buy HDTV first, educate them on the coming of the format, sell them the part of the equipment they can surely use now—the wide screen, then sell them the part they'll need later—the tuner that receives the digital signal—when HDTV is more readily available: The answer is the upgrade. Mitsubishi has limited its HDTV production to projection TVs, and in fact got out of the TV tube business a few years ago.

Like Mitsubishi, most electronics manufacturers are focusing on the projection set as the target for HDTV production, and for those sets that are flat-screen or standard tube sets, the size is comparable to projection sets: This is not the format for your kitchen countertop. Even though manufacturers

have been able to break down the parts and bring the price down from \$7,000 for an HDTV-ready set to \$2,500 for an upgradable model, the industry is still marketing at the top of its price point, and to a customer who makes this decision cautiously and infrequently. "We don't want them coming back mad in a few years because their TV is obsolete," says Perry. And sure, there is a lot of explaining to do when people come in to buy a TV set, but those customers are information-ready: They're

and are willing to pay a premium is no surprise to Perry. He attributes strong sales to the economy, the quality of the HDTV picture, and the growing number of consumers interested in the technology. But for the number of customers coming into stores asking to see HDTV, he credits CBS.

After all, you can't have TV without something to watch. "Every time viewers tune in and see that banner, they know it's real, it's here



Tom Mykietyn of Sharp Electronics in Mahwah, N.J., checks out Sharp's first-ever HDTV set, introduced in 1998.

typically the early adopters, consumers who are the first to pick up on and purchase new technology. And for the ones who do opt to buy high-definition sets, they also know how to put up an antenna, say manufacturers, so the cable non-carriage issue isn't one that concerns a customer who wants to be the first to have high-definition television in their home. And there is no lack of those customers.

That customers want to buy HDTV

now," said Perry. "Our relationship with CBS is not an advertising opportunity. We could have gotten reach through other plans. Our goal was to deliver HDTV."

Rather than advertising, the agreement, in which Mitsubishi covers the cost of converting programs to HDTV for broadcast, gives the electronics company a banner at the opening of every digital program. And what seems like the goal—getting Mitsubishi's name on

## Stations Broadcasting in HDTV

### Top Ten Markets\*

Rank/Market	Stations
1.) New York	WCBS, WNYW
2.) Los Angeles	KABC, KCBS, KNBC, KTLA, KTTV
3.) Chicago	WFLD
4.) Philadelphia	KYW, WCAU, WPVI, WTXF
5.) San Francisco	KBHK, KGO, KPIX, KRON
6.) Boston	WCVB, WFXT, WHDH
7.) Dallas	KDFW, KTVT, KXAS, WFAA
8.) Washington	WETA, WJLA, WTTG, WUSA
9.) Detroit	WDIV, WJBK, WWJ, WXYZ
10.) Atlanta	WGNX, WSB, WXIA

\*On official program test authority, according to FCC, as of Dec. 8, 1999.

TV in conjunction with a digital broadcast—is actually the bridge between manufacturer and consumer. And it works. While there are no ratings or other quantitative measures for the impact of the promotion on viewers, manufacturers attribute the huge amount of interest to the fact that viewers are seeing HDTV live and on the air, even if they're not getting the signal. And it is that the networks have chosen particular if not diverse groups of viewers to whom they beam this

“Simulcast in HDTV” message.

CBS has opted to spread the message far and wide with an expanse of programming. ABC has taken the tack of appealing to men through football. Unlike CBS, which converts programs shot on film to HDTV, a rather simple conversion, the football production requires HDTV cameras and a separate video feed. For this Panasonic built a production truck and covers each game with six cameras on the field, covering the game in tandem with the traditional

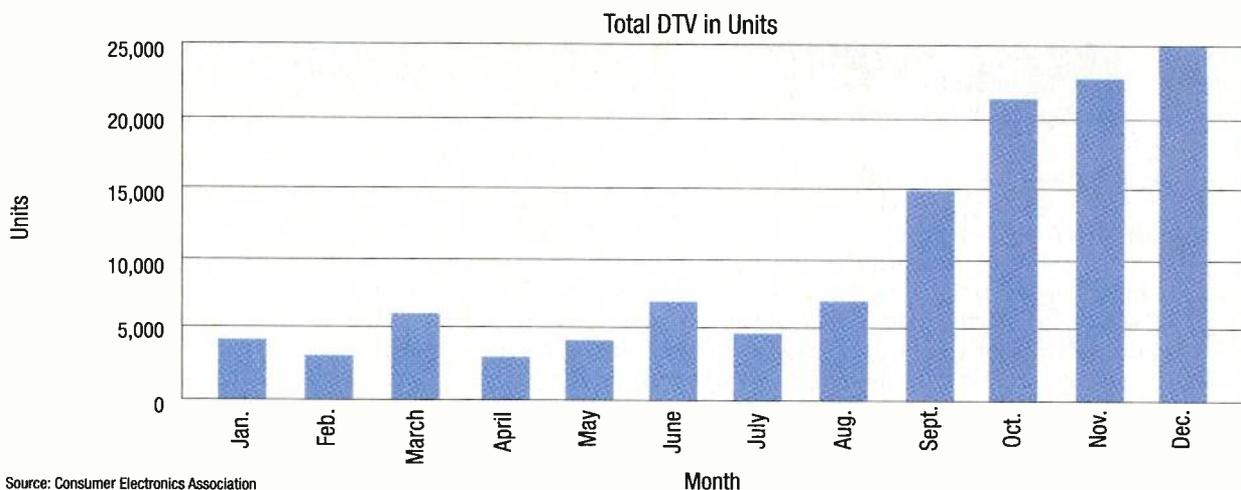
analog feed to the network. The broadcast of the Super Bowl in HDTV should alone account for a number of sales of HDTV sets and surely will spark viewing parties and opportunities in large numbers—it's an opportunity that retailers surely won't miss.

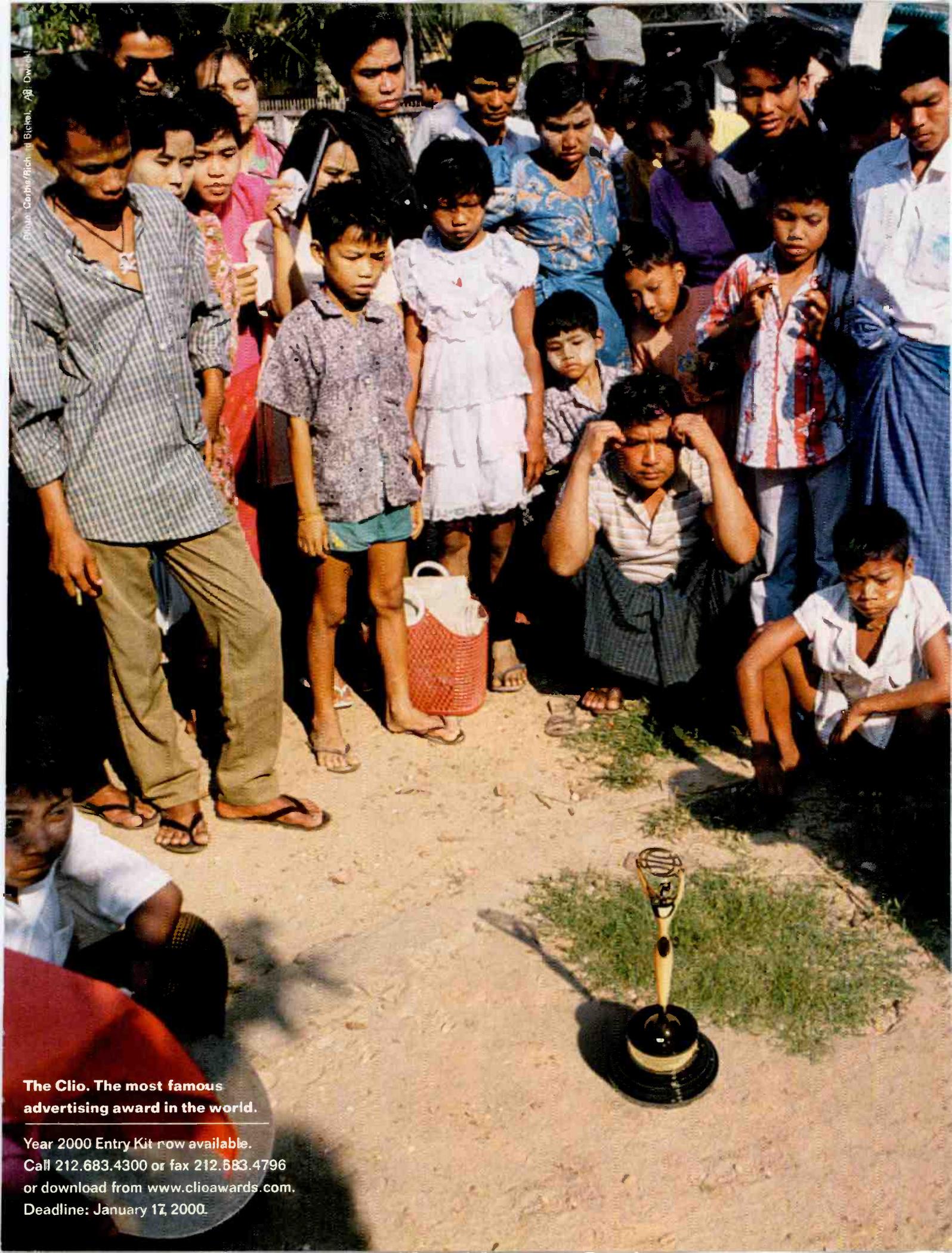
After the Super Bowl, ABC won't broadcast in HDTV again until next year, according to a network official. The network currently has no plans to produce any other programming in HDTV. For CBS, though, it is simply a matter of time before the entire schedule is digital. “Of course there are some things that will take longer to convert than others,” says Bob Ross, vice president of East Coast operations for CBS, charged with converting CBS from analog to digital broadcasting. Both HBO and DirecTV have announced plans to enter the HDTV arena soon, and Time-Warner agreed to carry the digital signals on systems where they have the space available and the signals are on the air.

But the broadcast networks are the ones pushing the format into the mainstream. “This has a huge effect,” says Perry. “Customers are going into stores and asking to see HDTV. You can look at programming on cable and satellite, but the biggest bang for the buck is the broadcaster.”

*Scotty Dupree is a New York-based freelance writer.*

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**Dotcoms' race for space** for outdoor advertising in San Francisco reached a new low last month—literally, when Fidelity.com pasted a 10-by-20-foot ad on the floor of a rapid transit station to advertise Powerstreet, its online investment service. Then, last week, San Francisco-based AdAuction.com announced it would auction off a sponsorship package for two Indy 500 race cars. Maybe the area's high-tech businesses should take a cue from a local taqueria, which got plenty of takers for its offer of free burritos in exchange for being permanently tattooed with its logo.—*Susan Kuchinskas*

# interactive news

## @deadline

**Media Firms Team Up**  
**The Hollywood Reporter**, Los Angeles, and music encoding company **Liquid Audio**, Redwood City, Calif., announced a partnership to record and publish live musical performances from the Sundance Film Festival, which will be held from Jan. 20 to 30 in Park City, Utah. The performances, part of the Sundance/ASCAP Music Café, will be accessible at the Hollywood Reporter Composer Registry, [www.hollywoodreporter.com/registry](http://www.hollywoodreporter.com/registry), where producers and creative directors can scope out music for film, TV and advertising.

## Global Pacts

Community network **theglobe.com**, New York, announced strategic agreements to provide its services to three Web sites. Teen-oriented community **Alloy**, New York, will feature theglobe.com's personal homepage builder. Search technology provider **Directhit.com**, Natick, Mass., will include relevant links to theglobe.com's clubs in its search results, while **Chaitime.com**, a Philadelphia-based South Asian online community, will offer its members a private-label version of theglobe.com's e-mail clubs, personal homepage-building tools and message board functionality.

## Sports Net Is Renamed

**Broadband Interactive Group** (BIG) has renamed its extreme sports network, formerly called Gotcha, to **Bluetorch**. The Bluetorch media brand will encompass the extreme sports industry, and will reach its audience through four integrated channels: Bluetorch.com, Bluetorch Rush Hour TV, three bimonthly magazines and events. Bluetorch begins its sponsorship of the Rush Hour programming block today on Fox Sports Net, expanding BIG's reach into the Gen Y (12-24) age group.

# Yahoo Signs Up Ford For Online Promotions

By Susan Kuchinskas

**Y**ahoo's Fusion Marketing Online (FMO) program has landed another huge client—Ford Motor Co.

Yesterday, Ford Motor Co. president and CEO Jac Nasser and Yahoo! co-founder and "chief Yahoo" Jerry Yang announced their two companies are teaming up to develop personalized services for Yahoo Autos tailored to specific Ford vehicles. The announcement was made at the North American International Auto Show 2000 in Detroit.

Santa Clara, Calif.-based Yahoo will create co-branded content areas for owners of the various Ford brands, including Ford, Lincoln, Mercury and Mazda; Jaguar and Volvo will be added later this year. Ford owners will be able to register their vehicles on the site, then access owner guides, trip-and vacation-planning services and major-market traffic updates. They'll receive e-mailed recall notifications and service reminders, and will be able to create vehicle maintenance logs and review their Ford Credit account information. They'll also find links to appropriate Yahoo Clubs such as the 11-member Taurus Knights or the 250-member Classic Mustang Club, and will be invited to participate in online chats with Ford engineers.

At the Dearborn, Mich., automaker's own

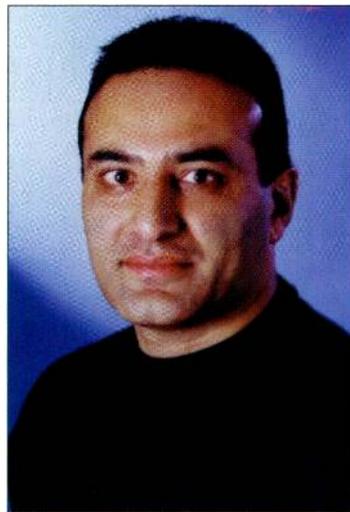
site, [ford.com](http://ford.com), Ford's OwnerConnection will provide the same offerings without co-branding by Yahoo. In other words, such things as vehicle registration and owner guides will be presented as coming from Ford, while the services that Yahoo provides will be accessible via links to the portal. There will be no shared database between the two sites; an owner who registered at OwnerConnection would have to register again at Yahoo Auto.

Yahoo chief sales and marketing officer Anil Singh said the Yahoo site lets Ford reach customers in one of their preferred online habitats. "Yahoo provides two ways for Ford owners to register online and create their own personalized services to get information about their vehicles," he said.

Yahoo's FMO program, launched March 4, 1999, provides integrated online campaigns and promotions that include banner ads, sponsor-

ships, e-mail marketing, online research and such innovations as mini-portals. Procter & Gamble and Victoria's Secret, both Cincinnati, are other "big brand" FMO clients.

Singh would not disclose the financial details of the deal with Ford, but said, "Over this year, based on each brand's objectives, [the brands] will be showcased across the network." ■



Yahoo's chief sales and marketing officer Anil Singh

# MadeToOrder.com Buys Offline Firm Harwood Co.

BY SUSAN KUCHINSKAS—Business-to-business e-commerce site MadeToOrder.com today announced the acquisition of Harwood Co., a brick-and-mortar advertising specialty distributor. MadeToOrder.com bought the Oakland, Calif.-based company, which had 1999 revenues of about \$17 million, for an undisclosed amount that included cash, stock and debt relief. Harwood's clients include IBM and Cisco Systems.

MadeToOrder.com, launched last September, sells logo-branded merchandise. The advertising specialties industry is fragmented but huge, with revenues estimated at \$20 billion this year.

Wes Rose, MadeToOrder.com president and CEO, said the combined businesses will blend high tech and high touch. "Harwood's sales representatives already have relationships with the clients and know their needs and wants," he said. "We're marrying that with the unique attributes of our e-commerce site."

Before launching MadeToOrder.com, the Redwood City, Calif., business operated as a software vendor under the name Austin James Inc. The site includes a Web-based version of that software, called LogoMas-

ter, which lets businesses securely store corporate artwork, and also provides directions for correct placement and usage.

Sara Lee Corp., a major supplier of T-shirts for this market, is an investor in MadeToOrder.com, and its Hanes and Champion brands are featured on the site. Other brands there are Swiss Army, Cross, Leeds, Outer Banks and Port Authority.

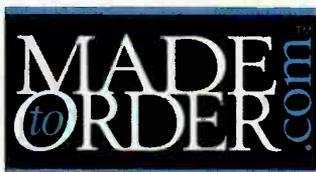
"Large companies don't do business with any one vendor that serves all their needs,"

said Maurice Voce, vice president of marketing at MadeToOrder.com, "so this is a step forward. There was no chance of aggregating your power as a customer, assuring quality and optimizing the relationship."

The merger should help clients by giving them

more control, said former Harwood president Rod Brown, who becomes senior vice president of field operations for MadeToOrder.com. "They can't afford to have their logo printed in the wrong color or shaped like the state of Texas," Brown said. Customers also will save time and may see cost savings on each item.

Harwood's Oakland facility will become the national corporate sales headquarters for MadeToOrder.com. ■



MadeToOrder.com gains client services staff with its purchase of Harwood Co.

## MicroCast to Tout New Network

BY KIPP CHENG—MicroCast today will unveil its first advertising effort to promote the Q1 debut of the company's video streaming network. The print ads were created by Raleigh, N.C.-based ad shop McKinney & Silver, a division of interactive-services firm USWeb/CKS, Santa Clara, Calif.

The national marketing effort targets both content providers and advertisers as New York-based MicroCast ramps up to launch its service. The Web site is located at microcast.net.

Print trade spots will appear in this week's issue of *Electronic Media* and are scheduled to run from Jan. 17 to 31 in *Mediaweek*, *Broadcasting & Cable*, *The Hollywood Reporter*, *Variety* and *Advertising Age*.

In addition to trade print, the MicroCast ads will appear in the National Association of Television Program Executives programming guide and at an on-site

booth at the NATPE 2000 convention. The convention will be held Jan. 24 to 28 in New Orleans.

The ad push was designed to heighten the company's profile in the minds of content creators and advertisers, according to Andrew Capone, executive vice president of marketing at MicroCast.

"We're announcing to our two primary constituencies that we can help them monetize their sites," said Capone, adding that MicroCast can insert TV-type commercials without disrupting the video stream.

Rick Myracle, chief operating officer at McKinney & Silver, said: "It's a very crowded space with a lot of noise and a lot of skepticism because most of the products and services out there are lacking in one way or the other. It has been fruitful to work with MicroCast because they have a business model and a value proposition that's unique." ■

## bits

Is it a sign o' the times? In a stroke of marketing genius and narcissism, **The Artist Formerly Known as Prince and Rolling-Stone.com**, a part of Chicago-based

**Tunes.com**, today will launch a promotional contest that allows fans to win the opportunity to meet the Artist himself.

Entrants can submit the URLs to their online fan sites dedicated to TAFKAP, who will personally pick the winner from all submissions.

New York-based **Internet Advertising Bureau (IAB)** last month re-elected Rich LeFurgy, president of LeFurgy.com, as the organization's chairman. Susan Bratton, vice president of market development at Redwood City, Calif.-based Excite@Home, will serve as the IAB's vice chairman. Lot21 president and CEO Kate Everett Thorp was elected secretary. Jed Savage, eastern director of sales for Microsoft Network; Chris Neimeth, president and CEO at Real Media; and Scott Schiller, senior vice president, advertising and sponsorship sales at GO.com, have been elected joint treasurers. IAB officers serve one-year terms.

San Francisco online drugstore **more.com** announced a partnership with **drDrew.com**, Los Angeles, making it the exclusive online drugstore for the teen-oriented advice site.

The two will co-promote via marketing collateral, e-mail campaigns and merchandising promotions. Terms of the agreement include site co-branding and content swapping.

**Net Perceptions**, Minneapolis, supplier of personalization applications, said **ZDNet** of San Francisco has licensed the Net Perceptions for Ad Targeting product. ZDNet's more than 480 advertisers will be able to use the software to dynamically target ad campaigns by means of user behavior and sitewide behavioral analysis.

Stamford, Conn.-based **PC Flowers and Gifts**, and Southampton, N.Y.-based **Revenet.com**

have released **QuickGift Wireless**, a wireless e-commerce system for owners of 3Com's Palm VII connected organizer. The partnership enables Palm VII customers to purchase items directly from pcfowers.com.

**Rx.com**, an Internet retail pharmacy and health information center based in Austin, Texas, has signed a one-year contract to be the only pharmacy advertised on Paul Harvey's nationally syndicated radio shows, *News and Comment* and *The Rest of the Story*.

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# FreeRide Uses Contest As Advertising Campaign

**BY JOANNA SABATINI**—After building an infrastructure and sponsor base for more than two years, FreeRide.com, an online marketing and loyalty program, is embarking on its first advertising campaign, “FreeRide to Aruba.”

Between Jan. 17 and 31, visitors to FreeRide.com can register to win a free trip to Aruba. Winners will be announced Feb. 1.

New York-based FreeRide.com is working on the creative aspects of the campaign with Mezzina/Brown, New York, a traditional advertising agency. The cost of the campaign was not disclosed.

Ads touting the promotion have started running in the New York market, in print publications, on posters and on radio. FreeRide.com also plans to advertise online, but has not decided where it will place the ads, other than on its own site. As part of its marketing campaign, on Feb. 4 FreeRide.com will run free trolleys from the Battery, through Manhattan to the Bronx.

While FreeRide.com has relied on word of mouth to build its base of 500,000 consumer members and 1,600 sponsored

offers, it felt the time was right for advertising. “Many businesses begin to advertise too early, before they have the rest of the machinery working,” said Jordan Stanley, president and CEO of FreeRide.com. “But now that we have achieved the top status [above other reward programs] as measured by Media Metrix in total minutes per month, minutes per user session and visits per month, it’s time to let other consumers play.”

He added that “a half million consumers is nowhere near our ultimate ambition to create a mass-marketing vehicle.”

FreeRide.com’s rivals in the online loyalty program space include MyPoints.com, Netcentives.com and Cybergold.com.

The challenge for all is to sustain a high level of point redemptions, according to Stanley. “We make it very easy for our consumers to earn points through a whole variety of activities, and they receive very practical rewards that most everyone wants and uses, such as gasoline and



movie tickets,” said Stanley. “We give them these rewards very quickly, within three to four weeks.”

Out of 210 people chosen as winners, 75 New Yorkers (and an additional 10 from outside New York) will be flown to Aruba on a chartered flight.

Runners-up will receive 15,000 FreeRide.com points and an invitation to a party hosted by FreeRide.com in New York on Feb. 4.

FreeRide.com plans to continue its promotion in other major cities, which could include other free vacation promotions, and also is talking with advertising agencies to attract consumers overseas to its reward program. ■

## Weather.com Testing Ad Effort

**BY KIPP CHENG**—In a bid to transform itself from a purely informational site to a lifestyle destination, weather.com, the Web site of the Atlanta-based cable network The Weather Channel, today will kick off a four-city test marketing campaign featuring its first offline advertising.

The new campaign will run in Houston, Nashville, Tenn., Philadelphia and Columbus, Ohio. The first flight of the advertising effort, created by agency of record Chiat Day, New York, launched last month in Salt Lake City, Pittsburgh, Portland, Ore., and Norfolk, Va. The program will continue in all eight cities through February.

The fully implemented version of the \$2 million to \$10 million campaign will launch in Q2, following the results of the test run.

The current promotional test is the first time weather.com has made ad buys offline, including a mix of TV, radio and outdoor. The Web site has used online banner ads in the past, according to Lelia Lee, brand director at weather.com. Additionally, weather.com also is testing unconven-

tional ad schemes, such as placement on dry-cleaner bags, airport dioramas and packages of airline peanuts.

“A lot of Web sites have moved from [exclusively using] banner advertising to TV, radio and outdoor,” said Lee. “We felt there was value in exploring advertising in different media.”

Alex Kaminsky, vice president of marketing at weather.com, said the irreverent campaign—which features such taglines as “Forget about what they are wearing in Paris, think Anchorage” and “Don’t have your own Doppler?”—should appeal to current users of the Web site and attract new users.

“It’s important for us to reach out beyond our current users and try to help grow the overall pie,” said Kaminsky.

Kaminsky added that the test campaign is also part of a larger strategy to give weather forecasts a higher profile.

“We recognize that people use weather [forecasts] for a lot of different reasons,” he said, “whether it’s sporting, gardening or travel.” ■

## bits

**PlanetVeggie.com**, an all-vegetarian cyber superstore, has been launched by **Healthy’s**. The Web site caters to health

seekers, environmentalists and

vegetarians. In addition to a large selection of all-vegetarian natural foods, the site carries a line of vegetarian supplements and cruelty-free products at discounted prices.

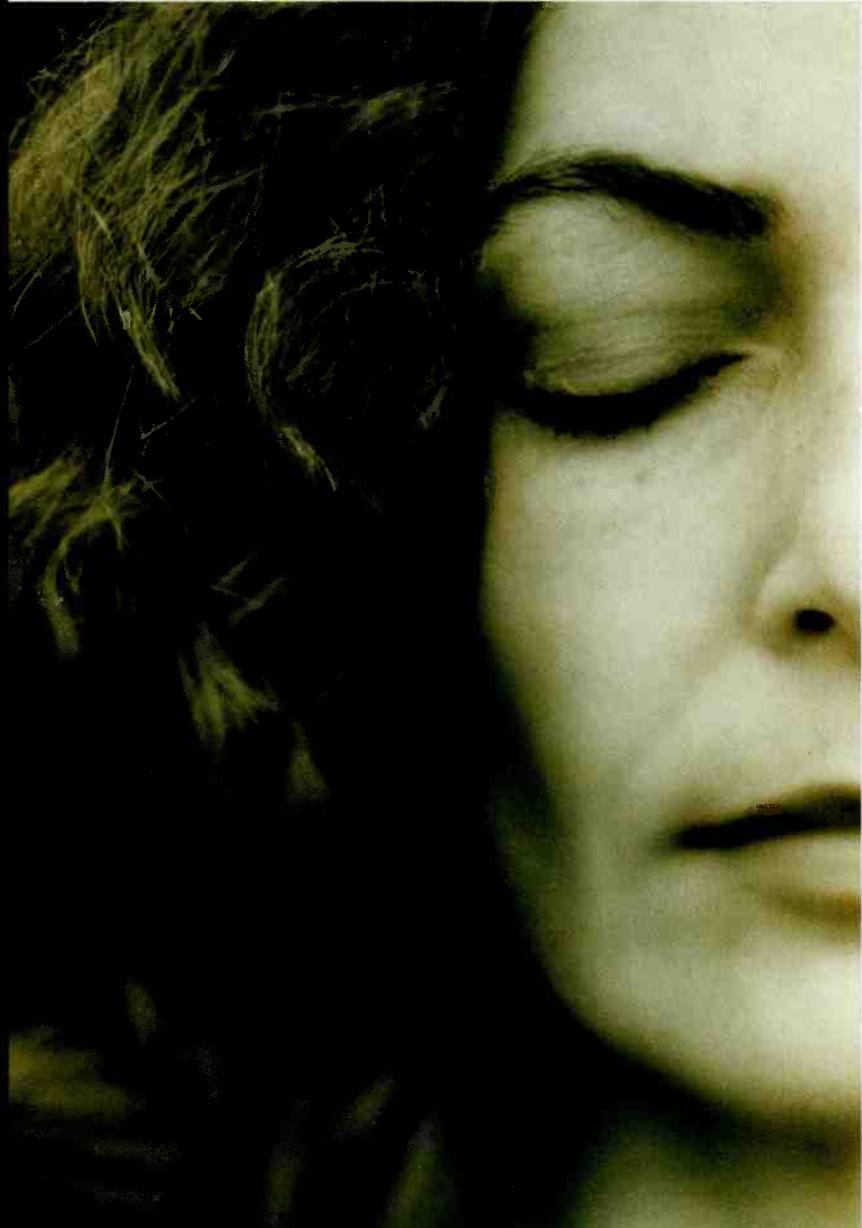
**Washingtonpost.Newsweek Interactive**

last week selected Cambridge, Mass.-based **Delphi Forums’** community platform for its Web site, located at washingtonpost.com. The forums will be integrated into washingtonpost.com’s “Live

Online” programs—30 hours a week of moderated discussions hosted by newsmakers, political figures and more than a dozen journalists from *The Washington Post*. With the addition of Delphi Forums, washingtonpost.com readers will be able to converse with each other, in addition to interacting with editors, reporters, experts and others.



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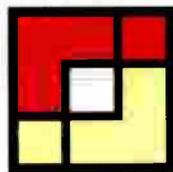
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# Newcity Hires Avenue A, Readies Ticket Service

BY JOANNA SABATINI—Newcity.com, an Internet media network targeting young adults aged 18 to 34, has signed an interactive agency, launched a ticket-selling service and expanded its newspaper network.

The Chicago-based network last week selected Seattle-based interactive advertising agency Avenue A to oversee its online marketing, said Brian Hieggelke, president of Newcity.com. Financial terms were not disclosed.

Since its launch in April 1999, the portal site has handled its advertising in-house, predominantly buying space on such sites as GoTo.com, chickclick.com, theonion.com, About.com and the Lycos network. "The bulk of our marketing right now is going online, and it challenges our bandwidth trying to keep up with the sales in-house," he said.

He said the network chose Avenue A because of its trafficking ability, measurement tools and Internet relationships.

Avenue A will begin work on the account in February. "Initially, this will be an extension of the advertising we have been doing," Hieggelke said, "but we are planning to revamp our advertising pretty substantially during the next few months. Our goal is to build the premier Internet media company serving young adults."

Newcity.com will continue to add affiliates as well as develop its own content and launch new sites, Hieggelke said. It recently launched the Alternative Vote 2000 site, providing alternative coverage of the presidential campaign, and Newcityshop.com, an e-commerce site.

A ticket-selling service will be next. Newcity.com has partnered with Acteva.com, an online ticket resource in San Francisco, to create Newcitytickets.com. It will launch in Chicago within three weeks and expand nationwide within three months.

The launch is designed to expand e-commerce opportunities for the millions of events each year that are too small for current online ticket sellers. "Content and ticketing are naturally self-reinforcing, with editorial content driving consumers to the ticketing platform," said Kathryn Surso, Acteva business development director.

The market is huge and expanding, Surso said, noting that online ticket sales are expected to grow from \$290 million in 1999 to at least \$4.3 billion in 2004. "We want to participate in all the transactions that are prompted by information delivered by our network of sites, and ticketing is one way to increase our participation," Hieggelke added.

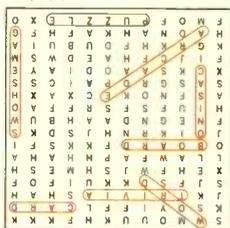
To increase the offering of information to its audience, eight newspaper sites, including those of the *Colorado Springs Independent* and *Casco Bay Weekly*, Portland, Maine, have joined Newcity.com's network of 57 alternative weekly newspapers.

In addition, its content partners include ironminds.com, consortiumnews.com and sportsjones.com. The media portal is an online subsidiary of the media company Newcity Communications, Chicago, which operates Newcity National Sales, specializing in the sale of national print advertising in more than 100 alternative weeklies. ■



What type of games can you play on pogo.com?

Answer:



S	W	M	O	U	U	K	H	F	K	K	K
K	S	O	Y	I	F	F	L	C	A	R	D
J	K	T	R	I	V	I	A	S	H	A	H
S	J	F	S	D	K	K	U	I	F	O	F
X	E	H	F	W	J	S	H	M	E	S	H
L	L	A	W	F	A	P	H	H	A	H	A
O	B	O	A	R	D	F	K	K	S	F	I
J	O	I	K	R	N	H	J	S	D	K	S
F	N	E	G	N	D	A	A	H	B	U	W
H	I	U	F	S	F	S	R	F	F	A	O
A	S	F	N	O	K	E	C	X	A	X	H
S	A	S	G	R	D	P	A	I	C	S	S
X	C	K	S	A	A	O	D	I	A	Y	E
F	I	J	C	F	H	A	E	D	W	S	M
K	G	R	K	H	F	D	U	B	U	I	A
H	A	O	N	A	H	K	A	F	H	F	G
F	M	O	F	P	U	Z	Z	L	E	X	O

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The logo for snowball.com, featuring a stylized blue swirl icon to the left of the text 'snowball.com' in a bold, blue, sans-serif font.

We are i

# Soft Sell

Software could shape up as the next big advertising medium as developers look for new ways to make money.

By Steven Vonder Haar

**S**oftware for the PC is becoming the newest venue for online-style advertising. Long dependent on the sale of their shrink-wrapped programs from retail-store shelves, software developers may soon find a chunk of their revenue coming from targeted advertising integrated into their applications in much the same way that banner ads are woven into Web sites.

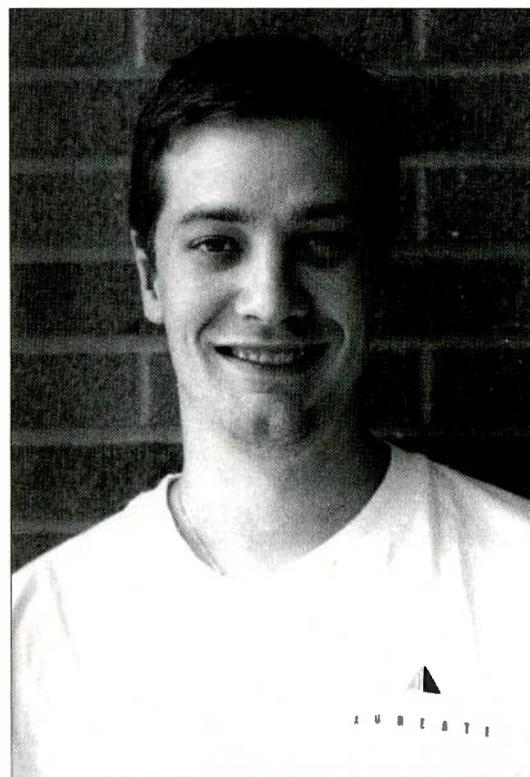
At least that's the vision of a trio of companies—Aureate Media, Conducent and Web3000—that are trying to create the

advertising fees you can charge depends on your circulation.”

## **PAY PER VIEW**

The trend essentially puts software makers in the same position as television producers. The more viewers they can attract, the more they can generate in advertising fees.

“In the eyes of the consumer, software is becoming less of a product that you buy on a store shelf and more of a service that you access through a browser,” said Jeff



Jeff Ready, co-founder and vice president of marketing for Aureate Media, sees software turning into a service.

advertising in 300 shareware and retail software applications, reaching an audience of 13 million unique users monthly. Most of its ads are placed in shareware applications by companies such as Sprint, Visa and Amazon.com that are trying to reach a technically sophisticated audience inclined to download software applications.

The audience for software advertising is likely to expand significantly in coming years as developers selling software in stores begin to look for ways to offset the declining prices the products command at the retail level, Ready said.

“In the retail market, the consumer-oriented developers are getting hammered, spending \$30 to sell a \$25 product,” Ready said. “We want to help them become more Internet-centric to generate add-on advertising revenue.”

## **DELIVERING ADS ONLINE**

As long as users have Internet connections, the process of updating advertising messages in the software is simple. Ads are delivered to registered software users during their idle moments online. The ads are stored on the user's hard drive to be retrieved and displayed when the user launches the software application associated with a given ad.

**“We believe we are going to transform the software development market the way DoubleClick revolutionized Web publishing.”**

**—Gene Kavner, Web3000**

equivalent of DoubleClick-style advertising networks to target and serve ads displayed within client software applications.

“This transforms software into media,” said Bob Regular, director of marketing for Sterling, Va.-based Conducent. “It's much like the magazine model. The kind of

Ready, co-founder and vice president of marketing for Aureate Media, based in Mountain View, Calif. “As you move to that kind of business, an ad-supported model will be the way you make money as a software developer.”

Already, the 3-year-old Aureate delivers

If the software developer can convince users to provide personal profile information when registering their software, the data can then be used to target marketing messages to an individual's interests or demographics.

"We believe we are going to transform the software development market the way DoubleClick revolutionized Web publishing," says Gene Kavner, president of Redmond, Wash.-based Web3000. Kavner, a former Microsoft executive involved in the early development of the Microsoft Network, contends that advertising can

generate enough revenue to eliminate the need for selling software products—ultimately making all software free to the user. "Traditional software distribution is dying off," Kavner contended. "Everything is going to this model."

Kavner speaks from personal experience. His company stumbled into the software advertising business in 1999 while trying to find ways to generate revenue for a shareware Internet accelerator product called NetSonic. While many users don't pay the fees they should for downloading shareware, Web3000 discovered they are willing to accept ads integrated into free software.

Over the first three months of distribution of NetSonic, Web3000 built a sizable user base that is now generating about 6 million ad impressions daily—an average of 30 ad impressions per user per day.

In November, Web3000 began to build on its success, launching an advertising net-

**"An ad-supported model will be the way you make money as a software developer."**

**—Jeff Ready, Aureate Media**

The screenshot shows the Conducent website interface. At the top, it says 'Conducent' and 'CREATING INTERNET OPPORTUNITIES IN SOFTWARE'. Below the navigation bar, there's a sidebar with links like 'About us', 'Developers', 'Distributors', 'Publishers', 'Advertisers', and 'Download'. The main content area features a large advertisement for 'Advertise in Software NOW' with a magnifying glass graphic over the word 'NOW'. Below the ad, there's a 'Step 3' section with the text 'Advertiser's web site is launched.' and a 'Learn More' button. At the bottom, there's a list of steps: '1) Get Targeted', '2) Get Results', and '3) Get Started'.

The screenshot shows the Web3000.com website. At the top, it says 'Web3000.com' and 'When you can get...'. Below the navigation bar, there are several advertisements for software products. One prominent ad is for 'Free! Upgrade to NetSonic v2.5', which lists features like 'New with Better, the smart no-fee component!', 'Accelerates Web page filling', and 'Accelerates log names & passwords entries'. Another ad is for 'Upgrade Today - NetSonic Pro v2.3', which lists features like 'New with Better, the smart no-fee component!', 'Accelerates Web page filling', and 'Accelerates log names & passwords entries'. The website also features a search bar and a 'NOW!' badge.

Conducent (top) says advertising within software applications reaches a highly targeted audience. Web3000's popular NetSonic software is free to users, but software ads within the program generate revenue.

The large advertisement features a yellow background with the headline 'Technology marketing has finally caught up with technology' in large, bold, red letters. A small image of a turtle is positioned to the right of the headline. Below the headline, there's a URL: <http://www.marketingcomputers.com>. At the bottom, there's a paragraph of text: 'We've upgraded your link to the world of technology marketing with the new MC Web site. To keep it new, we're updating our MCNews every Tuesday and Thursday. Log on today, and start using technology to get ahead....you know, like you're telling everyone else to do.' To the right of this text is the 'MC' logo with the tagline 'TECHNOLOGY MARKETING INTELLIGENCE'.

**“We can reach people on the desktop and drive them to a specific destination online.”**

**—Bob Regular, Conducent**

work to handle marketing messages for a string of shareware developers.

In a move to attract high-profile applications, the company has offered a prize of \$1 million annually to software makers that meet selected distribution and traffic targets.

The company's goals are ambitious. Now, starting virtually from scratch,

Web3000 is aiming to have 2 million users a day tapping into software associated with its ad network within a year.

Conducent, meanwhile, already has 100 applications featured within its network and has set a goal of registering 10 million users within the next year.

So far, the three companies have reported ad rates comparable to those offered in

traditional online venues with click-through rates roughly equivalent to Web banners, which average less than 1 percent.

“What we can do is reach people on the desktop and drive them back to a specific destination online,” said Regular of Conducent.

**ADDED ATTRACTIONS**

In some cases, developers will offer a carrot to users willing to accept advertising within software. For instance, a user may be able to unlock selected premium features of an application or extended demos of related products by registering for the advertising.

When a user's machine begins downloading new ads, it also sends the advertising network usage information detailing how many ads an individual has viewed and how

**Technology marketing intelligence now delivered twice a week**

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If you want the latest in technology marketing intelligence, start using the tools of the trade. Our new MCNews Web site now offers updated industry and marketing news every Tuesday and Thursday. So if you just can't wait a month for that juicy information in MC, don't.




Aureate Media delivers ads in 300 software applications, including Go!Zilla, which reports a 40-fold increase in revenue from the software program since joining the network two years ago.

he or she has responded to them. The data can be passed along to the advertisers and software developers.

For developers, advertising does more than just generate revenue. It serves as a way to measure just how widely their software is being used. Applications with steadily increasing advertising volumes are likely to be gaining momentum in the marketplace.

Conversely, declining ad volume can alert developers to a downward trend in usage. Much like declining ratings for a television show, the usage and advertising volumes can give developers early warning that the audience may be moving to a competing software application.

“What we're doing is creating a pipe that can be used to deliver data,” Regular said. “It's a pipe that makes it easier for developers to communicate with end users.” ■

Monday-Friday 7-9am ET

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# CULTURE TRENDS

## MTV's BUZZWORTHY

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

*Week of 1/3/00*

Artist/Group: **Stained**  
Song/Video: **"Mudshovel"**  
Director: **Gregory Dark**

With a little help from Limp Bizkit's Fred Durst, Stained is ready to prove that they share the same family values that made artistic such as Bizkit, Korn, the Deftones, and Tool such as upstanding citizens. Dysfunction, their major label debut, is serious stuff—aggressive and dissonant, but also hypnotic and subtle. Its full of rage that's tempered by vulnerability, a maelstrom that's balanced by moments of beauty.

Artist/Group: **Macy Gray**  
Song/Video: **"Caught Outta There"**  
Director: **Mark Romanek**

The voice of Macy Gray is a wondrous thing. It can be as intimate as the wee small hours or as exciting as a packed nightclub; disarmingly sweet on one song, harsh and raspy on another. Within eight bars of any given song on her Epic debut album, *On How Life Is*, the voice is unmistakable. Whether it's the funky breakbeats coupled with Macy's raspy words of encouragement "Do Something" the album's first single or the smoky ballad, "Still" reminiscent of early Aretha, the result is an album filled with Macy's irresistibly gritty, yet soothing vocals.

©2000 MTV

## The Hollywood Reporter's Box Office

For weekend ending January 10, 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	3	Stuart Little	16,022,757	17	79,403,127
2	2	The Talented Mr. Ripley	12,387,523	9	39,771,649
3	4	Toy Story 2	12,342,055	45	208,768,773
4		The Green Mile	11,775,891	24	76,682,014
5	1	Any Given Sunday	11,658,852	12	45,752,119
6	7	Galaxy Quest	9,705,901	9	27,311,918
7	8	Bicentennial Man	8,119,842	17	39,447,953
8	9	Deuce Bigalow: Male Gigolo	5,564,396	24	46,353,560
9	6	Man on the Moon	5,437,000	12	24,592,000
10	10	Anna and the King	5,362,413	17	24,732,782
11	11	The World Is Not Enough	2,867,053	45	117,877,025
12	New	Fantasia 2000	2,239,971	2	2,239,971
13	12	Sleepy Hollow	1,556,160	45	92,839,722
14	14	The Cider House Rules	1,547,750	24	4,201,516
15	13	End of Days	1,295,000	40	63,185,000
16	16	American Beauty	499,030	110	71,017,815
17	18	Being John Malkovich	472,661	66	18,243,969
18	15	Liberty Heights	426,375	47	2,286,654
19	20	Mansfield Park	422,423	47	2,472,250
20	22	The End of the Affair	363,449	31	1,555,329
21	17	All About My Mother	342,219	45	2,133,411
22	21	Three Kings	340,602	94	59,223,104
23	19	The Bone Collector	338,000	59	63,722,000
24	New	The Hurricane	337,000	5	452,000
25	23	The Sixth Sense	330,721	150	276,374,943
26	24	Dogma	252,015	52	28,983,260
27	--	Tumbleweeds	242,516	40	1,027,713
28	34	Star Wars: Phantom Menace	205,498	229	430,443,350
29	27	Mysteries of Egypt	174,193	580	27,042,366
30	35	Pokemon the First Movie	164,248	54	84,091,099
31	29	Magnolia	158,148	17	764,945
32	30	House on Haunted Hill	155,402	66	40,489,824
33	25	Sweet and Lowdown	149,688	31	867,523
34	31	The Insider	121,684	59	26,114,890
35	37	Girl, Interrupted	120,043	13	434,810

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# CULTURE TRENDS

## MTV Around the World

Week of 1/3/00

### MTV Asia

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

### MTV Latin America (South Feed)

Artist	Title
1. C. Aguilera	Genie In A Bottle
2. Britney Spears	Crazy
3. E. Inglesias	Rhythm Divine
4. Five	Keep On Movin
5. Shakira	Ojos Asi

### MTV India

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

### MTV Australia

Artist	Title
1. Eiffel 65	Blue
2. V. Amorosi	Absolutely Everybody
3. Madison Ave.	Dont Call Me Baby
4. S2S	Sister
5. Jennifer Lopez	Waiting For Tonight

## Billboard's Top 15 Country Singles

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

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	1	Breathe	Faith Hill
2	2	1	19	He Didn't Have To Be	Brad Paisley
3	5	3	18	Cowboy Take Me Away	Dixie Chicks
4	3	3	17	What Do You Say	Reba
5	6	5	16	My Best Friend	Tim McGraw
6	4	1	19	When I Said I Do	Clint Black
7	7	6	14	Pop A Top	Alan Jackson
8	9	8	19	Big Deal	LeAnn Rimes
9	10	9	17	Smile	Lonestar
10	9	8	29	All Things Considered	Yankee Grey
11	11	11	19	She Thinks My Tractor's Sexy	Kenny Chesney
12	14	1	29	Something Like That	Tim McGraw
13	12	1	24	I Love You	Martina McBride
14	15	14	23	Live, Laugh, Love	Clay Walker
15	17	15	10	Back At One	Mark Wills

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## Billboard's Top 15 Albums

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

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	-	1	-	DMX: ...And Then...	Ruff Ryders/Def Jam
2	1	1	5	Celine Dion	All The Way..
3	2	1	31	Backstreet Boys	Millennium
4	5	1	27	Santana	Supernatura
5	4	1	17	Christina Aguilera	Christina Aguilera
6	3	1	49	Britney Spears	...Baby One More Time
7	-	7	-	2Pac + Outlawz	Still I Rise
8	6	6	5	Kenny G: Faith	A Holiday Album
9	8	2	7	Mariah Carey	Rainbow
10	7	2	111	Shania Twain	Come On Over
11	9	5	5	Will Smith	Willennium
12	12	1	16	Dixie Chicks	Fly
13	16	1	5	Korn	Issues
14	13	2	4	Metallica	S & M
15	11	9	2	Various Artists	Now

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# CULTURE TRENDS

## MTV Around the World

Week of 1/3/00

### MTV EUROPE

Artist	Title
1. C. Aguilera	Genie In A Bottle
2. Britney Spears	Crazy
3. Ronan Keating	When You Say...
4. BSB	Larger Than Life
5. Bob Marley	Sun Is Shining

### MTV Latin America (North Feed)

Artist	Title
1. Enrique Iglesias	Rhythm Divine
2. C. Aguilera	Genie In A Bottle
3. BSB	Larger Than Life
4. Savage Garden	I Knew I Loved You
5. Lius Miguel	O Tu O Ninguna

### MTV Brazil

Artist	Title
1. N'Sync	U Drive Me Crazy
2. RHCP	Scar Tissue
3. Raimundos	A Mais Pedida
4. Geri Halliwell	Mi Chico Latino
5. BSB	Larger Than Life

### MTV Russia

Artist	Title
1. Yellow	Squeeze Please
2. Zemphira	Pochemu
3. Geri Halliwell	Mi Chico Latino
4. Lightning Seeds	Life's Too Short
5. Eurythmics	I Saved The World

## Billboard's Top 15 Singles

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

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	23	Smooth	Santana/Rob Thomas
2	2	2	19	Back At One	Brian McKnight
3	3	3	12	I Wanna Love You Forever	Jessica Simpson
4	4	4	18	My Love Is Your Love	Whitney Houston
5	7	5	6	Hot Boyz	M. Elliott/NAS/EVE/Q-Tip
6	5	4	11	I Knew I Loved You	Savage Garden
7	54	7	2	Auld Lang Syne	Kenny G
8	6	3	17	I Need To Know	Marc Anthony
9	9	9	11	Bring It All To Me	Blaque
10	8	7	15	U Know What's Up	Donell Jones
11	11	11	6	What A Girl Wants	Christina Aguilera
12	10	10	7	Girl On TV	LFO
13	13	13	4	Blue	Eiffel 65
14	12	10	9	24/7	Kevon Edmonds
15	15	15	4	He Can't Love U	Jagged Edge

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## Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. Provided by SoundScan.

This Week	Last Week	Wks on Chart	Artist	Title
1	2	21	Brad Paisley	Who Needs Pictures
2	1	8	McDermott/Kearns/Tynan	Home For X-Mas
3	4	37	Static-X	Wisconsin Death Trip
4	3	11	Stroke9	Nasty Little Thoughts
5	5	26	Slipknot	Slipknot
6	9	30	Moby	Play
7	7	27	System Of A Down	System Of A Down
8	6	29	McDermott/Kearns/Tynan	Irish Tenors
9	8	10	Roy D. Mercer	How Big' A Boy Are Ya?
10	12	29	Ibrahim Ferrer	B.V.S.C.: I. Ferrer
11	15	7	Caelos Vives	El Amor De Ni Terra
12	11	2	Bob & Tom	Greatest Hits
13	10	13	Youngstown	Let's Roll
14	14	8	Sonicflood	Sonicflood
15	13	38	Montgomery Gentry	Tattoos & Scars

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EAST

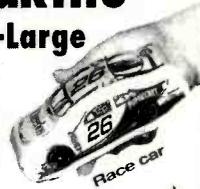
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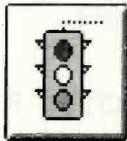
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Atlanta GA • February

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Orlando FL • February

MAGIC/WWD  
Las Vegas NV • March

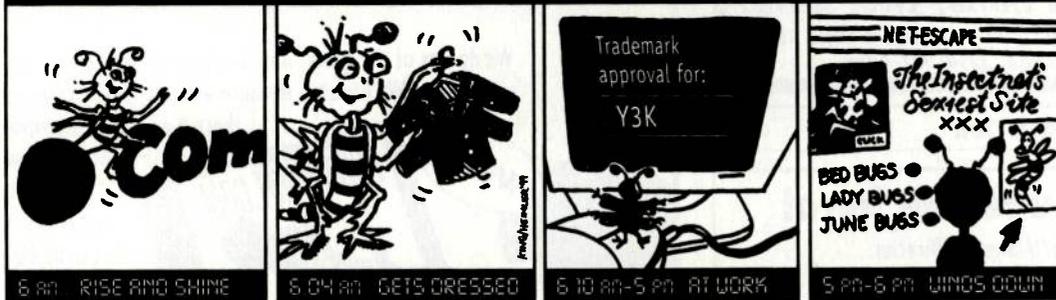
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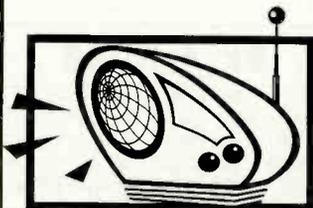
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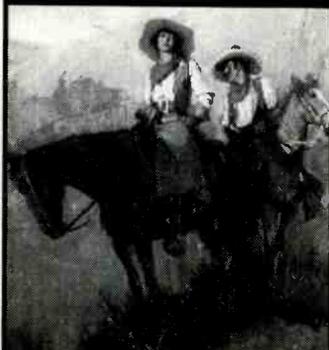


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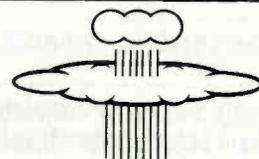
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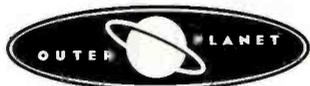
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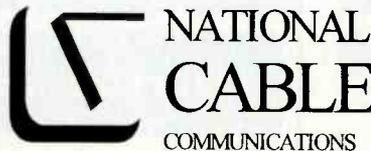
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#### New York and Los Angeles

Regional Directors will determine and define the overall potential of accounts and create a comprehensive interactive advertising strategy. The ideal candidate will have a minimum of 1 year on-line sales and 5 years' media (print or broadcast) sales experience. Previous sponsorship/brand selling experience to senior marketing executives and brand managers is required.

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Do you like a lot of variety in your projects and a fast paced environment? A Texas retailing company is looking for talented **Designers, Production Artists, Proofer, Retoucher, and a Technical Coordinator** at our in-house package design department in San Antonio. H.E.B. Grocery Company is a \$7 billion San Antonio, Texas-based industry with over 50,000 partners (employees) and more than 260 stores across Texas and Mexico.

You will interface with managers, handle project details, and work with great people. Hands on skills, computer proficiency in Adobe Illustrator and PhotoShop required. Minimum of 3+ years experience in a design consultancy firm with experience in developing package design and brand identities. Some travel. Must be willing to relocate. Bachelor's degree in Graphic Design or Commercial Art.

If you are interested in these positions, please forward your resume and complete salary history to:

**H-E-B Corporate Recruiting**  
P.O. Box 839999, San Antonio, TX 78283-3999  
Attn: NF  
Fax: (210) 938-7619



EOE/Drug Free Workplace

**SALES REPRESENTATIVES ADVERTISING**

New national consumer shelter magazine focussing on modern home design is seeking two experienced sales representatives to sell the home, automotive, liquor, consumer electronics, beauty, fashion, and travel categories. Home category experience a plus. One position available in San Francisco office to cover west coast territory and one available in New York office to cover east coast and midwest territories. Magazine launches September 2000 and candidates with successful launch experience will also be a plus.

Fax all resumes to:

**Associate Publisher 212-741-7242**

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We have job openings in our Waltham and San Francisco offices. Please forward your resume to: Schwartz Communications, Inc., Human Resources, Job Code: AW, Prospect Place, 230 Third Ave, Waltham, MA 02451. Fax: (781) 684-6500 Email: [hr@schwartz-pr.com](mailto:hr@schwartz-pr.com). EOE

S

**Schwartz Communications, Inc.**

## WEBSTAKES PROMOTIONS

Webstakes, the leader in online promotions, has several openings in Promotions sales & management in our NYC & SF offices.

### ACCOUNT EXECUTIVES

Manage implementation & administration of client accts, dev process to insure the smooth execution of promos, develop contracts, & serve as liaison between internal groups. Req. 1-2 yrs exp client svc/acct management, Internet a must, promo agency a +.

### ACCOUNT SUPERVISOR

Lead generation & development, Direct revenue responsibility for account development, Sales & account management of Basic, Enhanced, & Custom On Line Promotions, Management staff, Contract Execution. Req 3-5 yrs exp agency acct management, pref promotions, Familiarity & contacts & Sales exp in online marketing space a +, a plus, Effective manager of people.

### DIRECTOR

Lead generation & development, Strategic & tactical development of multi-tiered promotion plans, Direct revenue responsibility for acct development, Sales & account management of Custom, Enhanced, & Basic On Line Promotions, Management of Acct Support staff to insure timely execution & billing of clients, Contract Execution. Req 5+ yrs exp agency acct management & sales, developed \$100k + accounts, exp in Internet & traditional offline promotion development, Contacts w/in traditional marketers as well as online marketers, Understanding the broad range of promotion tactics & disciplines, Ability to develop strategic action plans to address client promotion needs, Creative concepting, Partnership development, Effective manager of people.

All positions req excellent oral & written communication skills.

Please email resumes to:

[cbragas@webstakes.com](mailto:cbragas@webstakes.com)

## Wanted: Top-Flight Sales Consultant for the Top Company in Business Software.

### Learn fast? Take charge? Good. You're our new sales consultant.

We are Maconomy, the leader in Web-centric business software. You, our Sales Consultant, will be responsible for direct sales to targeted project accounting prospects within the marketing communication industry (consulting firms, systems integrators, advertising, graphic design, etc.). This includes responsibility for the entire sales process: presale analyses, close of sales and postsale follow-up. You'll work very closely with our application consultants to ensure successful system implementation.

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Successful candidates will gain expertise in technology and business best practices within Web-centric Enterprise Project Management while making a direct impact in the development of a successful business.

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## ADVERTISING ACCOUNT MANAGER COSMETICS

The New York Times is looking for a dynamic account manager to join the beauty/cosmetics team in our fast-paced advertising sales department. The ideal candidate will be able to build sales success in the cosmetics advertising category, working as a team player and utilizing a consultative sales approach. Will oversee assigned accounts, contribute to the formulation of effective business building strategies, and keep abreast of the category/industry and New York Times products and policies. College degree and/or experience in business, especially advertising sales in the cosmetics industry. Must be able to work under tight deadlines and be committed to supporting other teams in the department and the company's overall goals. Some travel may be required.

We offer a competitive salary and benefits package.

For consideration, please email or fax your resume, including salary history to:

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## WE HAVE IMMEDIATE OPENINGS FOR A CONFERENCE COORDINATOR AND AN ADMINISTRATIVE ASSISTANT

Join our fast-paced rapidly growing department as one of our Conference Coordinators, and be ready to hit the ground running with a great CAN-DO ATTITUDE, DETAIL-ORIENTED MIND, 2-3 years of practical OFFICE EXPERIENCE, a DEGREE IN MARKETING/COMMUNICATIONS, EXCELLENT WRITING and MATH SKILLS, ABILITY TO TRAVEL (sometimes on weekends) and a DESIRE TO WORK HARD with FREQUENT LONG HOURS. YOU'LL also need to be EXTREMELY RESOURCEFUL and SELF-MOTIVATED. Candidates with previous conference experience will have an edge on the competition.

As our department's Administrative Assistant, you can quickly learn the conference business from the ground up and get involved in the creation, organization and production of our full slate of conferences. No or very little travel is required - we need someone who can hold down the fort while we're on the road! Must be willing to work hard, able to take instructions and run with a project, exceptionally well-organized and detail-minded, conscientious, and computer savvy with a pleasant phone manner and ability to work well with all kinds of people.

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ADWEEK 00010

## Associate Media Director

For this position, you'll need to have been around the block: 8-10 years experience. Traditional media planning a must, interactive a plus. You'll need to be a self-starter with the management savvy to help grow and develop a new breed of media professionals. Us? We're a full-service marketing agency for digital brands, like Sun Microsystems, macys.com, visto.com, HomeGain and ZDTV. We provide integrated solutions in Internet time. Interested? Reply in confidence to [dawng@tonic360.com](mailto:dawng@tonic360.com) or fax us at 415.733.0701

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## MANAGER OF CAMPAIGNS

We are a national non-profit organization located in Washington DC and we are looking for a dynamic person to join our campaign team. This person will oversee the strategic and creative development of some of our national campaigns while managing budgets and assisting with marketing plans. We offer an excellent compensation and benefits package, a fast paced environment and the chance to make a difference. 3 years account experience and excellent communication skills required.

Send resume to:

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## Account Management

Sawyer Riley Compton, an award winning integrated marketing communications agency, is seeking an Account Executive with 3-5 years experience. If you are successful in Account Management we'll assume you can write, have strong analytical and presentation skills, and are highly organized. What we want is someone with a passion for advertising. If you believe that it is your mission in life to be part of creating truly cutting edge work then we want you on our team.

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Carla Stone/AE

**Sawyer Riley Compton**  
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[carla@src-online.com](mailto:carla@src-online.com)

## SENIOR ACCOUNT MANAGER

Fast-paced Manhattan boutique agency seeks Senior Account Mgr. (min. 4 yrs exper.) to manage all aspects of major corporate/cultural acct. Self-starter w/exceptional detail, org., comm. presentation and people skills, strategic thinker. High visibility/high profile oppt'y. Excl. benefits pkg.

Fax one-page cover and resume to:

212.675.4763  
or e-mail:

[kendell@laplaca-cohen.com](mailto:kendell@laplaca-cohen.com)

## AD AGENCY MEDIA SUPERVISOR

Fast-growing LI agency seeks experienced pro with a solid planning background well-versed in all media types, including online. Applicants must be: Web enthusiasts; technophiles; team players, excellent communicators.

E-mail letter and resume to  
[mediamaven2000@yahoo.com](mailto:mediamaven2000@yahoo.com)  
or fax response and resume to  
516.746.0353

**HELP WANTED**

**ACCOUNT EXECUTIVE**

US Concepts, the nation's leading event marketing agency, seeks an Account Executive to join our Event Marketing Division.

Job responsibilities include: execution of various events nationwide from conception to completion; management of field staff in the implementation and execution of tour and event programs across the country; source out, develop relationships with and manage vendors; venue acquisitions and management to include the ability to research, manage and sell-in events with various venues and sites.

Qualified candidates will possess 2-3 years marketing experience, preferably in event marketing and coordination and the ability to multi-task in a fast paced AGGRESSIVE environment. Candidates must also have an understanding of basic in-field cross promotional mechanics. Creative contribution is a plus.

Must be a self-starter who is a career minded individual with the ability to work non-traditional hours and some weekends. Excellent verbal and written communication skills, as well as follow-up skills are required. Knowledge of Microsoft Office in a MAC environment. Some travel is required.

Please fax resume to:

Attn: Human Resources, Dept AE @ 212-206-0628

EOE M/F/D/V

**MEDIA MANAGER**

A Washington Post and Tribune Co. start-up, BrassRing.com helps employers find and hire the right candidates faster. We're seeking a high-energy, superstar manager to research, plan and execute media buying for physical and virtual career events. Requires BA/BS and 5-10 years media buying experience with heavy newspaper and some online preferred. Strong analytical/communication skills, attention to detail and "roll-up-your-sleeves" attitude. Must be creative, excellent with numbers, and have a firm understanding of demographic targeting.

We offer competitive salary, stock options, 401K and an excellent benefits package. Fax/mail/e-mail cover letter and resume to: **BrassRing.com, 888 7th Ave., New York, NY 10106; Attn: RWG-MM, FAX: (212)974-2789; E-mail: brassring@kaplan.com** EOE M/F

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We need an energetic, strategic-thinking media professional. Create new ways to break through the existing clutter or invent new ways to advertise. Work hand-in-hand with creative and account services as an integrated team to go where no one has gone before. Strong internet and media buying skills a major plus.

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National full-service print agency specializing in the travel and luxury goods categories seeks media pro with 4+ years of print planning experience in an agency or media buying service environment for our midtown NYC office. Seasoned writing and presentation skills are an absolute must to handle heavy client and media contact.

Please fax resume with cover letter to

(212) 582-4684

Attn: Ken

**AD SALES ASSISTANT**

Advertising industry trade magazine seeks organized, detail oriented, PC proficient assistant. Great interpersonal skills and ability to juggle many tasks a must. General administrative support for 2-3 salespeople plus opportunity to grow into space sales for right person. College education. Knowledge of Word/Word Perfect/Excel and ACT! a plus.

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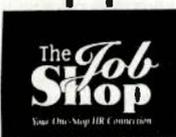
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**PROMOTIONS COMPANY ACCOUNT EXECUTIVE**

American Media & Special Promotions, the nation's largest provider of \$1,000,000 promotions, is looking for motivated and dedicated AE's. Sell promotions to radio, TV, sports teams, agencies and corporate accounts. 1-3 years sales exp. Presentation, communication, creative and motivational skills critical. Sports, Media & Promotions exp. a plus. **NE ATL office.** Commis. + benefits. Fax cvr letter & resume to Ken Scott, 770-271-1376 or e-mail Ken@ahno.net.

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Established Out-of-Home Media Advertising Company is looking for salespeople that want to work hard, succeed, and contribute to the dynamic industry. We are looking for aggressive and enthusiastic men and women. Experience with ad agencies and media buyers a must. Excellent salary, benefits, and the best working environment to succeed.

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Silicon Valley agency seeking an experienced Senior AE and an entry level AE. B2B and B2C accounts. Technology experience preferred but not required. Strong writing skills a must. Competitive compensation package and a terrific work environment. E-mail resumes to bwi@carterisrael.com or fax to 408-998-9605 Attn: Beryl. NO PHONE CALLS PLEASE.

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The #1 Spanish-language television broadcaster, Univision, has an opportunity for an experienced marketing research professional in its New York office. Position will report to the Director of Marketing and will be responsible for researching, writing and producing presentations to support Network Sales and New Business. Candidate must be analytical, able to meet strict deadlines, like to work with numbers and be able to thrive in a fast-paced sales environment.

Ideal candidate will have 3-5 years experience in media (broadcast, cable or agency); and will have hands-on experience working with syndicated research tools such as Simmons, Scarborough, CMR and Compass. Basic working knowledge of Nielsen ratings required. Command of Excel and PowerPoint, along with strong writing and presentation skills are essential. Spanish fluency beneficial but not required.

Interested persons should send resume and salary requirements to:

**212-455-5224****DM Account Director**

Thomas & Perkins, Denver's premier integrated ad agency, needs your expertise for our Direct Marketing team. This position requires prior experience as an Account Supervisor or equivalent level within the Direct Marketing discipline.

Responsibilities include:

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- Fostering professional development of DM team members

The successful candidate will have strong interpersonal, analytical and communication skills. FAX resume to 303-573-6472 or Email jobs@tandp.com

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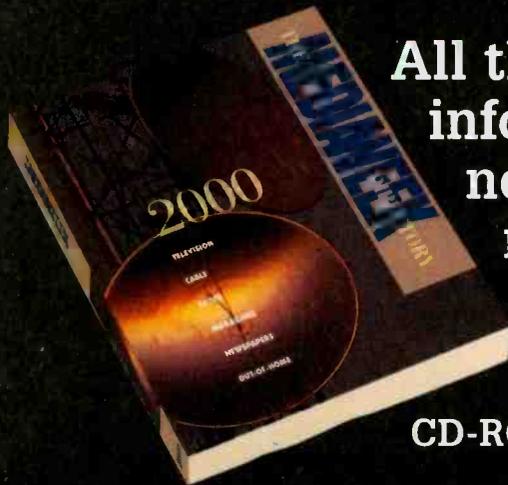
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# Magazines

BY LISA GRANATSTEIN

## Updating an Icon

'Harper's Bazaar' tries on a modernized design

**A**s a reenergized and redesigned *Harper's Bazaar* hits newsstands this week, Hearst Magazines executives will be hoping that the new look knocks more than a few fashionistas off their Manolo Blahnik heels. "I wanted there to be visual surprises and the design to be very accessible," *Bazaar*

editor in chief Katherine Betts says of the February issue. "I wanted to combine accessible information with a more cutting-edge, avant-garde take on fashion."

The revamp has been a work in progress since September, when Betts, formerly fashion news director of Condé Nast's *Vogue*, signed on to succeed the late Liz Tilberis at *Bazaar*. Also shaping the new look were *Bazaar* design director Paul Eustace on the fashion front and creative consultant Michael Grossman (creative director of Meigher Communications' *Savueur* and *Garden Design*) on the book's structure.

The first clue to the monthly's more newsy, youthful approach appears right on the cover. Gone is the decorative, 135-year-old *Harper's Bazaar* Didot logo, replaced by a bold, more modern DIN typeface. "We are at the beginning of the new millennium, a whole new movement in fashion," says Betts of the change. "We wanted to make that clear and make that bold. Although the way the old logo was redrawn [under Tilberis] was very beautiful, it represents an elegance that isn't really relevant anymore and that's kind of a cliché."

The median age of *HB* readers is 38—

the oldest in a category that includes leader *Vogue*, Hachette Filipacchi's *Elle* and CN's *W*. Betts says she is intent on making *Bazaar*



Heel appeal: a fashion spread on spring shoes

more youthful. "I feel like the spirit and energy has to be younger," she says.

While a major redesign is always risky, particularly for a magazine as venerated as *Bazaar*, Hearst Magazines president Cathleen Black says the move was a must. "In the world we live in today, you have to have

## Mediaweek Magazine Monitor

### Weeklies

January 10, 2000

*Newsweek's* first issue of the year was down 27.03 percent from 1999, taking in 27.02 ad pages. The title suffered from spending delays in the tech sector, as advertisers assessed their strategies for the year, as well as from shifts in release dates for Chrysler's new campaigns. But dollars from core categories, including financial, pharmaceuticals and technology, are continuing to flow in for the rest of the first quarter. And the creation of a joint Web site with MSNBC and last month's acquisition of Arthur Frommer's *Budget Travel* will allow the book to offer advertisers extensive cross-media packages, notes publisher Carolyn Wall. —Lori Lefevre

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
Business Week	10-Jan	68.13	11-Jan	62.42	9.15%	68.13	62.42	9.15%
The Economist		NO ISSUE						
The Industry Standard	10-Jan	130.16	11-Jan	26.17	397.36%	130.16	26.17	397.36%
Newsweek	10-Jan	27.02	11-Jan	37.02	-27.03%	27.02	37.02	-27.01%
People	10-Jan	60.54	11-Jan	80.52	-24.81%	60.54	80.52	-24.81%
Sporting News	10-Jan	10.58	11-Jan	11.58	-8.64%	20.91	20.91	0.00%
Sports Illustrated	10-Jan	29.43	11-Jan	37.94	-22.43%	29.43	37.94	-22.43%
Time		NO ISSUE				61.98	24.09	157.29%
US News & World Report		NO ISSUE				33.16	41.60	-20.29%
<b>Category Total</b>		<b>325.86</b>		<b>255.65</b>	<b>27.46%</b>	<b>431.33</b>	<b>330.67</b>	<b>30.44%</b>
<b>ENTERTAINMENT/LEISURE</b>								
AutoWeek	10-Jan	20.23	11-Jan	19.35	4.55%	41.31	45.23	-8.67%
Entertainment Weekly	7-Jan	22.86	8-Jan	24.09	-5.11%	22.86	24.09	-5.11%
Golf World		NO ISSUE						
New York	20-Jan	18.3	11-Jan	21.4	-14.49%	70.4	63.7	10.52%
New Yorker	10-Jan	24.80	11-Jan	23.69	4.69%	24.80	23.69	4.69%
Time Out New York	5-Jan	62.80	6-Jan	44.00	42.73%	62.80	44.00	42.73%
TV Guide	8-Jan	77.12	9-Jan	66.35	16.23%	121.70	125.51	-3.04%
<b>Category Total</b>		<b>226.11</b>		<b>198.88</b>	<b>13.69%</b>	<b>343.87</b>	<b>326.22</b>	<b>5.41%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	9-Jan	13.55	10-Jan	14.03	-3.42%	23.85	23.92	-0.29%
USA Weekend	9-Jan	11.81	10-Jan	8.04	46.89%	22.24	26.26	-15.31%
<b>Category Total</b>		<b>25.36</b>		<b>22.07</b>	<b>14.91%</b>	<b>46.09</b>	<b>50.18</b>	<b>-8.15%</b>
<b>TOTALS</b>		<b>577.33</b>		<b>476.60</b>	<b>21.13%</b>	<b>821.29</b>	<b>707.07</b>	<b>16.15%</b>

E—ESTIMATED PAGE COUNTS



Gwyneth Paltrow leads off February.

The new millennium, a whole new movement in fashion," says Betts of the change. "We wanted to make that clear and make that bold. Although the way the old logo was redrawn [under Tilberis] was very beautiful, it represents an elegance that isn't really relevant anymore and that's kind of a cliché."

The median age of *HB* readers is 38—

# Magazines

more energy, new directions, new ideas," Black says. "Liz was fabulous for that moment in time when she re-created *Bazaar* in her image, and Kate is doing the exact same thing for a different era."

The Hearst chief says she is especially impressed with *HB's* new approach to cover lines. "They make more sense," Black says. "They sell harder, and they are just a little snazzier than Liz's."

Work was also needed on the magazine's editorial organization. "There's a lot I liked about *Bazaar* over the last few years, but structural clarity was not part of its previous mission," says Grossman. "Kate is more journalistic, so creating a magazine that broadcast that was

my mission."

Inside, readers will find four new sections on fashion, beauty and culture, including "The Bazaar," a back-of-the-book shopping guide. The February issue includes features by Brett Easton Ellis ("P.C. Postmortem") and George Kalogerakis on "Sisters in Style" Jane and Eryn Lauder.

In the March issue, *New York Times Magazine* contributor Lynn Hirschberg will begin a fashion column.

Betts began making her imprint on *Bazaar* with the December and January issues. *Bazaar's* ad pages were flat in 1999, at 1,555, but momentum began building with the January edition, which was up 44 percent, to 53 pages, according to the *Mediaweek Magazine Monitor*.

"The selling started the minute Kate walked in the office," says Jeannette Chang, *Bazaar* vp/publisher. "In September, we started with the New York market and Detroit. We went on a road show to have Kate meet with a lot of the advertisers."

The February redesign issue, which is certain to get a lot of curiosity-fueled pass-along readership, has 147 ad pages, up 70 percent over last year, says Chang. New advertisers include Dodge Intrepid and furniture maker Maurice Villency. Absolut returned to *Bazaar* after a seven-month absence. Giorgio Armani purchased a gatefold and four additional pages; clothier Missoni bought a 16-page portfolio. Some other advertisers that have traditionally waited until March to begin their schedules also

# Mediaweek Magazine Monitor

## Weeklies

January 3, 2000

**New York** kicked off 2000 up 23.17 percent over 1999, with 52.1 pages. The book's strongest growth category—surprise!—has been dot.coms, says publisher Alan Katz. Other strong categories for the weekly have been financial, travel, retail and luxury goods. New advertisers that signed on for the year's first issue were Dean & DeLuca Online, Evian, MTA, Target and Urbanfetch.com. —LL

ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>							
Business Week	NO ISSUE						
The Economist	NO ISSUE						
The Industry Standard	NO ISSUE						
Newsweek	NO ISSUE						
People <sup>X</sup>	NO ISSUE						
Sporting News	3-Jan 10.33	4-Jan 9.33	9.33	10.72%	10.33	9.33	10.72%
Sports Illustrated	NO ISSUE						
Time <sup>E</sup>	3-Jan 61.98	8-Jan 24.09	24.09	157.29%	61.98	24.09	157.29%
US News & World Report <sup>D</sup>	3-Jan 33.16	4-Jan 41.60	41.60	-20.29%	33.16	41.60	-20.29%
<b>Category Total</b>	<b>105.47</b>		<b>75.02</b>	<b>40.59%</b>	<b>105.47</b>	<b>75.02</b>	<b>40.59%</b>
<b>ENTERTAINMENT/LEISURE</b>							
AutoWeek	3-Jan 21.08	4-Jan 25.88	25.88	-18.55%	21.08	25.88	-18.55%
Entertainment Weekly	NO ISSUE						
Golf World	NO ISSUE						
New York	3-Jan 52.1	4-Jan 42.3	42.3	23.17%	52.1	42.3	23.17%
New Yorker	NO ISSUE						
Time Out New York	NO ISSUE						
TV Guide	1-Jan 44.58	2-Jan 59.16	59.16	-24.65%	44.58	59.16	-24.65%
<b>Category Total</b>	<b>117.76</b>		<b>127.34</b>	<b>-7.52%</b>	<b>117.76</b>	<b>127.34</b>	<b>-7.52%</b>
<b>SUNDAY MAGAZINES</b>							
Parade	2-Jan 10.30	3-Jan 9.89	9.89	4.15%	10.30	9.89	4.15%
USA Weekend	2-Jan 10.63	3-Jan 18.22	18.22	-41.66%	10.63	18.22	-41.66%
<b>Category Total</b>	<b>20.93</b>		<b>28.11</b>	<b>-25.54%</b>	<b>20.93</b>	<b>28.11</b>	<b>-25.54%</b>
<b>TOTALS</b>	<b>244.16</b>		<b>230.47</b>	<b>5.94%</b>	<b>244.16</b>	<b>230.47</b>	<b>5.94%</b>

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



## Monthlies/January

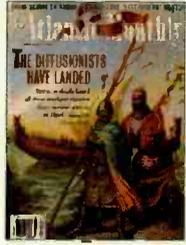
Traditionally a slow month, January overall ended up 5.25 percent. While some magazines experienced softness, others continued to ride the wave of the booming 1999. Ringing in the new year with big ad-page increases: *Fast Company*, up 80.46 percent; *Architectural Digest*, up 73.21 percent; and *Wired*, up 68.78 percent.

*Red Herring*, up a whopping 175.51 percent this month, has benefitted from the tech buzz. "The market is paying attention to this business," says Ted Gramkow, *RH* senior vp and publisher. "And the ads are coming more and more from [non-endemic] advertisers." New advertisers this month

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECH/NEW ECONOMY</b>								
Fast Company <sup>10</sup> @@/D	305,000	327,162	157.00	87.00	80.46%	157.00	87.00	80.46%
Red Herring*	100,000	116,537	168.5	61.16	175.51%	168.5	61.16	175.51%
Wired	425,000	527,488	133.00	78.8	68.78%	133.00	78.80	68.78%
<b>Category Total</b>			<b>458.50</b>	<b>226.96</b>	<b>102.02%</b>	<b>458.50</b>	<b>226.96</b>	<b>102.02%</b>
<b>DO-IT-YOURSELF</b>								
Family Handyman <sup>9</sup>	1,100,000	1,120,938	NO ISSUE					
Today's Homeowner <sup>10</sup>	950,000	950,306	NO ISSUE					
<b>Category Total</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>
<b>ENTERTAINMENT</b>								
People en Español <sup>10</sup>	250,000	292,906	NO ISSUE					
Premiere	600,000	626,232	43.76	43.99	-0.52%	43.76	43.99	-0.52%
The Source	425,000	425,218	109.98	114.67	-4.09%	109.98	114.67	-4.09%
Spln	525,000	526,424	72.15	64.91	11.15%	72.15	64.91	11.15%
Us <sup>W</sup>	1,000,000	1,001,344	27.82	35.97	-22.66%	27.71	35.97	-22.96%
Vibe <sup>10</sup>	700,000	701,624	NO ISSUE					
<b>Category Total</b>			<b>253.71</b>	<b>259.54</b>	<b>-2.28%</b>	<b>253.60</b>	<b>259.54</b>	<b>-2.28%</b>
<b>ENTHUSIAST</b>								
Audio	None	90,290	62.65	56.49	10.90%	62.65	56.49	10.90%
Automobile	625,000	635,396	55.00	72.99	-24.65%	55.00	72.99	-24.65%
Backpacker <sup>9</sup>	265,000	285,003	50.95	54.06	-5.75%	50.95	54.06	-5.75%
Bicycling <sup>11</sup>	273,000	277,600	31.56	35.21	-10.37%	31.56	35.21	-10.37%
Bike <sup>10</sup>	175,000	193,859	NO ISSUE					

# Mediaweek Magazine Monitor

## Monthlies/January



include Maker's Mark Distillery, Saab and beauty.com. Some of *Red Herring's* success can also be attributed to a larger sales force and the addition of new offices in London, Los Angeles and Boston, says Gramkow.

*The Atlantic Monthly* will leave owner Mort Zuckerman with a bang and then a whimper as it makes its way over to new owner David Bradley, publisher of *The National Journal*. January was up 90.50 percent, welcomed by a 25-page supplement from the National Association of Black Educators, an insert that is also running in *U.S. News & World Report*. But February, the last *Atlantic* issue under Zuckerman, is expected to be flat. Plans are under

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Boating	None	202,703	155.98	158.11	-1.35%	155.98	158.11	-1.35%
Car and Driver	1,350,000	1,365,577	100.04	108.66	-7.93%	100.04	108.66	-7.93%
Car Craft	375,000	383,334	40.26	55.49	-27.45%	40.28	55.49	-27.41%
Chevy High Performance	200,000	198,474	69.01	61.20	12.76%	69.01	61.20	12.76%
Circle Track	130,000	144,372	61.10	69.38	-11.93%	61.10	69.38	-11.93%
Cruising World	155,000	155,456	100.22	97.01	3.31%	100.22	97.01	3.31%
Cycle World	310,000	312,254	76.00	68.77	10.51%	76.00	68.77	10.51%
Dirt Rider	170,000	176,335	125.27	127.24	-1.55%	125.27	127.24	-1.55%
Flying	None	310,851	62.25	63.73	-2.32%	62.25	63.73	-2.32%
Four Wheel & Off Road	325,000	355,716	79.45	71.45	11.20%	79.45	71.45	11.20%
Golf Digest	1,550,000	1,557,814	86.81	82.34	5.43%	86.81	82.34	5.43%
Golf Magazine	1,400,000	1,403,685	129.17	169.24	-23.68%	129.17	169.24	-23.68%
Hot Rod	800,000	819,017	62.75	68.63	-8.57%	62.75	68.63	-8.57%
Motor Boating & Sailing	None	122,505	132.77	135.12	-1.74%	132.77	135.12	-1.74%
Motorcyclist	240,000	249,226	40.93	44.39	-7.79%	40.93	44.39	-7.79%
Motor Trend	1,250,000	1,278,568	61.14	87.03	-29.75%	61.14	87.03	-29.75%
Petersen's Photographic	200,000	211,486	88.07	105.74	-16.71%	88.07	105.74	-16.71%
Popular Mechanics	1,200,000	1,271,042	63.36	46.54	36.14%	63.36	46.54	36.14%
Popular Photography	450,000	451,195	195.27	176.71	10.50%	195.27	176.71	10.50%
Power & Motoryacht	None	1,573,568	199.24	171.17	16.40%	199.24	171.17	16.40%
Road & Track	750,000	755,710	90.62	102.65	-11.72%	90.62	102.65	-11.72%
Road & Custom	150,000	155,066	82.16	81.26	1.11%	82.16	81.26	1.11%
Sailing World <sup>10</sup>	55,000	63,009	NO ISSUE					
Salt Water Sportsman	150,000	152,541	104.97	98.99	6.04%	104.97	98.99	6.04%
Skin Diver	220,000	226,046	72.08	68.88	4.65%	72.08	68.88	4.65%
Sport	1,000,000	1,129,518	23.41	26.14	-10.44%	23.41	26.14	-10.44%
Sport Truck	200,000	200,357	72.03	67.35	6.95%	72.03	67.35	6.95%
Stereo Review's Sound & Vision <sup>10</sup>	450,000	454,869	98.66	59.16	66.77%	98.66	59.16	66.77%
Tennis <sup>10</sup>	700,000	707,884	39.63	30.21	31.18%	39.63	30.21	31.18%
Yachting	132,000	132,275	174.31	129.58	34.52%	174.31	129.58	34.52%
<b>Category Total</b>			<b>2,887.12</b>	<b>2,850.92</b>	<b>1.27%</b>	<b>2,904.81</b>	<b>2,745.18</b>	<b>5.82%</b>
<b>FASHION/BEAUTY</b>								
Allure	800,000	815,117	59.57	59.20	0.62%	59.57	59.20	0.62%
Cosmopolitan	2,400,000	2,879,076	110.20	101.37	8.71%	110.20	101.37	8.71%
Elle	900,000	913,054	58.02	60.43	-3.99%	58.02	60.43	-3.99%
Essence	DID NOT REPORT							
Glamour	2,000,000	2,207,241	61.57	105.44	-41.61%	61.57	105.44	-41.61%
Harper's Bazaar	700,000	750,608	52.55	36.48	44.05%	52.58	36.48	44.13%
Jane <sup>10</sup>	400,000	428,670c	50.40	59.02	-14.61%	50.40	59.02	-14.61%
Mademoiselle	1,100,000	1,106,167	42.07	49.09	-14.30%	42.07	49.09	-14.30%
Marie Claire	700,000	853,875	52.06	53.80	-3.23%	52.06	53.80	-3.23%
Mirabella <sup>10</sup>	550,000	536,486	NO ISSUE					
Vogue	1,100,000	1,100,828	115.98	102.72	12.91%	115.98	102.72	12.91%
Victoria	950,000	959,143	37.17	21.77	70.74%	37.17	21.77	70.74%
W	400,000	412,160	69.10	47.25	46.24%	69.10	47.25	46.24%
<b>Category Total</b>			<b>708.69</b>	<b>696.57</b>	<b>1.74%</b>	<b>708.72</b>	<b>696.57</b>	<b>1.74%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appétit	1,100,000	1,132,237	96.37	65.41	47.33%	96.37	65.41	47.33%
Cooking Light <sup>11/12</sup> (Jan./Feb.)	1,400,000	1,447,379	96.22	93.39	3.03%	96.22	93.39	3.03%
Food & Wine	800,000	850,406	45.14	58.23	-22.48%	45.14	58.23	-22.48%
Gourmet	850,000	878,792	32.53	34.16	-4.77%	32.53	34.16	-4.77%
<b>Category Total</b>			<b>270.26</b>	<b>251.19</b>	<b>7.59%</b>	<b>270.26</b>	<b>251.19</b>	<b>7.59%</b>
<b>GENERAL INTEREST</b>								
Atlantic Monthly	450,000	463,587	65.34	34.30	90.50%	65.34	34.30	90.50%
Biography	450,000	528,167	21.64	19.00	13.89%	21.64	19.00	13.89%
George <sup>10</sup> @@	400,000	405,153	NO ISSUE					
Harper's	205,000	215,213	20.08	25.42	-20.99%	20.08	25.42	-20.99%
InStyle <sup>4/1</sup>	1,100,000	1,360,163	83.34	83.34	0.00%	182.22	83.34	118.65%
Life	1,500,000	1,590,397	45.00	43.10	4.41%	45.00	43.10	4.41%
National Geographic	8,500,000	8,618,632	20.18	21.66	-6.83%	20.18	21.66	-6.83%
Reader's Digest	13,300,000	13,368,327	64.21	67.87	-5.39%	64.21	67.87	-5.39%
Smithsonian	2,000,000	2,041,996	37.80	57.96	-34.78%	37.80	57.96	-34.78%
Vanity Fair	1,000,000	1,064,766	56.35	38.51	46.33%	56.35	38.51	46.33%
<b>Category Total</b>			<b>413.94</b>	<b>391.16</b>	<b>5.83%</b>	<b>512.82</b>	<b>391.16</b>	<b>31.10%</b>

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signed on. "We bought in early because of the progress we've seen in the last two months," says Matthew Rubel, chairman/CEO of Cole Haan.

Adds David Lipman, a partner of Lipman Richmond Greene, the ad buying agency for Burberry: "[The redesign issue] is a very big deal. You're going to get added value in circulation, newsstand copies and the P.R. effect."

In anticipation of big single-copy sales numbers, Chang has significantly boosted the issue's draw in Europe and on prominent stands in New York, Los Angeles and Chicago. *Bazaar's* total paid circ grew 3.3 percent, to 750,608, in the first half of '99, reported the Audit Bureau of Circulations. Single-copy sales were up 1.5 percent.

## World Adds Meigher Books

*Fla. publisher gets 'Saveur,' 'GD'*

Orlando, Fla.-based World Publications last week agreed to acquire Meigher Communications' *Saveur* and *Garden Design* for an estimated \$15 million, about half of that in cash. The deal, which also includes *Friends*, a custom-published title, is expected to close on Jan. 14.

Meigher staffers last week were relieved that the cloud of uncertainty over the unprofitable company's flagship titles had been lifted, especially after hearing of World CEO Terry Snow's plans to aggressively grow the properties.

Snow, a onetime waterskiing pro, founded his water-sports publishing company in 1978 with *WaterSki*, which now has a circulation of 100,000. Snow publishes a total of 11 special-interest books, including *Sport Diver*, *Boating Life*, the 132,000-circ *Caribbean Travel & Life* and American Eagle's in-flight magazine, *Latitudes*. Snow says the latter two titles have the best synergistic potential with *Saveur* and *Garden Design*; the Meigher titles will likely pick up travel pages via package buys, and the World books should add auto business from *Saveur* and *Garden Design* clients. "[They]



A plan to grow: World CEO Snow

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get us into new markets," Snow says.

Meigher's general partners, CEO Christopher Meigher and vice chairman Douglas Peabody, reportedly will split several hundred thousand dollars from the deal. The company's 70 or so limited partners expect to see much smaller returns. One limited partner, who requested anonymity, says *Saveur* and *Garden Design* would have done better with a larger publisher. "Selling packages of *Sport Diver* and *Caribbean Travel & Life* with *Garden Design* and *Saveur* ain't gonna mean jack," the partner says. "The magazines should have gone to a large organization where they could have helped pump up the titles."

Although not a big player, World does have an active marketing and events presence, and it is involved with TV shows built around its *WaterSki*, *Wake Boarding* and fishing titles. About 30 such programs were produced last year for ESPN and ESPN2.

Snow says he will add "as much capital investment as needed" for brand extensions and editorial support of the Meigher books. Some efficiencies will be realized by folding the magazines' back-office operations into World's in Florida, a move that will likely involve some layoffs. The magazines' sales and edit staffs will stay on, in New York.

"Terry sees the great potential of these brands and has the wherewithal to push them," says Michael Grossman, Meigher creative director. "And he wants to do a lot of things we thought about doing but were not really in a position to do."

Meigher and Peabody will leave the company. Peabody's plans are uncertain, but Meigher hopes to buy out the company's other magazine, the lifestyle title *Quest*. "It's bittersweet," says Meigher, who personally put in about \$2 million of the more than \$30 million invested in the company over its seven-year history. "Our problem is that we were [strapped] for cash and never raised enough money. But you can [start a company], and not for a lot of money."

## Hard Work for Luxury Dollars

*'Islands' explores broader ad base*

*Islands* has introduced a redesign with its February issue, featuring a new tagline ("Destinations/Adventures/Dreams"), two new front-of-book sections, bolder headlines and more sidebars. The travel title,

# Mediaweek Magazine Monitor

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way to redesign some sections of the magazine, says new *Atlantic* publisher Donna Palmer.

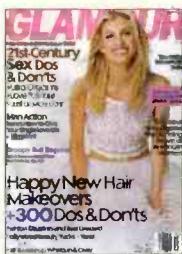
As for *Victoria*, the Hearst monthly ended January up 70.74 percent, with 37.17 pages. The dot.com phenomenon was responsible for most of this jump, says Alan Waxenberg, executive vp/publisher. Beauty, fashion and jewelry advertisers also increased spending this month. New ads came from Johnson & Johnson's new Roc, goodhome.com and Nivea.

Some titles experienced an unusually sluggish January: Condé Nast's *Glamour* was down 41.61 percent; Ziff-Davis' *Family PC* fell 40.25 percent;

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>HEALTH/FITNESS (MEN)</b>								
Flex	150,000	168,977	119.33	122.33	-2.45%	119.33	122.33	-2.45%
Men's Fitness	400,000	502,153	105.33	112.67	-6.51%	105.33	112.67	-6.51%
Muscle & Fitness	None	491,633	37.49	35.17	6.60%	37.49	35.17	6.60%
Runner's World	480,000	511,362	22.51	32.74	-31.25%	22.51	32.74	-31.25%
<b>Category Total</b>			<b>284.66</b>	<b>302.91</b>	<b>-6.02%</b>	<b>284.66</b>	<b>302.91</b>	<b>-6.02%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness <sup>10</sup>	1,000,000	1,003,133	35.67	47.40	-24.75%	35.67	47.40	-24.75%
Health <sup>9</sup> (Jan./Feb.)	1,100,000	1,105,437	81.00	67.70	19.65%	81.00	67.70	19.65%
Prevention	3,000,000	3,101,583	66.24	65.39	1.30%	66.24	65.39	1.30%
Self	1,100,000	1,103,210	62.00	63.90	-2.97%	62.00	63.90	-2.97%
Shape	1,300,000	1,411,122	42.07	42.91	-1.96%	42.07	42.91	-1.96%
Women's Sports & Fitness <sup>10</sup>	475,000	546,753	56.09	36.24	54.77%	56.09	36.24	54.77%
<b>Category Total</b>			<b>343.07</b>	<b>323.54</b>	<b>6.04%</b>	<b>343.07</b>	<b>323.54</b>	<b>6.04%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,362,016	11.26	7.24	55.52%	11.26	7.24	55.52%
Contact Kids <sup>10</sup>	300,000	317,098	6.00	3.00	100.00%	6.00	3.00	100.00%
Disney Adventures <sup>10</sup>	1,000,000	1,045,041 <sup>b</sup>	NO ISSUE					
KidCity <sup>10</sup>	250,000	262,576	1.00	2.00	-50.00%	1.00	2.00	-50.00%
Sports Illustrated for Kids	950,000	1,027,703 <sup>b</sup>	13.13	12.41	5.80%	13.13	12.41	5.80%
<b>Category Total</b>			<b>31.39</b>	<b>24.65</b>	<b>27.34%</b>	<b>31.39</b>	<b>24.65</b>	<b>27.34%</b>
<b>LIFESTYLE</b>								
Details	500,000	558,683	35.16	25.33	38.81%	35.16	25.33	38.81%
Esquire	650,000	680,573	34.36	47.86	-28.21%	34.36	47.86	-28.21%
Gentlemen's Quarterly	700,000	707,776	52.00	52.68	-1.29%	52.00	52.68	-1.29%
Maxim <sup>®</sup>	650,000	1,152,725	58.84	N.A.	N.A.	58.84	N.A.	N.A.
Men's Health <sup>10</sup>	1,525,000	1,665,038	40.65	54.20	-25.00%	40.65	54.20	-25.00%
Men's Journal <sup>10</sup>	550,000	551,635	NO ISSUE					
Outside	550,000	551,429	52.68	62.11	-15.18%	52.68	62.11	-15.18%
P.O.V. <sup>10</sup>	300,000	340,151	NO ISSUE					
Penthouse	DID NOT REPORT							
Playboy	3,150,000	3,252,661	64.84	60.10	7.89%	64.84	60.10	7.89%
<b>Category Total</b>			<b>338.53</b>	<b>302.28</b>	<b>0.12</b>	<b>338.53</b>	<b>302.28</b>	<b>11.99%</b>
<b>MATURE MARKET</b>								
New Choices <sup>10</sup>	600,000	600,876	NO ISSUE					
Senior Golfer <sup>10</sup>	185,000	185,205	69.21	43.64	58.59%	69.21	43.64	58.59%
<b>Category Total</b>			<b>69.21</b>	<b>43.64</b>	<b>58.59%</b>	<b>69.21</b>	<b>43.64</b>	<b>58.59%</b>
<b>OUTDOORS</b>								
Bowhunting <sup>9</sup>	160,000	160,348 <sup>c</sup>	22.57	30.84	-26.82%	22.57	30.84	-26.82%
Field & Stream	1,750,000	1,774,225	33.87	38.01	-10.89%	33.87	38.01	-10.89%
Guns & Ammo	575,000	607,971	43.31	46.00	-5.85%	43.31	46.00	-5.85%
Handguns	150,000	157,016	26.08	26.05	0.12%	26.08	26.05	0.12%
Hunting	350,000	350,633 <sup>c</sup>	32.00	32.58	-1.78%	32.00	32.58	-1.78%
Outdoor Life <sup>10</sup>	1,350,000	1,352,997	NO ISSUE					
Sports Afield <sup>10</sup>	450,000	456,378	NO ISSUE					
<b>Category Total</b>			<b>157.83</b>	<b>173.48</b>	<b>-9.02%</b>	<b>157.83</b>	<b>173.48</b>	<b>-9.02%</b>
<b>PARENTING/FAMILY</b>								
American Baby	1,805,000	1,706,343 <sup>b</sup>	39.17	46.75	-16.22%	39.17	43.33	-9.61%
Baby Talk <sup>10</sup>	1,500,000	1,503,382 <sup>b</sup>	NO ISSUE					
Child <sup>10</sup>	920,000	923,175	NO ISSUE					
FamilyFun <sup>10</sup>	1,105,000	1,144,778	NO ISSUE					
Family Life <sup>10</sup>	500,000	508,724	NO ISSUE					
Family PC	500,000	423,673	69.81	116.83	-40.25%	69.81	116.83	-40.25%
Parenting <sup>10</sup>	1,350,000	1,376,928	NO ISSUE					
Parents+	1,780,000	1,787,321	82.72	91.61	-9.70%	82.72	91.61	-9.70%
Sesame Street Parents	1,100,000	1,148,432	62.50	57.69	8.34%	536.68	493.35	8.78%
<b>Category Total</b>			<b>567.08</b>	<b>312.88</b>	<b>81.24%</b>	<b>826.68</b>	<b>745.12</b>	<b>10.95%</b>

# Mediaweek Magazine Monitor

## Monthlies/January



Hearst's *Esquire* dipped 28.21 percent; and American Express Publishing's *Travel & Leisure* skidded 20.39 percent. Both *Glamour* and *T&L* reported delays in their ad schedules. "I really do think it was a Y2K hangover," says Ed Kelly, *T&L* senior vp and group publisher. Advertisers' budgets were slow to be finalized, creative work was not finished in time for January and some advertisers shifted orders to later issues, says Kelly. Financial advertisers, including Fidelity and PaineWebber, were among them. *Glamour* publisher Deborah Fine reported some hesitation among advertisers because of fears of Y2K glitches. —LL

	RATE BASE (1ST HALF '99)	CIRC. (1ST HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>PERSONAL FINANCE</b>								
Individual Investor	500,000	515,516	59.78	57.50	3.97%	59.78	57.50	3.97%
Kiplinger's Personal Finance	1,000,000	1,034,905	59.00	57.14	3.26%	59.00	57.14	3.26%
Money	1,900,000	1,974,679	81.07	77.49	4.62%	81.07	77.49	4.62%
Mutual Funds	800,000	815,024	34.63	39.00	-11.21%	34.63	39.00	-11.21%
SmartMoney	725,000	760,369	79.24	85.62	-7.45%	79.24	85.64	-7.47%
Worth <sup>10</sup>	500,000	534,966						
<b>Category Total</b>			<b>313.72</b>	<b>316.75</b>	<b>-0.96%</b>	<b>313.72</b>	<b>316.77</b>	<b>-0.96%</b>
<b>SCIENCE/TECHNOLOGY</b>								
Discover	1,200,000	1,225,075	38.94	38.67	0.70%	38.94	38.67	0.70%
Popular Science <sup>10</sup>	1,550,000	1,560,220	37.27	37.04	0.62%	37.27	37.04	0.62%
Scientific American	640,000	692,590	26.40	25.50	3.53%	384.37	394.88	-2.66%
Spectrum, IEEE	None	304,430 <sup>c</sup>	56.94	65.94	-13.65%	56.94	65.94	-13.65%
Yahoo! Internet Life	600,000	650,768	99.68	81.83	21.81%	99.68	81.83	21.81%
<b>Category Total</b>			<b>99.68</b>	<b>248.98</b>	<b>-59.96%</b>	<b>617.20</b>	<b>618.36</b>	<b>-0.19%</b>
<b>SHELTER</b>								
American HomeStyle/Gardening <sup>10</sup>	980,000	981,942						
Architectural Digest	775,000	857,576	118.75	68.56	73.21%	118.75	68.56	73.21%
House & Garden	650,000	797,698	47.49	42.40	12.00%	47.49	42.40	12.00%
Country Living	1,600,000	1,626,767	49.44	55.63	-11.13%	49.44	55.63	-11.13%
Home <sup>10</sup>	1,000,000	1,009,608						
House Beautiful	850,000	880,206	43.90	38.17	15.01%	43.90	38.17	15.01%
Martha Stewart Living <sup>10</sup>	2,100,000	2,253,526						
Southern Living	2,450,000	2,526,799	80.90	67.20	20.39%	80.90	67.20	20.39%
Sunset	1,425,000	1,441,429	51.07	70.72	-27.79%	51.07	70.72	-27.79%
This Old House <sup>10</sup> (Jan./Feb.)	650,000	659,791	58.00	51.00	13.73%	58.00	51.00	13.73%
<b>Category Total</b>			<b>449.55</b>	<b>393.68</b>	<b>14.19%</b>	<b>449.55</b>	<b>393.68</b>	<b>14.19%</b>
<b>TEEN</b>								
CosmoGirll <sup>10/L</sup>	500,000	850,000 <sup>c</sup>						
Jump <sup>10</sup>	350,000	388,870						
Seventeen	2,350,000	2,384,166	46.17	51.58	-10.49%	46.17	51.58	-10.49%
Teen	2,000,000	2,062,497	39.63	30.21	31.18%	39.63	30.21	31.18%
Teen People <sup>10</sup>	1,200,000	1,542,428						
YM <sup>10</sup>	2,200,000	2,202,744						
<b>Category Total</b>			<b>85.80</b>	<b>81.79</b>	<b>4.90%</b>	<b>85.80</b>	<b>81.79</b>	<b>4.90%</b>
<b>TRAVEL</b>								
Condé Nast Traveler	750,000	762,314	103.00	108.45	-5.03%	103.00	108.45	-5.03%
Travel & Leisure	925,000	1,002,814	59.16	74.32	-20.40%	59.16	74.31	-20.39%
Travel Holiday <sup>10</sup>	600,000	612,682						
<b>Category Total</b>			<b>162.16</b>	<b>182.77</b>	<b>-11.28%</b>	<b>162.16</b>	<b>182.76</b>	<b>-11.27%</b>
<b>WEALTH</b>								
Robb Report	None	111,616	118.50	136.00	-12.87%	118.50	136.00	-12.87%
Town & Country	425,000	446,025	71.55	72.73	-1.62%	71.55	72.73	-1.62%
<b>Category Total</b>			<b>190.05</b>	<b>208.73</b>	<b>-8.95%</b>	<b>190.05</b>	<b>208.73</b>	<b>-8.95%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes & Gardens	7,600,000	7,600,667	81.22	76.93	5.58%	81.22	76.93	5.58%
Family Circle								
Good Housekeeping	4,500,000	4,626,346	109.54	67.79	61.59%	109.54	67.79	61.59%
Ladies' Home Journal	4,500,000	4,500,404	61.19	73.62	-16.88%	61.16	73.62	-16.92%
McCall's								
Redbook	2,800,000	2,801,385	150.82	148.04	1.88%	1,168.89	1,120.27	4.34%
Woman's Day <sup>17</sup>	4,050,000	4,085,214	76.39	53.83	41.91%	76.39	53.83	41.91%
<b>Category Total</b>			<b>479.16</b>	<b>420.21</b>	<b>14.03%</b>	<b>1,497.20</b>	<b>1,392.44</b>	<b>7.52%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>7,691.67</b>	<b>7,394.50</b>	<b>4.02%</b>	<b>9,219.78</b>	<b>8,759.71</b>	<b>5.25%</b>

FOOTNOTES: RATE BASE AND CIRCULATION FIGURES ACCORDING TO THE AUDIT BUREAU OF CIRCULATIONS FOR FIRST HALF OF 1999; b=AUDITED BY BPA INTERNATIONAL; c=NON ABC/BPA TITLE; l= INCLUDES INSTYLE PORTFOLIO; L= LAUNCHED 5/99; W=GOES WEEKLY IN MARCH; 4=FOUR MORE ISSUES IN 2000; 9=PUBLISHED NINE TIMES; 10=PUBLISHED 10 TIMES; 11=PUBLISHED 11 TIMES; 17=PUBLISHED 17 TIMES; @=PUBLISHED ONE FEWER ISSUE IN 1999; @@=PUBLISHED TWO FEWER ISSUES IN 1999; +=PUBLISHED ONE MORE ISSUE IN 1999; #=STEREO REVIEW AND VIDEO WERE MERGED IN JAN. '99.

# Magazines

published by Santa Barbara, Calif.-based Islands Publishing, also is increasing its frequency from six to eight issues this year. The 19-year-old *Islands* has a circ rate base of 220,000, which publisher William Kasch hopes to grow to 250,000 in the next year.

The goal of the design changes is to build the magazine's luxury travel positioning, says Kasch. The magazine is looking to attract more non-endemic advertising. Currently, 80 percent of *Islands'* ads are travel-related, with the remainder coming from automotive, liquor, cameras, luxury goods and jewelry advertisers.

*Islands'* ad pages were down 3.1 percent, last year to 486, according to Publishers Information Bureau. Kasch blames the decline in part on the company's over-extended sales force, which was also selling *Aqua*, a travel title launched by Islands Publishing in 1997. (*Aqua* was sold last November to World Publications, which folded the title into one of its other properties.) Islands also publishes *Resorts & Great Hotels* and *Sojourner*.

*Islands'* total paid circulation of 235,078 is well behind the major players in the travel category; although it was up 10.8 percent in the first half of 1999, according to the Audit Bureau of Circulations. The title does outsell the big boys on newsstands, with an average 39,139 copies per issue in the first half of last year; however, that figure was down 5.5 percent from the first half of '98.

*Islands* "is certainly not up there with *Travel & Leisure* and *Condé Nast Traveler* for total circulation," notes Scott Sussman, vp and media director at Miami-based Tinsley Advertising, whose clients include the Florida Keys and SuperClubs. "But they have a tremendous demographic story to tell [with] very upscale readers—people who really do travel."

Sussman says *Islands* needs to attract more non-endemic ads to keep growing. "They have to show that they have a unique audience...that has the means to purchase [luxury] products and that doesn't [spend] all their money just to go to islands." —Lori Lefevre



Paradise found? The redesigned Feb. issue

# Media Person

BY LEWIS GROSSBERGER



## The End Is Nigh

ALL RIGHT, SETTLE DOWN, PEOPLE. TIME to get serious. The tedious millennium foofaraw is

finally over, the media can no longer fatten up on lists of the hundred sexiest jugglers of the century, and we need to get busy spotting the important new developments and trends that will shape the year and the decade ahead. Fortunately, Media Person has been doing just that, steadily scanning the news with his legendary acuity since midnight, Jan. 1, while you, you shameless libertine, indulged in bacchanalian revels and then lay abed with aches, agues and poxes brought on by your sordid dissipations.

To cut through the murk, MP naturally went directly to the supermarket tabloids, wherein the really serious truth resides.

First of all, don't think you got off easy just because the Y2K disaster and the religious apocalypse failed to launch while Peter Jennings was on 24-hour watch. The latest *Weekly World News*, which, of course, is the tabloid of record, reports that the end of the world is still very close! How do they know this? Because "Bible experts from all corners of the globe agree," that's how. But don't be perturbed because even though the world is about to dis-

appear, Billy Graham tells *WWN* that if you play your cards right, "Judgment Day will be a glorious, wonderful time" for you personally. While Media Person can't go into all the details on recommended salvation procedures, he'll just say that massive amounts of praying wouldn't be a bad idea starting right now.

Unfortunately, Rev. Graham neglects to inform *Weekly World News* readers about what to do to prepare for the total collapse of the global economy predicted in another article in the issue or, for that matter, whether it will occur before or after world's end. The coming financial nightmare, due to hit by March, will "leave banks in total ruin, currency worthless and at least a billion people

homeless and starving in the streets," says the paper. Worse, the government knows all about this and is covering up the news! "Soon, people will be shooting each other over crusts of bread," *WWN* quotes "the noted economist and top financial expert Thomas VanDurman," whom neither you nor Media Person has ever heard of, no doubt due to our pathetic ignorance of economic affairs.

What a week for news! When you

**While Media Person can't go into all the details... massive amounts of praying wouldn't be a bad idea.**

consider that *WWN* didn't even have room on page one for its devastating discovery that JFK was assassinated to prevent his revealing that the U.S. had made contact with aliens from outer space, you can only gasp in admiration at the depth of its investigative reporting staff.

Clearly outgunned, the competition still scores some impressive scoops. *Globe*, for instance, reveals that Sonny Bono was murdered! That fatal arboreal collision was not as accidental as we were all led to believe, the paper is told by "inside sources." It seems that Congressman Sonny, as *Globe* refers to him, was *chased* to his death by "a three-man assassination squad" hired by "angry drug lords" who were "unable to blackmail him into tak-

ing the pressure off their growing empire." Somehow, these cunning skiing assassins knew that if they chased the fearless legislator downhill he would inevitably smack a tree, and death would surely follow.

What this case ultimately proves—although this is just Media Person's opinion—is that drug crime is a bad thing.

But there are also happier tidings. *The National Examiner* salutes the 65th birthday (on Jan. 8) of rock 'n' roll's king with a photo, created by its "own computer wizards," of what Elvis "would look like today." Old is what. Frankly, Media Person found that wording rather peculiar, as it seems to imply that Elvis is *dead*. *NE* also reveals the shocking news that the King had "a torrid affair" with that other sexy showbiz icon, Marilyn Monroe, one "so hush-hush it has remained buried like treasure in Hollywood history—until now." It seems that Marilyn was desperate to keep her other famous secret lover, JFK, from finding out. You remember JFK; he's the one who made contact with the space aliens, only to be assassinated before he could reveal their presence. Ultimately, it all connects.

It really does; Billy Graham is also in the *Sun*—apparently, he's available to the tabloid press 24 hours a day—and the ever-optimistic preacher man gives that jour-

nal the exclusive that angels really do *exist* and are there to help you whenever you need it. All Media Person could think was, "If only the news had come out in time to help Congressman Sonny." Although later MP had to wonder why Rev. Graham didn't mention the end of the world during his *Sun* interview. Talk about burying the lead.

When it came to science news, however, it was the *Star* that left the others behind. In an exclusive interview with the reclusive, rarely-glimpsed-in-public Rosie O'Donnell, the *Star* divulges not only that Rosie has lost 32 pounds "and got a new lease on life," it tells you exactly how she went about doing it.

She ate less. ■



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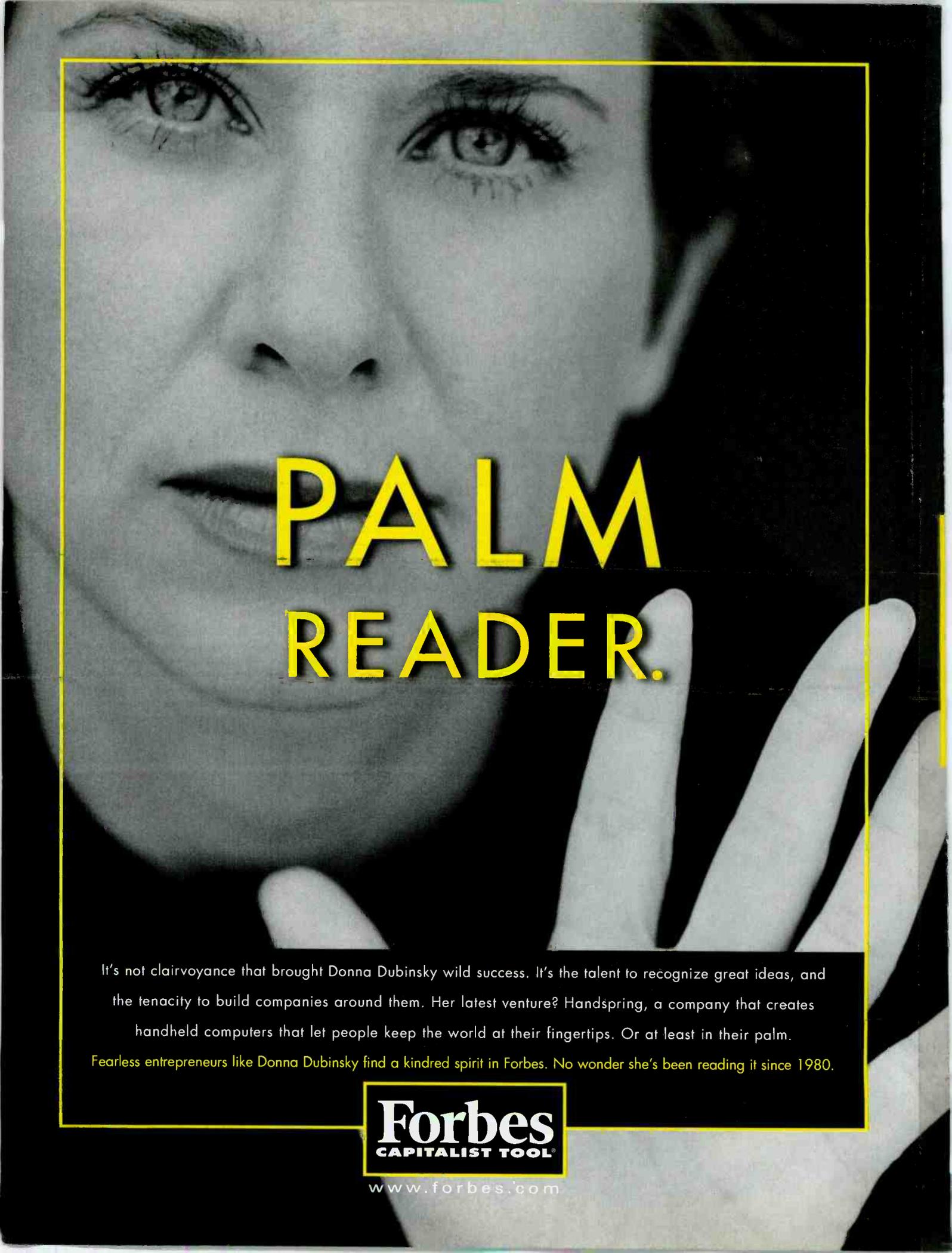
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Thursday, January 20, 2000

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