

MEDIA WEEK

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February 21, 2000 \$3.50

Dueling at Dawn

Seattle's two daily
newspapers brace for an
unusual test of their JOA

By Vincent Coppola
Page 32

Kids Buyers Face Upfront
Battle With Nick page 4

Radio Fine-Tunes Its
Internet Strategy page 5

NBC Concedes Sweeps
Race to ABC page 8

Seattle Times publisher Frank Blethen

MARKET INDICATORS

National TV: Busy

Dot.coms continue to buy up first- and second-quarter scatter time. Buyers are meeting with clients to talk about 2000-2001 season budgets.

Net Cable: Active

First-quarter scatter is in the rear-view mirror, as dot.coms begin to tighten second-quarter inventory. Buyer and seller posturing over kids upfront has begun.

Spot TV: Mixed

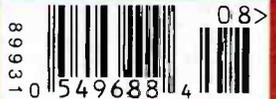
Politicals expected to make a big push in select primary markets after South Carolina. San Francisco is very tight, but NBC/Granite reverse-comp deal leaves some small groups concerned.

Radio: Rising

Demand is strong through April. March is sold out in dot.com-rich markets such as Seattle. Other markets have inventory, but it's going at higher prices.

Magazines: Steady

Publishers continue to report solid bookings into the second quarter. Travel and financial ads are coming on strong.



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MEDIA WIRE

Old Western Will Take Initiative on Planning

The newly renamed Initiative Media North America, formerly Western Initiative Media, plans to get more involved in media planning for clients, while continuing its role as a buying agent.

"Up until now, the company has been perceived as a buying service. We want to become communication planners, not just buyers," said Louis Schultz, Initiative chairman/CEO.

To foster this goal, the company will create managing directors for the East Coast and West Coast to oversee accounts that will be divided geographically, basically along the Mississippi River. And each of the company's regional offices, in New York, San Francisco, Atlanta and Chicago, will be given more responsibility to pitch new business, a duty that previously stemmed from the main office in Los Angeles. Schultz said each regional office will be assigned strategic planning teams, and staffs will be "beefed up" to better service existing accounts and bring in new business.

Schultz said the goal of the restructured company, which will continue to be headquartered in L.A., will be to attain a 20 percent growth in revenue each year. He also said Initiative, which had billings of \$5.4 billion in 1999, plans to increase its investment in technology, interactive media and research and development. —*John Consoli*

No Wedding-Bell Blues For Fox After Stunt Show

Forget court and game shows—bizarre wedding spectacles might be the TV programming trend to watch for this fall. Fox Broadcasting enjoyed a blissful ratings performance on Feb. 15 with the two-hour special *Who Wants to Marry a Multi-millionaire?*, a sort of beauty pageant where the winner received a well-to-do husband.

The program earned an overall 10.9 household rating and a 16 share, according to Nielsen Media Research overnight (*continued on page 8*)

Drawing a Line In the Sandbox

Nick's Popkowski scoffs at talk of an upfront shift away from net

KIDS TELEVISION / By John Consoli and Jim Cooper

Kids television media buyers are quietly preparing to shift a significant amount of ad dollars away from market leader Nickelodeon during this year's kids upfront, with Turner Broadcasting's Cartoon Network benefiting most. The buyers—who all spoke on condition of anonymity—said they are upset by the treatment they have received from Nick, and by the demands made during the previous sellers' market, which has now shifted in favor of the buyers.

John Popkowski, president of MTV Networks ad sales U.S., dismissed the moves as pre-market posturing on the part of buyers and said that Nickelodeon, with more than 50 percent of the kids 2-11 gross ratings points, remains *the* destination of marketers who are serious about reaching kid viewers.

"What you hear from the buying community is that supply is up and demand is down. That is clearly a posture," said Popkowski. He explained that Nickelodeon doesn't really have an upfront but rather a 52-week dialogue between clients and "the empire of Nickelodeon," which includes theatrical releases, licensing deals, an online presence, a magazine and several trademarks. "Call it what you want, any marketer in the light of day will tell you that in order to really market to children you have to have a relationship with Nickelodeon," said Popkowski.

Still, some buyers' criticism of Nickelodeon's ad sales machine was withering. "They haven't been the nicest people to do business with," said one major kids buyer. "There's only so long you can kick people in the groin. There's been a lack of flexibility and a lack of partnership on their part. They refused to let us exercise our options. It had to be their way as the only way. Now they are going to pay the piper."

Many advertisers who had two-year deals with Nick will see those expire after third quarter. With a softer marketplace, they will

be able to seek out other ad environments.

Popkowski questioned that thinking. "When you look at the strength of Nickelodeon and the fact that we are now going to be programming and selling [ad time on] CBS, we are coming to the market stronger than ever. And then you look at where else they are going to go," said Popkowski. He thinks it is possible Nick will hold the No. 1 and 2 spots on Saturday morning.

"Anyone who thinks they can proceed into this year should really take a hard look at the out years and figure out who they want an alliance with. We now have two platforms on Saturday morning, and they better be very careful about what ratings they might assign to Fox and the WB," said Popkowski, who declined to discuss the issues of mandatory spending increases or option policies.

But competition does exist, and buyers have pegged some of their marketplace hopes on alternatives to Nick. "Cartoon Network has said that [it is] willing to forego efforts to get price increases in order to bring in a larger volume of business," said one media buyer. "We will probably look more at Cartoon and the WB."

Buyers also said many of their clients supported Nick before it became the dominant kids programmer, hoping to spur competi-

Disney Sets One-Stop

TELEVISION / By John Consoli

The consolidation of ABC, Disney and Buena Vista Television kids sales into one unit, announced at the end of last week, has kids media buyers believing they will be able to better tap into those outlets. "It makes sense," said one major kids buyer, who declined to speak for attribution. "It will make it easier to plug in pieces, especially in the top 25 markets, where Nick and Cartoon underdeliver."



Taina reflects Nick's new focus on Latino characters.

tion. Once Nick became the leader, many buyers believe, the cable network's attitude changed. "If you did \$25 million last year, they told you you had to spend \$27.5 million this year or they wouldn't sell to you," one buyer said. "Punishing people who helped them in the past is not right. Those kind of antics eventually drive people away when they are able to move."

Other buyers, while bothered by MTV Networks' tough stance, acknowledge their dependence on Nick. "Are they tough? Yes. But they have dominated the market with ratings growth to the tune of 40 percent, not to mention share of mind of the target audience, which they pretty much own outright," said one major kids buyer.

Beyond the inevitable back-and-forth between buyers and sellers, Nickelodeon last week introduced a \$100 million slate of eight new live-action and animated series for the 2000-2001 season, three of which have Latino themes. The live-action slate includes: *The Brothers Garcia*, billed as a Latino *Wonder Years*; *Taina*, a multigenerational series featuring a 14-year-old Latina making her way through school and home life in New York; and *Noah Knows Best*, which follows a brother and sister through the travails of being teenagers. Nick's animated fare includes *Dora the Explorer*, a bilingual interactive adventure series featuring a seven-year-old Latina girl and her monkey. ■

Cozying Up to the Web

Broadcasters warm to Net's potential, but some are moving cautiously

RADIO / By Katy Bachman

Following a year in which dot.com advertising fueled a 15 percent revenue gain for the industry, radio broadcasters are more smitten than ever with the Internet.

So it was no surprise that at last week's annual Radio Advertising Bureau conference in Denver, at least 40 percent of the exhibitors were Web-related, and nearly 100 percent of the attendees were talking about cyberspace.

"The potential to expand radio's listenership base beyond the local market, develop multiple revenue streams beyond commercial inventory, generate e-commerce, sell classified ads and garner a host of non-traditional revenue is far greater than increasing radio's share of the domestic advertising pie," said William Meyers, senior broadcasting analyst for Robertson Stephens, which last week released a study on radio Webcasting.

The gold rush is on. More than 4,400 radio stations now have Web sites, and more than 1,400 of those Webcast or stream their signals, according to BRS Media.

Yet there are still some significant holdouts. "Why would we take all the programming we buy and produce and give it away for free?" said Bill Fingenshu, a senior vp for Infinity Broadcasting. Quoting Mel Karmazin, the CEO of Infinity parent CBS Corp., who has made his misgivings about streaming content well known, Fingenshu said the company does not see any reason to rush in. "The plane hasn't taken off yet," the Infinity exec said. "It's still at the gate,

and it won't take off without us."

For one thing, the technology is far from transparent; at this point, tuning in audio on the Internet can be a chore.

Arbitron, in a study released at the RAB meeting, found that among Web users, one out of five is unable to connect to streaming content. There is no common standard for audio players (some sites even create their own), further complicating the less-than-seamless radio-to-Internet pathway.

Equally important, no broadcaster has yet found how to leverage the Internet in a way that will significantly impact the bottom line. "I haven't seen a model yet that can make money," said Infinity's Fingenshu.

"We need a compelling strategy," echoed Rey Mena, vp of Emmis Communications' interactive unit. Instead of leaping into the streaming game, Emmis has been discussing its Web options. The group recently hired CMGI, the Internet powerhouse that controls major Web portals including Lycos, GeoCities and AltaVista, to develop a product that will leverage Emmis' broadcast assets on the Web. Emmis hopes to introduce the product as soon as next month.

Despite trepidation on the part of some groups, the radio business knows it has a natural fit with the Internet. According to Arbitron's study, the percentage of consumers that have visited a Web site as a direct result of a radio ad increased from 29 percent last July to 45 percent in January.

Rich Carr, an account executive with KXL-AM in Portland, Ore., owned by Vulcan Ventures' Paul Allen, noted that Allen last March purchased KXL and Portland's KXJM-FM as part of his "wired world" vision. "Ultimately, an Internet company is worthless without a radio station," said Carr, who promised that Allen will announce in the next two months "the ultimate integration of [the] two media into one." ■



Show me the profits:
Infinity exec Fingenshu

Nick prime time along with their kids, so why not ABC?" asked one buyer.

Barnathan said buyers will be able to get packages during the kids upfront negotiations, which are expected to start in April. He said while any unit can still be bought on its own, the consolidation will make it easier to meet clients' needs via packaging.

Properties sold through the new network include ABC's *One Saturday Morning* block; Disney's *One Too* syndicated block; and Toon Disney cable net. Packages may also include Radio Disney, Disney.com and *Disney Adventures* magazine. ■

Kids Sales Shop

Dan Barnathan, senior vp of sales for ABC, who will head the consolidated operation, called Disney Kids Network, said it will help "level the playing field." In addition to merging all its kids sales operations, the new sales unit will also sell units in prime time: ABC's Friday-night "TGIF" lineup; the Sunday *Wonderful World of Disney*; and even some time in *Who Wants to Be a Millionaire*. "We buy

AT DEADLINE

Baywatch Won't Be Sunk, Pearson Exec Says

A Pearson Television official said last Friday that the company's syndicated weekly series *Baywatch Hawaii* will definitely return next season, despite executive producer Greg Bonann's plea to the Hawaiian government for a \$2.5 million bailout to sustain production of the show in the Aloha State. "If we can't get assistance from the state, there's no chance the show is coming back," Bonann told reporters last week. But Frank Piantini, Pearson vp of creative services, called Bonann's comments—made just before the producer was to have a budget meeting last week with Pearson officials—"misguided, ill-timed and inappropriate... [Not getting the] \$2.5 million is not going to sink this franchise." Hawaii's House Committee on Culture is considering Bonann's request. Pearson recently announced two-year renewal commitments for *Baywatch Hawaii* on Chris-Craft stations.

Mirabella's Blank Moving to W

Susan Blank, who was publisher of *Mirabella* for just five months, left Hachette Filipacchi Magazines last week to become publisher of Advance Publications' *W*. Replacing Blank as acting publisher is *Mirabella* associate publisher Lynne Dominick. Dominick becomes the fourth publisher of *Mirabella* in less than a year. Prior to joining Hachette, Blank was vp of group sales at Condé Nast Publications.

Heins Leaves G+J for Internet

John Heins, Gruner+Jahr USA Publishing president/CEO, resigned last week to join an unidentified Internet company, said to be in California. Heins, who has headed the U.S. arm of Gruner+Jahr's international magazine division for seven years, will continue in his position until a replacement is found. One potential successor could be executive vp/COO Andreas Wiele, 38, who has been with G+J since 1990 and is considered a rising star at the company. Wiele is also general manager of G+J's *Family Circle* and *McCall's*.

Merger Partners Share Grammys

In the latest link between the betrothed CBS and Viacom, CBS television stations and VH1 will partner to deliver expanded *Live at the Grammys* preshow coverage in advance of the CBS broadcast of the 42nd annual Grammy Awards this Wednesday. The expanded coverage, with hosts Ellen DeGeneres, *Young and the Restless* star Shemar Moore, *Entertainment Tonight's* Julie Moran and

VH1 on-air host Rebecca Rankin, will be simulcast on 16 CBS O&Os and VH1.

Grayzel Named to Head New VNU Division

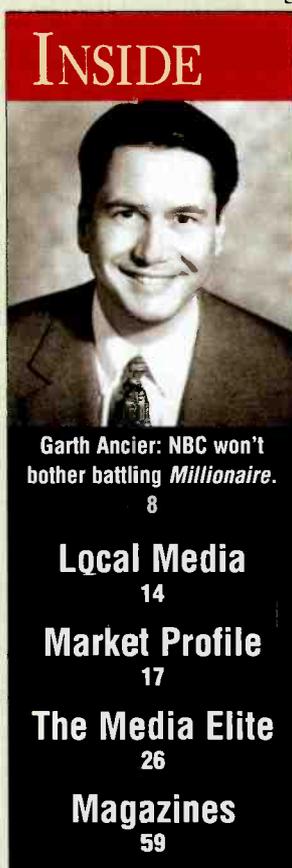
Jeremy Grayzel has been named president of VNU eMedia Inc., a division of VNU Business Media. Grayzel, who most recently has worked as a consultant for VNU USA focusing on the company's Internet positioning, will report to a board of directors chaired by John Babcock Jr., president and CEO of BPI Communications, another unit of VNU USA and publisher of *Mediaweek*. Prior to joining VNU, Grayzel served as president and CEO of GrayFire Information Services, an electronic publishing company. He also has served as director of planning for Charter Publishing Co. and general manager of *Ladies' Home Journal*. After Family Media Inc. purchased *LHJ* in 1982, Grayzel became the company's vp of operations and eventually president. Also, BPI's U.S. Electronic Media Group, which consists of 40 employees, will become part of VNU eMedia. The division will be expanded to 80 employees by year-end.

Addenda: PBS Sponsorship Group,

National Public Broadcasting and Internet advertising firm L90 formed a joint sales venture last week that allows underwriters to hit the PBS network, its affiliates and their Web sites at one time... **Jimmy de Castro**, vice chairman of AMFM, last week resigned from the company, which was recently acquired in a \$23.5 billion deal with Clear Channel... **USA Weekend** and **SmartMoney.com** will coproduce a personal finance guide that will appear in the March 12 issue of the Sunday magazine... The Carsey-Werner Co. put **James Kraus** in charge of domestic sales operations, promoting him to the new position of executive vp and general sales manager... **USA Network** went to the dogs last week with its annual two-day coverage of the Westminster Kennel Club Dog Show, which was seen in 2.9 million homes... Discovery Communications founder **John Hendricks** and **Amos Hostetter**, former chairman and CEO of Continental Cablevision, are among the backers of the

new Women's United Soccer Association (WUSA), a pro league that plans to launch in 2001.

Clarification: A "Movers" item in the Feb. 7 issue should have said that Gregg Hano is a former associate publisher of *Popular Mechanics*.



Garth Ancier: NBC won't bother battling *Millionaire*.

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numbers, and won the 9-10 p.m. hour with a 13.7/19.

One pleased bystander is Universal Worldwide Television, which is selling a half-hour game strip called *Wed at First Sight* into syndication for this fall. Universal is not releasing station-clearance figures for the show just yet, but company development chief Dan Filie said last week that "the phones have been ringing" in the sales department since the Fox special aired. "It certainly answered the question of whether people would watch a show like this," Filie said. —Daniel Frankel

Time Warner Rolling Out Digital Cable in New York

Time Warner Cable of New York City last week announced the launch of its digital television offering, which will bring TWC subscribers in New York City a total of 200 channels.

Called DTV, the service will first be rolled out in sections of Queens and be made available to customers in Manhattan starting in April. A total of 1 million TWC subscribers will be able to sign up for the service over the next 18 months. "In a city as diverse as New York, DTV offers something for everyone," said Time Warner Cable of New York City president Barry Rosenblum.

The DTV rollout follows Time Warner Cable-N.Y.'s introduction last year of Road Runner, its high-speed Internet access service. Customers opting for both Road Runner and DTV can expect a monthly bill of \$99.95. For existing cable subscribers, DTV will add about \$9.95 more per month to their present bills; for new subs, the cost will be \$46. The service includes 29 premium channels, 50 channels of pay-per-view movies and events, and 40 channels of commercial-free digital music. —Jim Cooper

YankeeNets Wants Cable Stake, Says New Boss

Yankees owner George Steinbrenner is taking steps to acquire a piece of the New York/New Jersey media that he has long (continued on page 8B)

NBC: This Race Is Over

Halfway through a close sweeps, Ancier concedes net can't catch ABC

NETWORK TV / By John Consoli

Midway through the February sweeps, NBC is conceding what is now a tight adults 18-49 demo race to ABC, even though it is in a virtual tie (a 5.6 rating to ABC's 5.7) as of last week.

"*Who Wants to Be a Millionaire* is such a powerful weapon that we don't expect to catch" ABC, said NBC Entertainment president Garth Ancier of ABC's hit game show. "When you have a show you can move into any time slot you want to boost ratings, that's hard to beat."

Ancier said NBC has no plans to shift any regular programming or add episodes of hot shows to gain ground, as ABC has done with *Millionaire* by adding a few episodes to its previously announced schedule. "It's not worth disrupting regular viewing patterns to counter *Millionaire*. In the long run, you'll wind up hurting yourself more than helping."

NBC does have its 10-hour fantasy miniseries, *The 10th Kingdom*, which will air on Feb. 27-28 and March 1 and conclude after the sweeps are over. Ancier said he is pleased that the network has performed strongly with primarily regular

series programming during the sweeps.

Through the first 14 days of the sweeps, ABC was the leader in household ratings with a 9.8/16, followed by NBC with a 9.2/15, CBS with a 9.0/14 and Fox at 6.7/11, according to Nielsen Media Research data. Among adults 18-49, beside ABC and NBC, Fox has gotten a 4.8 and CBS a 3.7. Based on its strong *WWF Smackdown* ratings, UPN is beating the WB, 2.9/4 to 2.8/4 in households and 1.7 to 1.5 among adults 18-49.



Even with *The 10th Kingdom*, NBC will not steal ABC's crown.

OLIVER UPTON/PHILLMARK PHOTO

Ancier said since sweeps results are most valuable to affiliates, the network's ratings that lead out of prime time and into local programming are most important. That's because big ratings translate to larger audiences, and local ad dollars, for the stations. "We're quite far ahead in that time period," he said.

At this point, Monday-Friday 10:30 to 11 p.m. ratings show NBC ahead with an average 7.6 among adults 18-49 and 8.9 among adults 25-54. Ancier said the latter demo is even more important since it is the primary news-watching age group. ABC follows with a 4.9 in 18-49s and a 5.7 in 25-54s; CBS is getting a 3.8 in 18-49s and a 4.6 in 25-54s. ■

High Stakes on Low-Power

Broadcasters, FCC face off on plan to create new class of FM stations

WASHINGTON / By Alicia Mundy

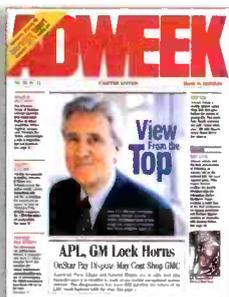
It was the duel of the engineers—plastic pocket protectors drawn at 20 paces—at a congressional hearing last Thursday on low-power FM radio, as technical reps for the National Association of Broadcasters and the FCC squared off before the House tele-communications subcommittee. The hearing featured plenty of static about "harmonic interference" and standards of "acceptable" noise, but when it was over, the NAB's opposition to the

FCC's recent rulemaking on LPFM had come through loud and clear.

The session, called by subcommittee Chairman Billy Tauzin (R.-La.) at the urging of Rep. Mike Oxley (R.-Ohio), probed how the FCC made its controversial decision last month and heard experts explain how LPFM would affect the integrity of the radio spectrum. Broadcasters have vigorously opposed LPFM as a threat to existing FM stations. But they have had a hard time arguing

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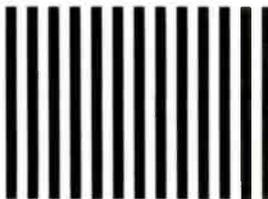
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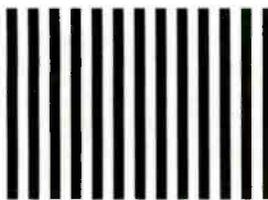
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DAILY NEWS ON THE NET.

MEDIA WIRE

coveted with the hiring of YankeeNets chairman and CEO Harvey Schiller. The former president of Turner Sports took over YankeeNets—the recently completed merger of Steinbrenner's Bronx Bombers and Lewis Katz's New Jersey Nets—last week.

With only the 2000 baseball season left before the Yankees' contract with Cablevision's MSG Network ends (the Nets have one more season to go on their deal with Fox Sports Net), the Steinbrenner-Katz organization is looking to re-up. But it isn't just broadcast-rights fees Schiller is looking to acquire. YankeeNets wants an equity stake in a network. If a deal can't be worked out, the company might launch its own regional cable channel—a move that would likely alienate Cablevision, the dominant cable-system owner in the New York market.

"I said to George some time ago, had he launched Yankees on a superstation, he would be worth what Ted Turner is today," said Schiller. "We want to make sure the rights fees for the games are significant based on their value and, at the same time, work in partnership to grow an asset." YankeeNets is in discussion with Cablevision and other potential partners to strike a strategic business relationship, Schiller said. —*Megan Larson*

San Francisco's Examiner Draws Last-Minute Bids

The city by the bay has a chance to remain a two-newspaper town after all. Hearst Corp. last week said it received a number of 11th-hour inquiries from possible buyers for the *San Francisco Examiner*, including millionaire political consultant and former S.F. mayoral candidate Clint Reilly. Hearst had set a Feb. 15 deadline for bids.

Hearst announced last August that it would sell the 107,000-circulation afternoon paper and buy the 457,000-circ morning *Chronicle* from Chronicle Publishing. After Hearst later said it would fold the *Examiner* if a buyer wasn't found, city leaders including Mayor Willie Brown rallied to keep the paper alive. —*Tony Case*

against the concept, which FCC Chairman Bill Kennard has portrayed as a great vehicle for local communities, schools and religious and minority groups to get their views on the air. At an NAB conference on Feb. 14, one station-group owner asked congressional telecom staffers how the NAB



Hearing host Tausin

could successfully oppose LPFM "without looking like the bad guys" beating up on churches and schools. The Hill aides bluntly replied: Stick to the interference issue when you talk to Congress, and you'll do OK.

At the subcommittee hearing, NAB engineer Chuck Jackson demonstrated how an FM station's clarity could be severely reduced by "crosstalk" noise that could be generated by LPFM signals. The clips Jackson played had the desired effect on several subcommittee members, including Rep. Ed Markey (D.-Mass.), who, after hearing the interference-ridden signals, asked questions that indicated his support of the FCC's initiative

may be wavering.

An FCC engineer testified that while some additional interference from LPFM signals is inevitable, the congestion would be outweighed by the societal benefits of creating a forum for more viewpoints on the radio spectrum.

The subcommittee will probably vote this spring on Oxley's bill to block the FCC's low-power radio action. Judging from the lawmakers' reactions at last week's hearing, the damaging engineering evidence will take precedence over concerns that by rejecting the LPFM initiative, Congress would be turning its back on community-radio outreach.

For its part, the NAB is not waiting to see what becomes of the Oxley bill. On Feb. 16, the day before the congressional hearing, the association filed suit in the federal Court of Appeals in Washington to block any attempt by the FCC to set up LPFM licenses as "unlawful." ■

A Solution for iCrave?

Shut-down Web site says it will be able to block U.S. surfers

THE INTERNET / By Megan Larson

The president of iCraveTV, which had been streaming the signals of several TV stations, said he has a plan that could potentially block U.S. Web surfers from accessing the Canadian site. But the plaintiffs suing iCraveTV—who for now have succeeded in shutting down its operation—are not impressed.

William Craig, iCrave's president, did not explain how the new security mechanism works; he said he will reveal it in the next two weeks. But Craig has already given it a name, iWall, and patent lawyers are checking it out. "The challenge is for us to make [iCrave] not leak into the U.S.," said Craig, who admitted that iWall probably will not be 100 percent effective. "The judge said that he didn't care what we did in Canada, just to stay out of the U.S."

The injunction filed against iCrave two weeks ago by a U.S. court—which does not have jurisdiction in Canada—asked iCrave to shut its operation down in the U.S. Technically, the Webcaster could still continue business in Canada, but since there has been no foolproof way to block non-Canadian surfers, iCrave shut down indefinitely.

"The theft and retransmission of signals and the selling of ads around other people's property does not change with a press release proclaiming technological advances by iCrave," said Richard Taylor, vp of public affairs for the Motion Picture Association of America, which filed suit against iCrave—along with several sports leagues—for copyright and trademark infringement. "If they want to explore technical remedies, that's their prerogative, but we doubt that they will be able to achieve that."

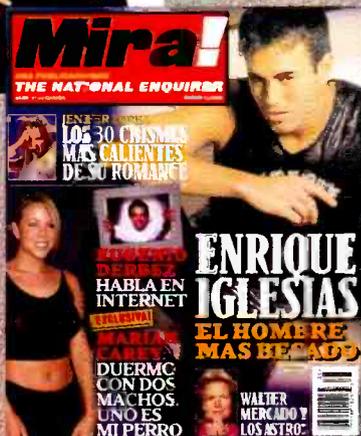
The actions taken against iCrave in recent weeks have brought the issue of broadcast streaming on the Internet into the political arena. But at a House subcommittee hearing convened last Wednesday, participants did little more than agree that more discussion needs to take place. "We are trying to get to the forefront of how big a problem this is going to be in the years ahead," said Ken Johnson, representative for Billy Tausin (R.-La.), chairman of the House telecommunications subcommittee. "Webcasting is inevitable, but do you resort to some sort of regulation or allow a 'wild, wild West' mentality?" ■

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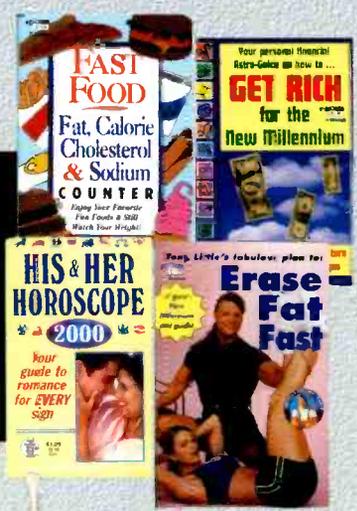
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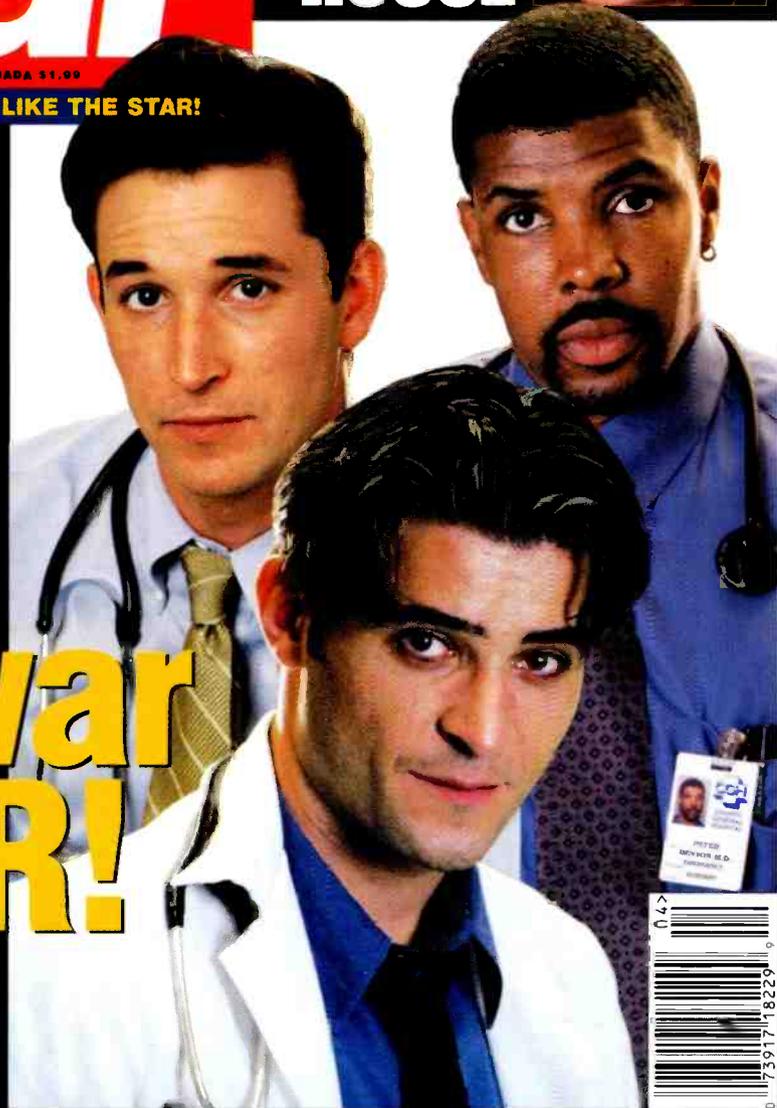
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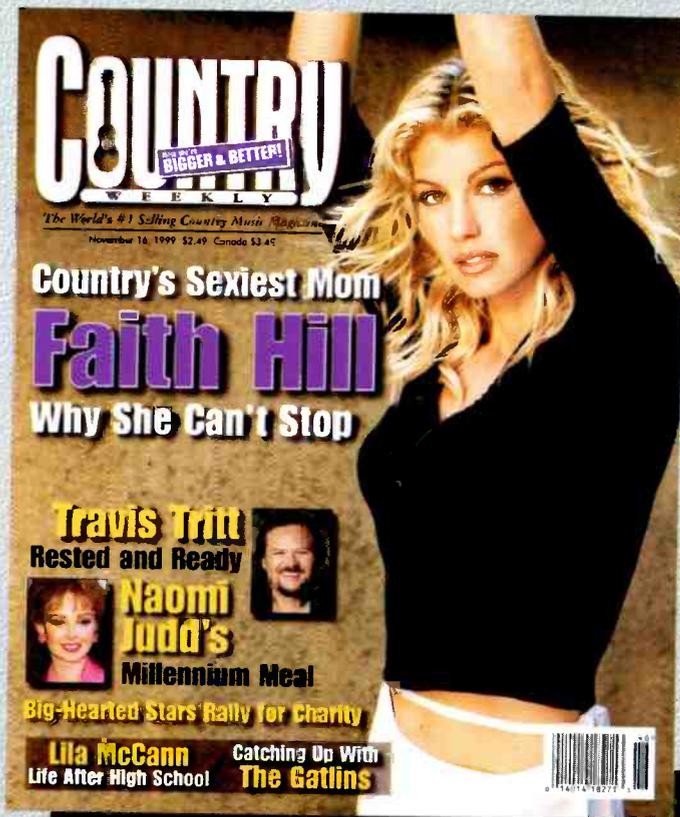
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Dysfunction Junction

With 'Titus', Fox takes another stab at an offbeat family comedy

TV PROGRAMMING / By Alan James Frutkin

As Fox comedy *Malcolm in the Middle* continues to score big on Sundays, the network is quietly hoping that another new series will do the same on Mondays. On March 20, Fox premieres *Titus* leading out of *That '70s Show*.

Based on the stand-up act of West Coast comic Christopher Titus, the comedy takes an unconventional look at the American family. And the show's creators hope that break with tradition will distinguish *Titus* from the pack of run-of-the-mill comedies that came and went this season.

"What's happened to a lot of sitcoms is that they've lost a point of view," said executive producer Jack Kenny, who along with exec producer Brian Hargrove created *Titus* with its star. "For any TV show to succeed, especially when it's centered on a stand-up or a star with a lot of personality, it has to have that star's point of view." So what is Titus' point of view? "Everybody's dysfunctional," Kenny added. "The normal people are the freaks."

Moving back and forth between the past and present, the show takes an unforgiving look at its star's upbringing. At the show's

core is Titus' father, a beer-drinking skirt-chaser, played by veteran actor Stacy Keach. Nice when he's sober, evil when he's drunk, he's "the anti-dad," as Titus refers to him.

It's uncertain if Keach's portrayal will play across the country. "It might turn the audience off," said Laura Caraccioli, a vp at Starcom Entertainment. "While such dysfunction has been portrayed in dramas, I don't know if viewers are ready to go down that path in sitcoms."

Fox TV Entertainment Group chairman Sandy Grushow agrees, to an extent. "Not everybody is going to respond to *Titus*," he said. "Clearly, the show is darker than the average half-hour comedy. There will be people who probably will be appalled at [Keach's] conduct. But the Fox audience, the younger-skewing male audience that tends to make up the core of all successful comedies on our air, is likely to respond."

Grushow expects modest numbers for the new series. "If we can launch [*Titus*] and do a 13 to 14 share at 8:30, we'll feel great about what we've accomplished," he said, adding one caveat: "that ABC doesn't run an episode of [*Who Wants to Be a Millionaire*] at 8. Then all bets are off." ■



Titus hopes to turn viewers on.

RANDY HOLMES/FOX

Court's Jury Is Still Out

In a crowded field, only one newcomer is a lock, but others will survive

SYNDICATION / By Daniel Frankel

A month after the National Association of Television Executives conference, only one of the eight new reality court strips is a sure thing. It was suspected the convention would be judge, jury and executioner, whittling down a genre that also features six incumbents, all returning next season. Deliberations continue, but analysts expect to see 11 syndicated court shows on television next fall.

Twentieth Television's lawyer tête-à-tête

Power of Attorney is an absolute lock for fall 2000, with big-market sales to Fox's owned-and-operated stations and national clearance levels approaching 90 percent.

Four others—King World Productions' *Curtis Court*, Columbia TriStar's *Judge Hatchett*, Warner Bros. Domestic Television's hourlong *Moral Court* and Pearson Television's *Judgment Day*—are alive and ready to litigate small-claims issues, and fall into the 50-70 percent

CBS' decision to air eight episodes of its new mob drama series *Falcone* over a nine-day period from April 4-12 (except Sunday, April 9) is a big gamble, media buyers say. CBS has previously run consecutive nights of the hit sitcom *Everybody Loves Raymond* and of the dramas *JAG* and *Martial Law*, but those were repeats that ran during the summer to gain exposure. There's a bit more riding on the introduction of a new series, buyers argue. CBS will promote the male-oriented *Falcone* during its three weeks of coverage of the NCAA men's basketball tournament in March, but buyers point out that even if those promotions lead to high ratings for the series, much of the audience on each night could be the same people. In contrast, buyers point to ABC's game show *Who Wants to Be a Millionaire*, which also has run on consecutive nights but is more the type of show that viewers can skip for a night and rejoin a few nights later without missing story-line elements. "It's a lot of consecutive nights to expect viewers to stay with a show," said one major network TV buyer. "CBS is going to have to sell ads to different advertisers each night. I don't believe too many will want to buy strips of ads across the...consecutive nights."

The WB, which has seen ratings drop on most of its returning teen dramas this season, is giving the first-year teen series *Popular* every chance to succeed. For the last two Mondays of the February sweeps—and in addition to its regular Thursday run—WB will air encore presentations of the show at 9 p.m., following the net's highest-rated and more family-oriented show, *7th Heaven*. *Popular* has done well among female teens—a 7.4 rating/22 share last week, according to Nielsen Media Research—but the show has struggled overall at a 2.5 in households season-to-date.

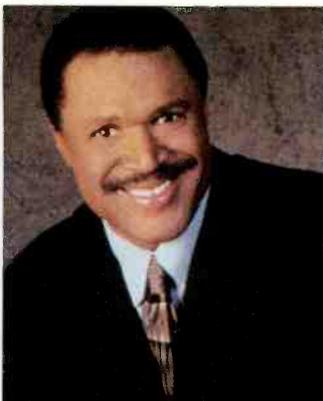
UPN will continue its attempt to lure a young male audience on Feb. 29 at 9 p.m., when bodybuilder and *Playboy* model Jennifer Goodwin will host *Monster Trux 2000: The New Trillennium*, a monster-vehicle competition featuring Bigfoot, Dr. Bones, Executioner and Boogie Van. —John Consoli

national clearance range.

"None of these are at a point where they can definitely be considered a go," said Bill Carroll, vp, director of programming for rep firm Katz Television. "But will all of them get launched? Probably."

King World has lined up 50 percent national clearance for *Curtis Court*, including key deals with CBS O&Os. Columbia TriStar claims 65 percent clearance for *Judge Hatchett*, including Fox's New York, L.A. and Chicago O&Os.

Warner Bros. has faced greater challenges with *Moral Court*. Not only did the syndicator replace radio personality Dennis Prager with radio personality Larry Elder at the last minute as the strip's host, it's also trying to fit an hourlong show into station schedules. Still, Warner Bros. puts national clearance for the show at 67 percent.



Rep firms believe *Judgment Day*, hosted by Norm Early, will make it.

Pearson, an independent, has had to sell *Judgment Day* market by market. "If I was able to get L.A. and New York cleared in one group deal, I would be a blessed man," said Joe Scotti, Pearson president of domestic distribution and marketing, at NATPE. But the show is more than 50 percent sold at this point, including L.A.'s KCAL-TV. Rep firms, who liked the presentation tape for

the show, seem to think it'll make it.

Will there be enough dayparts to accommodate so much court? "Some of these shows will take the place of talkers that are going away," said Dick Kurlander, vp, director of programming for Petry. King World's *Martin Short* and *Roseanne* are long shots for renewal, as are Eyemark's *Dr. Joy Browne* and Paramount's *Leeza*, said analysts, which would open up several daytime hours. ■

Thomson's on the Block

Gannett, Pulitzer, CNHI said to be interested in some of the papers

NEWSPAPERS / By Tony Case

At a time when newspapers are clearing record profits, spurred by a continued strong advertising market and low newsprint prices, Thomson Corp. has decided to get out while the getting's good. The Toronto-based company last week said it plans to sell all of its 130 U.S. and Canadian papers—except for the flagship Toronto *Globe and Mail*—to focus on its thriving tech-based information businesses.

Those units—which include legal, financial, educational and scientific groups—have seen sales rise at a much more dramatic rate than newspapers. In 1999, newspapers accounted for only \$810 million of Thomson's \$6 billion in revenue. The company expects its electronic businesses to generate 80 percent of revenue in five years.

"If you read their annual reports, you can reach the conclusion that what they're trying to accomplish long-term is in other multi-media products than newspapers," said Robert Garrett, president of AdMedia Partners, a financial adviser to newspapers.

The company—which publishes 55 dailies and 75 non-dailies, mostly in smaller

markets—has been a pioneer in newspaper clustering, having formed a number of publishing groups in Arizona, Indiana, Ohio and West Virginia.

Thomson executives said they would prefer to sell the papers as one unit, but it's more likely that a range of publishers will vie for the properties. Among Thomson's largest U.S. properties are the 99,000-circ *Tribune* of Mesa, Ariz., and 77,400-circ *Connecticut Post* of Bridgeport. Journal Register Co.—which publishes the *New Haven Register*—is a likely bidder for the Bridgeport paper. And both *Tucson Citizen* publisher Gannett Co. and Pulitzer Publishing—which owns the *Arizona Daily Star* in Tucson and *Arizona Daily Sun* of Flagstaff—are expected to make a play for the Mesa paper. Community Newspaper Holdings Inc. has also expressed interest in buying some Thomson papers.

The company hired investment banker Goldman, Sachs and the Santa Fe, N.M.-based newspaper broker Dirks, Van Essen & Associates to shop the papers, which Thomson execs valued at \$1.3 billion. Thomson said it would use the proceeds to reduce debt and expand electronic enterprises. ■

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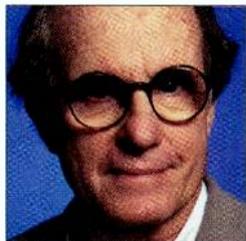
ENTERTAINMENT

COLLEGE
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THE BLUNT PENCIL
Erwin Ephron

As Viagra Is to Sex

Will strategic
planning return
the creative
agency to the
center of brand
marketing?



They go by many names and dwell in many castles: strategic planner, brand planner, campaign planner. They are to agency new business as Viagra is to sex, although exactly what they do is not as certain.

I've been told that these people are the consumer's representative, the brand's champion and the communication plan's architect, that they are the drivers of integrated marketing. That he, or she, has broad knowledge of consumer behavior, brand marketing and marketing communications (including both promotion and media, old and new). That they supply a 360-degree approach. That they use these skills to develop the brand campaign to the point where subject-matter experts, like writers, art directors and media planners and buyers, can connect the dots.

In this best interpretation, the strategic planner is the agency's attempt to develop a multiskilled consumer and brand marketing champion.

A less charitable view sees it as the failure of client brand management, which has encouraged agencies to grab at recovering the marketing influence they once had and sorely miss.

The now familiar term "creative agency" tells part of the sad story. Ten short years ago it was a compliment, not a category. There were full-service agencies, creative boutiques and media services. But the same pressures of competitive necessity that led full-service agencies to downgrade research—which had been largely absorbed by the client anyway—also caused them to spin off free-standing media groups capable of serving in-house and outside clients.

Detaching creative from the life-support of media and research was a desperate move. It lowered costs and broadened revenues, as planned, but it also created the media AOR, which reduced the price-of-entry into the agency business, allowing smaller shops to compete for large accounts.

Will strategic planning return the creative agency to the center of brand marketing? I think it unlikely, unless the creative agency reinvents itself as the full-service agency, but I doubt that Djin goes back in the bottle.

If any group has a shot at delivering strategic planning, it is the media agency, because its people are used to dealing with the volume of information that needs to be integrated to make robust strategic

recommendations.

Media services, like CARAT, Tempus or Mindshare, have invested heavily in developing marketing-mix modeling capabilities to help them deliver strategic planning. But media has a full plate. It's just coming to terms with TV optimization (switching a client out of daytime into cable is not strategic planning), and it faces the rock-climbing discipline of media mix.

Unless the planner has a good grasp of how markets, consumers and media work—and real-time intelligence on new media and market prices—direction is being set by a gifted amateur, mutant media planners who have learned how to dance.

It's unrealistic to expect one person can do it all. The old full-service agency recognized strategic planning was a group assignment. Simon Broadbent, writing from the UK, suggests this is a structural and management issue, rather than a question of staffing.

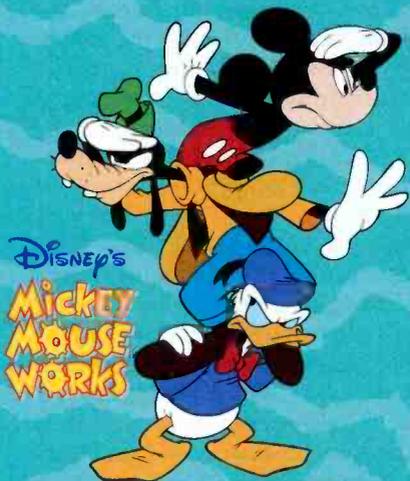
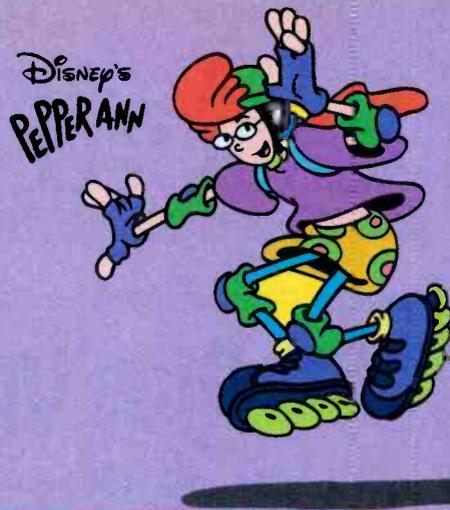
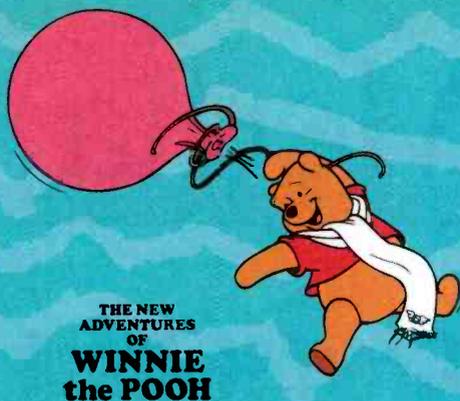
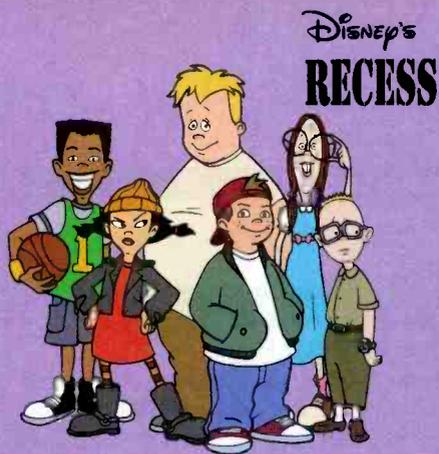
Part of the strategic-planning challenge lies in the kind of information we have to work with, as much as who gets to interpret it. As advertising opportunities and necessities increase, piecing information together from many media-centric sources (NTI, MRI, Radar) becomes more difficult. When media mix is the sport, the analysis anchor needs to be the consumer, not the individual media. Strategic planning needs to start with research that starts with the consumer and looks at the many communication opportunities from the view of the target rather than down the sights of the many guns.

In the 1970s U.S. agencies toyed with integrated marketing before the beast was named. They constructed a media fancy called "A Day in the Life of Joe Consumer," which sketched out the advertising opportunities presented by routine consumer behavior. These were superficial and promotional essays created for new business, and they seldom looked past traditional, commissionable media. But the core idea is sound.

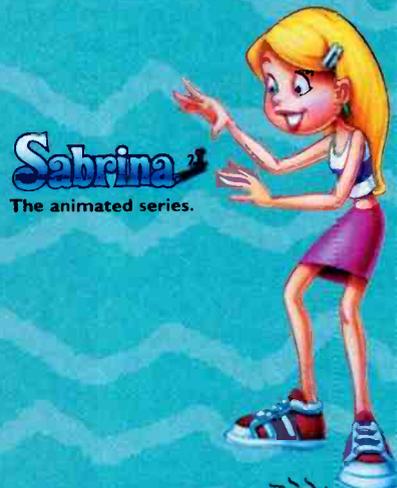
The full-service agency was the home of strategic planning. It is close to extinct. In its place there is a "nearly full-service agency" itching to do the job. Dave Verklin suggests that creative, not media, has been unbundled and that the new media agency, morphed into message manager, will supply everything but creative—and have a big say in that too.

Sounds like strategic planning. ■

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



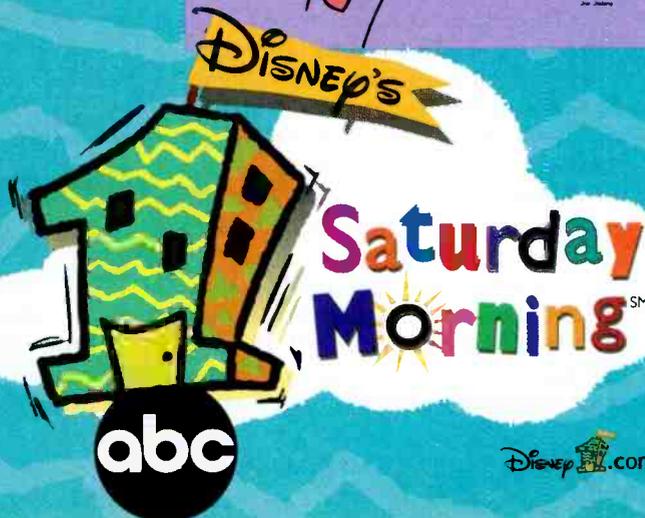
The faces
that 2-11
year olds
can't ignore.



New!



Trying to get the attention of kids is no easy task. And nobody reaches the critical 2-11 market better than Disney's One Saturday Morning. Not only does this block of programming reach a better mix of boys and girls, because it's on ABC, it's viewed by 99% of the country – a feat that other broadcast and cable networks can't match. And that's something media buyers find hard to ignore.



Local Media

TV STATIONS • NEWSPAPERS • RADIO STATIONS • OUTDOOR • MAGAZINES

SAN FRANCISCO TV STATIONS

NBC Digs Up Granite Deal



Frasier fans in San Francisco were probably a bit worried two weeks ago when longtime NBC affiliate KRON-TV said it would drop its affiliation to the network. Prospects likely didn't look any better last Monday either when NBC agreed to align with KNTV-TV, a barely visible ABC affiliate based in San Jose, Calif. But come Jan. 1, 2002, Granite Broadcasting's Silicon Valley outlet plans to reach a much larger chunk of the market.

In May, KNTV will double its signal strength and soon hopes to move its tower closer to San Francisco in order to more deeply penetrate the Bay Area. For 35 years, the VHF ABC affiliate operated at a lower power to avoid crossing signals with ABC's owned-and-operated outlet in San Francisco, KGO-TV. Last September, however, Granite sold the affiliation back to ABC for \$14 million, freeing KNTV to boost its power.

KNTV relaunches as an independent July 1 and will stay that way until the switch to NBC, right before the 2002 Winter Olympics in Salt Lake City. "As long as they get the shows, no one cares where it's coming from," said Paula Mangin, media director for Odiorne Wilde Narraway & Partners in San Francisco.

Granite has been in negotiations with AT&T to expand cable carriage for KNTV further north in the Bay Area. The station had previously been denied the clearance because local MSOs carry only one network affiliate per market. As a result of the power boost and expanded cable carriage, Granite CEO Don Cornwell expects KNTV's cable reach to jump from 325,000 households to 800,000 by the end of the year.

Once KNTV becomes an NBC outlet, Granite hopes to sell it alongside its younger-skewing WB affiliate, KBWB-TV. KNTV also may establish a joint sales agreement with the older-skewing Paxon station

KKPX-TV (NBC owns a minority stake in Paxon Communications).

Granite will pay the network \$362 million over the course of nine years to secure the affiliation, an amount that adds up to one-third of Granite's annual profitability.



Cornwell: The numbers add up.

NBC's coup to get a station group to pay it for affiliation drew the attention of rival network chiefs, who hope one day to convert their affiliates to a source of revenue rather than a network cost. But analysts wondered if Granite had overpaid for its network stripes.

"From our perspective, it isn't a lot of money we paid," explained Cornwell. "When you start to pencil through what our share of the market

[revenue] will be as an NBC affiliate, you come up with some fairly attractive numbers. And when you compare that to what we're paying, it's frankly a great deal."

Granite is getting far more than just NBC rights in the Bay Area for the \$362 million. The deal also includes 10-year affiliate agreements for Granite's NBC outlets in the smaller markets of Duluth, Minn., Fresno, Calif., and Peoria, Ill. In addition, the two companies will share digital spectrum services and may co-create a regional cable news channel—in direct competition with Young's Broadcasting's BayTV channel—for which KNTV will provide local news programs. —Megan Larson

FLORIDA NEWSPAPERS

Scripps Swapping Sunshine Papers



E.W. Scripps Co. and Freedom Newspapers, both owners of clusters of newspaper properties in northern Florida, are swapping some of their papers in the state. Scripps will trade its twice-weekly *Destin Log* and sister

paper the *Walton Log*, along with an undisclosed amount of cash, for Freedom's daily *Tribune* of Fort Pierce.

The *Tribune*, which has a circulation of 26,000 during the week and 28,000 Sunday, becomes Scripps' third daily in the state. The company also produces the *Stuart News* and *Vero Beach Press Journal*. The acquisition "is consistent with the Scripps strategy to cluster our newspapers in growing, midsized markets," said Scripps chairman/CEO William Burleigh.

By adding the two *Log* papers, Freedom strengthens its own standing in the northern Florida region, where it already publishes the Northwest Florida *Daily News* in Fort Walton Beach, the daily *News Herald* of Panama City and the weekly *Walton Sun* in Santa Rosa Beach.

Scripps has a history of forming clusters. In Boulder, Colo., it added the *Daily Camera* to complement its Denver *Rocky Mountain News*. Its Evansville (Ind.) *Courier* and *Kentucky Post* of Covington surround the *Cincinnati Post*. In Tennessee, Scripps owns two of the state's biggest dailies, the *Memphis Commercial Appeal* and the *Knoxville News-Sentinel*.

Most large newspaper companies have embraced the strategy of snapping up papers by region in recent years, and analysts agree the trend is likely to continue. "Most acquisition-minded newspaper companies have, like radio and cable, embarked to some degree on this clustering trend," said Owen Van Essen of the newspaper brokerage Dirks, Van Essen & Associates of Santa Fe, N.M. "It's a more efficient way for advertisers to buy print...and makes print more effective in selling against broadcast, which traditionally sells across a bigger footprint than newspapers." Clustering is also cost-efficient, allowing publishers to combine multiple staffs and printing facilities. —Tony Case

RADIO

NextMedia Buys Pinnacle Clusters



One of radio's newest station groups, Denver-based NextMedia, last week purchased 20

it's a slam dunk!

(...but we provide the 42 inch vertical leap.)

Total Sports makes it easier to reach serious fans. Pro or college, major and minor sports—we cover them all. At Total Sports we focus on report and record the action at all of the big events as well as the over 4,000 games and matches we TotalCast™. This info is sent real-time across the Internet and into the brains of very knowledgeable and loyal Total Sports fanatics.

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radio stations in five markets from Pinnacle Broadcasting for \$75 million. The sale puts NextMedia on the map as the 35th-largest radio group, with 34 radio stations and estimated revenue of more than \$24.5 million, according to broadcast consultants BIA.

"At this critical point in the development of NextMedia Group, it is important that we acquire stations and organizations [that] will be the nucleus of the future growth of the company," said Samuel "Skip" Weller, president/COO, NextMedia. In four of the five markets, NextMedia is adding mature radio-station clusters with a strong presence: The eight stations in Greenville-New Bern-Jacksonville, N.C., have a combined ratings share of 20.5; the four stations in Myrtle Beach, S.C., a 14.4 share; the three stations in Lubbock, Texas, a 25.9 share; and the four stations in Decatur, Ill., a 27.7 share. Also included in the deal is a stand-alone station, WCZQ-FM, outside of Champaign, Ill.

NextMedia was founded last September by two veteran radio execs, Carl Hirsch, former CEO of OmniAmerica, and Steve Dinetz, former Chancellor CEO. Since then, the Denver-based group has been focusing its radio acquisitions in midsized to small markets. —Katy Bachman

TV STATIONS

The Hiring Network Lines Up Work



Stations in Miami and Dayton and Toledo, Ohio, are among the first recruits for *The Hiring Network*, a weekly 30-minute employee-recruitment show produced by a small start-up company in suburban Chicago.

The show was created by Interactive Communications of Libertyville, Ill., which already operates employment Web sites for radio and TV stations in 17 markets at jobconnection.net. The company, which is owned by former Milwaukee broadcast executives Richard Holcomb and Bill Lind, launched the Web site and a local TV version of the show for Hearst-Argyle's Milwaukee ABC affiliate WISN-TV in late 1997.

The first stations outside Milwaukee to pick up the show are CBS owned-and-operated WFOR-TV in Miami and two Sunrise Television Corp. stations, ABC affiliate WDTN-TV in Dayton and Fox affiliate WUPW-TV in Toledo. *The Hiring Network* will begin airing in Dayton in April and in

Toledo and Miami in late May, Holcomb said.

Holcomb and Lind tout *The Hiring Network* as a new TV/ Web combination approach to the employee-recruitment advertising category. The category has seen significant growth on TV and radio stations in recent years, nibbling at one of the newspaper industry's mainstays.

WDTN will run the show at 9:30 Sunday mornings. WDTN vp of sales Larry Ryan said the station has operated the employment site since summer 1999. "It's just a logical extension of what we've already done on our Web site. We've been able to show businesses that broadcast TV and the Web site are very effective," said Ryan.

Other broadcast/Web combos are also starting to mine the employee-recruitment category. Recently, broadcast station owner Bonneville International Corp., Salt Lake City, teamed with the JobforceNetwork to provide employment Web sites for TV and radio stations, said Brad Fuhr, affiliate relations manager for Bonneville. "It makes sense," Fuhr said of the show. "I think it's a great way to promote the Web site."

The Hiring Network includes segments with expert suggestions on career strategies and money management. But the bulk of the show consists of Holcomb and co-host Joan Lloyd introducing segments bought by advertisers promoting themselves as great places to work. "Each show is very local," Holcomb said. "All the companies featured are local in that market."

Holcomb's company produces the segments and directs the ad sales efforts of the local stations. The stations split the proceeds with Holcomb's firm. Holcomb and Lind are negotiating with additional TV and radio stations and station groups. —Rich Kirchen

MINNEAPOLIS TV STATIONS

KMSP Goes Wild



Minneapolis' UPN affiliate, KMSP-TV, made a power play last week to gain rights to the National Hockey League's newest franchise in puck-hungry Minnesota. The Minnesota Wild, which start their first season this fall, and KMSP announced a five-season deal giving KMSP broadcast rights to an estimated 25 games beginning this



The Hiring Network's Lloyd (left) and Holcomb introduce local segments.

October. The agreement also calls for the United Television-owned UHF to produce preseason and post-season shows and assorted specials surrounding NHL and Wild events. The outlet reaches 1.7 million households in and around the Twin Cities metro area. KMSP carries an extensive lineup of high school, college and professional sports,

including Minnesota Twins baseball. The state has been without a hockey franchise since the North Stars went to Dallas after the 1992-'93 season. —ML

MILWAUKEE RADIO

GM Resigns Abruptly



Terry Wood, general manager of Clear Channel Communications' Milwaukee radio stations, resigned abruptly on Feb. 11. Wood announced he was resigning "for personal reasons" in a brief meeting with the staff of Clear Channel's four Milwaukee radio stations, sources said.

Wood, a veteran station manager who started his career as a Top 40 disc jockey, had run Clear Channel's Milwaukee stations for about three years. Clear Channel Milwaukee sales director Jerry Arndt was appointed interim general manager. Dave Crowl, Clear Channel manager for the region including Milwaukee, plans to hire a permanent replacement within the next two weeks.

Last December, Wood fired the air staff at Milwaukee's oldies station and changed the call letters from WZTR-FM to WRIT-FM. —RK

RADIO

Covering the Races



Gentlemen, start your engines and your radios. A new syndicated weekly talk show, *The Pit Reporters*, debuts Feb. 23, the week after the Feb. 20 start of NASCAR's season-opening Daytona 500.

Charlotte, N.C.-based Performance Racing Network has signed 87 affiliates—with hopes for more than 100—for a round-table discussion show that will "have some grit to it," said PRN general manager Doug

Market Profile

BY EILEEN DAVIS HUDSON

Rice. "We thought there was a void in hard-news reporting on NASCAR and on racing in general," said Rice, a veteran racing broadcaster. "The show won't be confrontational. But it won't be one softball question after another."

Hosting the show is Brett McMillan, PRN's pit reporter and a sports reporter for Charlotte's WBT-AM. The show will target the demo of men 25-55 "who already have an interest in racing," Rice said. Affiliates and PRN will each have six minutes for spots. PRN has sold over half of its inventory at \$1,000 per 30-second commercial.

Evidence that NASCAR has caught on beyond its original Southern borders is WDGY-AM in St. Paul, Minn. The News and Sports Talk station picked up *The Pit Reporters* to quench racing thirst in the upper Midwest, said program director Tom Witschen. "Over five million people in our five-state area went to racing events last summer, outdrawing the [Twin Cities] professional Timberwolves, Vikings and Twins combined," Witschen said. *The Pit Reporters* fills the Wednesday-night slot for WDGY's weekly racing lineup.

PRN is the radio division of Speedway Motorsports Inc., owner of several NASCAR tracks. —Gilbert Nicholson

SEATTLE THE INTERNET

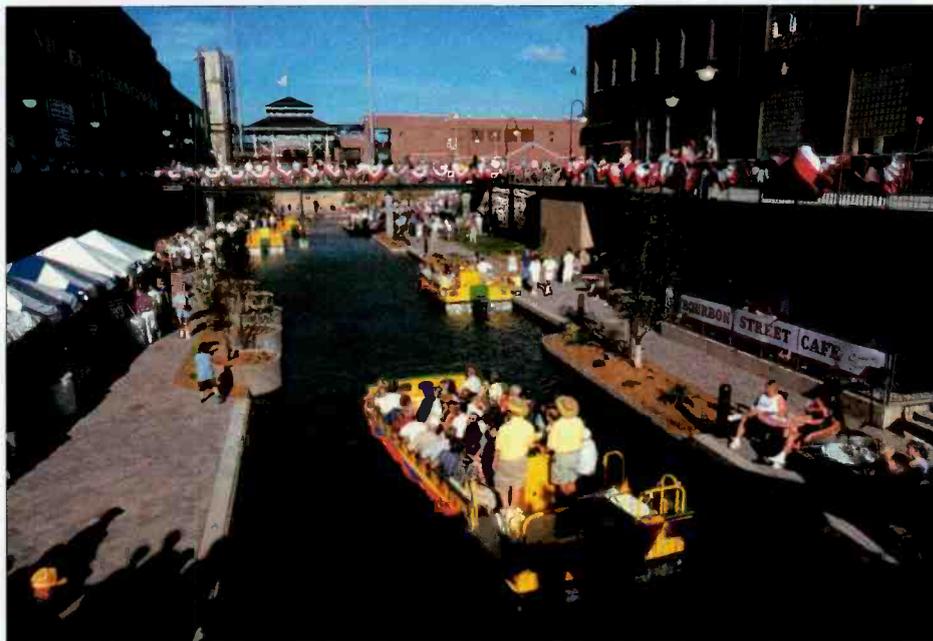
KUBE Pushes Web



Just how serious are radio stations about their Web sites? Take top-rated KUBE-FM in Seattle, for example. The New Century Media-owned station, which programs Rhythmic Contemporary Hit Radio, recently bought two 14-by-48-foot billboards to market its site (kubefm.com) outside the station's signal to radio listeners in Portland, Ore. The market was picked because of its high Internet penetration, 11th in the country, according to Scarborough Research.

Purchased from Ackerley's AK Media/Northwest (Ackerley is also the parent company of New Century Media), KUBE's boards are located on Interstates heading into Portland. The station expects to net close to 200,000 additional impressions from the increased exposure.

It's currently a marketing strategy to pump up the Web site, but in the future, it could be more. "It's not about ratings right now, but down the road, it will be, when Arbitron measures webcasting," said Michele Grosnick, president/gm of New Century Media's Seattle stations. —KB



Going with the flow: The grand opening of the Bricktown Canal last year in downtown.

Oklahoma City

Physically and spiritually, Oklahoma City is in a rebuilding mode. The market is still repairing the destruction wrought last May 3 by the most devastating tornadoes in its history, a series of twisters that flattened entire neighborhoods in the city and caused \$40 million in damage in central Oklahoma. And the

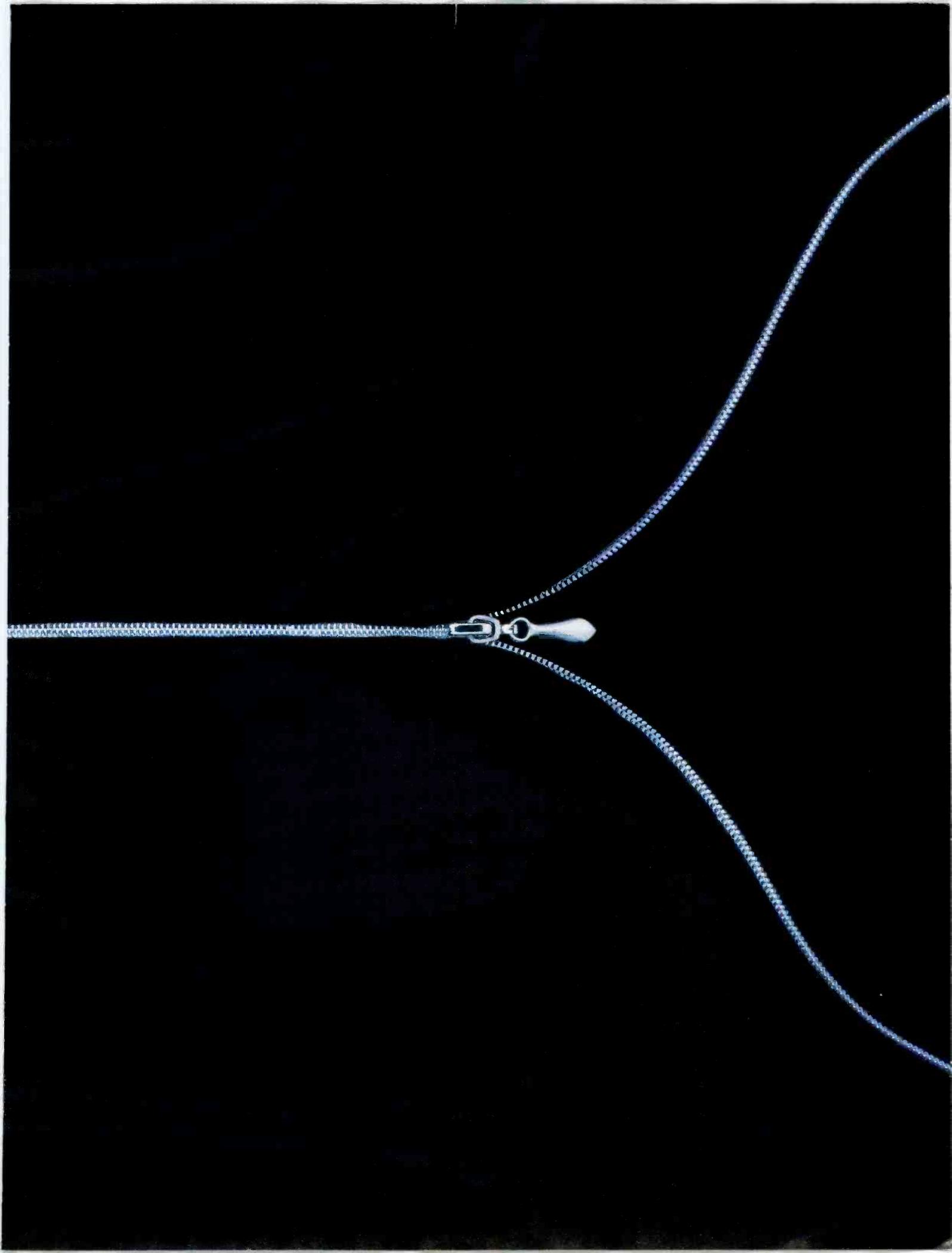
shock waves of the April 1995 bombing of the Alfred P. Murrah Federal Building, which claimed the lives of 168 people, are still reverberating throughout the community. But local officials have raised \$26.5 million (toward a goal of \$29.1 million) to build and operate a national memorial park, museum and anti-terrorism institute downtown. The memorial park, set to be dedicated on April 19, the five-year anniversary of the bombing, is expected to attract 500,000 visitors to Oklahoma City each year.

The state capital is also moving forward with its Metropolitan Area Projects (MAPS) plan, an ambitious program to build new facilities for sports, education, arts, recreation and conventions that was approved by voters in what has been described as the country's largest single-ballot referendum.

Last year, Oklahoma City also celebrated the opening of a canal in Bricktown, a popular commercial section of downtown with roads and buildings built from red brick. And new dams are being built on the North Canadian River to create a recreational waterway and parkland.

Changes are also taking place in the Oklahoma City radio market, the 54th-largest in the country with a 12-plus population of 861,400. Citadel Communications jumped into the market last December with its \$60 million acquisition of Caribou Communications' five-station cluster. Citadel's KCYI-FM, ranked 13th among persons 12-plus Monday-Friday 6 a.m. to midnight, on Jan. 27 switched to a Rhythmic Contemporary Hit Radio format, replacing New Adult Contempo-

Expect



rary/Smooth Jazz.

The switch positions KCYI as a head-to-head challenger to Clear Channel Communications' Contemporary Hit Radio stick KJYO-FM, the top-ranked station in the market among listeners 12-plus with a 10.4 share in Arbitron's summer 1999 book. Some local media buyers are skeptical about whether KCYI's new format—which has been dubbed "Churban," a CHR-Urban hybrid—will fuel a turnaround. Nina Jung, media director at Beals Cunningham Advertising in Oklahoma City, says KCYI will probably attract some younger listeners initially, but she suspects their interest will quickly wane. Jung notes that KCYI "has a much weaker signal" than KJYO and that KCYI is "skewed heavily Urban—there's not really a market for that here."

Steve English, program director at KCYI, disagrees. "People are calling us more Urban, but we're really not," he says. English notes that Caribou had discussed a similar format change prior to selling the station to Citadel. "The whole reason behind [the switch to Rhythmic CHR] is that it's the music that's being bought—this is the music that's out there," English says. "We decided to give the community a station that plays the music they are listening to." KCYI is planning to change its call letters in the next few weeks.

Oklahoma City's television business got a boost last May when Nielsen Media Research added meters to the No. 45-ranked market. The new meter-based audience ratings have generally been higher than the old diary-based numbers—good news for both broadcasters and advertisers.

The local TV news race is highly competitive, particularly between the New York Times Co.'s KFOR-TV, the NBC affiliate and news leader, and Griffin Television's CBS affiliate KWTW-TV. "All the stations here do an incredible job—our news is some of the best in the country," says Luanne Stuart, creative services director for KFOR.

KWTW, one of the few remaining privately owned network affiliates in the U.S., caused quite a furor among viewers last fall when it opted not to renew *Jeopardy!*, which the outlet had carried for more than a decade. Rival KFOR quickly picked up the popular strip, which airs at 10 a.m. "It was a big deal in this market, because *Jeopardy!* has a loyal following," KFOR's Stuart says.

KWTW decided to replace the game show, which it had aired at 4 p.m., with a half hour of news. The new newscast, co-hosted by former morning-show anchor Angela Buckelew along with Alex Cameron,

Scarborough Profile

Comparison of Oklahoma City To the Top 50 Market Average

	Top 50 Market Average %	Oklahoma City Composition %	Oklahoma City Composition Index
DEMOGRAPHICS			
Age 18-34	32.3	31.9	99
Age 35-54	40.0	38.9	97
Age 55+	27.7	29.2	105
HHI \$75,000+	22.2	9.7	44
College Graduate	12.3	9.4	77
Any Postgraduate Work	10.5	8.7	83
Professional/Managerial	21.9	20.2	92
African American	12.4	6.9	56
Hispanic	11.9	3.8	32
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56.9	51.9	91
Read Any Sunday Newspaper	66.9	66.2	99
Total Radio Morning Drive M-F	24.5	20.8	85
Total Radio Evening Drive M-F	18.6	17.4	93
Total TV Early Evening M-F	29.3	32.0	109
Total TV Prime Time M-Sun	37.2	43.0	116
Total Cable Prime Time M-Sun	10.5	14.8	141
MEDIA USAGE-CUME AUDIENCES**			
Read Any Daily Newspaper (5-Issue Cume Reach)	75.4	71.8	95
Read Any Sunday Newspaper (4-Issue Cume Reach)	80.3	79.4	99
Total Radio Morning Drive M-F	79.7	75.7	95
Total Radio Evening Drive M-F	73.9	69.1	94
Total TV Early Evening M-F	67.6	72.2	107
Total TV Prime Time M-Sun	91.7	91.5	100
Total Cable Prime Time M-Sun	52.8	54.3	103
MEDIA USAGE-OTHER			
Accesses Internet/WWW	44.2	39.7	90
HOME TECHNOLOGY			
Owns a Personal Computer	56.8	51.0	90
Shops Using Online Services/Internet	10.5	10.7	102
Connected to Cable	69.3	65.4	94
Connected to Satellite/Microwave Dish	11.3	14.4	128

*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)

is "doing about what we thought," considering the viewer backlash about *Jeopardy!*, says Rob Krier, KWTW general sales manager. "It's going to take some time to grow."

The 4 p.m. newscast earned a 5 rating and 13 share in households during last November's sweeps (*Jeopardy!* scored an 8/25 during the November 1998 sweeps.)

KWTW's news programming has won three Edward R. Murrow awards, most recently for the station's coverage of the tornadoes last May.

Both KWTW and KFOR have news helicopters, giving them a competitive edge over other stations in the market, particularly in weather coverage. News leader KFOR earned a record 38.3 house-

hold rating on the day the tornadoes hit, beating KWTW's 24.8. Hearst-Argyle Television ABC affiliate KOCO-TV, which does not have a chopper, placed a distant third with an 8.3.

KWTW is using remote cameras to offer viewers different perspectives in an effort to boost its ratings. The station has 12 cameras around the city (more than any of its competitors), mounted on poles and on building rooftops, to offer enhanced coverage of major traffic tie-ups or other breaking events. "It's a competitive news market, so we're forced to do a lot of things that you [usually] see in larger markets," WWTV's Krier says.

KFOR celebrated its 50th anniversary on June 6, 1999, the first station in the market

Results

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to reach that milestone. The station also won acclaim for its coverage of the tornadoes, taking home an Emmy award. The station boasts a number of veteran local news personalities, including Linda Cavanaugh, who anchors the 4:30, 6 and 10 p.m. newscasts. Cavanaugh, who has won several Emmys during her 23 years at the station, this month was inducted into the Oklahoma Association of Broadcasters Hall of Fame. KFOR's father-and-son sports anchors Bob Barry Sr., a 34-year veteran, and Bob Barry Jr., are also popular. Barry Sr. handles the 5 and 6 p.m. sports and is the play-by-play radio voice of Oklahoma University football and basketball on the Sooner Sports Network, which has 56 station affiliates in five states. The younger Barry, who succeeded his father as KFOR's sports director, does

Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in Millions)	Share of Total
Clear Channel	2 AM, 4 FM	34.8	\$17.1	41.0%
Citadel Communications	1 AM, 4 FM	19.8	\$11.2	26.9%
Renda Broadcasting	1 AM, 3 FM	20.2	\$10.5	25.2%

Includes only stations with significant registration in Arbitron diary returns and licensed in Oklahoma City or immediate area. Ratings provided by Arbitron, Summer 1999 book; revenue and owner information provided by BIA Research.

the 10 p.m. sports segments.

KOCO has had several management and talent changes over the past year. Brent Hensley, who had been with the station in various capacities from 1985 to 1997, returned in February 1999 as president/gm after two years as president/gm of Hearst-Argyle's KHBS-TV in Ft. Smith-Fayetteville, Ark. Hensley replaced Jeff Rosser, who joined Raycom Television. Last April,

KOCO hired news director Joe Hengemuehler from WUSA-TV in Washington, D.C., replacing Linda Levy, who became news director at KTVT-TV in Dallas.

Last September, KOCO added the 6 and 10 p.m. news to the duties of 5 p.m. anchor Jim Patton to replace former anchor David Alan, who left the station. KOCO's weekday 6 a.m. news also got a new co-anchor last summer in Tyler Suiters, who came from the Greenville, S.C., market to replace longtime KOCO anchor Mick Cornett, who left to start his own business. Suiters has suited early a.m. viewers: His 6-7 a.m. newscast nearly doubled its household rating in the past year, going from a 2.1 in November 1998 to a 4.1 last November.

Hensley says KOCO is fighting the perception that the outlet is a distant third in the market. "For the past six months to a year, the station has been building momentum," he says, by increasing coverage of issues important to Oklahoma City residents. While it still doesn't have a chopper, KOCO is investing in new meteorological equipment that will help the station with major storms and day-to-day weather coverage, Hensley says.

Oklahoma City's Fox affiliate, Sullivan Broadcasting-owned KOKH-TV, is the only other station in the market that programs local news. KOKH's 9 p.m. newscast is struggling, with a 2.7 rating/4 share in households last November. Sinclair, which also owns KOCB-TV, the market's WB affiliate, has had a time-brokerage agreement with KOKH since July 1998. Under the deal, similar to a local marketing agreement, Sinclair handles the station's programming and sells its advertising. Last November, Sinclair filed an application with the FCC seeking approval to purchase KOKH under the federal government's recently relaxed station duopoly regulations.

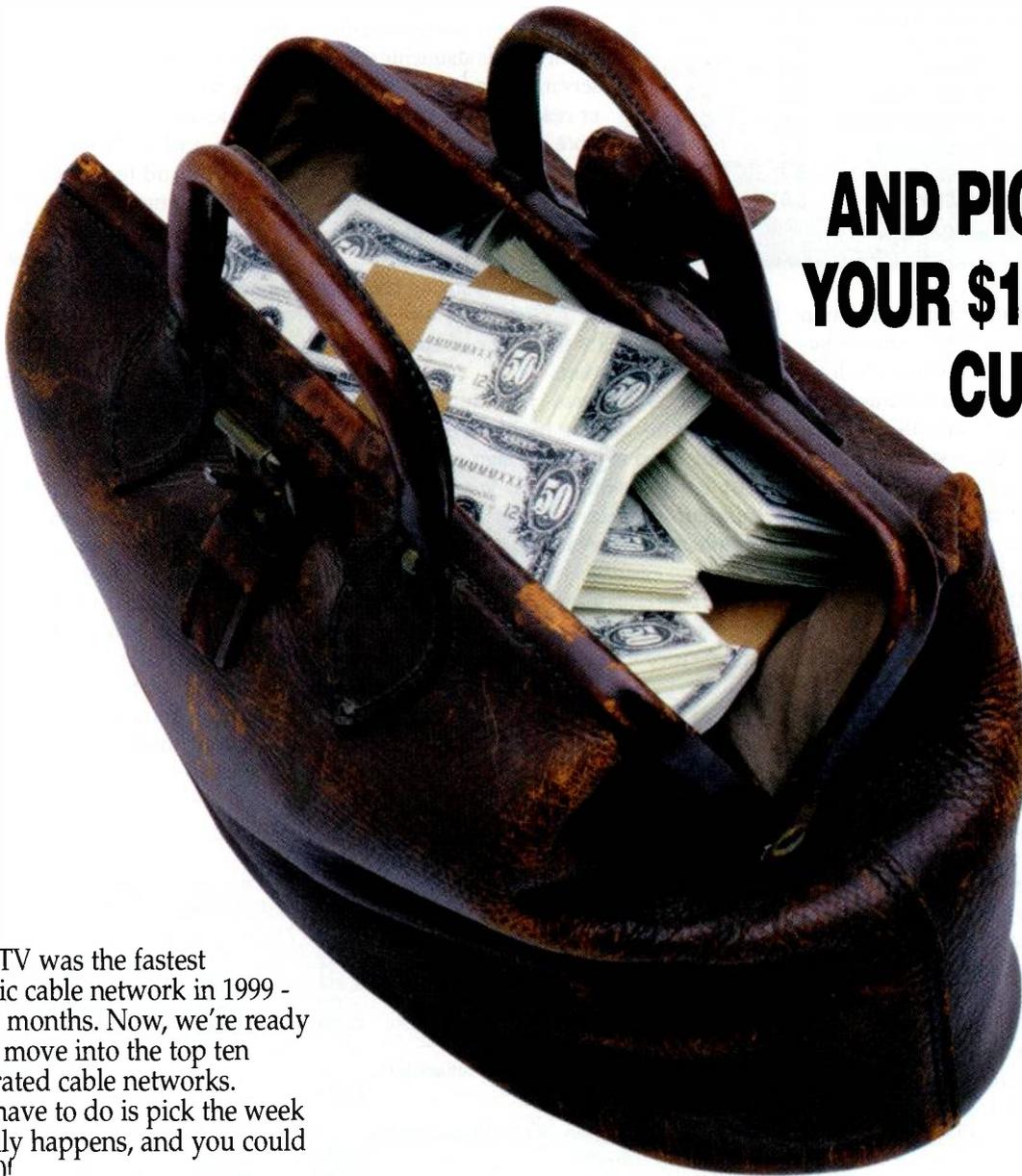
Oklahoma City has welcomed two new TV stations in the past year and a half. In August 1998, Paramount Stations Group bought UPN affiliate KAUT-TV. The property was acquired from the nonprofit Oklahoma Educational Television Authority, which also owns the PBS station in the market. Although KAUT had a commercial

Nielsen Ratings/Oklahoma City Evening and Late-News Dayparts

Early News				
Time	Network	Station	Rating	Share
4-4:30 p.m.	ABC	KOCO*	6.9	17
	CBS	KWTV	5.0	13
	NBC	KFOR*	4.8	12
	Fox	KOKH*	1.4	4
	UPN	KAUT*	2.7	6
	WB	KOCB*	3.0	8
	Pax	KOPX*	0.2	0
4:30-5 p.m.	ABC	KOCO*	6.9	17
	CBS	KWTV	4.7	11
	NBC	KFOR	6.4	15
	Fox	KOKH*	1.2	3
	UPN	KAUT*	2.7	6
	WB	KOCB*	2.9	7
	Pax	KOPX*	0.2	0
5-5:30 p.m.	ABC	KOCO	7.3	15
	CBS	KWTV	7.1	15
	NBC	KFOR	9.3	19
	Fox	KOKH*	3.1	6
	UPN	KAUT*	4.6	10
	WB	KOCB*	2.3	5
	Pax	KOPX*	0.2	0
6-6:30 p.m.	ABC	KOCO	8.1	14
	CBS	KWTV	10.7	18
	NBC	KFOR	11.8	20
	Fox	KOKH*	4.0	7
	UPN	KAUT*	4.1	7
	WB	KOCB*	6.3	11
	Pax	KOPX*	0.2	0
Late News				
9-10 p.m.	Fox	KOKH	2.7	4
10-10:30 p.m.	ABC	KOCO	9.1	14
	CBS	KWTV	13.7	21
	NBC	KFOR	16.9	26
	Fox	KOKH*	2.0	3
	UPN	KAUT*	2.9	5
	WB	KOCB*	6.6	10
	Pax	KOPX*	0.4	1

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

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1. Nielsen Media Research 11/30/98-12/27/98 vs. 11/29/99-12/26/99, weekly M-Su, 8-11PM household ratings. Subject to qualifications upon request.

Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KATT-FM	Album-Oriented Rock	10.1	9.5
KXXY-FM	Country	10.0	6.6
KJYO-FM	Contemporary Hit Radio	8.4	11.1
KRXO-FM	Classic Rock	6.5	7.7
KOMA-FM	Oldies	6.5	6.7
KTOK-AM	News/Talk/Information	6.3	6.3
KYIS-FM	Modern Adult Contemporary	6.0	5.0
KMGL-FM	Adult Contemporary	5.4	5.2
KTST-FM	Country	5.0	5.8
KKNG-FM	Classic Country	5.0	4.8

Source: Arbitron Summer 1999 Radio Market Report

license, it operated as an educational station from 1991 until summer 1998, when it became a UPN affiliate. Meanwhile, the low-rated, 3-year-old Paxson Communications station, KOPX-TV, like many other PaxNet outlets across the country, is still considered the new kid on the block in the competition for viewers and ad dollars.

Cable TV has a 65 percent penetration in the market, slightly below the 69 percent average for the top 50 markets in the country. Cox Communications controls the market. Satellite television has a 14.4 percent penetration in Oklahoma City, considerably higher than the national average of 11.3 percent (see *Scarborough Profile* on page 20).

In newspapers, *The Daily Oklahoman* dominates the market, although it does have a number of smaller dailies and weeklies to contend with for readers and advertiser interest outside the metro area. The *Oklaboman*, owned by the Gaylord family, is one of the last remaining private, family-controlled papers in the country. E.K. Gaylord II is the paper's president, while his father, E.L. Gaylord, is publisher and CEO.

The *Oklaboman's* daily circulation of 201,892 for the six-month period ended last Sept. 30 was down 9.4 percent from the previous six-month period; the paper's Sunday circ of 293,185 was off 3.7 percent. Year-to-year for the six months ended in September, the paper's weekday and Sunday circulation was essentially flat.

Most local buyers view the *Oklaboman* as a pricey medium. At one point, the paper had the dubious distinction of having the highest cost-per-thousand of any paper in the country, buyers say. "The rates keep going up, and the circulation keeps going down," says Mindy McClellan, president of Holderby Associates in Oklahoma City.

The paper has also been battling an image problem. A story in *Columbia Journalism Review's* January/February 1999 issue

labeled the daily "the worst paper in the country." The *Oklaboman* "is very politically biased—it's somewhat shallow," McClellan says.

Although no one would contest that the paper's editorial slant is staunchly conservative, skewing to an older readership, some buyers note that positioning works for certain advertisers. Helen Reinheimer-Mercer, vp/media director with Jordan Associates, says the *Oklaboman* has "a strong reader-

ship. I think [the *CJR* article] was pretty much ignored. It's the only real daily newspaper in our market."

The *Oklaboman* has initiated some changes to attract more advertisers, including a front-page redesign, implemented last fall following a two-year study. The redesign includes a bolder logo, improved graphics and story briefs, making the opening page easier to navigate and giving it a more contemporary look. Inside, an expansion of the editorial pages has provided more space for readers' comments and new features by syndicated and local columnists.

On Feb. 1, the *Oklaboman* switched from a nine-column format to the more common six-column format. The move was made to

accommodate national advertisers that are used to the six-column format, and to better display the improved graphics. The *Oklaboman* had been one of the last dailies still using the nine-column presentation.

The paper also recently launched a new feature section called *Oklahoma Now!*, which focuses on a different topic each day of the week. Education, parenting and family issues are the focus on Mondays; health, science and technology are explored on Tuesdays; and food, nutrition and restaurants take center stage on Wednesdays. The Wednesday section provides an advertising forum for the rising number of restaurants, particularly those featuring Tex-Mex fare, that are springing up around the region.

This month, the *Oklaboman* increased to four times a week its Community section, which covers local events and city government action related to specific parts of the metro area. Likewise, the Norman *Oklaboman* section, which focuses on local issues in nearby Norman, was also increased to three days during the week and Sunday.

The outdoor market in Oklahoma City is largely controlled by Donrey Out-of-Home Advertising, which owns the largest number of billboards, and Tyler Outdoor Advertising, which operates junior panels and paint units. Outdoor facings are concentrated most heavily along the major interstates I-35 and I-40. ■

Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Oklahoma County: 251,600 Households				
<i>Oklahoma City Journal Record</i>	2,482		1.0%	
<i>Daily Oklahoman</i>	104,814	155,134	41.7%	61.7%
<i>Tulsa World</i>	773	793	0.3%	0.3%
<i>Dallas Morning News</i>	1,728	2,453	0.7%	1.0%
Canadian County: 29,000 Households				
<i>Daily Oklahoman</i>	10,549	16,133	35.3%	54.0%
Cleveland County: 74,700 Households				
<i>Norman Transcript</i>	13,339	14,339	17.9%	19.2%
<i>Daily Oklahoman</i>	23,519	35,366	31.5%	47.3%
<i>Tulsa World</i>	394	428	0.9%	0.6%
<i>Dallas Morning News</i>	685	811	0.9%	1.1%
Logan County: 10,700 Households				
<i>Enid News and Transcript</i>	104	116	1.0%	1.1%
<i>Daily Oklahoman</i>	3,360	5,769	31.4%	53.9%
McClain County: 9,600 Households				
<i>Norman Transcript</i>	306	369	3.2%	3.8%
<i>Daily Oklahoman</i>	2,990	5,780	31.1%	60.2%
Pottawatomie County: 23,200 Households				
<i>Daily Oklahoman</i>	4,535	6,888	19.5%	29.6%
<i>Shawnee News Star</i>	8,851	9,818	38.2%	42.3%
<i>Tulsa World</i>	143	110	0.6%	0.5%

Source: Audit Bureau of Circulations

Are We There Yet?
 Are We There Yet?
 Are We There Yet?



Look whose delivery of kids 6 - 11 is racing in the fast lane.



Us



Them

Call us speed demons, but over the past three years, Cartoon Network's delivery of kids 6-11 has practically broken the sound barrier - up 169%. In fact, we've covered a lot more ground than that other kids channel. It looks like they're stuck in the slow



CartoonNetwork.com

lane with less than 1% growth over the same time period. But with our exciting original kids programming (including *The Powerpuff Girls*, *Johnny Bravo* and *Courage the Cowardly Dog*) driving our success, there's no telling how far we'll go. You with us?

MOVERS

NETWORK TV

Eileen Murphy, director of ABC News media relations, was named vp of ABC News media relations. She will continue to oversee all aspects of ABC News public relations and communications. She joined ABC News in Washington in 1993 as associate director of media relations and was last promoted in 1995, when she relocated to ABC headquarters in New York.

MAGAZINES

Susan Casey, former creative director at Mariah Media's *Outside*, will work on *Fortune* spinoff *eCompany* as an editor at large for Time Inc., focusing on image direction for the e-commerce title...At Miller Publishing's *Cruising World*, **Herb McCormick** has been promoted from executive editor to editor, replacing the retiring Bernadette Bernon...**Shane Boel**, former circulation director for *National Geographic Adventure*, *National Geographic World Traveler* and *National Geographic World*, was named circulation and marketing director at *The New Republic*...**Andrew Clurman**, president and publisher of the Skiing Co. and vp of Times Mirror Magazines, has added president of TMM's TransWorld Media to his duties...**William Ridenour**, former associate publisher of American Express Publishing's *Travel & Leisure Golf*, has been named associate publisher of News Corp.'s new title *Maxim Golf*...**Kim Willis**, marketing manager of Dennis Publishing's *Maxim* and *Stuff*, has been named marketing director of *Maxim*.

RADIO

In AMFM's office of product and strategy, launched last April to oversee on-air content and ratings, **Joel Salkowitz** was named format director. He had been program director at AMFM's New York Jammin' Oldies outlet, WTJM-FM. Elsewhere at AMFM, on the sales management team for its eight stations in Houston, **Kathy Gonzales** was promoted to the new post of senior vp of sales from director of sales. And **Muriel Funches**, most recently general sales manager for AMFM's KODA-FM in Houston, was named vp of sales...**Rick Cruz-Aedo** was (continued on page 28)

The Media Elite

Edited by Anne Torpey-Kemph

Jesting Joy Honors Iger

Though Joy Behar currently co-hosts ABC morning talk show *The View*, her roots are in comedy, doing stand-up, TV and radio. That's why her big boss, Robert Iger, recently named president and COO of ABC parent Walt Disney Co., was able to laugh off her toast to him at the recent UJA-Federation of New York luncheon honoring him for his support for philanthropic causes.

"We're thrilled that Bob Iger has been promoted to president of Disney," Behar said on behalf of her *View* colleagues.



Do-gooder Disney chief

"The guy has paid his dues. He's had 25 jobs in 25 years. He's either very experienced, or he has attention deficit disorder."

Behar didn't stop with Iger. She also took a shot at syndicated talk-show host Kathie Lee Gifford, whose *Regis & Kathie Lee* co-host emceed the event. Noting that Regis and a bevy of other ABC on-air personalities were in the audience, Behar exclaimed, "If a bomb dropped on this place right now, Kathie Lee rules." Now *that's* no laughing matter. —*John Consoli*

SPOTLIGHT ON...

Jovan Philyaw

Chairman and CEO, DigitalConvergence

Call him Jovan, simply Jovan. Though his name conjures images of Parisian perfume, the high-energy 35-year-old is creating a stir in the broadcast and print business with new user-friendly software that binds new and traditional media.

DigitalConvergence's "Concerto" delivers information from TV news and ads directly to specific pages on station or company Web sites via a simple cable wire that links the two devices. The company's "Cat" program does the same for newspapers, enabling users to scan barcodes on news stories or ads to get more information on the topic or product.

"It's what Windows did for DOS, an ugly operating system," says Jovan, who formed Dallas-based DigitalConvergence in 1998. "We've taken our software through a typical medium and put a pretty interface on it."

Jovan expects to announce as early as next week the names of several media groups that have bought the software. Meanwhile, A.H. Belo Co., Dallas-based owner of newspapers and TV stations, recently acquired an equity investment in Jovan's company, and advertising monolith Young & Rubicam and investment banking firm ING Barings are investors.

Jovan first experimented with convergence in 1992, after a 13-year-old showed him how to use what was then not yet known as the Internet. He wrote a book on convergence in 1993 and in '95 launched *NetTalkLive!*, a global radio, TV and Web program that demonstrates the possibilities of the Net. For 12 years prior to that he'd honed sales/marketing skills as a direct marketer with QVC, Fingerhut and the Home Shopping Network, where he crafted Susan Powter's "Stop the Insanity" diet campaign.

"God loves me twice," says Jovan. "Once to give me talent, and twice to grant me the wisdom to apply it." —*Megan Larson*



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Source: Nielsen Personal NAD Facility 4Q99 Base: Adults 18+ Primetime: M-Sun 6P-12A

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MOVERS



Roberts takes KDVR news duties



WSJ Radio Network taps Sikora

(continued from page 26) named national sales manager for Radio Unica's KXYZ-AM in Houston. Cruz-Aedo comes to Radio Unica from El Dorado Communications, where he served as senior account executive for KQQK-FM in Houston...**Joe Ferreira** was named vp of programming for CBS SportsLine and its radio operations. Ferreira was previously with the National Football League, serving as the primary liaison with its television and radio broadcast partners...**Rhonda Sheya** has been named general manager of KADZ-AM and KDDZ-AM, ABC's Radio Disney simulcast stations in Denver. Sheya most recently headed up her own media and public relations firm, Rhonda Sheya Inc....

Patrice Sikora was named managing editor, radio news, for the Wall Street Journal Radio Network. Sikora was previously associate director of corporate information services for Dow Jones...**Gary Pacheco** was named national sales manager for WWRU-AM, Radio Unica in New York. Pacheco comes to Radio Unica from Messner Vetere Berger McNamee Schmetterer/Euro RSCG, the New York advertising agency.

TV STATIONS

Valerie Roberts has joined Fox 31 KDVR-TV as assistant news director as part of the Denver station's expansion in preparation for launching a prime-time newscast. Roberts had been with WZZM in Grand Rapids, Mich., serving in various news management roles...

Tracy Kelly Hairston was named marketing director of Norfolk, Va., WB affiliate WTVZ-TV. Previously, she was an associate producer at Eagle Vision in Norfolk, producer of the syndicated shows *Law Journal*, *New World Radio* and *New World Television*.

MEDIA DISH



Women's Sports & Fitness honored its "Champions" at a recent gala at the Hammerstein Ballroom in New York. (From left) NBC personality Katie Couric, who presented a Champions award to the U.S. Women's Soccer team; Suzanne Grimes, *WS&F* publisher; Lucy Danziger, *WS&F* editor in chief; and soccer Champion and March *WS&F* cover girl Mia Hamm.

On the Hollywood Walk of Fame for the recent unveiling of Don Knotts' star, (from left) Diane Robina, associate general manager, TV Land, which sponsored the star; actor Andy Griffith; Knotts, who co-starred with Griffith on *The Andy Griffith Show*; and Larry W. Jones, general manager of TV Land.



The Jordan, Edmiston Group hosted its annual CEO Forum recently at the Four Seasons restaurant in New York. (From left) Jim Dunning, CEO of Ziff-Davis Holdings as of March 1; Cathie Black, president of Hearst Magazines; Wilma Jordan, CEO of Jordan, Edmiston Group; Ed Lewis, Essence Communications; and Ron Novak, COO of Weider Publications.

Old Navy spokesperson Carrie Donovan (right) was on hand to congratulate Billy Norwich on becoming the new style & entertaining editor for *The New York Times Magazine* at a reception in the *Times*' New York offices held recently during Fashion Week. The celeb-studded event marked Norwich's first column in the Sunday magazine.



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The American Association of Advertising Agencies' Media Conference & Trade Show, entitled "Media in the Next 100 Years," will be held March 1-3 at Disney's Contemporary Resort in Orlando, Fla. Contact: Fran Andreadis, 212-850-0731, or email fran@aaa.org.

Adweek Conferences and the Laredo Group will present the following one-day training seminars focused on mastering the Internet business: "How to Buy & Sell Web Ads," March 2; and "How to Measure, Research and Target Internet Ads & Audiences," March 3. Both will be held at the Sheraton Chicago Hilton & Towers. Contact: 888-536-8536.

The Radio Advertising Bureau is accepting entries for the **Radio-Mercury Awards 2000** honoring outstanding efforts in radio advertising, with a \$100,000 grand prize. Entry deadline is March 10; late deadline is March 17. To receive an entry form, contact Wendy Frech at 212-681-7207 or e-mail mercury@rab.com.

The Magazine Publishers of America will present its **New England regional magazine conference** March 31 in Cambridge, Mass., at the Charles Hotel. Contact: 212-872-3756.

The 10th annual **Variety/Schroders Media Conference**, entitled "The Business of Entertainment: The Big Picture," will be held April 4 at the Grand Hyatt Hotel in New York. Featured speakers will include Tom Brokaw, anchor and managing editor, *NBC Nightly News*; and Mel Karmazin, president and CEO of CBS Corp. Contact: 212-492-6082 or visit Web site www.thebigpic.com.

New York Women in Communications Inc. will present the 30th annual **Matrix Awards** luncheon April 17 at New York's Waldorf-Astoria. Recognizing distinguished women in advertising, broadcasting, magazines and other fields, this year's event will honor Patricia Fili-Krushel, president of ABC Television Network; and Katharine Graham, chairman of the executive committee of the Washington Post Co., among others. Contact: 212-297-2133.

Sunshine Goes Totally Local

Sunshine Network, the regional Florida sports network counting more than 5 million cable and satellite homes, will eliminate national sports programming previously provided by Fox Sports Net and begin offering more coverage of local and regional sports teams. The moves, effective March 1, will make Sunshine Network the only regional sports network to program totally at the local/regional level with no national affiliation. Among the plans is a new nightly Florida sports news program; increased coverage of high school sports; a Florida sports trivia game show; more Florida-focused women's sports coverage; and more local golf and tennis coverage.

NYT Mag Co. to Launch *Golf Digest Women*

The New York Times Magazine Co. is extending its *Golf Digest* brand to women with the launch of *Golf Digest Woman*. The quarterly title, being positioned against Meredith's *Golf for Women*, will be polybagged and sent to *Golf Digest* subscribers starting in April. An additional 60,000 copies will be available on newsstands. Titleist, Nike, Oldsmobile, Godiva Liquor and Claritin have all signed on for the launch issue. Rona Cherry, who developed and managed *Longevity* and *Fitness* magazines, will serve as editor in chief, and Bob Maxon, senior vp and group publisher of the NYT Co. Magazine Group, will oversee the ad side.

Sippel Named *ESPN Mag* VP/Publisher

ESPN The Magazine last week promoted Andrew Sippel from marketing director to vp/publisher. Prior to joining the sports biweekly in June 1997, Sippel was the marketing director of Times Mirror Magazines' *Field & Stream* and *Outdoor Life*. Sippel's promotion comes on the heels of Michael Rooney's promotion from publisher to general manager.

CNN Draws Content From *Health*

CNN will begin airing twice-monthly segments based on reports from Time Inc.'s *Health* magazine. "News for Healthy Living," which will be part of CNN's lifestyle program *Your Health*, will begin in March. The reports will be based on current content in the magazine.

Citadel Streams on BroadcastAmerica.com

In exchange for radio advertising time, BroadcastAmerica.com, an Internet audio network, will provide Citadel Communications complete streaming services for 47 radio stations in eight markets: Albuquerque; Allentown, Pa.; Colorado Springs, Colo.; Little Rock, Ark.; Modesto, Calif.; Saginaw, Mich.; Salt Lake City; and Spokane, Wash. Beginning in March, the stations will be housed under BroadcastAmerica.com's music channel, BroadcastMusic.com, which already broadcasts programming from five Citadel stations in Maine and New Hampshire. If both parties are satisfied with the arrangement, the deal could roll out to the rest of Citadel's 198 radio stations.

SFX Entertainment to Sponsor XM Radio

XM Satellite Radio will begin marketing to consumers its satellite-delivered, 100-channel digital radio service in mid-2000 through a sponsorship deal with SFX Entertainment, a leading promoter, producer and presenter of live entertainment events run by former radio group owner Robert Sillerman, SFX executive chairman. Terms were not disclosed. At each of SFX's more than 24,000 annual events, on-site XM kiosks will demonstrate and sell the monthly \$9.95 pay service. The deal also calls for a number of promotional opportunities including public address announcements, video spots, XM CD samplers, signage, print ads in SFX program guides, and a presence on the SFX.com portal.

Radio's Brick Adds Another Layer to House

Wall Street stockbroker-turned-sports talker "J.T. the Brick" (John Tournour) is doing double duty for SportsFan Radio Network these days. In addition to his overnight show, *The Brick House*, which airs 12-6 a.m. ET on more than 100 stations, J.T. last week premiered a new daily daytime show (3-6 p.m.). *The Brick House Daytime With J.T. the Brick* has cleared in top markets including San Francisco (on KTKT-AM "The Ticket") and San Antonio (on KTKR-AM). The content of the Brick's shows runs the gamut from interviews with sports stars to guy talk with callers.

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3

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***The Seattle Times* is breaking all the rules by challenging the *Post-Intelligencer* for morning readers. But can the JOA partners co-exist in the a.m.?**

By Vincent Coppola

Long before Seattle worked itself into a froth over coffee bars, alternative rock and software billionaires, the choice was central to the city's culture: Afternoon or morning? *The Seattle Times* or the *Post-Intelligencer*? Even after the papers formed a joint operating agreement to combine business functions and split profits in 1983, their newsrooms remained independent, competing for readers and journalistic bragging rights in one of the



peace



Girding for battle: *Times* executive editor Michael Fancher in the newsroom

REX RUSTEDI

country's few remaining two-newspaper towns.

But this is war.

On March 6, after years of sliding circulation figures, the dominant *Times* will move from afternoon to morning publication, going head-to-head with the *P-I* in one of the most unusual gambles in newspaper history. Like all wars, this one is fueled by contested turf, old hostilities and engorged egos. Staffers at both papers seem determined to annihilate their counterparts, despite the fact that they are bound together, like convicts in a chain gang, for the next 30 years.

The move raises questions that neither side seems willing or able to answer: How is it possible for one paper's growing dominance not to signal the other's doom? Will marketing and circulation, run by the *Times*, support the winner in the battle for the combined \$300 million ad pie, or keep the loser afloat like a banana republic?

Times publisher Frank Blethen threw down the gauntlet last February when he announced the switch wearing a T-shirt depicting the *Times*' trademark Eagle shredding the *P-I*'s signature steel globe.

"We're doing what no other JOA has ever done," insists Seattle Times Co. president Mason Sizemore, who runs the JOA. "Putting two papers in the same time frame and making them successful."

What Sizemore isn't saying is that in order to prosper, the *Times* must overcome numerous obstacles...that tens of thousands of subscribers hate the upcoming switch...and that no one understands how destroying a rival whose revenues wind up on a joint balance sheet can be considered victory.

The Seattle papers have a history marked by shifting cycles of marketplace dominance and a readership that has gone from blue-collar to upscale no-collar. The *Times*, a three-

time Pulitzer Prize winner with a weekday circulation of 228,768, was ranked the 14th best newspaper in country by the *Columbia Journalism Review*. The 195,031-circulation *P-I*, which historically has limped behind, grabbed a Pulitzer

50,000 circulation and was about to be distributed in the *P-I*'s home counties. "We've got them on the ropes," Frank Blethen told his uncle, then-publisher Jack Blethen.

At the same time, remembers *Times* executive editor Michael Fancher, "there was a sense that Hearst had very deep pockets and was committed to the marketplace. The Blethens would have probably won, but it would have been a long, protracted and debilitating war."

Blethen admits the *Times* was barely profitable, its infrastructure "woefully inadequate." A printing plant needed to support new growth on Seattle's south side would run more than \$250 million. "We'd followed the growth to the suburbs," he says, "but we weren't providing robust products."

Ad revenues were flat or falling. Jack Blethen opted for accommodation. In 1983, after a flurry of legal challenges by unions and advertisers, the Department of Justice approved a joint operating arrangement that divided revenues in a 68-32 split, with the *Times* on top. Marketing, advertising circulation, production and distribution for both papers were taken over by the Seattle Times Co. The south-side printing plant was never built.

In return, the *Times* killed its morning edition. "From a short-term business standpoint, it was a superb decision," Blethen says. "If I had carried the day, we might not be in as good a position as we are today."

Over the next 17 years, the arrangement worked well. Afternoon papers around the country withered; the *Times* remained strong. The anemic *P-I*, fattened by cash transfusions and intensive care administered by *Times*' circulation and marketing departments, coughed and sputtered back to life.

The papers developed distinct personalities well beyond the rhythms of morn-

'They're a headline service! Our research shows the only things people like about the *P-I* is that it's in the morning and it has a terrific puzzle page.'

**—Frank Blethen,
Times publisher**

for its editorial cartoons in 1999.

Over the years, the Blethens, who have owned the *Times* since 1897, lavished money, energy and resources on the paper. Knight Ridder owns 49.5 percent of the *Times*, a position that keeps the Blethen family eternally edgy.

In 1980, the battle with the *Post-Intelligencer* was over. The *Times* owned two-thirds of the advertising pie, thanks in part to its hammerlock on metro-area circulation.

Stubborn infusions of Hearst money were keeping the *P-I* alive, but the coup de grace was ready: A morning edition of the *Times* begun in 1979, had reached

ing and afternoon cycles. The *Times* focused on investigative reporting, think pieces and explanatory journalism. It developed a reputation for sophisticated design and first-rate photography.

With more people spending more time on complex stories, context, interpretation, depth and analysis gave the *Times* its edge. In the last years, *Times* journalists produced award-winning pieces that explored fraud and mismanagement in federally funded tribal-housing projects, airline safety at Boeing, the dumping of contaminated industrial wastes into agricultural fertilizer. Its reporters were on the ground, for example, covering the brushfire war on the border between Thailand and Burma.

At the *P-I*, insiders say, there is constant pressure to wade through a given day's work. The news hole is tight; enterprise stories are held too long or given less-than-ideal play. "You're dealing with the difference between a family paper, where decision-making seems to be more streamlined and based on community considerations, versus a paper that is owned by a big corporation located in New York," says investigative reporter Steve Miletich, who spent 18 years at the *P-I* before jumping to the *Times* last year. "Historically, the *P-I* has been kind of malnourished."

The *P-I*'s focus is hard news, quick hits, in-depth crime and solid, if not complete, local coverage. "We are much more nimble than they are," insists Alexander, who says he's beefing up the paper for the coming battle. "A lot smarter in a broad number of areas: politics, public affairs, public policy reporting, Pacific rim."

"They're a headline service!" snorts Frank Blethen. "Our research shows the only things people like about the *Post-Intelligencer* is that it's in the morning and

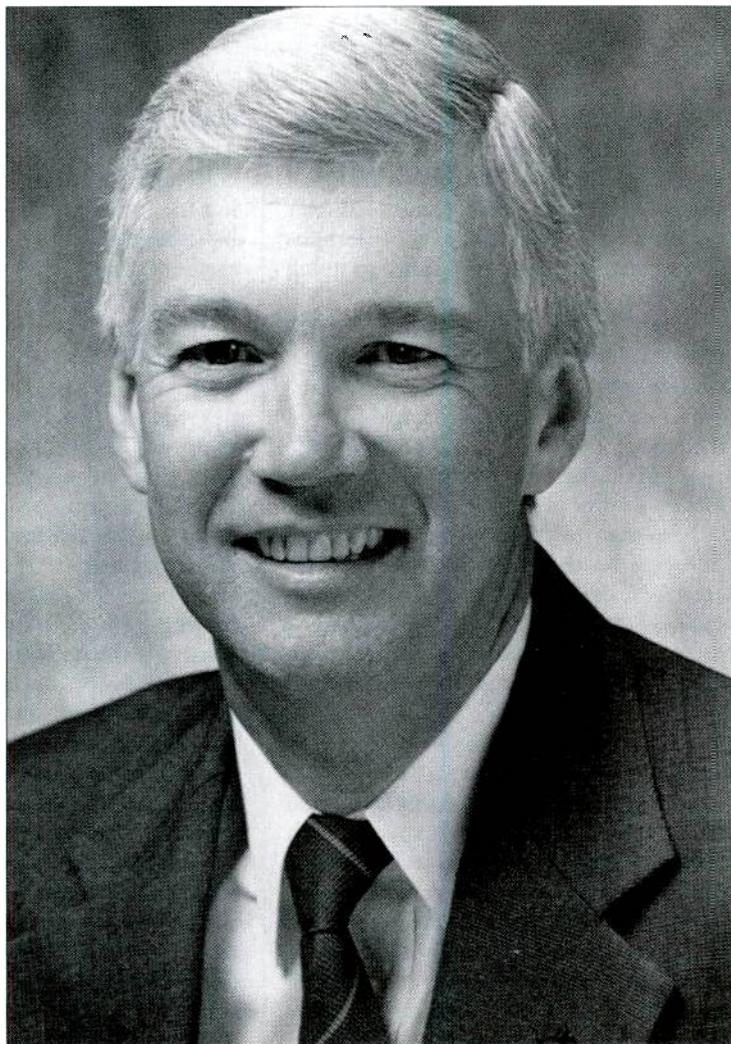
it has a terrific puzzle page."

P-I columnist Art Thiel grants the Blethens "decent journalistic stewardship," but cautions, "as we get closer and closer to D-day, the rhetoric heightens. They are not as wonderful as they think they are. In fact, that's one of the big problems, that *Times* hubris."

Steve Miletich spent 18 years as the go-to guy at the *P-I* before jumping to the *Times* in 1999. Miletich says reporters at the *Times* have the luxury of developing longer and deeper stories, not surprising, given the *Times*' much larger staff. When he left the *P-I*, Miletich remembers, his editor apologized "for never having anybody else on the bench."

Too often, he says, enterprising journalism at the *P-I* is hamstrung by tight budgets, a punishing workload and the vagaries of long-distance ownership. "The *P-I* does some very good journalism," he says. "But it requires a heroic effort."

Both papers see themselves as complete, big-city metro newspapers that



Roger Oglesby moved from the *Los Angeles Times* to take over the *P-I*.

cover the entire region. Overnight deliveries give the *P-I* a larger distribution and penetration statewide.

By the mid-'90s, like all afternoon papers, the *Times* was under siege by a convergence of forces. "I could see the paper getting harder and harder to sell year in and year out," says *Times* Co. circulation director Mei-Mei Chan.

When the gap between the papers had shrunk to about 35,000 subscribers, Blethen, the young Turk who'd agitated for all-out war in 1983, sued for peace, offering huge concessions to Hearst in return for amending the joint operating agreement.

"From my family's standpoint, it's survival," Blethen says. "Survival in this business means you're going to be in the morning field and have an electronic presence to complement that."

Immediately, rumors began to fly. The

Battling for Readers

	Circulation	Household Penetration
The Seattle Times	228,768	26
Post-Intelligencer	195,031	19
Combined Sunday edition	502,304	45

most persistent was the notion that Hearst was going to shut the *P-I* down, walk away with hundreds of millions of dollars in JOA revenues guaranteed over the next three decades. If the Blethens slowly bled to death over time, so much the better.

Analysts and others familiar with Hearst operations say the company set a similar scheme in motion in San Francisco, where its sinking flagship, the *Examiner*, was part of a JOA. Under the original terms of the deal, Hearst received the majority of the profits. When the de Young family put the *Chronicle* on the block last year, Hearst exercised its right of first refusal. When the deal closed last August, Hearst went through the motions of selling the *Examiner*, holding back its printing presses and delivery system. When no takers were forthcoming, Hearst planned to fold both papers into one.

San Francisco went ballistic, and so did the Department of Justice, which exercised oversight on the arrangement. To sweeten the pot, Hearst threw in a printing press and delivery trucks, but with no takers in sight, the *Examiner* is in limbo.

In Seattle, the research suggests circulation for both papers will decline, dragging advertising revenue with it. Subscribers to both papers will likely be the

first to go, followed by *Times* readers who go cold turkey after kicking the afternoon habit. Longtime *P-I* subscribers may feel no urgency to switch. "There's going to be some portion who've been reading the paper for a hundred years who'll say, 'Poo on you!'" admits Chan. "Knowing how many is the million-dollar question."

Expect the battle to get ugly quickly. Today, the *Times* holds only a slight edge in ad dollars, but it can be argued that the incentive for advertisers to go both ways just disappeared. Most advertising is solid as part of combo packages, so the challenge for the sales department now is to somehow find a way

to sell two distinct readerships. "Our intent is to sell both papers," Chan says. "We need circulation on both papers to sell ads."

In the past, major advertisers spread their buys equally, a clear result of the morning and afternoon cycles that provided clear differentiation between the papers. That's gone. "Now what do we say in this new world when we call?" asks Chan. "We're looking for differentiation points for both papers and building those into scripts."

Chan recently



Reporter Eric Nalder owns one of three Pulitzers at the *Seattle Times*.

sent out 190,000 survey cards to *Times*' subscribers to gauge reaction to the switch. She expected a 2 percent response. Instead, 65,000 cards poured into her office—a 33 percent return. Half the respondents, many long-term subscribers, were furious with the change. Of those, about 10 percent threatened to cancel, a particularly nasty thorn in Blethen's side. "[This is] all because we've been too busy busting our asses trying to grow *P-I* circulation all these years," he says.

Chan is targeting those 10 percenters in four key counties—King, Pierce, Kitsap and Snohomish. In an archetypal Seattle promotion, she sent each subscriber a coupon for a free latte at Tully's Coffee. In February, a letter went out, inviting at-risk subscribers to a meet-the-newsroom party. In the next weeks, a flurry of letters and coupon books with free museum tickets and the other value-added services will arrive in the mail. "We've spent a lot of time thinking about how to identify these folks," says Chan. "And trying to make

**'They're not as wonderful
as they think. That's one
of the big problems, that
Times hubris.'**

—*P-I* columnist Art Thiel

them feel better about the change.”

Under the amended JOA, the *Times*' share of the profits is reduced from 68 percent to 60 percent. A tremendous concession. According to Hearst sources, the Blethen family—an entity separate from the Times Co.—also sold Hearst the right of first refusal for \$10 million.

Frank Blethen refused comment on that aspect of the deal, but he was eager to explain the rest of the agreement: “For anybody to understand why we’d give Hearst another eight percent of the profits and then spend the money to compete against them, they’d have to understand how committed our family is to perpetuating family ownership and how sophisticated we’ve become at it.”

“Look at the history of family news operations,” counters J.D. Alexander in the *P-I* newsroom. “No matter how fer-

vent the desire to maintain this paper as a Blethen-family asset, as the asset grows, and the family grows, more and more people want a bigger piece. That’s an ineluctable and un-happy fact of life.”

Can both papers thrive head-to-head in information-overload, Internet-savvy Seattle? Will eyeball-driven advertisers embrace the scheme? How smoothly will

the *Times*' transition to the morning cycle? Can distribution deliver the *Times* to subscribers, as promised, at 5:30 a.m.?

The whole industry will be watching Seattle with keen interest over the next few months.

The competition will no doubt focus greater attention on the Department of Justice-administered JOA law, which has succeeded in preserving second editorial voices in dozens of cities. But through the years, most of those failing papers have fallen into a death spiral.

“You could argue that the law was not good public policy to begin with,” says the *Times*' Sizemore. “We should have allowed the economic forces at play to determine who was going to be a survivor.”

In the digital world, Sizemore argues the law is increasingly irrelevant. “There are millions of Internet voices out there and no barrier of

**‘Hearst is committed
to Seattle. If I didn’t
believe that, I wouldn’t
have taken this job.’**

—*P-I* editor Roger Oglesby

entry for people who want to say something,” he says.

At the *P-I*, the initial fears of a shutdown have calmed. Alexander has geared up to compete, though he’s still way south of the *Times*' 340-strong editorial army. He says he’s beefing up his suburban coverage, as well as business and sports, and has ordered up design enhancements and a state-of-the-art computer system for the newsroom. “You don’t spend money upfront to put yourself down,” he says.

In March, Alexander moves to Hearst’s corporate side. His replacement, Roger Oglesby, 51, is a veteran *Times-Mirror* editor who spent two years as president of the *L.A. Times*' Orange County edition. “Hearst is committed to Seattle,” he says. “If I didn’t believe that, I wouldn’t have taken this job.”

Oglesby, an attorney, who served as a *Times-Mirror* assistant general counsel, takes the party line that Seattle is big, rich and smart enough to support two morning papers.

The war will have some positive effects in the short term. Seattle will benefit, even enjoy, all the journalistic energy, enterprise and humbug. “This is a good, old-fashioned, hand-to-hand newspaper scrap,” says Alexander. “What the hell else are we here for? To put out papers for birdcage dropping and fish wrap?” ■

Vincent Coppola is an Atlanta-based writer whose work has appeared in various magazines, including Atlanta, Men’s Journal and Dunnavant’s Paydirt Illustrated.



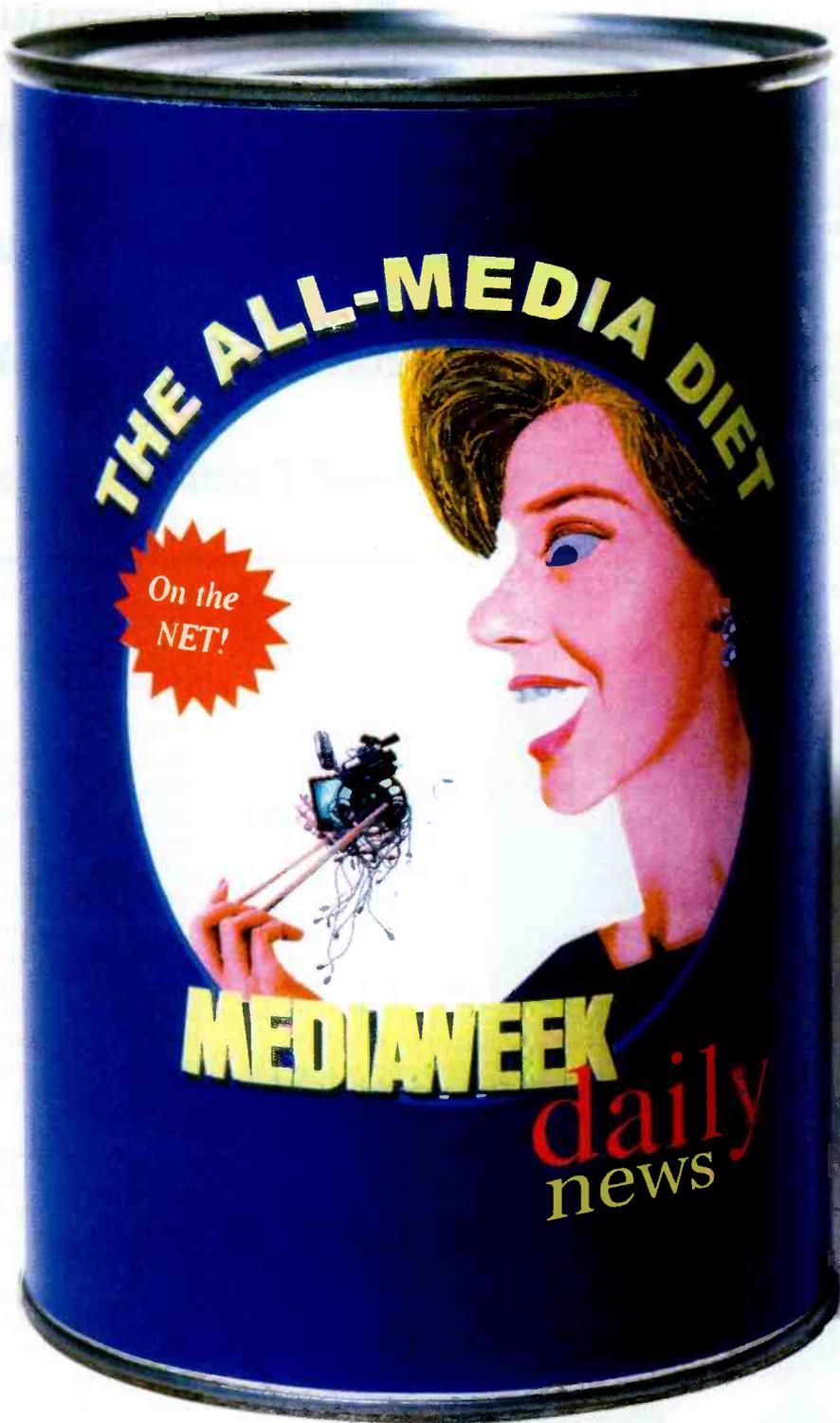
Seattle Times Co. president Mason Sizemore: blazing new JOA ground.

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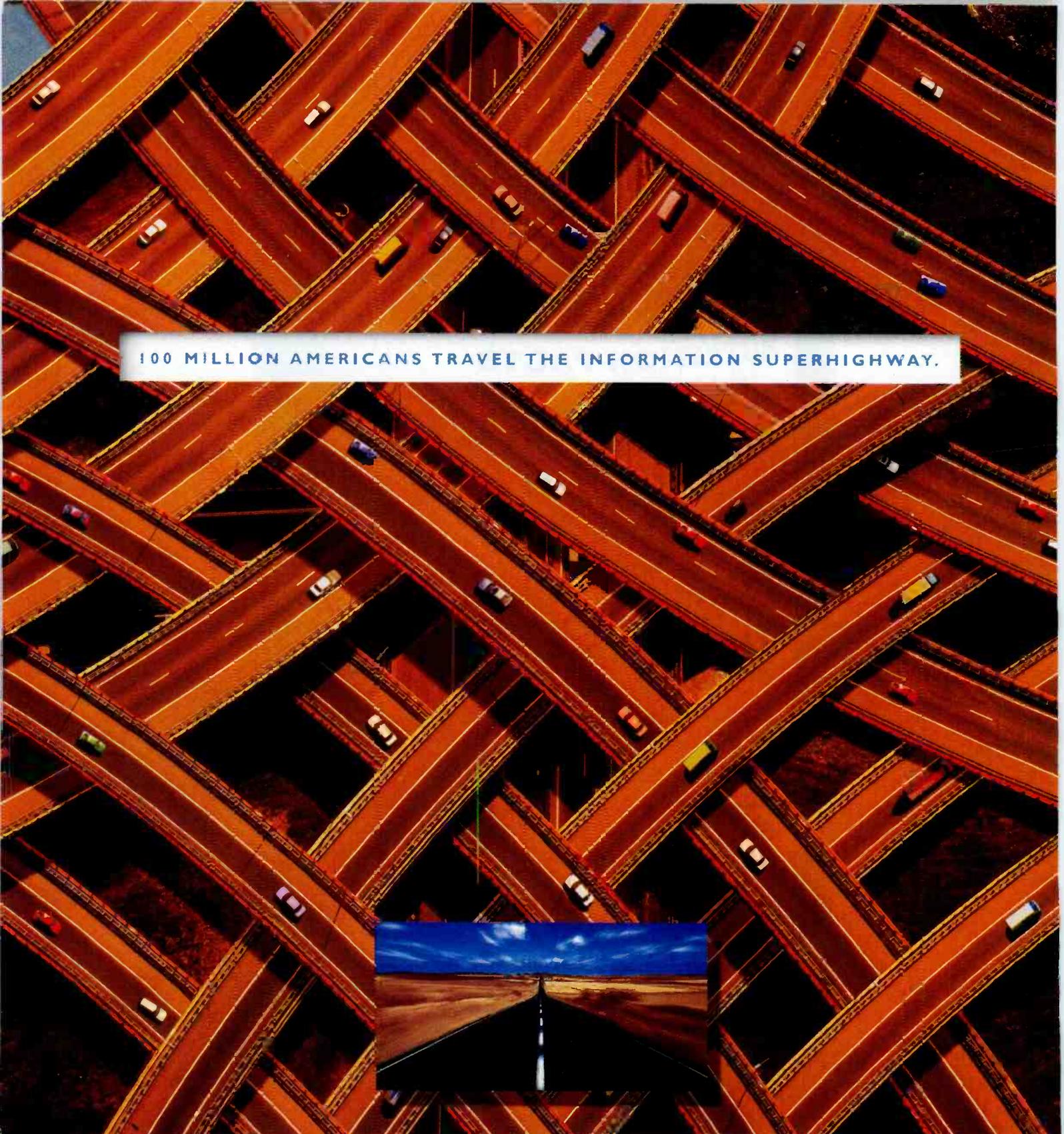
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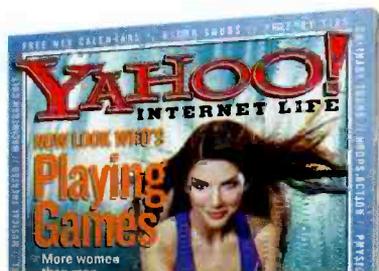
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The results from Stanford University's recent survey, which found that Web surfers typically watched less TV and were more likely to suffer from isolation than their Luddite counterparts, may be controversial, especially to advocates of online communities. But the findings should come as little surprise. After all, traditional media outlets can't compete with the interactivity and anonymity of tooling around the Web. When users can chat with strangers worldwide, buy groceries online and watch personalized streaming media, who needs *Friends...or friends?*—Kipp Cheng

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Blink.com Unveils Ads

Blink.com, a New York-based information and navigation technology company, today will kick off the online portion of its multimillion-dollar marketing effort. Beginning today, banner ads will appear on the **DoubleClick** and **AdSmart** networks of sites, **yesmail.com** and **Uproar.com**, among others. The integrated advertising campaign, created by New York-based **The Sloan Group**, will include event marketing and public relations. Blink.com's preference engine—based on artificial intelligence technology—offers rich search functionality, including keyword, full-text keyword searches and the ability to search the preferred sites of other members.

Auction Rocks eBay

MTV and **Elektra Entertainment**, both New York, today will begin a 9-day programming marathon with veteran rock group AC/DC, which will culminate in an auction of guitarist Angus Young's guitar on San Jose, Calif.-based auction site **eBay**. **MTV.com** today will also host a chat featuring Young and AC/DC frontman Brian Johnson.

AP Gets Fashion News

New York-based **FashionWireDaily.com**, a newswire service covering fashion and celebrity style, inked a three-year distribution deal with **Associated Press**. FashionWireDaily.com will provide content to AP, which will license FWD's fashion news through its information services department to other Web sites. Terms of the agreement were not disclosed.

Corrections

Razorfish's 1999 IPO raised \$55 million, not \$33 million as was reported in *IQ's* Feb. 14 issue; **Grey Advertising Worldwide** has offices in 90 countries, not 23. *IQ* regrets the errors.

Clip2 Invites J.Q. Public To Share Expertise

By Janis Mara

A new player is entering the online topic guide arena as Palo Alto, Calif.-based **Clip2** launches its consumer-to-consumer online directory Wednesday.

The service is similar to New York-based **About.com**, which features guides to specific topic areas, each hosted by an expert. With **Clip2**, anyone with an interest in a subject can post a page with commentary and links, using tools provided by the company.

"We hope to give people the easiest way to create and find topic guides," said Anthony Lee, **Clip2's** vice president of marketing. The service will not screen or train its contributors. To help route visitors to the most useful guides, all contributors will be rated daily according to the amount of traffic their pages receive. Ratings will be posted on the top-level page.

The site has been up in beta since early December. It already has nearly 1,000 subject guides, contributed by people who heard about **Clip2** through word of mouth.

"So far, the most popular areas are entertainment, gaming and technology," Lee said. "We've got a killer guide on Java programming resources."

Subject areas currently range from canine cancer resources to finding the best DSL carrier and—the most arcane so far—Web sites on a short-in-front, long-in-back

man's haircut called "the mullet."

"These are essentially annotated links," said Lee. "Each section will include commentary about the various resources, be they newsgroups, products, other sites, graphics or whatever."

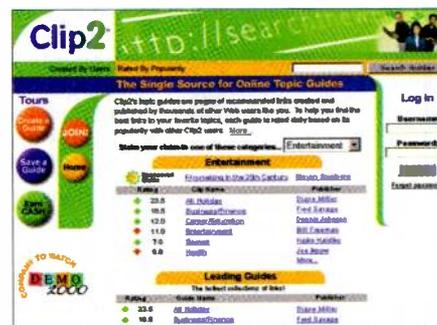
Though there are myriad other sites with user-written reviews, most—like **Epinions.com**—tend to focus on product reviews. **Clip2** guides will sometimes include product reviews and links to products, but will cover broader subject areas.

The service is free to individuals who wish to read or create guides. Content and commerce sites will be charged to post guides. They will also pay either a flat rate per clickthrough to their sites or a percentage of each sales transaction that results from a clickthrough. "For example, **Reel.com** could create a guide to movies with

guys named Peter," said Lee. "Then every time someone clicked on a link to order a movie, we would get a percentage. This is a highly targeted, clickthrough-based model, very niche-oriented advertising."

To promote the site, **Clip2** is using "guerilla and viral advertising," including partnerships with community and content sites.

Clip2 has not yet committed to an advertising agency and is using a few boutique firms that Lee declined to name. ■



Clip2's online topic guide invites visitors to post a page with links and commentary on any subject of interest to them.

Web Advertisers Support Sites After Hack Attacks

BY ANN M. MACK—After a three-day assault by hackers on several leading Web sites early this month, advertisers united behind the affected e-companies, reconfirming the staying power of the Internet. Displaying unflinching confidence in the medium, advertisers and Web companies alike dismissed the service disruptions as growing pains that are characteristic of any evolving technology.

"There are going to be temporary setbacks," said Joshua Kopelman, co-founder and president of Half.com, a bargain-basement shopping site based in Conshohocken, Pa. This month's ruckus will not prevent Kopelman from placing \$15 million to \$25 million in advertising this year on Web sites, including affected sites CNN.com and ZDNet. "As a merchant, you can't ignore that so much momentum is pushing people towards online shopping," Kopelman said.

Starting with an attack on the Yahoo! portal on Feb. 7, the three-day siege crippled such major Web sites as retailer Buy.com, news source CNN.com, auctioneer eBay, brokerage house E*Trade and bookseller Amazon.com. The assaults slowed the affected sites for up to five hours.

Like most other ad-driven sites, Yahoo! guarantees advertisers that a banner ad will appear a certain number of times during a contract period. If a banner advertiser misses display time because of a service disruption, sites usually make good during the remaining contract term or extend it if need be. Any lost advertising time caused by the Feb. 7-9 disruptions will likely be dealt with in these ways.

Although the Web powerhouse netted \$588.6 million in revenue last year—much of it attributable to its 3,550 advertisers—the site rotates paid advertising with public service announcements and Yahoo! banners. When incidents of this nature happen, the site swaps the non-paid ads with paid spots to make up for any loss.

"Yahoo! has enough in its [banner ad] inventory that's beyond what's being sold to give them enough head room," a company spokesperson said.

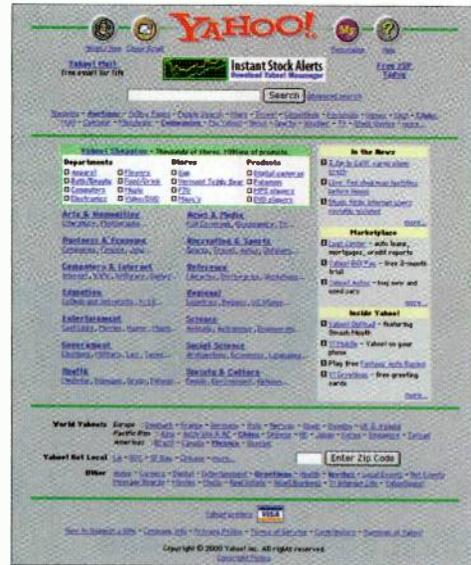
Other affected sites are also taking the incidents in stride. "There are great fluctuations on the Web, due to ISP unavailability, disruptions, a number of things," said Alan Phillips, vice president of technology and operations for San Francisco-based ZDNet, a media site downed two-and-a-half hours on Feb. 9. "If we fail to deliver about 10 percent of the impressions on a given day, we would then try to distribute the rest evenly during the rest of the campaign."

Advertisers are also unruffled. Kopelman of Half.com expressed no qualms about lost advertising time. "The disruptions were for such a short duration, a two- or four-hour type of thing," he said. "We have a fairly high level of confidence that we will receive the number of impressions we paid for."

Ongoing problems would be a different matter. "For now, we're still treating them as isolated," Kopelman said. "If the frequency or duration changed, then we'd have to re-evaluate."

Representatives from DrugEmporium.com and small business marketplace Onvia.com, advertisers with CNN.com and E*Trade respectively, echoed Kopelman's sentiments.

"Look at all the hours the site is up and running," said Gretchen Sorensen, director of public relations at Seattle-based Onvia. Despite potential disruptions, advertising online is "a great way to get



Advertisers show no concern about the assault on several major Web sites earlier this month. Popular portal Yahoo! was hit by the first service disruption.

our message out to customers and potential customers," she said.

Brad Mitchell, chief marketing officer for DrugEmporium.com, a Columbus, Ohio-based health and wellness site, agreed, adding, "If there's any sort of disruption, they'll do 'make goods.'"

According to Susan Bratton, vice chairman of the Internet Advertising Bureau, temporary disruptions could cause the greatest problems for advertisers that have signed on for content sponsorship or for temporal targeting, which is tied to a specific time of day.

If an advertiser either sponsors content or provides content for a Web site, a disruption would suspend traffic to the advertiser's site. For instance, an advertiser who sponsors an article appearing in the morning on a site may miss out on potential clickthroughs in the event of an a.m. outage.

In the case of temporal targeting—receiving impressions during a specific time of day—the advertiser would lose out if an outage occurred during the scheduled time. For example, if a candy bar company placed a mid-afternoon banner to lure workers suffering from the "munchies," the company may forfeit potential customers due to a disruption during a snack attack.

But even in these cases, the problems are easily remedied, Bratton said. To correct the situation, Web sites could extend the term of the contract with the advertiser, she pointed out.

Bratton, who is also vice president of market development for Excite@Home, described the Feb. 9 attack on the 2,000-advertiser site as "very minimal" and lasting for a "very short duration." ■



Although CNN.com suffered a hack attack, the news site's ad revenue is not likely to diminish. Advertisers display confidence in the affected sites and will continue to sign on.

While building up defenses against future attacks, most of the affected Web sites called the temporary service disruptions "insignificant" and said they couldn't measure any impact on advertising or ad revenue.

For example, the three-hour attack on Santa Clara, Calif.-based Yahoo! raised security concerns within the company, but no great alarm regarding lost advertising.

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Y&R and eMotion Create Global Brand Manager

BY ANN M. MACK—Young & Rubicam, New York, announced today that it will turn over Y&R TeamSpace, its Web-based brand-management technology, to eMotion, a Vienna, Va.-based digital media-management company, for an undisclosed equity position in the firm.

Building upon existing tools in the Y&R and eMotion arsenals, the partnership will create Global Brand Manager, an application designed to equip brand managers with worldwide, real-time access, via the Web, to their agencies and account information. The combination will inevitably add to the global presence of brand- and media-management technology.

Replacing the bricks-and-mortar media library, Global Brand Manager will archive all brand- and marketing-related materials, including video, audio and print executions; works in progress; and planning documents and schedules. In addition, it will serve as a platform that enables clients and agencies to work with the materials—without requiring significant capital expenditures for hardware and software.

While a brand manager might now have to call and coordinate efforts with a number of account executives to obtain brand information, the technology will allow the manager to go online, log onto the brand's pass-

word-sensitive site and view status reports, creative and brand assets that have been loaded on the site by agencies worldwide.

Still finalizing a pricing model, the partners said the cost of the application will include a one-time fee that will cover regional training and setup, plus a per-user, per-month fee.

"With this tool, there is a shift from agencies holding assets to brand managers holding assets," said Rich Rothstein, former vice president of Internet services for Y&R and newly named vice president of Application Service Provider operations for eMotion.

Formed last month by the merger of Cinebase Software, Los Angeles, a provider of digital asset-management software and services, and Picture Network International, Ltd., Vienna, Va., a digital media-commerce company, eMotion offers a line of software tools and online services—such as digitized video and audio, still-image photography and animation—designed to manage media content.

The pairing of the ad giant's TeamSpace tool with the media management firm's software smarts fills a technological void in the 15-member Y&R division while heightening eMotion's credibility in the advertising world.

Currently used in 70 cities and 45 countries, the two-year-old Y&R technology boasts such clients as airline network Star Alliance, currently headquartered in Montreal, Canada. With the new collaboration, Y&R seeks to get a boost from the tech-savvy eMotion and to take greater advantage of the exploding Internet market.

"Although we built Y&R TeamSpace in-house, managing technology is not Y&R's core business," said Steve Blondy, senior vice president of corporate development for Y&R. "Partnering with experts at eMotion



Global Brand Manager puts account info online.

will ensure that we continue to improve our level of client service—allowing Y&R to focus on clients' brand and customer development, while relying on technology specialists to invest in state-of-the-art applications."

Robert Griffin, eMotion president and chief executive, added, "The acquisition [of Y&R TeamSpace] will give us an impressive addition to our product offerings and a distinct competitive advantage." ■

Asian-trader Links Buyers to Far East

BY ERIK GRUENWEDEL—On Feb. 27, Asian-trader.com will introduce itself at the Associated Surplus Dealers/Associated Merchandise Dealers trade show in Las Vegas as the first international business-to-business e-commerce trading platform.

The site's goal is to provide purchasing managers of single retail stores and smaller chains with the same front-end and back-end purchasing and distribution clout as, say, Kmart when buying general merchandise and consumer goods from Asia.

Within the site, retailer members can peruse price lists from 200 manufacturers in China, Hong Kong and Taiwan, then place orders with Asian-trader, thus avoiding language, shipping and customs issues.

"We handle everything," said David Kim, Asian-trader president. "If you're a store from Ohio, how are you going to place an order in China? How do you know the guy is reliable, understood your order, even speaks the same language?"

"We put [smaller businesses] on a level playing field with the big [players] that have overseas operations and distribution networks," Kim said. Asian-trader's orders are typically between \$1,000 and \$50,000.

Asian-trader developed its manufacturers' base through alliances with two major Chinese trade organizations and Joiner Co., an Asia-based trading company with U.S. headquarters in San Jose, Calif. By year's end, it hopes to have 1,000 manufacturer members, each paying a \$3,500 annual fee.

While not conceived as an advertising vehicle, Asian-trader.com may accept banner ads in the future. "We're talking to [b-to-b] Web sites that we can form synergies with," said Alex Skorniakoff, vice president of business development.

A wholly owned subsidiary of Quantum Group, a Hong Kong-based investment holding company, Asian-trader has 70 employees and offices in China, Malaysia, Taiwan and Los Angeles. ■

Talkopia Offers Free Net Phone Service

BY ERIK GRUENWEDEL—Santa Monica-based Talkopia.com will officially go live today, offering free local and unlimited long distance Internet phone service.

Talkopia's free icon is downloaded to users' desktops and then allows browsers telephone communication while on the Internet, explained Ravi Asnani, president. "This is the next step in instant messaging, chat rooms and online communities," he said.

Users must purchase a headset with microphone separately. Asnani said he hoped Talkopia.com would register 500,000 users by the end of the year, targeting ages 13 to 27.

Flycast Communications is on tap to distribute banner ads, and Handspring, a handheld PC manufacturer, helped sponsor a beta test. To supplement the efforts of MacKenzie Kesselring, a Portland, Ore.-based public relations firm, Asnani seeks an ad agency to help build and market the brand at the grassroots level. "I want to deliver this to the people themselves," he said. ■



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Free Lotto Site Offers \$1M in Three Languages

BY JANIS MARA—Multilingual lottery sweepstakes Web site TroppoLotto officially launches this Wednesday, offering prizes ranging from \$5 to \$1 million, the option to play in English, French or Spanish and a tropical setting where Jimmy Buffett would feel at home.

“We wanted to offer people a place to

escape, a virtual vacation on the Net,” said Brian Nelson, founder and CEO of San Carlos, Calif.-based Trancos, the parent company of TroppoLotto. “We used a tropical motif complete with parrots and lush beach scenes.”

Hoping to capitalize on the estimated 13 million Net surfers in France and the

5 million Spanish-speaking Web users in America, the free TroppoLotto game features French- and Spanish-language versions accessible from the top-level page. “We’re the industry’s first and only multilingual online lottery sweepstakes,” Nelson claimed. The site’s name is a pun on “tropical” and the Italian word for “much.”

Unlike Lucky Surf and other online lottery sweepstakes sites, TroppoLotto allows visitors to pick their seven numbers before registering personal information such as income level and marital status. However, to complete the process, they must register; then visit one of three advertisers’ sites to confirm their contest entry. Players can enter up to three times each day, at no charge.

Prizes are in denominations of \$5, \$50, \$2,000 and \$1 million, and are paid in cash. “We’ve had over 1,500 winners since our beta launch in December,” said Nelson. The first \$2,000 winner scored three weeks ago; there are no million-dollar winners yet.

After playing, contestants get an e-mail thanking them for playing, with a notification if they’ve won. These messages carry ads as

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– Gina Larkin, Advertising and Promotions Manager, Riffage.com

“DailyRadAr.com doesn’t just give us incredible clickthroughs, they help us move product – and lots of it.”

– Lonnie Radford, Director of Internet Marketing, Gamestop.com



The new TroppoLotto site offers a tropical setting in which visitors can play lotto free in three languages.

well. Trancos also sends contestants stand-alone e-mail ads from various advertisers. Current advertisers include Disney, Cool-Savings, eBay, iwin, Rolling Stone and SpeedyClick.

Also launching Wednesday with TroppoLotto is its parent company’s site, located at www.trancos.com. Nelson envisions Trancos as an online entertainment destination site, and is promoting it on the TroppoLotto site and elsewhere. Its ad network is Flycast, which is based in San Francisco.

The Trancos site continues TroppoLotto’s tropical motif. This online community offers voice chat, message boards and some unusual entertainment choices such as i-ching and tarot card readings.

Nelson is optimistic about TroppoLotto’s appeal. “We ran banner ads all over the world, and France had the second-highest clickthrough rate—over 4 percent, even though the ads were in English,” he said. “Either there are a lot of English-speaking people in France, or everybody understands \$1 million.’ I guess money is the universal language.” ■



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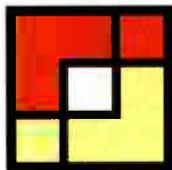
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Centerseat Offers Users Broadband Entertainment

BY KIPP CHENG—Following nearly a year of development, New York-based broadband digital media company Centerseat tomorrow is expected to launch its consumer entertainment and commerce Web site at www.centerseat.com. The site will offer visitors a unique mix of original video and audio content along with seamlessly integrated ancillary information and commerce opportunities, according to Centerseat CEO Scott Harmolin.

For example, if a viewer is watching a streaming media program about the music scene in Prague, he can pull up information online, then purchase airline tickets to visit the Czech city through Galileo, a Rosemont, Ill.-based travel company—all without leaving the main Centerseat site.

At launch, Centerseat will present more than 40 original shows across its seven channels, which will focus on music, film, sports and technology, among other topics. It will also continuously update and archive programming.

Last year, Centerseat acquired Emmy-award-winning production company Second Coming to facilitate in-house content production. Since last fall, the company



Centerseat's Web site integrates broadband content with e-commerce opportunities.

has also inked numerous strategic partnerships, including an e-commerce agreement with online bookseller Borders.com and a content deal with Fremont, Calif.-based TC Media, which owns more than 3,000 hours of martial arts and wellness video programming. A distribution pact with the Mills Corp. chain of malls means Centerseat content will be viewable on monitors in malls across the country.

Centerseat has signed exclusive deals with marquee talent from the world of traditional entertainment and news, including broadcast veterans Mary Alice Williams, Neil Rosen and Ken Robinson. The company also has hired producers from *Good Morning America*, *Access Hollywood*, MTV and VH1.

Because Centerseat has exclusive digital distribution rights for all its programming, content can be syndicated across traditional and new media outlets, providing additional revenue, Harmolin said.

Centerseat is also an anchor entertainment content provider on the Web site for streaming media plug-in Windows Media Player. In addition, the company will resell private label broadband access through San Francisco-based DSLnetworks. ■

Shops.com Names CEO, Refocuses

BY KIPP CHENG—Shops.com, which started early last year as a virtual strip mall for consumers, will relaunch next month as an e-business portal for small and niche retailers looking to establish a presence on the Web. Newly appointed CEO William Collum will oversee the transition for the Austin, Texas-based technology firm, which builds e-storefronts for small to mid-size businesses.

Collum said the company will refocus its efforts on facilitating business-to-business transactions between member retailers. Shops.com originally functioned as a kind of "strip mall" counterpart to the "upscale Galleria" of sister site Mall.com, a shopping and entertainment supersite featuring anchor tenant retailers like Neiman Marcus, the Gap and Eddie Bauer. Collum was formerly chief technology officer for Mall.com, which is also based in Austin. The sites split last October.

In coming months, Shops.com will be

folded into a new e-business portal called Market.com, according to Collum.

When Market.com launches later in the year, e-tailers within the Shops.com network will gain access to many more potential customers. "Small to midsize businesses can now participate in supply chains they've never had access to before," said Collum.

Shops.com generates revenue by collecting "rents" from business tenants or by receiving a portion of the fees charged for e-commerce transactions.

Collum said the spin-off from Mall.com reflects the "very different personalities" of the two sites. "Mall.com has more Hollywood-type buzz around it, while Shops.com is more conservative," he said.

With a new focus of providing back-end services, Collum said he hoped to bring the company's services to an even wider customer base by offering more ways for vendors and business-to-business customers to connect with one another. ■

bits

New York-based **Vault.com**, has selected ad agency **Mad Dogs and Englishmen**, also



New York, to help grow brand aware-

ness for the workplace network and establish its position in the career marketplace.

Reston, Va.-based **CareerBuilder**, a provider of targeted interactive recruiting on the Web, has agreed to provide career search tools for media news and information source **Media Central** and marketing, public relations and advertising source **MarketingClick**, both divisions of Kansas City, Mo.-based **IndustryClick**.

Philadelphia financial institution **Bryn Mawr Trust Company** has selected **Kingswood Interactive**, the new media division of Ardmore, Pa.-based **Backe Communications**, to design and develop its Web site.

Internet promotions company **Webstakes.com**, New York, has changed its name to **Promotions.com**, to reflect the company's growth in the online promo sector.

North Hollywood-Calif.-based **Go.com** has agreed to be the exclusive provider



of news, entertainment, sports and family content to Austin, Texas-based

Netpliance. The agreement calls for Go.com's branded content sites, including **Disney.com**, **ABCNEWS.com** and **ESPN.com** to provide content for several areas within i-opener, Netpliance's consumer Internet appliance.

Santa Monica, Calif.-based **Goinvest.com**, Inc., a provider of syndicated online financial content, has launched its new Web site, www.goinvest.com, a non-fee based and advertiser-free financial information source.

Montpelier, Vt.-based **musicmusicmusic.com**, the only Webcaster licensed by the Recording Industry Association of America, announced a franchise agreement with



United Arab Emirates' Abu Dhabi-based **Khaleej.com**, a company dedicated to taking Middle Eastern culture and music out into

the world. The agreement represents the first of what is expected to grow into 20 franchises globally that will allow each partner to tap into the massive music database of musicmusicmusic, according to CEO Wolfgang Spegg.



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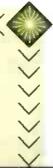
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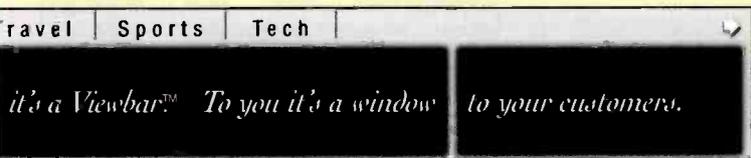


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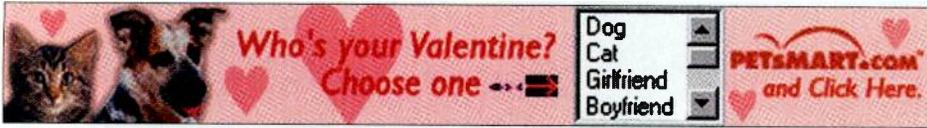


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Dot.com Advertisers Hit Bullseye With Valentine's Day Banners



Pets goods e-tailer PETS MART.com produced a banner ad that let Web surfers select from a list of offline sweethearts, whether they be feline, canine or human. The inclusive tactic paid off: The banner delivered a whopping 150 million impressions the week of Feb. 7 on numerous sites ranging from AOL.com to The Weather Channel Web site.



Expedia, the travel services Web site on the Microsoft Network, had a banner that showcased the Top 10 romantic getaways for Valentine's Day. The banner delivered 12 million impression on MSN and Expedia.com.



1-800-flowers.com took the direct approach with its banner ad, reminding forgetful paramours to send flowers to their loved ones. The banner delivered more than 9 million impressions on MSN, Yahoo! and Snap.



Luxury goods e-tailer Ashford.com's banner promised a search function, but offered free shipping and gift packaging. The banner delivered 8.5 million impressions on Lycos, Salon.com and The New York Times Web site, among others.



Yahoo! Greetings promoted its Valentine's Day sweepstake through its "Hot 'n Spicy" banner ad. The banner delivered 8.2 million impressions across the Yahoo! network of sites.

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The offline ad blitz—hawking everything from roses to chocolates and diamonds—during the weeks leading up to Valentine's Day is notorious for treacly sentimentality. While the color scheme of many Valentine's Day-themed banner ads featured a decidedly rosy glow, there was a refreshing touch of humor and direct sales pitches along with the obligatory hearts and flowers.

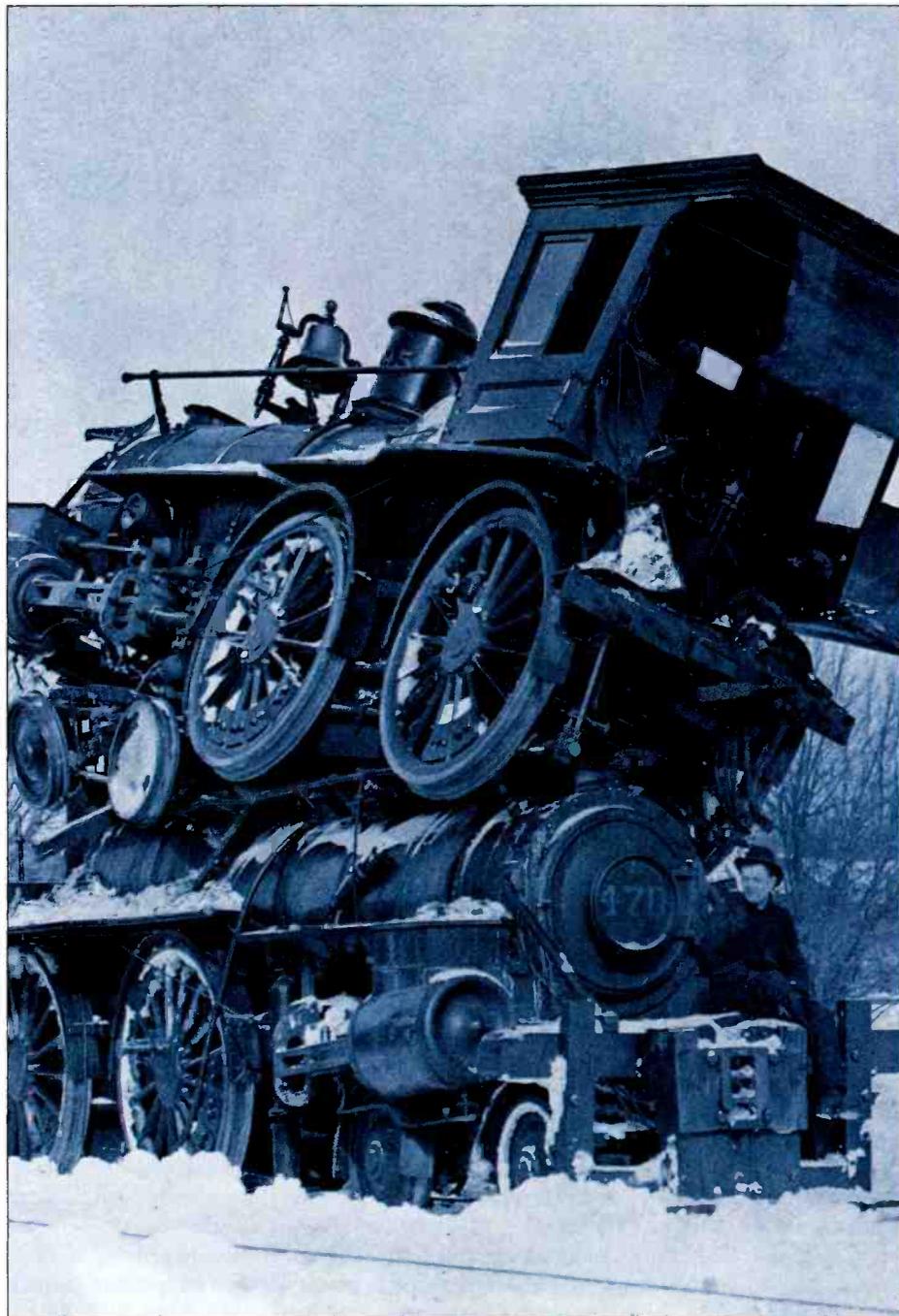
Of the banner ads that achieved the most impressions during the week of Feb. 7, as reported by Seattle-based Web measurement firm AdRelevance, the top dog by far was the banner for pets goods e-tailer PETS MART.com.

When total number of impressions are combined, the top five ads delivered nearly 200 million impressions on sites as far-flung as About.com and Ask Jeeves to XOOM.com and ThingWorld.com. —Kipp Cheng



PETS MART.com's humorous banner ad directed Web surfers to the site's Valentine's Day-themed special offers and features.

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Digital Democracy

The Web is emerging as a major force in the political process as Election 2000 heads into high gear. By Wendy Melillo

Justin Dangel thinks Voter.com can inspire citizens to get more involved in the political process.

Inside the sleek offices of SpeakOut.com, Ron Howard talks about empowering voters to voice opinions about the politicians and issues that interest them.

At Vote.com, Dick Morris, a former advisor to President Bill Clinton, wants to “drown out the special interests that run Congress.”

Freedomchannel.com can give voters vital information on candidates and issues with its online videos, asserts Doug Bailey.

At Grassroots.com, John Crandon is offering voters the tools they need to band together with like-minded people and interact with decision-makers.

These sites are among the more than 16 political Web sites that have cropped up in the past six months. Under the guise of enhancing political dialogue, most seek the lucre at the end of the dot.com rainbow. Others, like the nonprofit Freedomchannel.com, want to dispel voter apathy by offering easily accessible nonpartisan content. All seek to tap voter frustration with an election system that seems to work best for the candidate with the most cash.

But the question is: Can the Internet really enhance the democratic process?

“I think the future of trying to get people re-interested in the political process clearly involves the Internet,” Bailey says.

Public-policy experts are not so sanguine. “No technology has ever increased voter participation,” says Michael Cornfield, an associate research professor at George Washington University’s Graduate School of Political Management. “That is a historical fallacy. If the Internet is to play a role in expanding the electorate, it will be because of candidates like John McCain and Bill Bradley, not because of these for-profit startups.”



GEARING UP FOR THE ELECTION

The rhetoric of the Internet’s promise has shifted into high gear thanks to Election 2000. Candidates are raising record amounts of cash through the Internet, and one state—Arizona—will even offer citizens the option of voting online if a recently filed lawsuit doesn’t stop it.

No one can ignore the fact that the Internet is proving to be a money-making machine. Case in point: McCain supporters turned to their computers in droves to deliver a whopping \$415,000 in political contributions within 24 hours of his New Hampshire primary victory.

“John McCain calls the Internet ‘the great equalizer,’” said his Internet manager, Max Fose, in an interview with Freedomchannel.com. “There are a number of reports out there from Republican strategists that said John McCain doesn’t have enough turn-around time before South Carolina to be competitive. With a half-million dollars raised within 24 hours without doing an event, we’ve just proved we can be competitive in South Carolina financially. The Internet has just changed the politics right here.”

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Joan Sheridan LaBarge was appointed executive vice president and group publishing director of Weider Publications, Inc. in January 1999. She oversees all advertising sales, marketing and promotional efforts for Shape, Men's Fitness, Jump and Fit Pregnancy Magazines, and the Corporate Sales division of the company.

Within the last year, Ms. Sheridan has created and implemented a new organizational structure, built a key management team for the corporation, and significantly increased ad revenues. She implemented strategic training programs and seminars for her department of 80 employees to benefit them in the new millennium. Prior to Weider publications, Ms. Sheridan served as vice president and publisher of Family Life magazine at Hachette Filipacchi Magazines.

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“Candidates need a platform to communicate with voters that is not expensive like television.”
—Justin Dangel, Voter.com

Other candidates have also used the Internet to their advantage. Although Steve Forbes recently dropped out of the presidential race, he used the Web to good effect while running his campaign. Rick Segal, Forbes's Internet advisor, credits the Web with helping his candidate recruit 85,000 online volunteers. “The Internet enables outsider candidates like Forbes to assemble a large national organization that would have taken a career politician a lifetime to organize,” Segal says. “In that sense, it has really made a difference.”

But the Internet does not provide everyone with a level playing field. Arizona's plan to hold the first online voting in any national election, scheduled to take place during the state's Democratic primary March 7 through 10, is being challenged in Federal District Court in Phoenix by one black voter, one Hispanic voter and a nonprofit public interest group. The petitioners argue that the digital divide makes whites more likely to have Internet access than other racial groups.

“Internet voting, however well-intentioned, is not secure from fraud and is grossly unfair to persons without Internet access,” says Deborah Phillips, president of the Voting Integrity Project in Arlington, Va. “This is just a new-millennium version of the literacy test.”

STRANGE BEDFELLOWS

Politics has long made for strange bedfellows, but only in cyberspace could groups like the Christian Coalition, the Sierra Club and People for the American Way work for the same team. They are all founding members of Boston-based Voter.com.

Flush with about \$20 million from venture capital firms like Sigma Partners and Charles River Ventures, the site offers Web



At Speak-Out.com, visitors can send e-mail to politicians, participate in polls, sign a petition, join a debate or make a donation.

surfers the ability to research key issues, analyze a candidate's position and e-mail decision-makers. Presidential candidates are charged \$200 a month to post content on the site, while state legislators pay a \$50 monthly stipend for a soapbox.

“Candidates need a platform to communicate with voters that is not expensive like television,” says Dangel, founder and CEO. “Users need assistance so they can track the issues.”

Voter.com, which launched Nov. 9, moves beyond the 30-second political ad, says Dangel. Traditional television spots, which only allow for short bursts of communication with viewers, prompt candidates to run attack ads in order to get the most bang for the buck, he maintains.

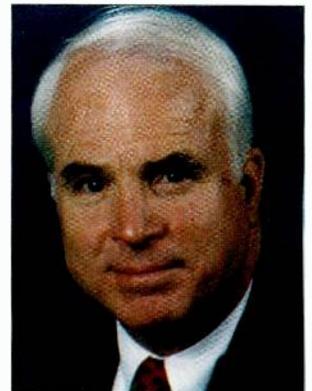
Dangel is also spending \$20 million to advertise the site. Boston agency Hill, Holliday, Connors, Cosmopolos had its billings top \$50 million last year, thanks to dot.com firms like Dangel's. The ads, which broke this month, focus on the Internet as a useful tool. “The decisions haven't gotten any easier,” says a voice in a TV spot. “Participating and making them has.”

Voter.com signed up Craig Smith, Al Gore's former 2000 campaign manager, to present the Democratic viewpoint. The Christian Coalition's former executive director, Randy Tate, represents the Republican platform.

Attaching political names like these to a site's roster can help generate needed buzz, especially in a city like Washington. Speak-Out.com's chairman and CEO Howard has former Reagan White House deputy chief of staff Michael Deaver on his board of advisers.

Howard's enthusiasm about the Internet's potential is boundless. He speaks of the medium in gushing tones of wonder and is not shy about wanting to bring the Web's success in the commercial world to the political arena. The Net's “interactivity,” which allows people to respond directly to information not filtered through traditional media, is what Howard finds so appealing. He is betting that others will appreciate it as well.

“People can have individual voices and express that at blazing speeds,” Howard says. “We break down the information in seconds. We do not spin it, alter it or direct it. We just report it.”



Sen. John McCain, who calls the Internet “the great equalizer,” received \$415,000 in online contributions from supporters following his primary victory in New Hampshire.

Voter.com provides a non-partisan forum in which all parties and candidates can present their views to voters.



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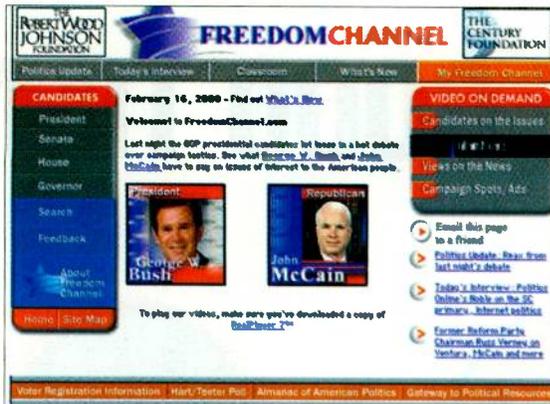
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Freedomchannel.com promises "American politics on demand." At the site, visitors can view videos from candidates, political parties and special interest groups.



“Online voting is a form of political karaoke. We are

giving people a mike and letting them speak.”

—Dick Morris, Vote.com

Instead of sending on every e-mail, flooding Capitol Hill or the White House with thousands of messages, the site aggregates the data and then sends a summary sheet to politicians.

Howard hopes to make more than \$5 million in revenue this year by selling polling data to special interest groups and others. This part of his plan has attracted the most controversy because no one has yet figured out a way to make Internet polls scientific. Since the entire country lacks access to the Net, sampling is skewed toward younger, wealthier people and responses are not representative of the entire population. It is also difficult to determine when participants respond to a polling question more than once. Howard says his team is working on its own polling technique to address such concerns.

SpeakOut.com's advertising budget is more modest than Voter.com's, though Howard declines to name a figure. He has lured Dave Mangan, a former creative director at Chicago-based Leo Burnett, to become director of marketing communications for the Washington-based site. Mangan's creative, which broke on TV Feb. 20 and in print today, features average folks who share names with the more politically prominent. Mangan scoured the country to find a Pat Buchanan (a woman in North Carolina), a Janet Reno (she lives in Ohio) and a Jimmy Carter (he's a 27-year-old with tattoos). In the spots, an announcer says: "Now everyone can have a voice and be heard."

CAST YOUR BALLOT

At Vote.com, Netizens can cast ballots on topics like taxes or health care, and their responses are sent by e-mail to the President and key decision-makers in Congress. The for-profit New York-based site sells polling data and engages in e-commerce activities including the sale of videos and books.

Vote.com drew attention after its Oct. 30 launch when a Congressional staffer called the forwarded e-mails "spam." The White House also initially refused to accept the messages, concerned that it could not handle the volume.

Morris, who founded the site, has a ready, and oft-quoted, retort: "Any elected official that thinks a communication from his constituents is spam, I think is pork, and if he doesn't get it, he will be roast pork."

As to whether the polls are scientific, Morris's attitude is, who cares? "An election is not a statistically valid sampling of the population either—it is only the people who choose to vote," he says. "Online voting is a form of political karaoke. We are giving people a mike and letting them speak."

Morris thinks it is only a matter of time before "the locus of political activity in America shifts from television to the Internet."

Freedomchannel.com, which launched Nov. 8, takes a different approach. The nonprofit, nonpartisan Washington-based site gives all congressional, gubernatorial and presidential candidates, as well as all political parties and special interest groups, a showcase for videos of up to 90 seconds on topics of their choice.

Bailey sees video-on-demand through the Net as tomorrow's form of television. "You want to be able to dial up George W. Bush on education and get specifics," he says.

The newest of the sites is Grassroots.com, which launched Feb. 15. Based in San Bruno, Calif., it is designed to drive community action, enabling groups of any size to reach out and organize. "It's a modern-day public forum or town hall," says founder Crandon. The for-profit venture will help groups with fund-raising efforts by offering polling services or selling tickets online, for example.

Whether the Internet replaces television or is considered just one more way of reaching voters, it can't help but change politics, says Karen Jagoda, president of Turtleback Interactive, a Web business development firm, who has studied the role the Net can play in a political campaign. If candidates want to reach younger adults—a group not noted for casting votes on election day—Jagoda says they must use a medium that will reach them.

"Twenty-somethings don't read newspapers," she says. "They go online." ■



Vote.com serves as a virtual ballot box, soliciting voter input that it passes along to politicians.

CULTURE TRENDS

Billboard's Top 40 Tracks

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

<i>This Week</i>	<i>Last Week</i>	<i>Peak Pos.</i>	<i>Wks on Chart</i>	<i>Title</i>	<i>Artist</i>
1	1	1	13	What a Girl Wants	Christina Aguilera
2	2	1	18	I Knew I Loved You	Savage Garden
3	9	3	4	Bye Bye Bye	'N Sync
4	5	4	8	Show Me the Meaning...	Backstreet Boys
5	4	1	30	Smooth	Santana f/ Rob Thomas
6	3	2	12	Blue (Da Ba Dee)	Eiffel 65
7	6	2	13	That's the Way It Is	Celine Dion
8	7	3	20	Bring It All to Me	Blaque
9	10	5	17	Then the Morning Comes	Smashmouth
10	8	3	24	Back at One	Brian McKnight

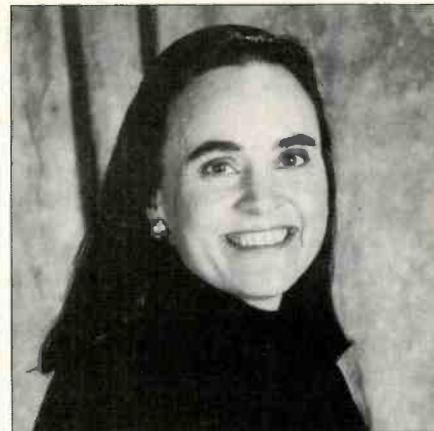
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Billboard's Top R&B/Hip-Hop Albums

Compiled from a national sample of retail store sales provided by SoundScan, Inc.

<i>This Week</i>	<i>Last Week</i>	<i>Wks on Chart</i>	<i>Artist</i>	<i>Album</i>
1	1	3	D'Angelo	Voodoo
2	3	12	Dr. Dre	Dr. Dre - 2001
3	2	2	The Lox	We Are the Streets
4	4	8	DMX	...Then There Was X
5	New	1	Snoop Dogg & Tha Eastsidaz	Snoop Dogg Presents...
6	8	10	Sisqu	Unleash the Dragon
7	6	3	Jagged Edge	J.E. Heartbreak
8	7	6	Jay-Z	Vol. 3 - Life & Times...
9	9	8	Soundtrack	Next Friday
10	5	2	Guy	III

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"Meet the Leaders on Cyberspace"

On Tuesday, February 22nd, the Ad Club of New York will recognize the Top Ten Interactive Agencies of 1999 as selected by Adweek's IQ Magazine.

With a special keynote address from Jay Chiat, Chairman of the Board, Screaming Media, we will celebrate an industry that has revolutionized the way we consume information and conduct business.

The Interactive Agency winners are:

- Agency.com, New York
- Digitas, Boston
- Euro RSCG Worldwide Interaction, New York
- Grey Interactive, New York
- Modem Media, Norwalk, Connecticut
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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 designated as Buzzworthy, the vast majority have been certified gold or platinum.

Week of 2/14/00

Artist/Group: **Pink**
Song/Video: **"There U Go"**
Director: **David Myers**

This fuchsia bombshell is about to blow the spot up. Sending the warning that she is not one to be messed with in her debut video "There U Go", Pink is LaFaces latest rising star. Her self-titled album, due out in March, contains a medley of musical influences - from Mary J. Blige to Fleetwood, as witnessed on the possible second single, "Players".

Artist/Group: **Incubus**
Song/Video: **"Pardon Me"**
Director: **Steven Murashige**

This five-member band from Calabasas, California has finally made a mark with this video off their recently released album, Make Yourself. Not new to the music scene, Incubus started out as a garage band back in 1991, and moved up through the ranks to eventually release their first full-length record, S.C.I.E.N.C.E. in 1997. Their newest offering blends funk and alternative metal, with a little rap/rock thrown in for good measure.

©2000 MTV

The Hollywood Reporter's Box Office

For weekend ending February 14, 2000

<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	1	Scream 3	16,318,053	10	56,978,971
2	New	The Beach	15,277,921	3	15,277,921
3	New	Snow Day	14,331,819	3	14,331,819
4	New	The Tigger Movie	9,427,532	3	9,427,532
5	2	The Hurricane	3,615,625	47	42,389,306
6	6	The Green Mile	3,087,632	66	124,410,124
7	4	Next Friday	2,814,341	33	49,429,653
8	3	Stuart Little	2,712,397	59	132,030,874
9	7	Galaxy Quest	2,180,374	51	65,761,041
10	5	Eye of the Beholder	2,129,219	17	15,086,354
11	13	Fantasia 2000	1,693,439	44	21,242,753
12	10	The Talented Mr. Ripley	1,686,151	51	77,918,619
13	12	The Cider House Rules	1,529,188	66	22,651,184
14	8	Down to You	1,366,939	24	18,372,793
15	9	Girl, Interrupted	1,328,768	55	27,005,504
16	11	Toy Story 2	1,153,651	87	238,691,281
17	32	The Sixth Sense	1,116,186	192	279,575,220
18	14	Angela's Ashes	1,086,608	51	10,200,544
19	15	Magnolia	797,330	59	20,480,965
20	21	Topsy Turvy	743,658	61	3,242,290
21	16	The End of the Affair	704,232	73	9,476,790
22	17	Any Given Sunday	563,237	54	74,554,758
23	25	The World Is Not Enough	445,368	87	125,840,514
24	20	Snow Falling on Cedars	396,435	54	13,517,178
25	22	Gun Shy	367,787	10	1,262,791
26	66	Holy Smoke	350,590	73	577,223
27	27	Anna and the King	337,066	59	38,072,707
28	29	All About My Mother	323,519	87	5,174,467
29	19	Bicentennial Man	305,083	59	57,160,870
30	23	Supernova	273,297	31	13,772,868
31	30	Being John Malkevich	250,749	108	21,415,998
32	26	Deuce Bigalow: Male Gigolo	220,487	66	63,428,525
33	31	Sleepy Hollow	214,899	87	97,991,486
34	--	The Bachelor	202,962	101	21,506,097
35	New	Trois	200,815	3	200,815

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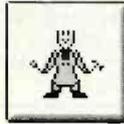
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New York NY • January

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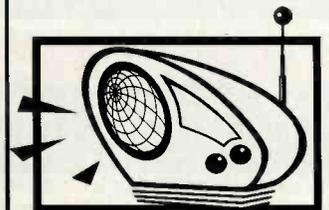
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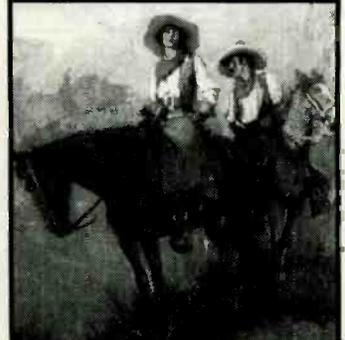
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The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$25.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue. **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036.** **1-800-723-9335 Fax: 212-536-5315.**

OFFERS & OPPORTUNITIES

REQUEST FOR PROPOSAL



REQUEST FOR PROPOSALS Integrated Marketing & Sales Program Consultant RFP No. 00-066

Notice is hereby given that NJ TRANSIT's Procurement Department is requesting proposals from interested Advertising Agencies/Integrated Marketing Firms to provide NJ TRANSIT Corporation with Marketing & Sales Program Consulting Services for a \$2.8 million annual marketing program. The deadline for receipt of this proposal is Thursday, March 16, 2000 @ 2:00 P.M.

The firm responding to this Request for Proposal must have the ability to promote the use of NJ TRANSIT and build its image and value among designated target markets. In meeting NJ TRANSIT's objectives, the Consultant will provide counsel regarding appropriate integrated marketing methods to implement; assist in the planning, development and execution of these methods; and provide recommendations and assistance in measuring these methods.

NJ TRANSIT will utilize the Request for Proposal Method of Procurement, which allows for the evaluation of both a technical and cost proposal, oral presentations and contract negotiations to establish the best overall offer to NJ TRANSIT. A Technical Evaluation Committee (TEC) comprised of NJ TRANSIT staff has been appointed to review the technical proposals and rate each firm based on the evaluation criteria identified in the bid documents. Firms will be evaluated on their ability to meet the required scope of services including their understanding of transit markets; quality of strategic and creative approaches in the marketing, advertising and communications program; ability to measure results of marketing and advertising campaigns; the qualifications and experience of personnel and other criteria as required by the proposal documents.

Interested firms may obtain the proposal documents by contacting NJ TRANSIT's Bid Desk at the address listed below or by telephone at (973) 491-7546. Interested firms may pick up Bid Documents between the hours of 9:00 A.M. - 4:00 P.M., Monday through Friday.

Each proposal must contain one original and eight copies each of the technical and cost proposals. The technical and cost proposals must be submitted separately under one cover. Proposals must be submitted in a sealed envelope and addressed as follows: NJ TRANSIT, Procurement Department, One Penn Plaza East, Newark, NJ 07105-2246; Re: RFP No. 00-066; ATTN: Bid Desk

Proposers will be responsible for the delivery of their proposals. Reliance on the U.S. Mail or other carriers is at the proposer's risk. Late proposals will not be considered.

A pre-proposal conference is scheduled for 10:00 A.M., Tuesday February 29, 2000 at NJ TRANSIT, One Penn Plaza East, Newark, NJ.

All proposers are required to comply with P.L. 1975, C.127 regarding Equal Employment Opportunity Laws and Regulations. Disadvantaged Business Enterprises as defined in the U.S. Department of Transportation Regulation 49 CFR Part 26, shall have the maximum opportunity to participate in the performance of this contract. The DBE Goal for this project has been set at 15% MBE and 5% WBE, non-media only.

General inquiries about the project should be directed to the Procurement Department at (973) 491-7516. All Questions must be submitted in writing and may be faxed to the Procurement Department at (973) 491-7854. However, this invitation may be amended only in writing.

BUSINESS OPPORTUNITIES

A Word To A/Execs With Billings.

We're an agency as advanced in our equity arrangements as we're cutting edge in our creativity. You and your clients will prosper as never before. Contact this small, smart, insanely ambitious shop.
Fax: **212-268-0949.**

POSITION WANTED

CORPORATE EVENT PLANNER

Creative, energetic, hardworking event planner with 8 yrs. exp. hitting goals. Excellent references.

Contact 212/496-7928

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ADWEEK MAGAZINES

EMPLOYMENT

Catalyst Direct Seeks Agent of Change

One of direct marketing's best-kept secrets, Catalyst Direct, is searching for a Chief Financial Officer (CFO). The ideal candidate must be committed to championing the attainment of best-in-class performance. Must be able to work in a fast-paced environment and demonstrate exceptional leadership.

As our CFO, you'll be charged with improving Catalyst's performance and value. You'll lead the development of Catalyst's financial plans, monitor results, set standards, establish controls and improve operating efficiency.

Requirements:

- Proven record overseeing all phases of agency finance
- Outstanding communications skills
- Ability to recognize the need for change
- Ability to institute change quickly
- Ability to manage multiple locations (we have offices in Rochester and Dallas)
- Experience working with an entrepreneurial company is a plus
- A sense of humor is appreciated
- Enthusiasm and unfettered energy

If you're interested, let's talk. We pay well, are fun to work with and are excited about our future. Send your resume to Maryann Stephens - DMN, Human Resources Manager, via e-mail, fax or snail mail (if you must).

110 Marina Drive • Rochester, NY 14626 • Fax: 716-453-8360
E-mail: mstephens@catdir.com

CATALYST  DIRECT

Best Agency
in the Washington D.C. Area is looking for the
Best PR People
to provide the
BEST WORK
for the
BEST CLIENTS.

Openings at all levels, but mostly seeking mid- to senior-level candidates.

Agency experience helpful in business-to-business, consumer, association and education.

If you're best suited for us, send your resume in confidence to:
Arnold Communications, Inc.
Attn: Beatrice Parker-Wingate
1600 International Drive, Suite 300
McLean, VA 22102
Fax: (703) 288-1459
E-mail: bwingate@arnoldcom.com

FEOC

Classified Advertising Call M. Morris at 1-800-7-ADWEEK

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HELP WANTED

IT Marketing Manager Regional Marketing Manager

Taylor Nelson Sofres is one of the world's leading marketing information organizations, with over 5,000 employees in more than 35 countries. We have one of the most dynamic growth records of companies listed on the London Stock Exchange. Our success is based on the excellence of our people, and their ability to deliver innovative solutions to major brand leading, blue chip clients.

Based at our offices in Horsham, TNS Intersearch, our USA flagship, seeks a **Regional Marketing Manager**, reporting to a Senior VP & the Int'l. Marketing Director. Working across all areas of the business, you would be responsible for marketing the company to potential clients. Experience in direct marketing & campaign mgmnt. essential. Strategic thinker with the ability to implement these activities - event & project management skills are vital. Public Relations knowledge & agency mgmnt, will also form an integral part of the role. (Pos. code: MMUS)

In addition, we are seeking an **IT Marketing Manager**, to market our specialist research division in IT business (TNS IT), brands and services. The role will encompass all areas of the marketing mix, from strategic input to the development & implementation of global marketing plans through performance monitoring of the marketing activities. Working with both the IT Sector Head and the Int'l Marketing Director, you must take the initiative and responsibility for driving through the marketing activities of the area. (Pos. code: ITMM)

Given the geographical spread of the Group, we will look for candidates with international exposure and the ability to work with other international teams. We also seek candidates educated to a degree level, computer literacy, with strong planning and organizational skills. A Research background is not essential, but broad based skills in direct marketing and business-to-business marketing is paramount.

If you feel that you have the skills, drive and ambition to make this happen, please send your resume and a covering letter to:

TNS Intersearch

410 Horsham Road
Horsham, Pa. 19044-0189

ATTN: Joanne Levy
FAX: 215-442-5961

Email: joanne.levy@intersearch.tnsofres.com



Truly Unique

Every assignment has its own unique requirements. Our clients know they can rely on Paladin to find uniquely qualified candidates to get the job done. We're the leading job source for marketing, advertising, communications and creative assignments and careers. We have great short and long-term temporary assignments, as well as full-time opportunities. If you have at least 2 years of experience in our skill areas we'd like to hear from you.

Paladin

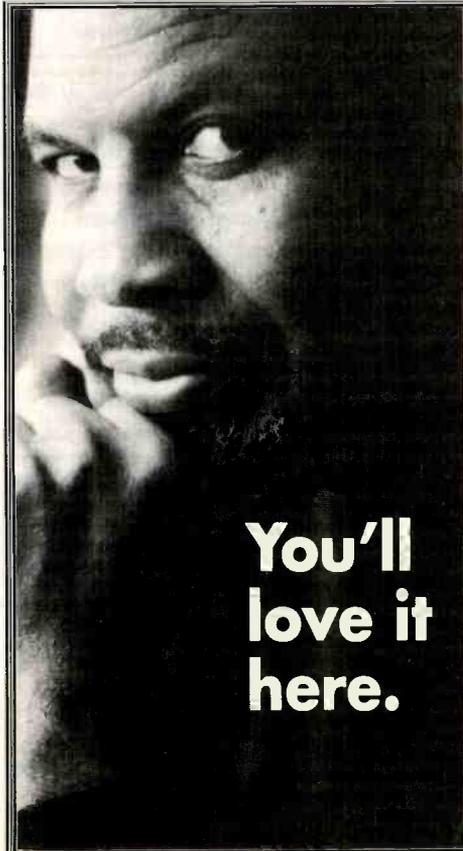
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for updated job postings each week!



You'll love it here.

REGIONAL SALES MANAGER

Belo Interactive, Inc., is seeking two highly energetic media sales professionals to manage our interactive network sales efforts. Positions will be based in San Francisco and New York City. Ideal candidates will have 5+ years' media sales experience and a stellar track record based on performance. New media sales experience is a plus.

Individual will be responsible for achieving stated revenue goals, developing innovative sales strategies and cultivating client/agency relationships toward advertising investment across our high-quality Belo Interactive Network properties. Individual must be a self-motivated team player with the ability to focus on short-term objectives and long-term growth opportunities.

Belo Interactive is a subsidiary of Belo, one of the nation's largest media companies. Belo Interactive offers a comprehensive compensation package including a full range of benefits designed to reward dedication, hard work, loyalty and performance. For more information regarding Belo Interactive, please visit our website at: www.belointeractive.com

Please submit resumes to:

Recruiter - RSM
714 Jackson Street, Suite 1025
Dallas, TX 75202

or e-mail to:

dmnjobs@tdmn.com with "Regional Sales Manager" in the subject line



Belo Interactive
Equal Opportunity Employer

SMART, STRATEGIC ACCOUNT SUPERVISOR NEEDED FOR SMART, STRATEGIC AGENCY

We are a young but established, full-service advertising agency in Silicon Alley. We need a bright, energetic, individual with demonstrated excellence in strategic thinking, marketing communication, staff management and relationship building. Excellent compensation packages, fun working environment, diverse accounts, great team of people.

Send resumes to 212-604-9804 or info@toolbox.com

TOOLBOX

HELP WANTED

Room to grow!

and ski and hike and kayak and bike and...

We're looking for yet another Graphic Designer to come grow with us in this beautiful Northern Rockies ski resort community at the edge of a world-class mountain lake. Coldwater Creek is one of the most respected multi-channel fashion retailers in the country, the result of unique products, great service, and fresh creative. Our in-house agency team needs you to design and photo-direct women's fashion and gift catalog titles. And here at "The Creek," we move at a rapid pace, providing ample opportunity to hone your talents in a "quality-first" atmosphere.

The successful candidate needs a minimum 5 years experience in design or advertising, a 4 year college degree in art, strong photo art direction skills and a demonstrable sensitivity to styling, propping and the details of design. You'll also need to pack a sense of humor (but leave your ego behind). We offer a great compensation package and paid relocation. Send your resumé and copies of your 3 best work samples to:

Coldwater Creek, Human Resources Department,
1 Coldwater Creek Drive, Sandpoint, Idaho 83864
Email: employment@thecreek.com • Fax: 208-265-3199
www.coldwatercreek.com
Equal Opportunity Employer

Coldwater Creek®

SENIOR GRAPHIC DESIGNER

A leading Fortune 500 firm is searching for a talented, senior graphic designer to join their team of designers and layout artist. Must have great design skills as well as the ability to manage projects. Work will be varied and fulfilling-including brochures, product literature, direct mail, logo design, and annual reports, etc. Requires a hands-on designer.

Should have a minimum of 5 years exp. Mac skills required. The company is located in Long Island, offering a generous compensation package, with benefits few companies can match.

Send resume and salary requirements to:
rosemarie.barkenbush@cai.com
or fax to 212-685-9575

MARKETING/ COMMUNICATIONS \$60-\$90,000

High quality, privately held S.E. Pa. manufacturing co. seeks high caliber practitioner with "left side/right side" skills.

In strictest confidence, contact:

James B. Bradbeer
The Bradbeer Company
570 Maplewood Road
Wayne, PA 19087
Tel: 610-293-1010
Fax: 610-975-0337

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If you're looking

www.halleyv.com

GRAPHIC DESIGNER

Exciting, energetic, 1yr old agency seeks brilliant, conceptual designer with strong print experience. You'll work on web design, print & collateral, POP, outdoor & package design. We need 5+ yrs. of exp. and a great portfolio. Must be Mac proficient!

SR. AD/AD

We need a brilliant art director with great experience. Exceptional design and conceptual thinking a must. Fast-growing, highly creative 1yr old agency. Make your mark! Must be Mac proficient!

FAX Resume to 203-866-2845, or email to mckellner@banyangroupinc.com.

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SMALL CT AGENCY

seeks 1 ART DIRECTOR & several positions for Interns: Graphic artists, creative thinkers, assistants, copywriters.

AD: Cover letter & resume to:
Attn: Creative Dept., Box 692
Greenwich, CT 06836
Interns: respond via e:
jumtpoit@earthlink.net
or Tel. (203) 227-6780

WORK FOR .COM PRO

Ad agency seeks energetic, extremely knowledgeable computer wiz for .com design.

Fax resume & capabilities:

C.D. 212-869-7249

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ACCOUNT MANAGEMENT

CREATIVE

MEDIA

ACCOUNT PLANNING and

INTERACTIVE

with some terrific dot-com clients. Check out our website at chbnet.com.

Must have at least one year of agency experience. Please send resumé and cover letter to greatjobs@chbnet.com, fax 240.526.7564 or snail mail to 1160 Battery Street, San Francisco, CA 94111. Attn: Denise Duvall-Neid.

No phone calls, please.

KIDS MARKETING AGENCY

Kids Marketing Agency seeks SENIOR MARKETING PROFESSIONAL with kid product experience and a MARKETING ASSISTANT to join our entrepreneurial, privately held Stamford, CT based agency which specializes in new products, advertising and market research. Opportunity to work with many blue chip clients. Research experience is a plus.

Please fax resume and current salary to:

Just Kid Inc.
at 203-353-8699

SENIOR BROADCAST BUYER

Spot Television and Radio

Growing and fast paced Media Planning and Buying Company is looking for a Senior Broadcast Buyer. Our ideal candidate will possess at least five years of Spot Television and Radio buying experience, strong verbal and written communications skills and a passion for the local market broadcast business. Knowledge of barter a plus. In return, we will offer a very competitive salary, excellent benefits package, a generous 401K plan and a wonderful work environment.

Please fax resumes in confidence to:
(212) 557-2801

MEDIA AND ADVERTISING DIRECTOR

Experienced pro needed to guide the company's media and advertising efforts. Originate and develop concepts, manage the creative staff, develop strategies, plan media buys, analyze results. Experience in print, TV, radio and on-line necessary. Minimum 5 years media or product management experience required.

Please submit confidential resume to work@tvrecords.com or by mail to Human Resources, TTV Records, 23 E. 4th St., NY, NY 10003

PR Innovator

We're looking for a PR professional who's ashamed of the lame, predictable, spin-doctoring and glad-handing that passes for PR in this country. Someone who knows the ropes, but breaks the rules. Someone eager to take PR to another level. A high-energy strategic thinker who wants the opportunity to build a department within a creative marketing, advertising and branding company that's growing like a sonuvabitch. Send resume and relevant support material to mike@brainsonfire.com.

Brains On Fire

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Media Planners and Buyers
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Competitive Salaries and
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Pls call Amy at 212-499-0835

Junior Media Planner

New Jersey based media firm in Woodbridge seeks a creative and strategic JR Media Planner with a minimum 1 year experience. Computer & research experience a plus, to work on packaged goods and high tech accounts.

Please fax resume and salary requirements to:
310-571-1828

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NEW YORK CITY LOCATION

USA WEEKEND, a division of Gamett Co., Inc., is the nation's fastest growing newspaper magazine with 44 million readers.

In this exciting career-building position, you will use your strategic planning skills to advise our management on effective positioning in a competitive environment. In addition, you'll analyze syndicated research to help sales executives target new business, and support advertising and circulation initiatives. To qualify, you'll need 5 years' experience in syndicated audience research, a bachelor's degree, and ability to relay complex information in a clear, compelling way. Proficiency in PC use of Microsoft Office, IMS/Idmar, and the Internet is desired; advertising/publishing experience is preferred.

We offer: a competitive compensation and excellent benefits package. We value diversity in our workforce and encourage those of diverse backgrounds to apply. For strictly confidential consideration, fax your resume to: HR Dept.-AW2, USA WEEKEND, Fax #: (703) 558-3928



Got. Need. Want.

Got us a high-tech client. Need us a high-energy Art Director. One who has experience working in fast-moving, high-tech, biz-to-biz arena. One who can spot opportunity through the fog of organized chaos. One who isn't Mayor of Prima Donnaville. One who won't go brain dead in front of clients. One who can lead a creative team. One who is a human sponge for the constant flow of information. One who revels in the print medium. Yes, a tech junkie with a creative bent. Just one. That's all we need. Send samples of brilliance to cordell@brainsonfire.com. Brains on Fire is, by the way, an extremely hot marketing, advertising, branding firm with considerable attitude.

Brains On Fire

Make us laugh. Make us cry. Make us lust after you.

Wanted: a writer who loves writing. A facile wordsmith with a burning curiosity about everything. What else? Someone who can work in a team environment and like our clients as much as we do. Bonus skills: Food experience, blazing speed and a great sense of humor. We offer national clients who hire us 'cause of our smart creative, and an opportunity to produce lots of great work. In one of the fastest growing markets in the Southeast. Interested? Send a resume and the stuff you're most proud of to mike@brainsonfire.com.

Brains On Fire

For Classified Advertising Call M. Morris at 1-800-7-ADWEEK

PROMOTIONS.COM

Promotions.com, formerly known as Webstakes.com, is the leading global internet promotions solutions company. We have 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 conceiving, Partnership development, Effective manager of people.

All positions req excellent oral & written communication skills.

Please email resumes to:

cbragas@promotions.com

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account supervisor

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Do you want to be part of one of the most successful Internet companies in the industry? If so, InfoSpace.com, the number one web directory and infrastructure services co., is looking for a Sales Representative in New York. Do you have what it takes? Can you work with agencies and clients to develop advertising relationships? Do you have strong selling skills and an aggressive appetite? Do you want to play an integral role in developing one of the largest sites on the Web? If you like to have fun, make money, and preferably have advertising sales experience on the Web, then please fax your resume to 212-929-4289, or via email to kvarecka@infospace.com

HELP WANTED



WORKING LIKE A DOG, BUT GOT NOTHING TO SHOW FOR IT? IT'S TIME TO GET OFF THE LEASH AND TAKE CONTROL OF YOUR DESTINY!

MEDIAPLAN.COM

THE WORLD LEADER IN INTERNET-BASED MEDIA AND MARKETING FLOWCHART SOFTWARE, HAS GREAT OPPORTUNITIES IN NYC

At MediaPlan.com you can have the best of both worlds-as a division of VNU, we have the resources of a large multinational company, yet with only 40 employees in our business unit, we offer a high tech, high energy, fun, entrepreneurial environment. We have been in business 15 years, and currently serve over 80% of the largest advertising agencies in the world. If you are ready to break from the pack, we're ready to talk.

Director New Business Development (NYC)

Seeking a highly motivated experienced lead dog motivated by rapid sales growth and outstanding client service. The ideal person for this job currently has great senior level relationships with advertisers and ad agency executives in marketing, media research, planning and/or buying, either as a vendor serving the advertising industry or as well-networked ad agency executive active in the profession. Initial focus is East Coast; desire and results can lead to U.S./International sales responsibility. Reports to President. Some travel required. Compensation commensurate with experience and includes salary, bonus, commission, benefits and stock options.

Client Service/Project Manager (NYC)

Are you one of the rare breed that loves the breakthrough in internet-based tools and loves teaching people how to make the most of new software? Our clients need training, coaching and hand-holding while learning to use an enthusiastic coach and skillful tactician to help them put the high tech tools we create to the best use. The ideal training and support person would have great people skills and 1-2 years experience in the media dept. of a large ad agency, preferably in media planning or research. Initial focus is NY-based advertisers and agencies, but growth and desire can lead to U.S./International training and support. Some travel required. Compensation commensurate with experience and includes salary, benefits and stock options.

To start the conversation, e-mail your resume to:

Carl_Spauling@mediaplan.com or Rob_Wolf@mediaplan.com
(All inquiries are confidential)

Interested in learning more about us? Visit us at: www.mediaplan.com

REVENUE PLANNER FOX FAMILY CHANNEL, NY

Work with Director of Sales Planning on strategic planning for the Fox Family Channel. Assemble company liability reports on a national basis and assist in controlling stewardship of network by maintaining and allocating ADU reserves. Monitor daily maintenance procedures, compile various revenue analyses as needed. Liaison to Traffic and Financial departments, work with entire sales force to maximize short term inventory. At least one year network or agency experience, good computer skills, excellent attention to detail all a plus.

Please forward resume to:

FOX FAMILY CHANNEL
Human Resources Department
1133 6th Avenue, 37th Floor
NY, NY 10036
FAX: 212-782-1896
EOE

Mgr of Communications and Marketing

National Cable Communications (NCC), the leader in spot cable advertising, is seeking an experienced press relations and corporate communications manager.

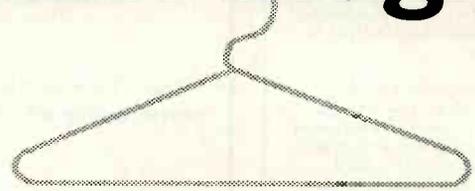
In this challenging position, you will act as NCC's primary contact with the trade press and develop press plan with advertising and cable trade publications. Corporate marketing responsibilities include execution of corporate and trade marketing strategies, developing trade marketing materials and presentations.

Exceptional writing and communications skills are a must and some travel is required. Interested candidates with a college degree and 3 years press relations and marketing experience in media may apply as indicated below.

Please send resume with salary requirements to:

NCC/Corp Communications Mgr
405 Lexington Avenue, 6th Floor
New York, NY 10174-0002
or fax to (212)519-0092
or e-mail to EMK@spotcable.com

suits sought



We're shopping for some sharp suits. If you're an account executive or account supervisor with 5+ years of agency experience, you'll fit. If you have healthcare or b-to-b experience, you'll fit perfectly. We're an award-winning Omnicom healthcare agency housed in Chiat/Day's former digs, just two blocks from Venice Beach. We offer awesome health benefits (naturally), a great environment, fascinating accounts, and big bucks to the right candidates. Oh, and by the way, you just have to *be* a sharp suit. You don't have to wear one.



BGM Health
communications

the cure for the common

fax resume to 310.314.1083 or e-mail it to rbonilla@bgmhealth.com

AD SALES LUCRATIVE OPPORTUNITY

We seek an energetic self-starter with entrepreneurial spirit to sell ad space & sponsorship programs to national accounts. Responsibility includes management of existing accounts plus the development of new accounts.

Previous sales experience is preferred but not required. We will train a candidate who possesses good communication, presentation and organization skills.

Travel is required. Base salary plus commission and benefits package makes this an extremely lucrative opportunity. For immediate consideration, please forward your resume via fax or e-mail to:

Beth Susi
Fax: (212) 252-1020
E-mail: bsusi@ipcent.com

Your Chance to Call the Shots! Creative Director Wanted

For large consumer hard-line company located in the SF Bay Area. Heavy retail, ROP, collateral. Previous management experience necessary. Fax resume in confidence to:

(415) 482-1013

WRITER/PUBLICIST

Leading media rep firm seeks talented writer/publicist for key corporate communications department. Will work on writing and public relations assignments for television, radio and corporate divisions. Self-starter to work with strong team in creative/positive environment. Salary \$40,000-50,000.

Send cover letter with resume to:

Katz Media Group
HR Department
125 West 55th Street
NY, NY 10019
FAX: 212-424-6110
EOE

FREELANCE WRITERS

A NYC Marketing firm is looking for a writer. Experience writing ad copy and promotional materials a plus. Current assignment requires someone who can write for a consumer (female) audience. Offers interesting work on advertising, Internet sites, collateral, magazine articles, etc. Does not have to live in NYC. Compensation based on project.

Send resume to:
Fax: 212-685-9575

Email: dkim@schellmullaney.com

HELP WANTED

**IT'S A BRAND NEW CENTURY.
YOU'VE GOT THE SAME OLD JOB.
SEE THE PROBLEM?**

It's Spring, year 2000, and you're still writing "1999" on your checks. Even worse, you're still getting up with that sad look on your face heading out the door to a job that doesn't even begin to excite you. Maybe it's time for a change to **FCB Worldwide**, San Francisco's largest full service, integrated advertising agency.

If you want to work with the best in the business, on worldwide accounts like Amazon.com, Dockers, 3COM, SEGA, Listen.com, CBS Market Watch, Zima and ZuluSports.com and you are inspired by the production of a superior creative product, fax or email resumé and cover letter to: **(415)820-8456 sf-resume@fcb.com Attention: Eileen McCarthy**

Positions Available:

Media Planner

1-2 years agency media experience preferred. Entry level o.k.

Interactive Media Planner

6+ months media experience. Interactive preferred.

Media Strategist

4-6 years agency media experience. Fashion or technology experience a plus.

Associate Media Director

6-10 years media experience. Gaming or dot com experience a plus.

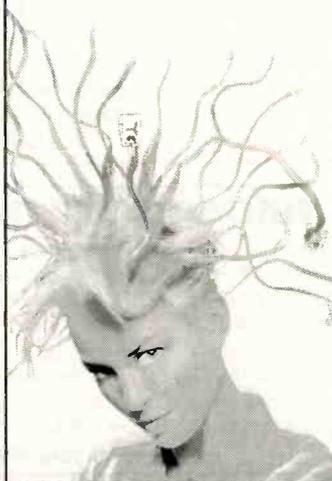
Iterative Associate Media Director

5-7 years media experience. At least 1 year interactive experience.



733 Front Street, San Francisco, CA 94111

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ACCOUNT MANAGERS

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Interested applicants should have three to five years of market research experience, which includes segmentation work; experience interpreting data and presenting to executives is necessary; ability to interact with co-workers and top management and to assume a leadership role conducting research; experience in the newspaper industry can be substituted for some direct market research experience; advanced degree preferred. Other experience in one or more of the following areas desired: Advertising or Circulation Sales, Newspaper or magazine industries, Journalism or other content creation marketing research, Project management in Strategic or Corporate Planning, Project management with a market research vendor or package goods company.

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The New York Times

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Human Resources

Scientific American

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Workbench

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Fax: 201-435-1189

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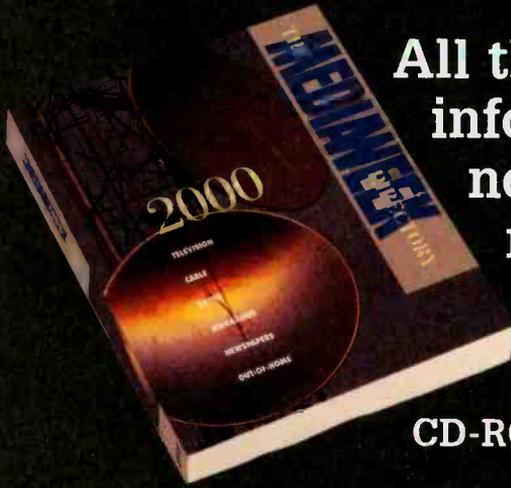
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Magazines

BY LISA GRANATSTEIN

News Still Sells on Newsstands

JFK Jr.'s death, millennium helped newsweeklies cash in during second half of '99

The newsweeklies all struck gold on the newsstand in the second half of 1999, according to preliminary figures released last week by the Audit Bureau of Circulations. The death last July of John F. Kennedy Jr. played a big role in the single-copy sales bonanza for *Time*, *Newsweek* and *U.S. News & World Report*, as did millennium-

themed special issues toward the end of the year.

Leading the charge was *Time*, whose newsstand sales soared 36.8 percent, to an average 232,641 per issue, in the six months ended Dec. 31. *Time's* July 26 cover on JFK Jr., immediately following his death, sold a record 1.3 million newsstand copies, beating out the title's Sept. 15, 1997, cover on the death of Princess Diana, which sold 1.2 million. "We upped our draw, and it was worth every nickel we spent," says *Time* publisher Ed McCarrick. "We virtually sold out." The following week (Aug. 2), *Time* led with a report on Kennedy's funeral and rang up 519,000 in single-copy sales.

Other big sellers for *Time* in the second half of last year included the Nov. 1 low-carb diet cover (275,000 copies); the Dec. 20 Columbine tapes cover, featuring a transcription of videotapes left behind by the two killers (330,000 copies); and the Dec. 27 "Person of the Year" edition (365,000), which nearly doubled its average single-copy sales.

Even with the huge newsstand gains, *Time's* total paid circ was up only 1.5 percent, to 4.1 million, in second-half '99, indicating some softness on the subscription side. Subscriptions accounted for more than 94 percent of *Time's* total circulation. Newsweeklies derive the bulk of their circ revenue from subscriptions, with newsstand sales typically regarded as gravy.

Newsweek's big newsstand sellers—including its July 26 JFK Jr. cover (575,000

copies), Aug. 2's follow-up "Sad Goodbye" (307,000) and the Dec. 22 year-ender featuring *Peanuts* cartoonist Charles Schultz (321,000)—helped ratchet up the book's single-copy sales 21.7 percent, to an average 191,419. *Newsweek's* total paid circ was flat at 3.1 million. The first JFK Jr. cover was *Newsweek's* third-best seller ever, behind two Diana covers. "We did better last year on the newsstand than [in 1998], which had the Monica [Lewinsky] story," says *Newsweek* publisher Carolyn Wall. For newsweeklies, the strong uptick in single-copy sales "demonstrates the relevance and the value of the newsweeklies for consumers who are integrating the Internet into their media habits," Wall says.

U.S. News & World Report also reaped big gains on the stands, with sales up 24.4 percent in the second half. Total paid circ was flat at 2.2 million. *U.S. News's* July 26 Kennedy cover sold 132,600 copies on newsstands, and the Aug. 2 JFK Jr. cover moved 121,300 cop-

ies, more than doubling the title's average newsstand sales of 57,760. "You couldn't get enough magazines on the newsstands," *U.S. News* publisher Bill Holiber says of reader interest in the Kennedy story. "We were 300 percent up on stands from the same issues the previous year."

Other winners for *U.S. News* included Oct. 25's "Is the Bible True?" (101,000 single-copies sold) and Nov. 1's "Career Guide" (69,000).

After tumbling 11 percent in single-copy sales in the first half of 1999, JFK Jr.'s *George* magazine found itself in the uncomfortable position of getting a major boost from its founder's death. *George's* newsstand sales grew 148.3 percent in the second six months, to an average 225,583, and total paid circ advanced 38.3 percent, to 558,549. Kennedy fans bought up *George's* August (single-copy sales 300,500, according to an executive at publisher Hachette Filipacchi Magazines) and September issues (285,000), the last to be edited by

Read All About It

Newsweeklies' Newsstand Sales, Second Half of 1999

	Average Single-Copy Sales	% Change From 2nd-Half '98*
<i>Time</i>	232,641	+36.8 %
<i>Newsweek</i>	191,419	+21.7 %
<i>U.S. News & World Report</i>	57,760	+24.4 %

Source: Audit Bureau of Circulations



Magazines

JFK Jr. And October's tribute issue sold 365,000 copies on stands, quadrupling *George's* average of 90,867 in the second half of 1998.

Apart from the newsweeklies' newsstand rally in the second half of last year, the circulation picture remains troubling for many publishers. Total single-copy sales fell 4.8 percent, compared with the second half of 1998, and total paid circulation was flat, according to Harrington Associates, publisher of *The New Single Copy* newsletter. Continuing problems with sweepstakes concerns, newsstand clutter and wholesaler consolidation (including last September's collapse of United Magazine Co.) have taken a heavy toll.

"Total circulation looks weak," circulation guru Chip Block, vice chairman of USApubs.com, says of the ABC numbers. "Ordinarily, the newsstand declines would have been [offset] by more subscription growth. But with the demise of the stamp-sheet houses, there was no place to go."

The circulation squeeze hit hardest several magazines that failed to meet their circulation rate bases in the second half of last year, including Johnson Publishing Co.'s *Ebony*, BET's *Emerge* and Primedia's *Soap Opera Weekly*. Other publishers opted to cut their losses by slashing their rate bases, including Disney Publishing Worldwide's *Discover*, which lowered its rate base 16.7 percent, to 1 million, in September, and Hearst Magazines' *Redbook*, which last July reduced its base 19.6 percent, to 2.25 million, largely by dropping subscribers acquired via the stamp sheets. *TV Guide*, whose paid circ has steadily declined in recent years, cut its rate base again last August, by 8.4 percent, to 10.8 million.

For the first time in decades, *TV Guide* has surrendered its hold on the top spot in newsstand circulation. The listings weekly's single-copy sales tumbled 24 percent, to an average 1.9 million, in last year's second half, leaving Hearst's *Cosmopolitan* as No. 1, with single-copy sales of 2 million. *Cosmo's* ascension, boosted by a 2.2 percent gain on newsstands, is noteworthy because the title raised its cover price 20 percent in July, to \$3.50. Total paid circ for the Hearst monthly grew 3.1 percent, to 2.85 million.

Cosmo rival *Glamour*, published by Condé Nast, is also on the upswing, with 8.8 percent growth on the newsstand in the '99 second half and a total-circ increase of 1.7 percent, to 2.2 million.

Mediaweek Magazine Monitor

Weeklies

February 21, 2000

The *Industry Standard* kept its strong momentum with its Feb. 21 issue, jumping 174.84 percent over last year. The IDG weekly further diversified its ad base by welcoming new ads from the government of Scotland and Northwest Airlines, says publisher Steven Thompson. The addition of 130 new advertisers this year has helped *IS'* ad pages increase by 408.43 percent, to 890.83, tops among the weeklies. —Lori Lefevre

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
Business Week	21-Feb	95.66	22-Feb	93.86	1.92%	621.65	498.60	24.68%
The Economist	12-Feb	66.00	13-Feb	51.00	29.41%	343.00	348.00	-1.44%
The Industry Standard	21-Feb	134.67	22-Feb	49.00	174.84%	890.32	175.11	408.43%
Newsweek	21-Feb	57.88	22-Feb	52.63	9.98%	252.92	255.32	-0.94%
People	21-Feb	62.20	22-Feb	54.91	13.28%	470.29	446.13	5.42%
Sporting News	21-Feb	14.26	22-Feb	9.28	53.66%	100.40	97.72	2.74%
Sports Illustrated	21-Feb	25.42	22-Feb	41.93	-39.38%	248.25	249.39	-0.46%
Time ^E	21-Feb	67.33	22-Feb	55.20	21.97%	363.88	285.25	27.57%
US News & World Report	21-Feb	29.51	22-Feb	35.96	-17.94%	180.35	255.58	-29.44%
Category Total		552.93		443.77	24.60%	3,471.06	2,611.10	32.93%
ENTERTAINMENT/LEISURE								
AutoWeek	21-Feb	32.01	22-Feb	36.72	-12.83%	199.52	192.40	3.70%
Entertainment Weekly ^{DD}	18-Feb	29.68	19-Feb	64.17	-53.75%	208.79	216.41	-3.52%
Golf World	18-Feb	47.67	19-Feb	32.66	45.96%	175.36	134.04	30.83%
New York	21-Feb	73.60	22-Feb	79.30	-7.19%	321.60	276.30	16.40%
New Yorker ^D	21-Feb	175.07	22-Feb	87.43	100.24%	320.09	212.84	50.39%
Time Out New York	16-Feb	64.19	17-Feb	51.10	25.62%	428.85	376.40	13.93%
TV Guide	19-Feb	88.60	20-Feb	73.28	20.91%	597.49	574.95	3.92%
Category Total		510.82		424.66	20.29%	2,251.70	1,983.34	13.53%
SUNDAY MAGAZINES								
Parade	20-Feb	14.75	21-Feb	9.03	63.34%	88.19	87.48	0.81%
USA Weekend	20-Feb	7.09	21-Feb	10.74	-33.99%	86.05	87.43	-1.58%
Category Total		21.84		19.77	10.47%	174.24	174.91	-0.38%
TOTALS		1,085.59		888.20	22.22%	5,897.00	4,769.35	23.64%

D=DOUBLE ISSUE, DD=DOUBLE ISSUE IN 1999; E=ESTIMATED PAGE COUNTS



Monthlies/March

Spring is in the air, or at least spring fashion. With the rollout of the spring lines, publishers in many categories experienced an uptick in fashion advertising this month, helping monthly ad pages grow overall by 3.3 percent. But in the fashion and beauty category, March brought mixed results. The March issue of Condé Nast's *Vogue* increased by 10.04 percent over the prior year, and *Harper's Bazaar*, published by Hearst Magazines, increased by 7.34 percent. "A lot of our success this month grew out of attention from February," says *Bazaar* vp/publisher Jeannette Chang of editor Katherine Betts' February debut. *HB* has seen its retail business grow this year as a result of increased schedules from

	RATE BASE (2ND HALF '99)	CIRC. (2ND HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECH/NEW ECONOMY								
Fast Company ¹⁰	305,000	402,603	177.00	127.00	39.37%	334.00	214.00	56.07%
Red Herring*	130,000	162,666	257.00	83.25	208.71%	594.17	220.74	169.17%
Wired	425,000	468,905	164.50	97.80	68.20%	426.60	253.40	68.35%
Category Total			598.50	308.05	94.29%	1,354.77	688.14	96.87%
DO-IT-YOURSELF								
Family Handyman ⁹	1,100,000	1,121,794	65.13	61.19	6.44%	129.69	113.11	14.66%
Today's Homeowner ¹⁰	950,000	955,713	51.51	43.15	19.37%	107.64	81.71	31.73%
Category Total			116.64	104.34	11.79%	237.33	194.82	21.82%
ENTERTAINMENT								
People en Español ¹⁰	250,000	295,022	53.19	28.00	89.96%	109.07	57.00	91.35%
Premiere	600,000	603,835	42.95	45.31	-5.21%	127.13	136.99	-7.20%
The Source	425,000	425,713	149.16	129.67	15.03%	353.32	338.84	4.27%
Spin	525,000	546,382	100.60	90.35	11.34%	228.50	220.99	3.40%
Us ^W	1,000,000	1,001,217	29.06	36.49	-20.36%	83.11	110.55	-24.82%
Vibe ¹⁰	700,000	726,028	143.65	107.52	11.34%	233.32	184.27	26.62%
Category Total			518.61	437.34	18.58%	1,134.45	1,048.64	8.18%
ENTHUSIAST								
Audio	None	80,357	NO ISSUE			118.47	90.81	30.46%
Automobile	625,000	650,666	75.50	67.18	12.38%	191.87	217.36	-11.73%
Backpacker ⁹	265,000	279,045	102.92	96.03	7.17%	153.86	150.09	2.51%
Bicycling ^{11@}	273,000	277,260	50.60	51.38	-1.52%	82.16	86.59	-5.11%
Bike ¹⁰	175,000	188,911	63.12	24.02	162.78%	94.38	42.79	120.57%

Mediaweek Magazine Monitor

Monthlies/March



Bloomingdale's, Saks Fifth Avenue and Neiman Marcus, and new business from Henri Bendel. The fashion monthly also has attracted additional pages in the automotive category, with new ads from Dodge, Lexus and Lincoln Mercury.

On the flip side in fashion, Hachette Filipacchi's *Mirabella* (down 23.07 percent) and Condé Nast's *Glamour* (down 14.77 percent) took hits this month.

Glamour, up against last March's 60th-anniversary issue (also editor Bonnie Fuller's first issue with the title), has been a bit off-kilter as of late due in part to the addition of 13 new sales execs, says publisher Deborah Fine. Fine herself is new, having moved from CN's *Bride's* to *Glamour* last November. Fine says it

	RATE BASE (2ND HALF '99)	CIRC. (2ND HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Boating	None	202,265	141.33	165.38	-14.54%	463.35	496.33	-6.64%
Car and Driver	1,350,000	1,377,270	96.04	96.01	0.03%	289.25	301.35	-4.02%
Car Craft	375,000	380,128	54.08	51.07	5.89%	136.62	161.71	-15.52%
Chevy High Performance	200,000	205,809	76.16	74.92	1.66%	217.88	207.39	5.06%
Circle Track	130,000	129,565	80.43	98.25	-18.14%	216.01	270.38	-20.11%
Cruising World	155,000	155,175	110.68	108.14	2.35%	335.78	317.20	5.86%
Cycle World	310,000	316,249	80.72	75.99	6.22%	216.43	200.11	8.16%
Dirt Rider	170,000	175,795	102.97	87.06	18.27%	316.54	285.98	10.69%
Flying	None	310,455	65.48	68.79	-4.81%	204.30	194.83	4.86%
Four Wheel & Off Road	325,000	328,116	87.75	82.23	6.71%	239.64	229.93	4.22%
Golf Digest ^R	1,550,000	1,559,853	160.61	126.74	26.72%	344.35	302.90	13.68%
Golf Magazine ^R	1,400,000	1,401,885	147.28	128.21	14.87%	441.14	399.17	10.51%
Hot Rod	800,000	818,964	74.08	73.13	1.30%	193.19	210.92	-8.41%
Motor Boating & Sailing	None	122,647	153.89	160.89	-4.35%	474.76	491.19	-3.34%
Motorcyclist	240,000	250,279	65.28	67.99	-3.99%	154.24	161.22	-4.33%
Motor Trend	1,250,000	1,299,492	79.77	89.59	-10.96%	208.83	268.30	-22.17%
Petersen's Photographic	200,000	207,424	88.08	87.57	88.07%	263.38	281.97	-6.59%
Popular Mechanics	1,200,000	1,239,654	64.42	59.42	8.41%	175.94	157.33	11.83%
Popular Photography	450,000	454,430	165.49	164.64	0.52%	529.53	495.18	6.94%
Power & Motoryacht	None	1,573,566	195.34	185.75	5.16%	663.00	627.05	5.73%
Road & Track	750,000	760,420	90.63	93.22	-2.78%	266.63	295.52	-9.78%
Rod & Custom	150,000	159,935	86.41	79.03	9.34%	250.98	240.29	4.45%
Sailing World ¹⁰	55,000	62,123	39.91	40.71	-1.97%	89.13	79.41	12.24%
Salt Water Sportsman	150,000	152,098	119.62	94.78	26.21%	341.92	296.48	15.33%
Skin Diver	200,000	211,960	56.05	55.77	0.50%	211.46	191.02	10.70%
Sport	1,000,000	1,022,447	27.53	24.70	11.46%	62.67	80.65	-22.29%
Sport Truck	200,000	202,445	65.15	62.10	4.91%	205.96	202.13	1.89%
Stereo Review's Sound & Vision ¹⁰	450,000	452,625	NO ISSUE			185.27	156.82	18.14%
Tennis ¹⁰ &	700,000	707,817	57.92	72.33	-19.92%	131.55	167.97	-21.68%
Yachting	132,000	133,016	216.72	190.36	13.85%	571.47	489.92	16.65%
Category Total			3,141.96	3,003.38	4.61%	9,041.94	8,848.29	2.19%
FASHION/BEAUTY								
Allure	800,000	865,059	59.79	59.20	1.00%	232.30	231.18	0.48%
Cosmopolitan	2,400,000	2,854,511	180.60	155.76	15.95%	457.55	403.17	13.49%
Elle	900,000	947,673	303.73	292.29	3.91%	481.06	466.10	3.21%
Essence			DID NOT REPORT					
Glamour	2,000,000	2,200,304	165.41	194.07	-14.77%	345.96	397.52	-12.97%
Harper's Bazaar	700,000	733,545	262.73	244.76	7.34%	463.16	369.05	25.50%
Jane ¹⁰	500,000	541,611	93.70	77.13	21.48%	144.10	136.20	5.80%
Mademoiselle	1,100,000	1,177,986	113.83	105.24	8.16%	208.81	211.97	-1.49%
Marie Claire	700,000	903,127	158.67	151.16	4.97%	287.20	270.95	6.00%
Mirabella ¹⁰	550,000	558,009	43.99	57.18	-23.07%	74.99	139.81	-46.36%
Vogue	1,100,000	1,183,134	437.00	397.14	10.04%	765.48	691.88	10.64%
Victoria	950,000	971,888	32.89	32.53	1.11%	109.21	96.95	12.65%
W	400,000	434,495	316.30	332.82	-4.96%	496.40	494.80	0.32%
Category Total			2,168.64	2,099.28	3.30%	4,066.22	3,909.58	4.01%
FOOD/EPICUREAN								
Bon Appétit	1,100,000	1,210,606	111.42	98.62	12.98%	281.68	218.65	28.83%
Cooking Light ¹¹ @	1,400,000	1,443,369	117.39	99.24	18.29%	213.61	192.63	10.89%
Food & Wine	800,000	840,101	115.65	86.33	33.96%	222.21	189.55	17.23%
Gourmet	850,000	901,289	79.50	81.83	-2.85%	221.20	236.69	-6.54%
Category Total			423.96	366.02	15.83%	938.70	837.52	12.08%
GENERAL INTEREST								
Atlantic Monthly	450,000	460,121	41.65	50.15	-16.95%	152.69	122.77	24.37%
Biography ^R	500,000	546,140	53.02	27.83	90.51%	83.30	66.82	24.66%
George ¹⁰ @@	400,000	558,549	28.73	47.04	-38.92%	28.73	106.17	-72.94%
Harper's	205,000	212,661	26.42	26.17	0.95%	72.25	71.25	1.40%
InStyle ^{4W}	1,100,000	1,434,272	307.83	201.78	52.56%	617.05	404.09	52.70%
Life	1,500,000	1,619,761	41.17	36.67	12.27%	130.01	109.50	18.73%
National Geographic	8,500,000	8,514,274	31.19	29.86	4.45%	82.68	81.84	1.03%
Reader's Digest	12,500,000	12,556,410	96.05	69.20	38.80%	264.58	232.41	13.84%
Smithsonian	2,000,000	2,027,759	73.40	66.50	10.38%	191.04	187.28	2.01%
Vanity Fair	1,000,000	1,052,290	168.04	160.89	4.44%	310.16	290.85	6.64%
Category Total			867.50	716.09	21.14%	1,932.49	1,672.98	15.51%

Magazines Allen Feeds His Sports Habit

Cable, Web future for 'TSN'

In a move that takes Vulcan Ventures a step closer to offering consumers integrated Internet and cable sports programming, Vulcan owner Paul Allen last week agreed to acquire *The Sporting News*, the country's oldest chronicler of sports, from Times Mirror Co. for \$100 million.

The St. Louis-based weekly, along with its annual preview magazines, sports licensing ventures, coffee-table books and Web site, will join a media and entertainment stable that includes Charter Communications, the fourth-largest cable operator in the U.S. with more than 6 million subscribers, as well as the NFL's Seattle Seahawks and the NBA's Portland Trail Blazers. Microsoft cofounder Allen also is an investor in Oxygen Media, ZDTV, Replay Networks and Wink Communications.

Sports programming and information are key engines of both cable and the Internet, and Allen is well positioned to combine the two. The deal "provides an interesting platform for him to move into what I would classify as interactive television," says Sandra Kresch, a partner in Pricewaterhouse-Coopers' entertainment and media practice. "What he can do is link the Internet through his cable properties and create very integrated programming for a broad range of sports fans."

Allen's TSN Web initiatives will face tough competition from cable sports networks ESPN and Fox Sports Net, both of which operate popular Internet sites.

The deal should quickly bring the 114-year-old weekly into the 21st century. Times Mirror concluded last year that TSN could no longer be competitive in the sports publishing game without links to the Internet and television. Competitors *Sports Illustrated*, published by Time Inc., is tied to CNN-SI, and *ESPN the Magazine* has ESPN.

"If you're going to have a magazine that deals with spectator sports, you'd better have a strong television element so you can cross-promote it and give the readers a use-



Magazines

ful experience," says Efreim Zimbalist III, executive vp/CFO of Times Mirror and chairman of Times Mirror Magazines.

The Sporting News' total paid circulation was flat at 542,294 in last year's second half, according to the Audit Bureau of Circulations. Single-copy sales declined 25.9 percent. Three years ago, Times Mirror spent about \$6 million to redesign the title, which reportedly is unprofitable.

Having found a buyer for *The Sporting News*, Times Mirror Magazines will now emphasize participatory sports. The division, which publishes titles including *Golf* and *Field & Stream*, is looking at potential acquisitions, Zimbalist says.

Rolling on The River

'Time' books Big Muddy cruise

Time editors and writers this spring will take a cruise down the Mississippi River, stopping along the way to report on key issues that will drive this fall's presidential election. A dozen staffers, with *Time* managing editor Walter Isaacson at the helm, will leave Hannibal, Mo., in late April and travel by riverboat to New Orleans and the city's annual jazz festival. The two-week trip will be reminiscent of the newsweekly's 1997 "Backbone of America" package, produced from a three-week bus jaunt on U.S. 50 from Maryland to California.

"This will have a little bit more of a political focus," Isaacson says of *Time's* "Pulse of America" tour. "It will be on the issues we're debating—everything from race, to education, to the environment."

The riverboat (cost to charter: \$100,000) will make about 15 stops, including St. Louis, Memphis and a number of small towns, where the crew will pick up ideas through lunches, parties and town hall meetings. The stories will be featured in the July 10 issue (on newsstands July 3), with other articles likely to follow in future issues. The publishing schedule was determined not only to coincide with the 4th of July, but also to fall after the primaries and before the political conventions.

Unlike "Backbone," which featured special deals with advertisers including Chrysler, "Pulse of America" will be offered to all advertisers with no premium. "We're opening it up to our entire list of clients," says Ed McCarrick, *Time* publisher.

Mediaweek Magazine Monitor

Monthlies/March



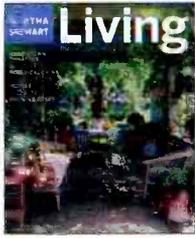
will take until the end of the first half before *Glamour's* numbers rebound.

Fashion ads did pop up in bundles elsewhere. Urban lifestyle magazine *Vibe* got a boost from fashion advertising this month, with its March issue ahead 11.34 percent over last year. The monthly broke new ads from Gucci and urban designers including Fubu, Mecca USA and Karl Kani, says John Rollins, co-president and group publisher. *Nickelodeon*, published by Viacom, is leading the kids category YTD with a whopping 60.31 percent jump, to 69.99 ad pages, through March. The title has expanded its ad base by building up technology and fashion advertising. New advertisers have included Gateway, AskJeeves for Kids, Ralph

	RATE BASE (2ND HALF '99)	CIRC. (2ND HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
HEALTH/FITNESS (MEN)								
Flex	150,000	196,784	143.01	149.84	-4.56%	415.84	474.16	-12.30%
Men's Fitness	400,000	530,647	49.16	48.53	1.30%	126.47	133.27	-5.10%
Muscle & Fitness	None	477,013	132.61	129.99	2.02%	345.83	359.80	-3.88%
Runner's World	480,000	522,976	34.94	50.49	-30.80%	82.26	114.43	-28.11%
Category Total			359.72	378.85	-5.05%	970.40	1,081.66	-10.29%
HEALTH/FITNESS (WOMEN)								
Fitness ¹⁰	1,000,000	1,002,194	45.75	69.01	-33.71%	131.33	167.12	-21.42%
Health ⁹	1,100,000	1,202,084	94.00	72.00	30.56%	174.12	140.00	24.37%
Prevention	3,000,000	3,037,457	104.94	76.13	37.84%	266.70	216.36	23.27%
Self	1,100,000	1,142,683	110.00	87.43	25.81%	237.16	218.60	8.49%
Shape	1,300,000	1,519,787	52.41	57.90	-9.48%	144.61	144.91	-0.21%
Women's Sports & Fitness ¹⁰	475,000	550,232	58.62	62.14	-5.66%	114.84	98.37	16.74%
Category Total			465.72	424.61	9.68%	1,068.76	985.36	8.46%
KIDS								
Boys' Life	1,300,000	N.A.	14.66	7.92	85.10%	34.17	25.57	33.63%
Contact Kids ¹⁰	300,000	310,690	4.67	8.33	-43.94%	10.67	11.33	-5.83%
Disney Adventures ^{10/+}	1,000,000	1,045,041b	30.83	33.43	-7.78%	68.39	51.86	31.87%
KidCity ¹⁰	250,000	261,806	4.00	9.33	-57.13%	5.00	11.33	-55.87%
Nickelodeon Magazine ¹⁰	900,000	906,318b	44.49	29.49	50.86%	69.99	43.66	60.31%
Sports Illustrated for Kids ⁺	950,000	1,027,703b	17.50	21.50	-18.60%	51.16	53.65	-4.64%
Category Total			116.15	110.00	5.59%	239.38	187.40	21.27%
LIFESTYLE								
Details	550,000	541,710	48.33	96.98	-50.16%	131.61	171.72	-23.36%
Esquire	650,000	687,946	139.22	93.18	49.41%	239.81	207.51	15.57%
Gentlemen's Quarterly	700,000	757,558	228.90	187.51	22.07%	377.38	339.48	11.16%
Maxim [®]	950,000	1,663,686	94.67	70.30	34.67%	223.21	132.80	68.08%
Men's Health ¹⁰	1,525,000	1,606,221	77.65	112.56	-31.01%	118.30	166.76	-29.06%
Men's Journal ¹⁰	575,000	575,704	95.95	86.71	10.66%	173.45	148.14	17.09%
Outside	550,000	558,912	94.48	97.63	-3.23%	197.90	216.74	-8.69%
Penhouse					DID NOT REPORT			
Playboy	3,150,000	3,151,512	45.99	37.73	21.89%	160.70	139.80	14.95%
Category Total			825.19	782.60	0.05	1,822.36	1,522.95	6.53%
MATURE MARKET								
New Choices ¹⁰	600,000	602,624	55.08	57.40	-4.04%	98.99	103.36	-4.23%
Senior Golfer ¹⁰	185,000	187,727	106.15	79.04	34.30%	216.72	154.85	39.95%
Category Total			161.23	136.44	18.17%	315.71	258.21	22.27%
OUTDOORS								
Bowhunting ⁹	160,000	160,348 ^c	35.39	37.07	-4.53%	57.96	67.91	-14.65%
Field & Stream	1,750,000	1,790,251	55.58	55.35	0.42%	143.12	135.09	5.94%
Guns & Ammo	575,000	587,462	33.07	34.36	-3.75%	109.91	112.09	-1.94%
Handguns	150,000	155,400	22.00	33.40	-34.13%	78.71	88.18	-10.74%
Hunting	350,000	350,633 ^c	36.41	30.36	19.93%	96.88	95.97	0.95%
Outdoor Life ¹⁰	1,350,000	1,375,536	57.96	49.62	16.81%	96.02	93.63	2.55%
Sports Afield ¹⁰	450,000	454,144	31.43	55.57	-43.44%	72.87	103.10	-29.32%
Category Total			89.39	295.73	-69.77%	655.47	695.97	-5.82%
PARENTING/FAMILY								
American Baby	1,805,000	1,706,343 ^b	35.31	40.68	-13.20%	121.80	123.56	-1.42%
Baby Talk ¹⁰	1,500,000	1,503,382 ^b	32.16	44.61	-27.91%	76.70	87.68	-12.52%
Child ¹⁰	920,000	921,332	53.11	47.76	11.20%	91.91	111.89	-17.86%
FamilyFun ¹⁰	1,105,000	1,136,884	52.81	58.47	-9.68%	111.05	111.84	-0.71%
Family Life ¹⁰	500,000	510,826	26.53	45.46	-41.64%	58.25	86.49	-32.65%
Family PC	500,000	504,516	59.14	70.99	-16.69%	205.10	273.14	-24.91%
Parenting ¹⁰	1,400,000	1,415,855	96.80	109.84	-11.87%	193.53	206.05	-6.08%
Parents [*]	1,780,000	1,806,806	128.14	108.08	18.56%	319.86	292.97	9.18%
Sesame Street Parents	1,100,000	1,144,948	42.34	49.50	-14.46%	96.00	98.33	-2.37%
Category Total			1,101.73	575.39	91.48%	1,274.20	1,391.95	-8.46%
PERSONAL FINANCE								
Individual Investor	500,000	502,856	57.45	45.20	27.10%	165.90	148.70	11.57%

Mediaweek Magazine Monitor

Monthlies/March



Lauren and Gap.

March was kind to *Martha Stewart Living*, which is up 25.29 percent YTD in ad pages. Dot.com advertising has brought in several pages for the title, with ads from *cooking.com*, *beautyjungle.com* and *goodhome.com*, says publisher Suzanne Sobel. In addition, several automotive, retail and travel advertisers have increased the page counts this year. Sobel credits some of the magazine's recent growth to the extension of the Martha Stewart brand, which allows the magazine to sell cross-media packages, which account for 20 percent of MSL's business. —LL

	RATE BASE (2ND HALF '99)	CIRC. (2ND HALF '99)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Kiplinger's Personal Finance	1,000,000	1,068,556	74.45	88.05	-15.45%	202.45	213.41	-5.14%
Money	1,900,000	1,929,347	126.85	114.56	10.73%	317.36	303.44	4.59%
Mutual Funds^R	800,000	834,087	68.59	41.37	65.80%	173.92	120.51	44.32%
SmartMoney	725,000	764,086	113.56	105.23	7.91%	284.23	279.67	1.63%
Worth¹⁰	500,000	534,653	61.30	60.27	1.71%	122.20	117.38	4.11%
Category Total			502.20	454.68	10.45%	1,266.06	1,183.11	7.01%
SCIENCE/TECHNOLOGY								
Discover	1,000,000	1,088,269	50.92	72.36	-29.63%	120.04	152.02	-21.04%
Popular Science¹⁰	1,550,000	1,552,076	42.90	43.99	-2.48%	140.89	117.21	20.20%
Scientific American	640,000	695,968	39.84	33.23	19.89%	90.74	85.90	5.63%
Spectrum, IEEE	None	304,430 ^c	43.68	40.91	6.77%	144.03	142.07	1.38%
Yahoo! Internet Life	700,000	747,279	94.75	66.70	42.05%	182.38	135.24	34.86%
Category Total			94.75	257.19	-63.16%	678.08	632.44	7.22%
SHELTER								
American HomeStyle/Gardening¹⁰	980,000	1,001,530	41.66	45.06	-7.55%	100.98	86.40	16.88%
Architectural Digest	775,000	835,563	103.67	84.19	23.14%	358.41	302.44	18.51%
House & Garden	650,000	770,325	77.86	69.28	12.38%	180.12	166.13	8.42%
Country Living	1,600,000	1,690,255	74.54	86.32	-13.65%	205.66	229.56	-10.41%
Home¹⁰	1,000,000	1,007,660	94.32	101.09	-6.70%	189.74	182.46	3.99%
House Beautiful	850,000	876,262	102.15	86.34	18.31%	205.14	173.64	18.14%
Martha Stewart Living¹⁰	2,100,000	2,363,785	174.34	153.17	13.82%	301.96	241.01	25.29%
Southern Living	2,450,000	2,535,930	150.70	135.30	11.38%	323.00	315.60	2.34%
Sunset	1,425,000	1,448,028	121.48	108.82	11.63%	277.83	258.68	7.40%
This Old House¹⁰@@K	650,000	672,754	82.88	77.64	6.75%	155.07	128.64	20.55%
Category Total			1,023.60	947.21	8.06%	2,297.91	2,084.56	10.23%
TEEN								
CosmoGirl!¹⁰L	500,000	850,000 ^c	39.73	N.A.	N.A.	80.46	0.00	N.A.
Jump¹⁰	350,000	426,467	42.44	42.39	0.12%	42.44	63.90	-33.58%
Seventeen	2,350,000	2,392,562	142.32	142.53	-0.15%	259.98	263.86	-1.47%
Teen	2,000,000	2,126,567	50.45	46.00	9.67%	125.07	113.16	10.52%
Teen People¹⁰	1,300,000	1,665,974	97.49	66.33	46.98%	165.27	118.33	39.67%
YM¹⁰	2,150,000	2,262,532	59.83	45.41	31.76%	90.18	85.01	6.08%
Category Total			432.26	342.66	26.15%	763.40	644.26	18.49%
TRAVEL								
Condé Nast Traveler	750,000	773,706	119.96	138.88	-13.62%	306.96	335.69	-8.56%
Travel & Leisure	925,000	992,670	165.76	127.72	29.78%	333.08	302.61	10.07%
Travel Holiday¹⁰	600,000	612,101	78.66	75.21	4.59%	153.49	145.75	5.31%
Category Total			364.38	341.81	6.60%	793.53	784.05	1.21%
WEALTH								
Robb Report	None	121,185	110.00	108.00	1.85%	316.00	335.00	-5.67%
Town & Country	425,000	437,546	87.02	85.33	1.98%	302.37	269.60	12.16%
Category Total			197.02	193.33	1.91%	618.37	604.60	2.28%
WOMEN'S SERVICE								
Better Homes & Gardens	7,600,000	7,611,023	171.97	154.86	11.05%	407.13	367.75	10.71%
Family Circle			DID NOT REPORT					
Good Housekeeping	4,500,000	4,549,975	102.96	113.50	-9.29%	311.22	278.41	11.78%
Ladies' Home Journal	4,500,000	4,525,455	128.50	96.93	32.57%	294.44	274.81	7.14%
McCall's			DID NOT REPORT					
Redbook	2,250,000	2,250,262	132.28	96.28	37.39%	296.53	250.99	18.14%
Woman's Day¹⁷	4,350,000	4,280,909	112.12	110.27	1.68%	265.92	333.02	-20.15%
Category Total			647.83	571.84	13.29%	1,575.24	1,504.98	4.67%
MEDIAWEEK MONITOR TOTALS			12,750.98	11,822.70	7.85%	28,587.11	27,328.69	4.60%

FOOTNOTES: RATE BASE AND CIRCULATION FIGURES ACCORDING TO THE AUDIT BUREAU OF CIRCULATIONS FOR THE SECOND HALF OF 1999; N.A. = MAGAZINE FAILED TO REPORT TO ABC BY DEADLINE; b=AUDITED BY BPA INTERNATIONAL; c=NON ABC/BPA TITLE; dd=DOUBLE ISSUE IN 1999; l=INCLUDES INSTYLE PORTFOLIO; L=LAUNCHED 5/99; R=REVISION; W=GOES WEEKLY IN MARCH; 4=FOUR MORE ISSUES IN 2000; 9=PUBLISHED NINE TIMES; 10=PUBLISHED 10 TIMES; 11=PUBLISHED 11 TIMES; 17=PUBLISHES 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

60 SECONDS WITH...

Graydon Carter

Editor, *Vanity Fair*

Q. In your "Editor's Letter" in both the February and March issues, you obsessed about typefaces. What gives? **A.** Well, I have an



absolute fixation with type. I love Knopf books, where they point out the typeface and its derivations. As boring as it is, it's good stuff to get across. I assume the readers notice a

certain tightening up of the magazine.

Q. Are there more typography changes to come? **A.** A new logo starts in the April issue. It's cleaner [and] more modern—it doesn't look like 1985 the way the old one does. This looks like 2000. It also harkens back to the old *Vanity Fair* logo in a way. These took years to be drawn and to get right. **Q.** The new-look logo will top your annual "Young Hollywood" issue. Who will be on the cover this year? **A.** You wouldn't recognize any of the names.

The issue is 500 pages, the biggest in the magazine's history. It's simply crippling. We have a staff that's built to produce 101 editorial pages, and we have about 190 in this issue. **Q.** Sounds like your staff needs a break. **A.** Last year, we gave them a big party. This year, I'm giving them a day off and a gift at the end of the month. Every single person gets the same gift, from fact-checkers to editors. I can't tell you what the gift is—it's not money. **Q.** *Vanity Fair*'s seems to love lists. Anything new coming this year? **A.** In October for the last seven years, we have done the "New Establishment," which is the triangulation of the information, entertainment and technology worlds. But they're now starting to seem like the Old New Establishment. The New New Establishment is basically the Internet Establishment. These individuals make money to the point where it seems like the Old New Establishment's net worth looks like rounding errors. We're calling this the "E-Establishment," which will be in our May issue. If the Internet continues on this turbine-fueled course it has set for itself, we'll continue this each year.

Media Person

BY LEWIS GROSSBERGER



Beyond Leo

MEDIA PERSON WAS GOING TO WRITE about Leo this week. In fact, he actually got two-thirds

of the way through the column, which started like so: "Leo, Leo, Leo. Since *The Beach* opened, all Media Person can think about is Leo, the hottest star of the 21st century. Racing to the newsstand, MP frantically tore through every publication in sight, scooping up any that promised Leo coverage. Godlike though he is, even Leo must move the goods, parceling himself out to a few lucky journalists with each new flick. Only by reading all of them could Media Person satiate his burning need for Leo lore."

The column then went on to celebrate the best of the Leonistic journalism. For instance:

Best Cover Photo: *Rolling Stone*. Because it's the biggest, actually *life-sized*, a full 10 1/2 inches high from scraggly chin whiskers to bushy crown. You can cut it out, back it with heavy cardboard, punch out those adorable baby blues and presto—your own Leo mask!

Best Cover Line: *Time* (which manages to worship the star while scoffing at its own adulation)—"Hang out with the King of Hearts and bask in the glow—The Fame! The Decisions! The Angst!" *Time's* writer really did get hang-out time: After careful negotiation, he was permitted to observe Leo shopping at Ralph's Supermarket. (The itemized receipt is reprinted. Leo's actual groceries!)

Most Inventive Alternative by a Magazine Unable to Score an Interview with Leo: *In Style*, which dispatched a reporter to Bangkok to retrace a three-day vacation Leo took during a lull in filming *The Beach*. Excerpt: "The suite's private butler, Suthon Thijai, a diminutive man who has worked for the hotel for 14 years, said with a smile that 'Leonardo was very polite. When I asked if I was good-looking enough to be a movie star, he put a hand on my shoulder

and joked, 'Suthon, you're handsome, but, man, are you short.'" (And you thought Leo wasn't sensitive!)

Biggest Scoops: *Time* reveals that Leo supports Al Gore. *Rolling Stone* reveals that as a child, Leo and his hippie dad smeared their bodies with mud and attended "the Do-Da parade," in which some people dressed as aboriginal mud men and others as walking genitalia. *The Face* (an English magazine MP has never read before) re-

Fox should be ashamed of this unconscionable cop-out. This was videus interruptus.

veals that Leo didn't really eat a live caterpillar as he appears to in *The Beach* but did put it in his mouth. (The director checked first to make sure the caterpillar—as well as any waste products it might inadvertently deposit within the star—was nontoxic.)

This Leo column was going quite well, MP thought, and he was coasting smoothly toward the finish line when something extraordinary occurred. He watched that show. That astounding show on Fox. Did you see that show? Did you believe what you were seeing? MP isn't sure. He may have hallucinated the whole thing.

MP refers, of course, to the astonishment entitled *Who Wants to Marry a Multi-Millionaire*. This egregious, yet hypnotically compelling two-hour-long spectacle

carried our unstoppable urge to merge reality with fantasy to new heights of inspired lunacy.

The format was this: Fifty (count 'em, 50) attractive young women go through familiar beauty-pageant rituals in a large auditorium in Las Vegas while an unnamed mystery guy (the multimillionaire of the title) sits watching in an isolation booth. We see only his back. As the contestants parade about in various attire (including "beachwear") and answer personal questions, the M-M makes choices, first narrowing the field to 10, then five.

Finally, the M-M's identity is revealed with a short film about his fabulous life (homes in different cities, flies his own plane, jogs on the beach at sunset, has loving, caring, sharing friends), and he comes out and makes a little speech and then walks over to the five finalists (all of them now in wedding gowns!), drops to one knee and proposes to the one he's chosen as the audience goes wild. Cut to commercials.

And then...and then...they trot out a judge...and she marries the two of them on the spot! Let MP repeat that. They marry. *They wed each other*. Tossing of bouquet. Bride and groom dancing. Jaws of home audience in permanently dropped state.

MC sign-off. Dissolve to credits. End of show.

Holy cow. Can you see now why Media Person had to abort Leo?

This was bigger than Leo. This was beyond weird. Never mind the flaming sexism of the lordly male having his pick of the herd. Never mind the looney premise that the guy's having lots of money will automatically overcome any problems that two complete strangers suddenly thrust into marital intimacy may encounter. Just consider the infuriating, unbelievably frustrating reality that we of the TV audience were not allowed to watch the dramatic climax of the process: the wedding night! Fox should be ashamed of its unconscionable cop-out. This was videus interruptus.

Also, what can television possibly do to top this format? Actually, Media Person already has the answer to that question: *Who Wants to Marry Leo?* ■



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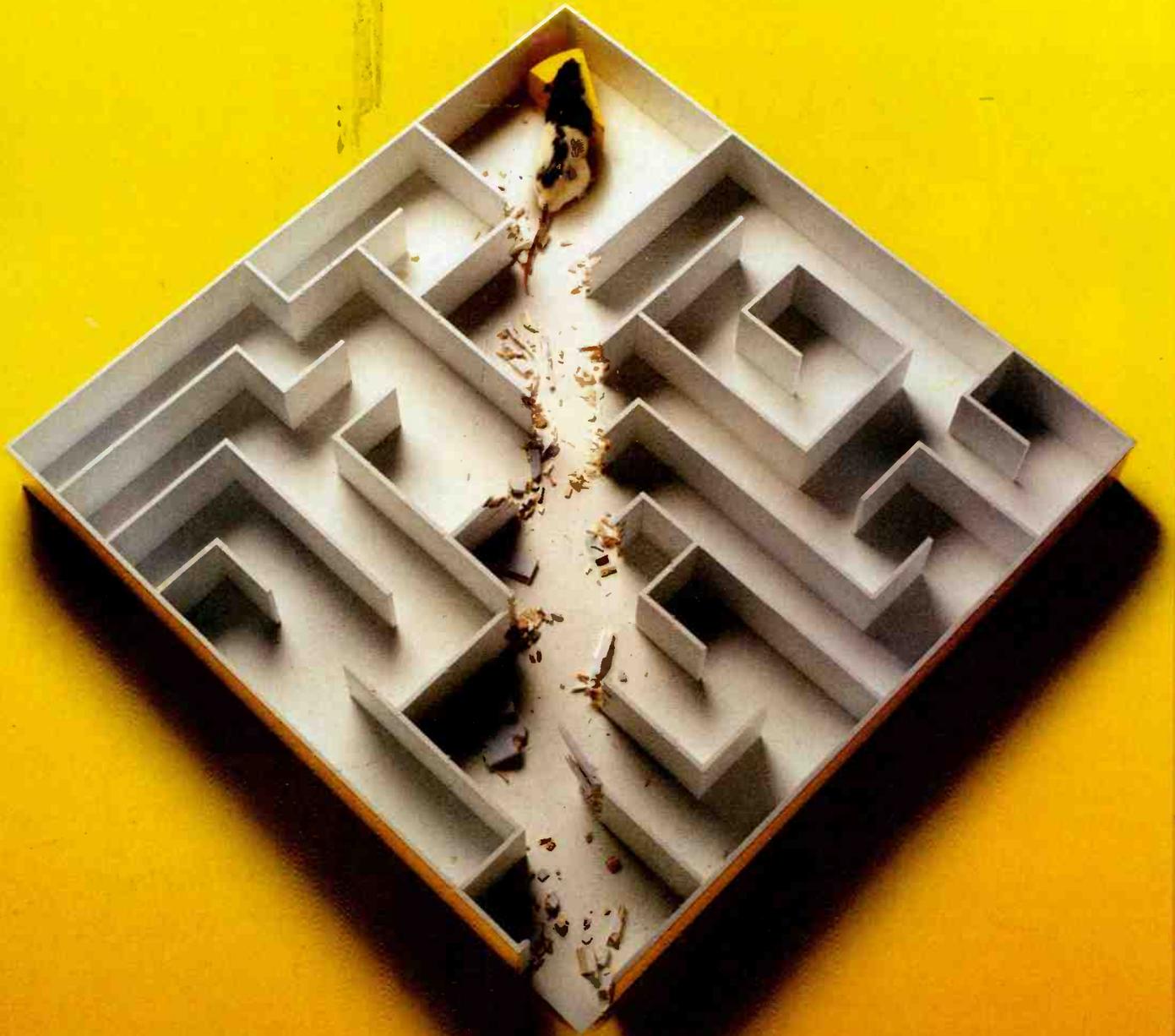
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