

# MEDIA WEEK

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# California Quake

## Tribune-Times Mirror deal ends an era in L.A. Page 50



### MARKET INDICATORS

**National TV: Calm**  
 Second-quarter prime-time scatter is available at low double-digit increases. Buyers head to the West Coast this week for the nets' fall development previews.

**Net Cable: Sizzling**  
 Second-quarter is super tight as financials, dot.coms and pharmaceuticals dump cash into an already crowded market. No worries that P&G's stock is in the weeds.

**Spot TV: Mixed**  
 After post-primary lull, April is picking up. But slow marketplace, mounting costs and depressed stock prices have some station groups thinking—bulk up or sell out.

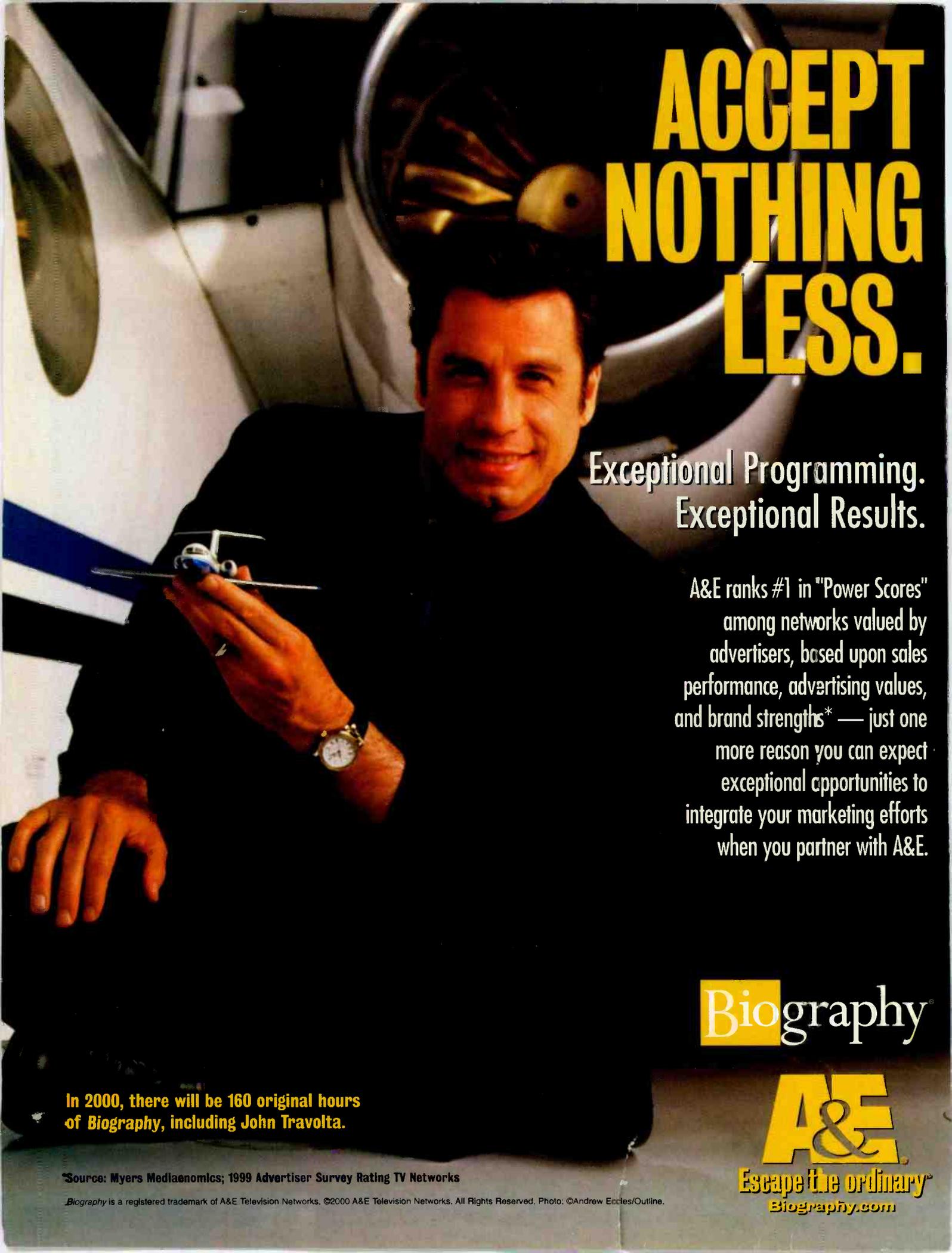
**Radio: Tight**  
 March is sold out. Buyers are having trouble getting on in April and May. TV tune-ins are strong; dot.coms expand campaigns to smaller markets.

**Magazines: Mixed**  
 Expected surges in pharmaceutical advertising have stopped due to mergers at major drug companies.

**NBC-Pax Plan Hits Local Snags page 4**  
**Cable Marketplace Ignites page 5**  
**CBS Tweaks Ad Sales Tactics page 6**

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\*Source: Myers Mediaenomics; 1999 Advertiser Survey Rating TV Networks

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# AT DEADLINE

## Hearst Makes Unusual Deal for *Examiner*

In the latest twist in a newspaper saga that continues to defy conventional wisdom, the Hearst Corp. last Friday agreed to sell its 112-year-old flagship *San Francisco Examiner* to the publishers of the *San Francisco Independent*, a free, thrice-weekly paper—and a longtime critic of the *Examiner*. Under an unusual arrangement, Hearst will continue to operate the paper and give the buyers an unspecified subsidy, said Ted Fang, the maverick publisher of the *Independent*. The buyers also will not receive the paper's presses or office building from Hearst, and all *Examiner* staffers would remain Hearst employees for the time being. Neither side would release a sale price. The new owners plan to convert the *Examiner* to the morning cycle after four months and go head-to-head with the *San Francisco Chronicle*, which Hearst has agreed to buy for \$660 million.

## Raleigh Station May Go Dark

In the latest retransmission flare-up between ABC and Time Warner, WTVD-TV, an ABC owned-and-operated station in Raleigh-Durham, N.C., last week put viewers on notice that it may be dropped from Time Warner cable systems in Raleigh, Durham, Fayetteville and central North Carolina at midnight on April 1. About 400,000 Time Warner subscribers would be affected. The dispute between Time Warner and WTVD-TV follows a similar negotiations stalemate in Houston, where a twice-extended deadline has been pushed back to April 1.

## Senators Urge 'Scrutiny' of Deal

Clear Channel Communications could be in for a long haul with the Department of Justice and the FCC over its \$4.4 billion acquisition of SFX Entertainment, announced at the end of February. Last week, two powerful senators on the Judiciary Committee—Sen. Mike DeWine (R.-Ohio) and Sen. Herb Kohl (D.-Wis.)—sent a letter to assistant attorney general Joel Klein and FCC Chairman Bill Kennard urging “careful scrutiny” of the merger’s competitive effects in light of other recent megadeals, including AOL-Time Warner and Viacom-CBS.

## Homicide Producers File Suit

Barry Levinson and Tom Fontana, executive producers of *Homicide: Life on the Street*, have filed a breach-of-contract suit against NBC. Filed in Los Angeles Superior Court, the suit claims NBC—which controlled production and distribution of *Homicide*—deprived Levinson and Fontana of fair profit participation when it sold the off-network run of the drama to

Lifetime cable network in 1994. The suit is the latest in a number of similar complaints alleging that vertical integration has resulted in below-market sales of off-network product.

## Turn Out the Lights, the Party's Over

After months of speculation, Fox cancelled its teen-targeted drama *Party of Five* last week. Now in its sixth season, the series has suffered in the ratings this year after Fox moved it from Wednesdays to Tuesdays, and after one of its stars, Jennifer Love Hewitt, left to head up the show's struggling spinoff, *Time of Your Life*. No finale date has been set.

## Court Dismisses Siegel's Suit

Speculation was widespread going into the weekend about the next move of Chris-Craft owner Herb Siegel. On Thursday, a New York state court dismissed Chris-Craft's suit to block a provision that will require the company to buy from Viacom its 50 percent interest in UPN for \$5 million—or sell its interest for the same amount. The deadline for a decision is today. If CC acquires the network at the bargain price, it would also be getting a property that has lost more than \$800 million since its inception. The provision was triggered by Viacom, which wants the ownership of UPN resolved before the government rules on its merger with CBS, expected to come next month.

## Phil Guarascio Leaving GM

Phil Guarascio, the longtime General Motors ad executive who put together many innovative marketing deals, is leaving his post as vp/advertising and corporate marketing on May 1. Guarascio, 58, who had just returned to work after triple-bypass heart surgery, has not announced his plans. He joined GM in 1985 after 21 years with ad agency Benton & Bowles, where he started as an assistant media buyer. The functions of GM's ad and corporate marketing that were under Guarascio will now fall under the jurisdiction of John Middlebrook, vp and general manager of vehicle brand marketing. Despite questions raised in recent press reports, GM officials have not commented on Guarascio's management of Dean Rotondo, who headed the automaker's Olympic ad sales until he resigned last fall after the company learned that Rotondo had been convicted of a felony.

## Court TV Devoting \$120 Million to Programs

Court TV last week announced it will invest \$120 million in programming during the next two years (*continued on page 92*)

## INSIDE



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# Time Runs Out For Life

MAGAZINES / By Lisa Granatstein

**L**ife, the venerable 64-year-old magazine founded by Henry Luce to chronicle the people and events of the 20th century through dramatic photography, will fold after the May issue. Time Inc. will publish occasional special commemorative issues with the *Life* banner and will maintain the title's Web and book-publishing ventures. The majority of *Life*'s staffers are expected to find work at other Time Inc. titles. *Life*'s 1.4 million subscribers will receive another of the company's magazines.

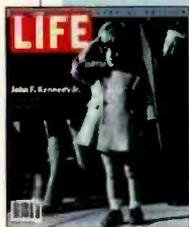
"I think it's immensely sad," said Isolde Motley, *Life*'s managing editor for the past two years. "But I understand the decision."

In its heyday in the '40s, '50s and '60s, *Life* was the "weekly window on the world," said Time Inc. senior editorial advisor Richard Stolley, who worked at the title for 22 years, including a three-year stint as managing editor of the monthly edition in the early '80s.

*Life*'s critically acclaimed images were photojournalism at its best, capturing dramatic scenes from World War II, royal weddings, the space race and Vietnam. But as TV found its way into American homes, *Life* gradually lost its utility. The weekly folded in 1972, and Time Inc. kept the name alive with occasional special issues. *Life* was relaunched in 1978 as a monthly. But since that understated resurrection, the title's visibility had continued to ebb, blunted by Time Inc. launches including *People*, specialized magazines, cable and the Web.

"It's been through many adaptations and management changes," said Don Logan, Time Inc. chairman/CEO. "It's always been a problem as a general-interest magazine in generating ad revenue and circulation...It's always struggled to find its position in the marketplace."

*Life*'s paid circ was flat, at 1.6 million, in 1999's second half, according to the Audit Bureau of Circulations, although newsstand sales rose 41.1 percent, to 234,977, thanks in part to an August cover on Jacqueline Kennedy Onassis. ■



# NBC Seeking Pax & Harmony

*Some affiliates may resist program sharing, station alliances*

NETWORK TV / By John Consoli and Megan Larson

**N**BC management is portraying its expanding relationship with Pax TV as a win-win situation for both its owned-and-operated stations and the rest of the NBC affiliate base. The pitch to the stations is that they can make additional money by selling ads locally for Pax affiliates, and that they will be paid for offering time-delayed or repurposed news and local programming.

Joint services arrangements are already in place in two markets, Washington and Providence, R.I., where NBC and Pax both own stations. Seven other markets are expected to enact similar agreements by the fall. NBC bought a 32 percent stake in Pax last fall.

But NBC and Pax executives have spent little time detailing to the rest of the NBC affiliate base exactly how the relationship would work in their markets. The networks' first order of business has been to concentrate on the integration of Pax stations with NBC O&Os. As a result, some affiliates were unhappy to learn last week that NBC had reached an agreement to begin broadcasting current prime-time game show *Twenty-One* on a time-shifted basis on Pax beginning April 8.

Alan Frank, chairman of the NBC affiliate board and general manager of Detroit station WDIV-TV, is threatening to preempt the game show in protest. Other affiliates, however, wondered how effective such a move would be. Some stations have resigned themselves to the reality that increased competition throughout the TV business means this will happen more and more in the future. "As an operator of an NBC station, I'd say that this is another indication of the times we are in,"

said Roger Ogden, president/gm of Gannett Broadcasting's Denver NBC affiliate. "In a perfect world, we'd prefer it not happen, but it doesn't come as a great surprise."

But Brandon Burgess, NBC's vp of business development, said each NBC affiliate's involvement with Pax will be cost-free and will bring in additional revenue. He said under the joint services arrangements, each NBC station sets up a sales team devoted exclusively to selling advertising on Pax, the costs of which are paid for by Pax. The

NBC outlet gets a percentage of revenue.

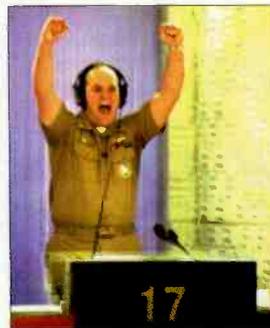
Burgess also said that each station gets paid for any local programming that is time-delayed on the Pax station, and for local news that is either aired on time-delay or for repurposed telecasts. Burgess reasoned that all stations gather more news footage than can be used in their local telecasts and toss whatever does not fit into the news-casts. Salvaging some of that

footage creates value, said Burgess, that helps pay for the effort put into it.

NBC's WRC-TV in Washington and WJAR-TV in Providence have already implemented JSAs with Pax affiliates WPXW-TV and WPXQ-TV, respectively, repping the latter stations during the first quarter. Similar arrangements will be rolled out in Miami, Dallas, Hartford, Conn., Raleigh, N.C., and Birmingham, Ala., by May, and the process will be completed in New York, Los Angeles, Chicago and Philadelphia by the fall.

Burgess reluctantly acknowledged that if non-owned NBC affiliates choose not to enter JSAs with local Pax stations in their market, Pax will be free to approach other stations.

NBC has provided Pax with other pro-



Not all NBC stations celebrated Pax's *Twenty-One* pickup.

gramming. In addition to *Twenty-One*, Pax aired two movies—*Touch of Hope* and *The Promise*—during the February sweeps that had previously aired on NBC, which doubled the time periods' ratings. "This is just the first of what we hope will be many opportunities for NBC and Pax to work together and mutually benefit from creative scheduling of programming," said Scott Sassa, NBC's West Coast president.

"In the next two or three months there will be more announcements about how we will be able to take advantage of different strategies of programming involving NBC," said Jeff Sagansky, CEO of Paxson Communications. He added that cross-promoting each network's fall schedules could happen. Sagansky ruled out jointly developed shows, stating that NBC's cost structure is still too high for Pax. But he added that NBC might introduce a series during the summer to create awareness, which Pax could pick up in the fall. "There are many ways to cooperate," Sagansky said.

Sagansky also believes NBC and Pax stations can eventually work together in digital distribution. He said the NBC stations Pax has approached so far have been receptive, although progress has been slow. Burgess agrees both networks have concentrated on owned stations, but discussions will branch out to affiliate markets over the summer.

While NBC pursues its relationship with Pax, CBS is also interested in linking more closely with UPN should Viacom buy out the 50 percent it doesn't own from Chris-Craft. CBS insiders hint that the network would use UPN as a testing ground for younger-skewing programming. ■

# Cable Sales on a Roll

*Networks say their second-quarter scatter business is booming*

**THE MARKETPLACE** / By Jim Cooper

**A**fter a week in which cable originals such as Discovery's *Raising the Mammoth*, FX's *Son of the Beach* and Nickelodeon's *Caitlin's Way* earned huge ratings, cable networks are flush with scatter advertising dollars as they head into the second quarter.

Charged by an economy that shows few signs of cooling down, new ad categories are flooding the TV marketplace, cable sales execs say. The new spending, along with limited inventory due to an aggressive upfront by some networks last season, is making second quarter unusually tight in cable.

"There are a whole bunch of categories that are wildly hot," said Larry Goodman, president of CNN ad sales, who says his second-quarter dollars are pacing about 35 percent above last year. "We're coming off a watershed [1999] into what is a turbo-charged market right now, without even a breather."

While buyers agree that spending in cable is up strongly this year, many said that some of the increases being bandied about are inflated and that there is still ample

inventory. "Don't break open the champagne yet, boys," said Bob Igiel, president of the broadcast division of the Media Edge. "There is still plenty of availability."

In addition to a major influx of spending from Internet companies, cable networks are also seeing considerable new business from pharmaceutical and financial advertisers. Relaxed government regu-

lations on advertising prescription drugs on TV have poured sizeable pools of money into broadcast TV and cable.

"When an industry that big shifts from [print to TV], it affects things big time," says Kristian Magel, vp of national broadcast for Optimedia International U.S.

The financial category has embraced cable nets such as CNN and CNBC as conduits to the 401(k) economy.

All this bodes well for cable networks, which are aggressively raising their unit prices to meet the strong market demand for their niche audiences. "The [advertisers] who have exercised options with us have been replaced at almost double the price," said Gary Merrifield, vp of national sales for Comedy Central. ■



High tide: FX got a big lift from *Beach*.

# Cartoon Net Ad Pulled

**CABLE NETWORKS** / By Jim Cooper

**T**ime Warner City Cable in New York last week pulled a Cartoon Network commercial that had been inserted locally into the ad time of Nickelodeon and several other networks. Time Warner withdrew the Cartoon ad because its message—to tune out Nick and other channels—was inappropriate for kids, sources said.

The spot, which has been running in several top-10 markets for about two weeks, features characters from Cartoon's *Ed, Edd and Eddy* and *Johnny Bravo* and *Powerpuff*

*Girls'* Buttercup frantically telling kids that the characters shouldn't really be on "this channel" and that kids should flip over to Cartoon Cartoon Fridays. "You might like to switch over there now. We'll see you over there," one character says, and then gives the tune-in time of the Cartoon block. The whole spot plays out against a background of orange—Nick's signature color.

Time Warner's decision to yank the spot comes as the battle for audience share between Nick and Cartoon heats up in advance of the kids advertising upfront, ex-

pected to begin in April.

Craig McAnsh, senior vp of marketing for Cartoon, is unapologetic about the spot, which will continue to run on a variety of networks on cable systems with heavy Cartoon penetration on Wednesdays, Thursdays and Fridays, in advance of the Cartoon Cartoon Fridays block.

"If this wasn't such an effective way to reach kids, they wouldn't be so ticked off," said McAnsh, who added that some "Nickelodeon Nation" spots that have aired locally on Cartoon also have "tune-out" themes.

The Cartoon ad "is a very clever spot," said Dan Martinson, a Nick rep. "However, it does feel like it has crossed a line and begs the question, Is it exploitative?" He said Nick did not ask TW to pull the spot. ■

## New Yorker, Esquire Lead Magazine Awards Nominees

The *New Yorker* last week scored a record 11 nominations for the National Magazine Awards, including one for General Excellence in the 400,000 to 1 million circulation category. *Esquire* and *Sports Illustrated* followed with five and four nominations, respectively. *Harper's* and *Vanity Fair* received three each.

Other honorees included *Marie Claire* and *The Source* (see story on page 90), which both earned their first nominations for General Excellence. Newcomer *National Geographic Adventure*, which launched last year, received two nominations, for General Excellence and Design. Perennial favorite *Outside*, which has been nominated for General Excellence five years running, winning three times, was shut out this year.

Finalists were chosen by members of the American Society of Magazine Editors. The winners will be announced on May 3 at New York's Waldorf-Astoria. —Lisa Granatstein

## Speedvision Revving Up Distribution in New York

Cablevision is gassing up the distribution base of Speedvision to the tune of 1.3 million new analog subscribers in several parts of its New York service area. Speedvision, which has about 27 million subs, will be added to Cablevision systems in Long Island and Connecticut and in smaller systems in New Jersey and Westchester County, N.Y.

A Cablevision spokesman confirmed the Speedvision addition, saying it was part of a recently announced company-wide channel realignment, but he declined to confirm the number and location of subs who will get Speedvision. Discovery's Animal Planet and ABC's SoapNet will also be added to Cablevision's channel lineup in several New York systems. Speedvision, owned by Fox, Comcast, Cox Communications and MediaOne, will debut on Cablevision starting later this month. Terms were not disclosed. —Jim Cooper (continued on page 8)

# Clouds Over Cumulus

*Sagging stock price, financial restatements may jeopardize purchases*

**RADIO /** By Katy Bachman

**C**umulus Media's troubles don't appear to be fading anytime soon. The Milwaukee-based broadcaster with 320 radio stations plans to purchase 11 stations from Clear Channel Communications' spinoffs, but could have trouble closing the deal if its attempt to explain accounting procedures and management changes fails to convince Wall Street.

Since the beginning of the year, Cumulus' stock has plummeted 67 percent. The downward spiral continued over recent rumors of accounting improprieties connected with its annual audit. Last week, Cumulus president William Bungeoth was replaced by vice chairman Lew Dickey. And late Friday, some shareholders slapped Cumulus with a suit in a U.S. District Court in Wisconsin, charging the company with artificially inflating revenue and profit last year.

In its fiscal year-end earnings statement last week, Cumulus restated its earnings for the first three quarters of 1999, moving revenue from one quarter to another based on when spots aired. "We have cleaned it all

up," said chairman Richard Weening. "The variances were small, but the slightest discrepancy is not part of the Cumulus culture. We made an example of this, and that's been painful. It will not happen again."

Analysts brushed off the restatement as small change. "There are no major problems with the auditing process. There's no pattern of fraud," said James Marsh, a Prudential Securities analyst. "The real issue here is that these guys missed their numbers. But to shave the stock over a \$5 million shortfall is insanity."

Cumulus still faces another credibility problem: Goldman Sachs and Bank of America downgraded their ratings of the company based on earnings. Cumulus now must raise close to \$300 million to finance pending acquisitions, no easy feat with a sagging stock. "It will be harder for them to get financing. If they can't get it from the stock market, they'll have to go to the private market," said Harry DeMott, president of Gothic Capital Management. "The unbelievable thing is it's really a very valuable company." ■

# CBS Tinkers With Prime

*New ad sales strategy is introduced for movies and news programming*

**NETWORK TV /** By John Consoli

**C**BS has restructured its sales staff to sell advertising on some of its programming based more on "targeted value" than on specific cost-per-thousand rates, which are based on demo data.

A movie-and-miniseries sales unit has been set up to sell sponsorships in about eight of CBS' made-for-TV movies prior to the upfront selling season, said CBS sales president Joseph Abruzzese, who put sales executive Bill Cecil in charge. In total, Abruzzese said, the network hopes to sell 12 movies, including the live telecast of *On Golden Pond*, starring Julie Andrews, which CBS president Les Moonves announced at a development presentation last week.

"We are not going to tailor the content to the advertiser but rather try to bring advertisers in when a movie fits the target

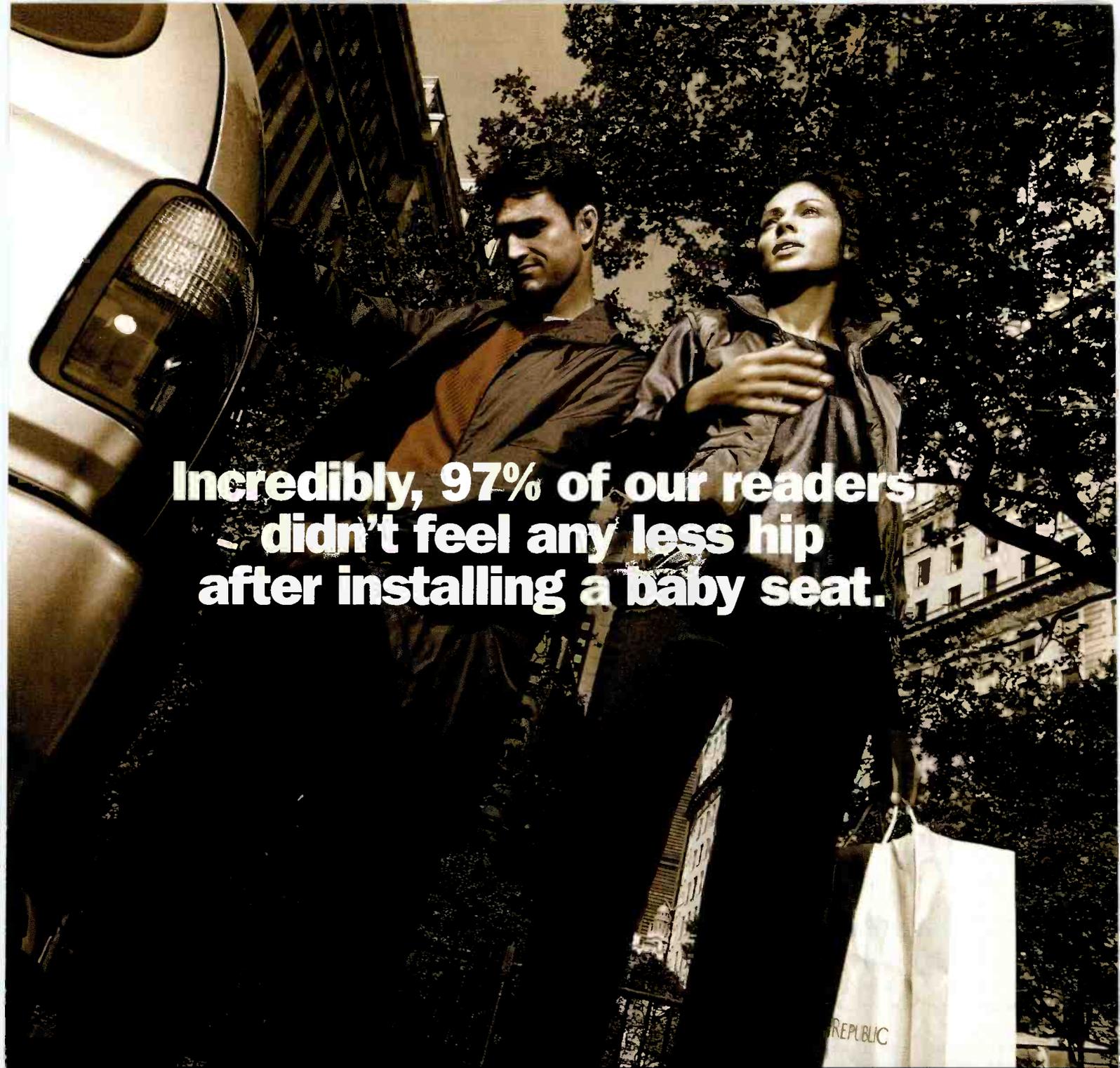
they are trying to reach," Abruzzese said.

Several advertisers have expressed interest, Abruzzese said, as a way to break through commercial clutter. State Farm has already signed up to be the sole sponsor of a two-hour movie this fall, to be tagged "The State Farm Showcase." Ford, General Motors, Kraft and Procter & Gamble are also interested in single-sponsoring telecasts, he said.

Abruzzese said the single-sponsorship concept is being imported to prime-time news programs as well. Pfizer will sponsor a *48 Hours* telecast about healthcare this season. Both *60 Minutes*



Abruzzese



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## Commissioner Blows Lid On 'Secret Meetings'

Comparing the FCC's practices of merger review to *Let's Make a Deal*, commissioner Harold Furchtgott-Roth last week blasted the commission at a House Telecommunications Subcommittee hearing. The session was on a new bill sponsored by Rep. Chip Pickering (R.-Miss.) that would limit the FCC's merger-review authority and require a 90-day turnaround of broadcast license transfers.

Furchtgott-Roth and commissioner Michael Powell both testified that other commissioners on the five-member FCC have held "secret meetings" with merging companies, threatening to withhold approval of license transfers unless the applicants agreed to certain conditions.

A stunned Rep. John Dingell (D.-Mich.) said the alleged behavior approaches "not just arrogance but extortion."

"These are serious charges, and they need to be investigated," said Ken Johnson, spokesman for Rep. Billy Tauzin (R.-La.), the subcommittee's chairman. Furchtgott-Roth "has been nothing but a straight shooter with us, so we have no reason not to believe his story." —*Katy Bachman*

## FCC Rules on Retrans, But Impact Is Unclear

It's unclear what impact, if any, the retransmission consent rules adopted last week by the FCC will have on current or future negotiations between TV stations and multichannel service providers.

In a self-congratulatory release, the FCC announced that "nine months ahead of schedule," it established rules for "good faith" negotiations among TV stations, cable and satellite operators and prohibited exclusive retrans agreements before Jan. 1, 2006. The ruling was issued in response to the Satellite Home Viewer Improvement Act, enacted last year, which asked for specific guidelines for broadcast and satellite negotiations. —*KB*

and *60 Minutes II* also have been pulled from the prime-time sales mix—which is mostly sold against demographic estimates—to be sold based on content. Charles Schwab, Hartford Insurance and some automakers have purchased time on *60 Minutes II* based on data other than age, he said, adding that a separate news sales unit may be created.

CBS is also selling value-added packages that exclude age-related demo info. For example, the summer reality series *Survivor* was sold to only eight advertisers, who receive spots on each show, local spots on CBS-owned stations and ads on a special *Survivor* Web site; also, their logos will appear in all print ads promoting the show. In addition, each advertiser will have product placement in the series. For example, contestants will wear Reebok apparel, and an obstacle course has been designed by the U.S. Army. Both are *Survivors* sponsors.

CBS last week was the first network to unveil its fall development slate—six dramas

and four comedies, of which the network has an ownership stake in eight. CBS will probably have between two and a half and three and a half hours to fill but will probably OK more shows for midseason 2001.

Comedies are being built around "blue-collar" comedian Rocky LaPorte; Jim Gaffigan, who plays an Indiana weatherman who relocates to New York; Ellen Degeneres as a variety show host; and Tony Danza as a private eye. Dramas include *Russo*, about a beat cop, from *Sopranos* writer Frank Renzulli; *Further Adventures*, starring Mary Stuart Masterson as a single mother raising two teenagers, from Danny DeVito; *CSI*, about an elite team of crimesolvers, from Jerry Bruckheimer; *Cold Shoulder*, starring Kelly McGillis as an outcast police officer, from Lynda LaPlante; *The Fugitive*, based on the 1993 movie from Arnold and Anne Kopelson; and *Hopewell*, about a big-city lawyer who moves to the country, from *Law & Order* show runner Rene Balcer. ■

# Let's Go to the Audiotape

*Fox Sports Net and Premiere enter sports fray with regional twist*

**RADIO /** By Katy Bachman

**P**remiere Radio Networks and Fox Sports Net announced last week they would team up to create the Fox Sports Radio Network to debut at the end of August on Clear Channel's KXTA-AM in Los Angeles and 50 other stations. Problem is, they're a little late to the game.

The new venture is Premiere's first 24-hour radio network and its first deal with a TV programmer. It links Fox content with a new satellite insertion technology that lets FSRN offer affiliates access to 4,000 games, 21 distinct regional sports feeds and national programming featuring Fox personalities Tony Bruno and Cris Collinsworth. (Jim Rome, whose radio show is syndicated by Premiere and who has a TV show on Fox Sports, isn't part of the new radio net.)

FSRN will need the Fox cachet. It's entering a crowded field and will have to duke it out with three established radio networks: ABC Radio's ESPN Radio Network, with 620 affiliates; SportsFan, with 350 stations; and One-on-One Sports, with 425 affiliates.

The new net is betting that its ability to

offer affiliates regional feeds culled from Fox's 21 regional sports networks, will set it apart. "It's the future of sports," said David Hill, CEO, Fox Sports Television Group. "It works in TV, and it works in radio."

It helps that FSRN will have access to Premiere owner Clear Channel's 874 radio

stations, 75 of which program sports. But Premiere CEO Craig Kitchin says that while that relationship opens the door to more potential business, it's not a slam dunk. "The programming has to be good for the network and the radio station," he said.

Radio buyers don't mind having a lot of sports inventory to choose from. "Networks are

always looking for ways to deliver men nationally. You can get men on Adult Contemporary stations, but on sports, it's a lot bigger. And more and more, it's an upscale demo," said Matthew Warnecke, group director/national radio for MediaCom.

Radio stations see potential. About 255 stations currently program sports, up from 96 stations in 1994, according to M Street Radio Directory. ■



Fox Sports' Collinsworth

DAVIN MEFFERT/FOX SPORTS



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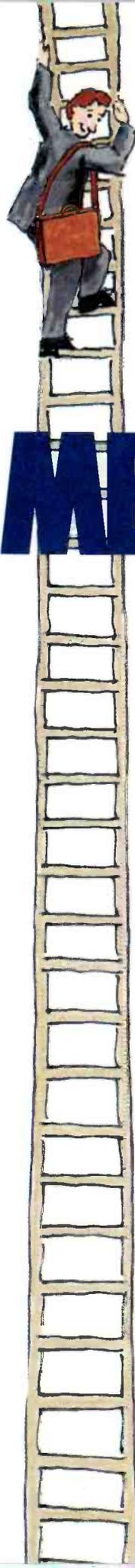
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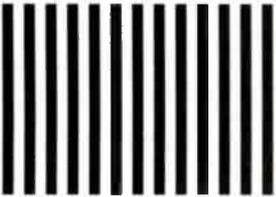
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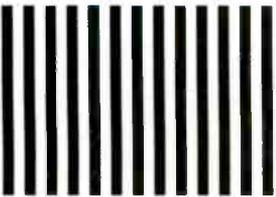
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# DC Gets Its Day

*New Dick Wolf show on WB could pave way for mature dramas*

**NETWORK TV** / By Alan James Frutkin

**W**hen it comes to speaking his mind, Dick Wolf isn't shy. After his latest series, *DC*, failed to make the WB's fall lineup, the veteran producer was "massively" disappointed. "It's a better show than the ones they scheduled," he said. "That's probably not a politic thing to say, but that's the way I feel."

Now Wolf gets to prove his point. With its ratings essentially flat this season and UPN's numbers on the rise, the WB has rejiggered its midseason schedule to include *DC*. The series, which follows a group of twentysomethings in the nation's capital, premieres April 2 at 8 p.m. Seven more episodes are slated to air this spring.

*Law and Order*, Wolf's hit NBC series, which is now in its 10th season, continues to trounce its 10 p.m. competition Wednesdays. The freshman spinoff *Law and Order: Special Victims Unit* just got renewed for next season. Both series are produced by Studios USA, as is *DC*.

Wolf said what intrigued him about *DC* was the possibility of reaching the WB's young audience and the dramatic potential of the show's locale. "As opposed to anyplace else in the country, Washington is the one venue where kids fresh out of college have substantive power," said the show's co-creator and exec producer. "From a dramatic point of view, it gives you the opportunity to

## At UPN, *The Beat* Goes On

**TV PROGRAMMING** / By Daniel Frankel

**W**ith UPN's new cop show *The Beat* from Barry Levinson and Tom Fontana set to debut March 21 at 9 p.m., Tom Nunan, the network's president of entertainment, believes he's hit the jackpot.

"We won the sweepstakes," Nunan said several times, describing how he felt when the acclaimed producers agreed to do their new show for UPN.

"I believe it was a matter of relationship and track record," Nunan said of snaring the pair, with whom he worked when he ran NBC Studios and they were producing *Homicide: Life on the Street*. "Tom knew we'd give him the kind of creative latitude he sought."

Fontana agreed: "They're willing to give us more room to move—what we can show, what kind of language we can use... It's not like we sat down and said, 'Let's get those *Smackdown!* kids in there.'"

In a season where *WWF Smackdown!* has given the network a solid ratings base, media buyers believe that having the producers of male-skewing shows such as

*Homicide* and HBO's *Oz* could swell the net's male demos. "Wrestling is their 7th *Heaven* and *Buffy*," said Mike Greco, manager of broadcast research for BBDO, referring to shows that helped established

rival the WB. "Now is the time for [UPN] to get some new shows that fit that [male] audience. *The Beat*... certainly fits that bill."

"UPN needs another tent-pole show to secure its direction," added Tim Spengler, executive vp/director of national broadcast for Initiative Media. "This seems like a good one. Certainly, the pedigree is there."

Shot in a combination of film and video, *The Beat* is a character-driven drama that follows the lives of two uniformed New York cops, played by Derek Cecil and Mark Ruffalo. It's part traditional police drama, part reality cop show (hence the use of video), with dashes of coming-of-age drama and comedy. "We're going to investigate the other half of the police equation—the characters who deal with the bits and pieces of everyday life," said Fontana, who wrote the pilot. ■



*The Beat*: part cop drama, part reality show

## SYNDICATION

**Warner Bros.** Domestic TV Distribution has sold the off-network run of NBC Studios' *Will & Grace* to the entire Tribune Station Group. That will position the sitcom in 38 percent of the country, including New York (WPIX-TV), Los Angeles (KTLA-TV) and Chicago (WGN-TV), starting in fall 2002. NBC Studios, which lacks a syndication arm, enlisted Warner Bros. last December to distribute *Will & Grace*.

**With the release** of DreamWorks' Ridley Scott-directed movie *Gladiator* imminent, perhaps Pearson Television is banking on a renewed interest in good old-fashioned Roman beefcake warriors. Pearson announced last week it is developing *Spartacus*, a weekly action hour tracing the life of the 1st-century Roman legionnaire-turned-slave-turned-gladiator-turned-resistance leader. Created by Dennis Hackin and Neil Russell, *Spartacus* is slated for a fall 2001 premiere.

**Paramount's** court strip *Judge Joe Brown*, Twentieth's rookie show *Divorce Court*, Studios USA's talk show *Maury* and MGM's weekly action hour *Stargate SG-1* were among the biggest ratings successes during the February sweeps. According to Nielsen Media Research's national ratings, *Joe Brown* rose 26 percent (to a 4.4) over February 1999. *Maury* (3.9) is up 15 percent, while *Stargate's* 3.8 represents a 27 percent increase over last year and ties it with Studios USA's *Xena: Warrior Princess* as the top weekly action hour. As for *Divorce Court*, its 3.3 rating keeps it at the top of the fall '99 class of freshman strips. Meanwhile, Paramount's *Leeza* (1.4) and King World's *Dr. Joy Browne* (1.0) and *Martin Short Show* (0.8) continued their no-growth patterns, adding only more fuel to the reports that all three are weeks away from cancellation.

**Buena Vista** Development, Disney's newly formed programming unit, is creating a new syndicated daytime talker starring ABC news personality John Stossel, internal sources confirmed. Buena Vista representatives declined to comment. —Daniel Frankel

Expect



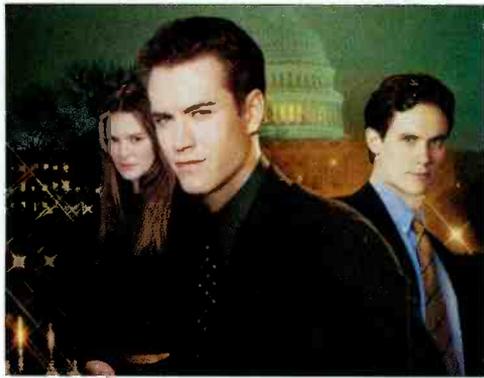
explore ideas and themes and differences of opinions that are the meat of really good drama."

Compared to teen-targeted series such as *Dawson's Creek* and *Felicity*, *DC* has a post-college focus initially seen as an attempt to age up the WB's demographics.

"I think there's a conscious, overarching strategy in general to broaden our appeal in a way that keeps us entirely accessible to teenagers but defines us in a broader way to the public," said Susanne Daniels, entertainment president of the WB.

With *DC*, however, Studios USA programming president David Kissinger said the network may have gotten cold feet just before embarking on that strategy. "My own analysis is that they had a crisis of confidence," Kissinger said. "*DC* represented a more mature and older audience for them. Instead, they went with shows like *Jack and Jill* and *Popular*, which in their minds reflected more of the subject matter that was succeeding on the network."

Daniels said bumping *DC* had less to do



Wolf believes *DC*, with Jacinda Barrett, Mark-Paul Gosselaar and Gabriel Olds, will draw new audiences.

with strategy than with the series itself. "We had concerns from the get-go," she said. "We knew it needed work, but we believed in the talent associated with the show and we're pleased with the episodes we've seen."

As NBC's *The West Wing* gains momentum, Wolf said *DC*'s success could steer more producers toward an underused franchise. "In drama, the bulk of successful series over the years have been cop shows and medical shows. Politics has always been a stepchild," he said.

For Daniels, the series underscores the network's commitment to expanding its audience. She said several dramas in development for this fall target similar demos, including *Sullivan Street*, a young-skewing legal drama, and *Inspector General*, set in the Chicago public school system. "It's important for us to maintain a unique relationship with teen viewers," she said. "At the same time, we'd like to be No. 1 in 18-34s. Developing *DC* was a part of that strategy." ■

## Fox Sets Kids Menu

*Fox Kids intros eight new series, while Fox Family rolls out six*

**CABLE NETWORKS / By Jim Cooper**

**F**ox Kids Network and Fox Family Channel last week said it will roll out dozens of new shows and original hours, as the battle for the attention of kids 2-11 and 'tweens heats up in advance of spring's kids upfront marketplace.

Fox Kids Network's new slate for 2000-01 adds eight new series and 280 new episodes to its weekday and Saturday-morning lineup. They include an animated project from *Ren & Stimpy* creator John Kricfalusi called *The Ripping Friends*; a computer-graphics series called *Action Man*; two anime shows, *Dinozarus* and *Escaflowne*; animated adventure series *Cyber Six* and *Diabolik*; and live-action series *Los Luchadores* and *Xarandor: The Wizard's Academy*. The network, which is in its 10th season, is also renewing five series. "This is our most concentrated effort ever in the

fall," said Maureen Smith, Fox Kids Networks general manager and executive vp of Fox Family Channel.

In cable, Fox Family is adding six new daytime series to its lineup, including *Real Scary Stories.com*, a reality-based, interactive live-action series; *House of Pop*, a half hour of live-action dance and music; and *The Zack Files*. New animation includes *Da Mob*, chronicling three rap wanna-bes; *Detective Conan*, an anime addition; and *Just Kidding*, about the life and times of a kid prankster. Fox Family has also renewed 12 returning series, including live-action hit *S Club 7* in L.A. "We're in the happy position of putting more money into our returning series," said Rich Cronin, president/CEO of Fox Family and Fox Kids Net. *Angela Anaconda*, which last week received an Emmy nomination, returns with 26 new episodes this season. ■

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## Taylor Nelson To Buy CMR

*British firm expands in U.S.*

**RESEARCH** / By Katy Bachman

London-based Taylor Nelson Sofres, the fourth-largest market research company in the world, with more than \$568 million in annual revenue, was a relative unknown to U.S. advertisers and agencies until it announced last week that it plans to buy Competitive Media Reporting from VNU for \$88 million.

CMR had been on the block since last October, when the Federal Trade Commission required VNU (parent of BPI Communications, publisher of *Mediaweek*) to sell CMR in order to close its purchase of Nielsen Media Research. Nielsen owns MonitorPlus, a competing source of ad-expenditure data. Both A.C. Nielsen and the WPP Group also bid for CMR, sources said.

Like most international research companies, TNS, which has offices in more than 40 countries, has been looking to increase its presence in the most lucrative media research market in the world, the U.S. "Our strategy is to have worldwide networks," said Tony Cowling, TNS executive chairman. "We were attracted to CMR because it's a business we are currently doing in Europe. CMR is the major provider of [ad-expenditure] information in America. So it was a literal fit. We want to transfer CMR's skills and software to other U.S. markets and to Europe."

With CMR's 1999 revenue of \$54 million, the acquisition practically doubles TNS' U.S. revenue of \$68.9 million in 1998. The Horsham, Pa.-based U.S. arm, Taylor Nelson Sofres Intersearch, has a growing list of companies that provide market research for a number of industries, including healthcare, telecommunications, automotive, tourism, entertainment and sports. Last June, TNS Intersearch purchased Market Development, a market research firm that specializes in the U.S. Hispanic and Latin American markets. "The U.S. market makes up 20 to 25 percent of our business, so it's important that we're there. We're looking for more companies in our sectors," Cowling said.

Pending FTC approval, the deal is expected to close in four to six weeks. ■

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## OPINION

By Joel Kushins, Executive VP and General Manager, TN Media

# Ten Practical Solutions

**I**t's amazing that despite a sea change in technology, instant transactions and an increased focus on the importance of service values, our media industry remains steeped in traditions that were in many cases instituted before World War II. We see this in almost everything

we work with—our systems, our communications, our research tools, the way we are forced to price media, and the media product we ultimately receive. Here's a list of some of the nagging issues that have persisted for too many years, and some comments about fixing them:

1. New World technology has still not caught up to the local broadcast industry, which continues to operate as though it is just emerging from the Stone Age. For at least a decade, many of us have been coaxing local broadcast to move into high gear on electronic communication of transactions. Avails continue to be faxed instead of downloaded, and billing continues to kill off more forests. This continues to make the local broadcast media among the most expensive to administrate, and the arcane communications methods contribute to delays, errors and late payments. Every other significant industry operates its transactions and billing electronically. It's time local broadcast got this thing right, once and for all.

2. Single-source research continues to be an enigma to us, as very little research exists to get us from point A to point B. Even where a data provider such as Nielsen has the ability to conduct common and consistent monitoring of media performance, they choose to segregate their findings into isolated, distinctive and often contradictory dollops of national and local data, in order to perpetuate cottage industries they developed before *I Love Lucy* was on the air. This continues to lead to huge swings in sample error and tremendous inconsistencies in research findings, much of which could be corrected if the matter was looked upon as a singular mapping project, with several hundred local highways.

3. Our research providers still don't care to recognize that media consumption is continuous, but consumption habits are not. We continue to have only four TV mea-

surement periods throughout the country. Further aggravating this situation, the entire TV industry puts on its "Sunday best" for these occasions, hoping to convince us that we should assume that the viewer is duped into steadfast loyalty for the 36 unmeasured weeks. It's time we got away from sweeps, and all of the stunting and programming jockeying it hath wrought.

4. Buyers are still required to pay for "voodoo" production costs with network TV and print. With the press of a computer cursor, the whole job of full-bleed advertising is automated today. Nonetheless, many publishers continue to charge the same 15 percent premium for bleed that they did when dinosaurs roamed Madison Avenue. Similarly, the TV networks had to invest in equipment to handle the coming of color in the 1960s, and they chose to pass the cost of their equipment along in the form of an "integration charge" to properly color-balance the film image with their new equipment. Here we are, 40 years later, and the networks continue to charge our clients for "integration." No one can any longer define what it is they are integrating, unless the reference is to a connection to their profit line.

5. There oughta be a law. If the government can coerce Microsoft to unbundle elements of their operating system, the same rules should apply to the selling and buying of media time. Let not any multimedia owner come to me with a forced buy, chock-full of inventory that I have no interest in or use for, on facilities that I have not chosen, merely because I want to negotiate to buy time on other properties they own.

6. Does "daypart" have any meaning anymore? If we are true to our clients' needs, we should be delivering communica-

tions opportunities at the best possible pricing—not 75 GRPs in prime and 25 in day. With advancements in sophisticated methods of modeling, we are in a better position to gauge and estimate audience accumulation and proclivity for attentiveness than ever before. "Time of day" may not be the single most important gauge for achieving successful communications—so why do we still submit to someone else's old-fashioned expression of values?

7. What's the sense of auditing circulation unless it commonly reveals everything about circulation? This should routinely include how the circulation was acquired, at what price, and how it delivered for the issue I bought. And if it fell short for my issue, I should get compensated.

8. The product has an ethnic skew...but they're over-represented in the general viewing population, right? Yes, but... The issues here should be obvious, but 40 years of equality consciousness-raising have done little to recognize ethnicity as a market target opportunity. Some of this is the fault of old patterns, and some of it is poor preparation on the part of the ethnic media industry—somewhere in the middle there is still a muddle that we would all do well to better address.

9. "Get us the highest-rated programs, make sure it has a solid skew to upper socioeconomic groups, and be sure to bring it in below low SQUAD." Nothing has changed here. Without any room to prioritize or compromise, a truly discerning client will never be happy with the results. And because all clients are truly discerning, the buyer has little room to do his/her magic. Better to articulate the objectives of communications, promotions, importance of events, characterization of target psychographics...and then buy it cheap.

10. Whatever happened to "product protection"? Sure, some categories tend to favor certain programs for their content, character and selective targets. And sure, these categories are oversold. And sure, the community doesn't take a firm enough stand on the issue because who wants to be the first auto not to be in the 11 p.m. news? Yet any analysis of a given show's commercial log will show a great deal of sloppiness or lack of consideration in locating competitive advertisers. Better industry standards on assembling commercial integration could go a long way to giving competitors some breathing room. ■



Joel Kushins

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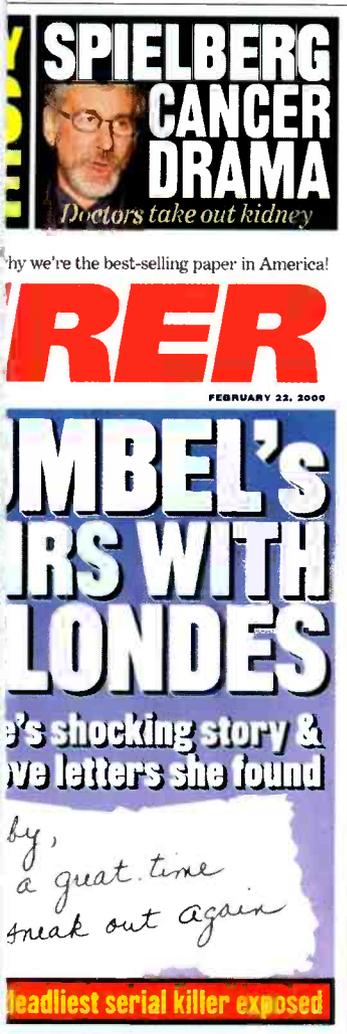
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## RADIO

# Radio One Leads Second CC Wave



Clear Channel Communications closed the cash register on its mega-selloff of radio outlets last week, ringing up \$4.3 billion from the sale of 110 stations to 19 separate owners. Hispanic broadcaster Rodriguez Communications, which picked up a San Francisco station in the first wave of divestitures the previous week (*Mediaweek*, March 13), added KXJO-FM in San Francisco last week. And Regent Communications cut a convoluted swap with Clear Channel.

But the biggest chunk of Clear Channel sales last week went to minority-owned group Radio One, which bought 12 stations in seven markets—Los Angeles; Dallas; Houston; Cleveland; Miami; Raleigh, N.C.; and Greenville, S.C.—at a cost of \$1.3 billion, second only to Infinity's \$1.4 billion price tag announced the week before.

Independent of its Clear Channel purchases, Radio One also cut two other deals last week. The Lanham, Md.-based company acquired three Urban-formatted radio stations and W53AV, a low-power TV station in Indianapolis, from local broadcasters Shirk and IBL for \$40 million in cash and stock. Shirk's president, William Shirk, will stay on to head up Radio One's Indianapolis operations.

Radio One also agreed to purchase Davis Broadcasting, which owns one station in Charlotte, N.C., and five stations in Augusta, Ga., for \$24 million in cash and stock. Greg Davis, president of Davis Broadcasting, will join Radio One to manage the operations of Radio One's stations in midsized markets.

The three deals double Radio One's station assets and its revenue, which, according to broadcast consultants BIA,

reached \$105.7 million in 1998. In a conference call with investors last week, Radio One CFO Scott Roster estimated the three deals would add \$105.6 million in additional revenue in 1999. Radio One also moves up into the top-10 radio ranks from 15th (final rankings as a result of the Clear Channel sales were not available at press time).

"Without a doubt, this is a transform-

### Clear Channel's Two-Week Selloff at a Glance

- 110 stations sold in 37 markets
- Outlets sold to 19 separate owners
- \$4.3 billion raised by Clear Channel (after-tax proceeds: \$3.1 billion)
- 50 stations in 29 markets sold to minority-owned companies
- 11 minority-owned group buyers (including Hispanic Broadcasting, which is 29 percent owned by Clear Channel)
- Top buyer: Infinity Radio, which acquired 18 stations in seven markets for \$1.4 billion
- Runner-up: Radio One, which bought 12 stations in 10 markets for \$1.3 billion

ing event for Radio One," said Radio One CEO Alfred Liggins, who added that the company's 48 stations in 18 of the top 40 African-American markets, position it to become "the premiere media company targeting African-American and urban audiences."

"Radio One is in the earliest stages of building the largest African-American pipeline for advertisers," noted Lee West-erfield, broadcast analyst for PaineWeb-ber. "Urban formats also have a strong crossover appeal to youth audiences across ethnic and cultural lines."

The deals put the largest black-owned radio group into nine new markets with strong station clusters in Raleigh, N.C., Indianapolis and Augusta, Ga. It also rounds out Radio One's holdings in Cleveland, where it is buying WZAK-FM and WJMO-AM, two stations that competed head-to-head with Radio One's

WENZ-FM and WERE-AM.

Only two of the stations Radio One purchased last week are not programming Urban formats and will likely undergo a format flip when the deals close in third quarter. Soft Adult Contemporary KB-FB-FM in Dallas, a 100,000-watt signal, slipped in the Fall book to a 1.5 from 2.1. Once it flips to an Urban format, it will compete against Service Broadcasting's KKDA-FM, the No. 2-rated station in the market and the only local Urban station with a 6.1 audience share.

WVCG-AM in Miami is also in need of a format change, although not as urgently as the Dallas station, since WV-CG carries brokered programming and makes money—about \$1.5 million in 1998, according to BIA.

Included in Radio One's Clear Channel spinoff shopping bag is KK-BT-FM "The Beat" in L.A., the crown jewel of the Clear Channel spinoffs, which will move to the 100.3 frequency when the deal closes. Speculation mounted daily over which radio group would get the major market signal since Clear Channel announced it would have to spin off about 125 stations in order meet ownership regulations and close on its \$23.5

billion acquisition of AMFM. Emmis Communications, which owns top-five-ranked KPWR-FM, was a top contender and high bidder for KKB-T. The Beat's ratings haven't been up to par since it has been on the block, dropping from seventh to 14th place with a 2.4 share.

With the additional reach Radio One is adding in top 10 markets, Liggins said the company is now eyeing the nearly \$1 billion radio network business. "It's an additional revenue stream they can build," noted Chris Ensley, broadcast analyst for Lazard Freres.

"We would either start it ourselves or maybe try and buy our way in," said Liggins. A strong prospect for acquisition might be American Urban Radio Networks, with which several Radio One stations are affiliated. Said Liggins: "We know those folks real well. We have not made an overture to buy them, but we're acquisitive."

Of all the divestitures Clear Channel announced, the deal with Regent Communications was the most complicated. Regent is exchanging 11 of its radio stations in three nonrated Arbitron markets plus \$67 million in exchange for nine Clear Channel stations in Grand Rapids, Mich., and Albany, N.Y.

"This deal upgrades our station portfolio," explained Regent CEO Terry Jacobs. "It also complements our other station holdings in Utica-Rome and Watertown, N.Y., and in Flint, Mich.," added Jacobs. The five-station cluster in Albany (market No. 59) is the group's largest radio-station market since its first acquisition in June 1998. The five stations combined had an overall audience share of 29.1 and 25.4 percent of the market revenue, according to BIA. In 66th-ranked Grand Rapids, the three FMs have a combined audience share of 14.5 and 24.8 percent of the market revenue.

Even though the 11 stations Clear Channel is getting from Regent are in unrated markets Mansfield, Ohio; Victorville, Calif.; and Tehachapi-Lancaster, Calif.; the stations fit Clear Channel's strategy to own properties regionally in Ohio and Los Angeles, said Jacobs. "I stepped up to buy stations they didn't want that they acquired through other acquisitions, so they owed me one," he added. It also didn't hurt that Regent's office is in the same building as Clear Channel in Covington, Ky., allowing Jacobs to corner CC execs in the elevator of the building. Jacobs sold his second group to Jacor in 1996, before Clear Channel purchased the group in 1998. Before that, Jacobs founded Jacor. —*Katy Bachman*

#### MIAMI TV STATIONS

## WFOR's New Rhythm Draws a Crowd



Once criticized for poorly reflecting the multiculturalism of Miami in the look and content of its local newscasts, CBS-owned WFOR-TV is now grooving to the distinctive rhythms of the market.

After a yearlong overhaul that affected its talent, news stories, promotions, sales and on-air look, WFOR has seen its ratings in news double, jumping from fifth place to first at 11 p.m. in households, Monday through Sunday, during the February sweeps, according to Nielsen Media Research data. "You know



Keeping the beat: WFOR's Wolford and Rae

how you can tell when a station is using video for one piece and then it switches to film? That's the difference. [WFOR] lost the small-town feel," said Mike Poller, media director of local agency Poller & Jordan. "There isn't just one thing that contributed to their success—they cleaned up everything."

WFOR posted gains in virtually every daypart, except in late morning—the syndicated *Dr. Joy Browne* has not performed well and the station plans to replace it this fall. At 11 p.m. WFOR edged out NBC O&O WTVJ-TV for the top spot with a 7.5 rating/13 share—a 30 percent increase from its fifth-ranked position last February. The evening news at 5 p.m. increased 100 percent, while the 5:30 and 6 p.m. news shows also gained significantly.

The transformation began in October 1998 with the arrival of general manager Steve Maudlin, who hired news director Shannon High and replaced the lead anchor team, bringing in Steve Wolford and Angela Rae. Maudlin drew some negative attention to himself when several staffers left. "Sometimes you run with the ball and other times you pass it," he said. "We came in and started passing."

The on-air look was also revamped. "There is an undercurrent of a salsa beat in this town and we looked like we were in the Midwest," he said, crediting promotions director Beth Horowitz and graphic designer Judy Flook for the improved look. "It really was team effort."

Maudlin also brought in the syndicated *Oprah* last year, boosting the station's early news by generating a 5.1/12 at 4 p.m.—a 200 percent increase over last year—and spent extra money promoting the station's carriage of Miami Dolphins football games. In addition, WFOR launched a series in which reporters profile different Miami communities for a week every other month. "This is a great

time," said news director High. "Viewers never felt they could rely on us, but we spent a year sweating to let them know that they could." —*Megan Larson*

#### NEW YORK RADIO

## WNEW Goes Beltway



Infinity-owned WNEW-FM in New York continues to tweak its programming since switching its format to FM Talk last September. The "talk you can't ignore" station earlier this month replaced Westwood One's *Tom Leykis Show*, which aired from 7 to 11 p.m., with *The Don & Mike Show*, another Westwood One program that originates in the afternoons out of Infinity-owned WJFK-FM in Washington.

"We're going more towards comedy, and comedy is not the centerpiece of Leykis' show," said an Infinity representative, who added that some of Leykis' shows will air on weekends on NEW. Following *Don & Mike* on the station is *Ron & Fez.com*, which offer two hosts surfing the Web and talking about it on the air. *Loveline*, the caller-driven show about love and sex, which used to air after Leykis, has been moved to 4-6 a.m. —*KB*

#### NEBRASKA RADIO

## Waitt Buys Mitchell



Waitt Radio became the largest radio owner/operator in the Omaha metro area through a deal earlier this month with Mitchell Broadcasting Co. and four other Mitchell companies owned by John Mitchell and his family. The deal, structured as a local marketing time-brokerage agreement, includes an option to buy 16 radio stations in in Omaha, Blair, Lincoln, Fremont, Kearney, Hastings, Holdrege and North Platte.

In addition to retaining ownership of its stations, Mitchell kept its corporate headquarters in Farnam, its FM towers across the state and [mbcwebradio.com](http://mbcwebradio.com), an Internet radio and e-commerce Web site.

In Omaha, where Waitt already owns Adult Alternative KCTY-FM, it will now have a seven-station cluster with Contemporary Hit Radio KQKQ-FM, Classic Hits KFMT-FM, News/Talk KKAR-AM, Talker KHUB-AM, Sports KAZP-AM and Radio Disney affiliate KOIL-AM. —*KB*



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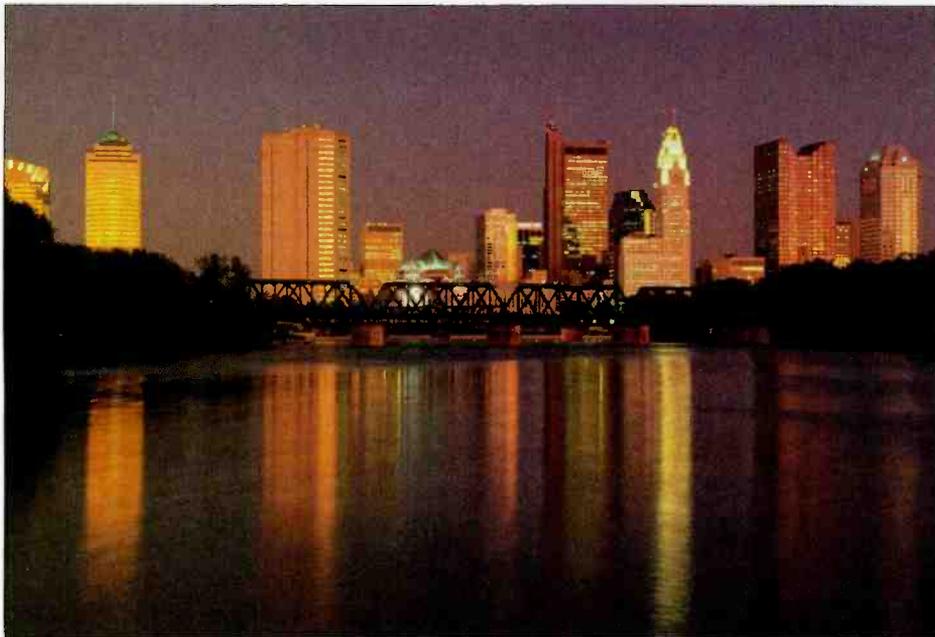
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# Market Profile

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## Columbus

With a population of about 665,500 as of 1998, Columbus, Ohio, has more people living within its borders than any other city in the Buckeye State (although Cleveland's metro area is larger than that of Columbus, its city population is about 500,000). Columbus is one of the fastest-growing markets in

the country. Large companies—including fast-food giant Wendy's International, CompuServe, Red Roof Inns, Bank One and the Limited—all got their start astride the banks of the Scioto River in Columbus. Sports is also big in the state capital, which is home to Ohio State University and, beginning this fall, a new National Hockey League expansion team.

While Columbus proper is booming, many areas outside the city are still largely undeveloped. "Columbus is self-contained," notes Donn Ditzhazy, managing partner at RMD Advertising & RMD Public Relations in Columbus. "You go beyond [the city], and you're hitting farms or open fields."

Columbus is often used as a test market by advertisers looking to try out new products and marketing campaigns because of the region's solid demographics and the lack of media spill-in from other markets.

The radio business in Columbus has seen extensive changes over the past several years from consolidation, as station owners merged, changed names and bought and sold off properties. The dust has finally settled over the past six months, with Clear Channel Communications (whose five stations, including top-rated News/Talk/Information stick WTVN-AM, command a 40.7 percent share of the local radio advertising market, according to Arbitron's fall 199 book) having emerged as the clear market leader. But local media buyers say ad rates for radio, as well as other media, are high.

"Overall, this market has been overpriced forever," says Linda Weeks, a media buyer with Lord, Sullivan & Yoder advertising agency. "I think it's more expensive to buy Columbus than to buy Cleveland. This is such a hot growth market, it's simply supply and demand."

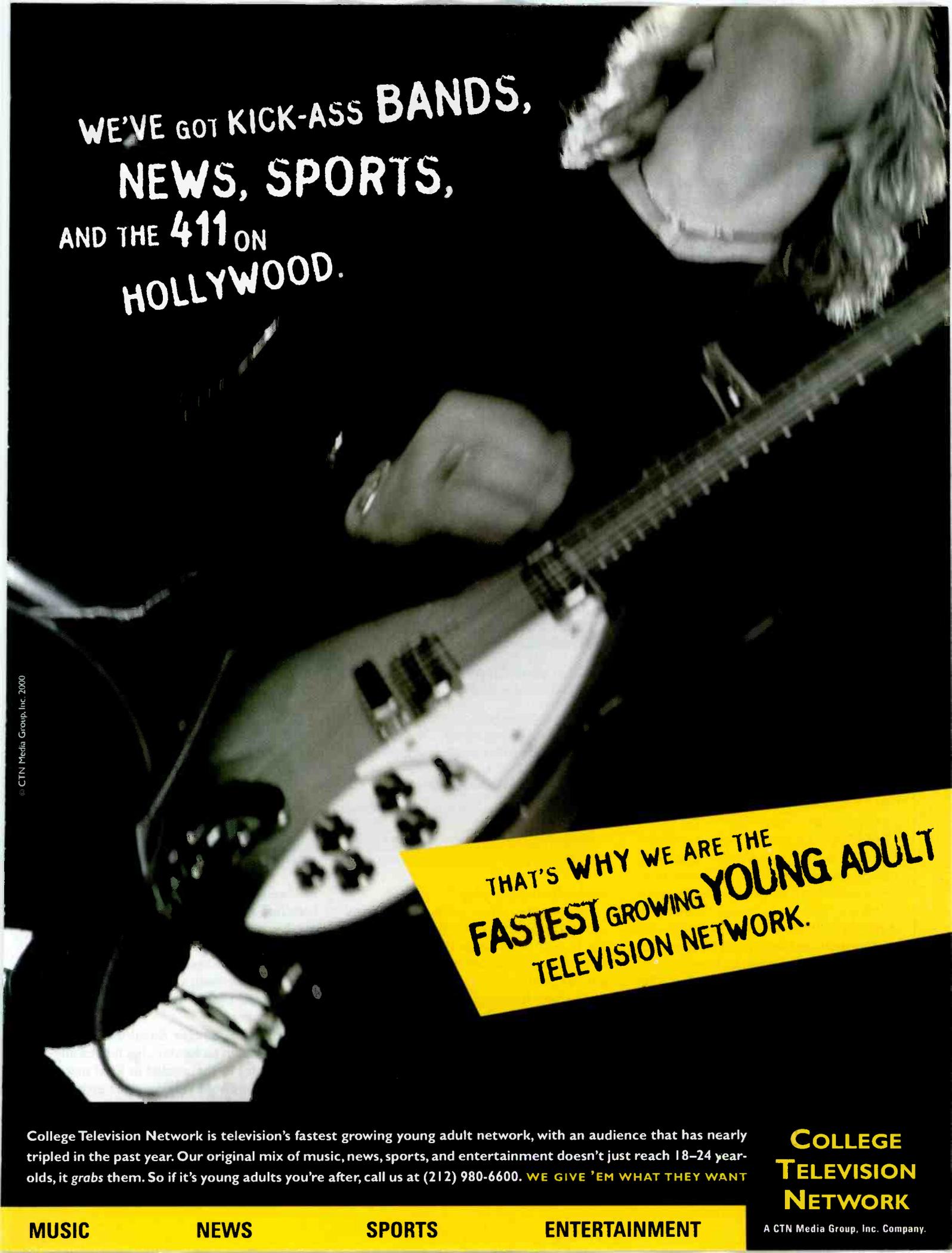
One of the biggest stories in Columbus media in recent months has been a highly publicized dispute between Time Warner Cable, the area's largest cable systems operator, and the Wolf family, owner of the Ohio News Network (ONN), a 24-hour regional news cable channel. Wolf, a powerful player in Columbus media, also owns WBNS-TV (Channel 10), the CBS affiliate in the market; two radio stations, WBNS-AM and WBNS-FM; the city's only daily newspaper, the *Columbus Dispatch*; a weekly newspaper chain called *This Week*; as well as several other non-media-related businesses in town.

The dispute centers on Wolf's efforts to get Time Warner to add ONN as a basic channel on its Columbus cable systems. Time Warner has refused that request, but has offered to add ONN on its new digital tier, which launched last September. Wolf has rejected that offer. ONN carries nine hours of live news programming daily, as well as sports and public affairs shows.

Wolf-owned Dispatch Broadcasting Co., parent of WBNS-TV, has changed the outlet's marketing campaign to co-brand it with the three-year-old ONN. According to Tom Griesdorn, WBNS general manager, ONN is available in more than 500,000 households throughout Ohio on various cable systems. Griesdorn says that Time Warner does not want to add ONN in Columbus because it regards the channel as a competitor to its own potential regional news network.

Judy Barbao, a Time Warner Cable representative, says that Wolf wanted Time Warner to pay a fee to carry ONN and that the cost was higher than what the operator pays for several more popular channels, including MTV. In addition, Time Warner's basic tier in Columbus is at capacity; the MSO would have to drop another channel in order to add ONN, and viewers have not clamored to have the service picked up, Barbao says.

Wolf has used its other media properties, including the editorial pages of the *Dispatch*, to urge residents to drop Time Warner as their cable provider and switch to Americast. Last fall, the family told Time Warner that it had until midnight on Dec. 31 to add ONN on its regular cable service in Columbus or Wolf would withdraw the signal of WBNS, the market's top-rated news station. Time Warner did not budge and pur-



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chased thousands of TV-antenna kits, running ads telling subscribers that free antennas were available should WBNS get yanked from the cable system.

On Dec. 29, the two sides reached a temporary agreement. The Wolfs agreed to keep WBNS on Time Warner Cable for another two years, and the two sides agreed to continue negotiating for another 120 days, under a new deadline of April 30. Although negotiations are ongoing, nothing has changed: WBNS is still on Time Warner's cable system, and ONN is not.

"It's been an interesting time to be a buyer in this market," says Mindy Hedges, president of Media Solutions, a media buying service in Columbus.

Total cable penetration in the Columbus market is at 70.6 percent, with 507,766 cable households. Time Warner leads with 282,710 subscribers. The No. 2 player in cable is Insight Communications, whose coverage area is primarily in the east and southeast portion of Franklin County and does not overlap that of Time Warner. Coming on strong in the area is Ameritech's Americast cable system, which has been doing some overbuilding in Time Warner's territory. Americast carries ONN on its systems.

In broadcast television, WBNS, the market's longtime leader in local TV news, has faced intensified competition in recent years, particularly from NBC's owned-and-operated WCMH-TV. In last November's sweeps, WBNS won the local news race at 5 and 6 p.m., but WCMH took the top spot at 11 p.m. with a household rating of 11.4 and share of 24, compared to WBNS' 9.8/20, according to Nielsen Media Research (see chart on page 26).

WBNS, in an effort to maintain its dominance in news, has in the past year hired new management and a different news team, including a new news director, assistant news director and special projects producer. Griesdorn took over last April as gm at the station, replacing Perry Chester, who left the market. Griesdorn had most recently served as gm at Raycom Media's CBS affiliate in Cleveland, WOIO-TV. John Cardenas joined WBNS as news director last June from Meredith Broadcasting's KPHO-TV in Phoenix. Last December, WBNS hired a new weekend news team in Roger McCoy and Laura Main.

"We've changed the news philosophy—we've gotten into more relevant, more in-depth news content," Griesdorn says. "We were being challenged by WCMH, and we felt we needed to re-

## Scarborough Profile

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

	Top 50 Market Average %	Columbus Composition %	Columbus Composition Index
<b>DEMOGRAPHICS</b>			
Age 18-34	32.3	34.1	106
Age 35-54	40.0	40.1	100
Age 55+	27.7	25.8	93
HHI \$75,000+	22.2	16.6	75
College Graduate	12.3	11.9	97
Any Postgraduate Work	10.5	8.8	84
Professional/Managerial	21.9	21.2	97
African American	12.4	9.5	77
Hispanic	11.9	#	#
<b>MEDIA USAGE-AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	56.9	56.5	99
Read Any Sunday Newspaper	66.9	66.3	99
Total Radio Morning Drive M-F	24.5	22.1	90
Total Radio Evening Drive M-F	18.6	16.4	88
Total TV Early Evening M-F	29.3	25.3	86
Total TV Prime Time M-Sun	37.2	38.9	105
Total Cable Prime Time M-Sun	10.5	13.3	127
<b>MEDIA USAGE-CUME AUDIENCES**</b>			
Read Any Daily Newspaper (5-Issue Cume Reach)	75.4	76.4	101
Read Any Sunday Newspaper (4-Issue Cume Reach)	80.3	77.9	97
Total Radio Morning Drive M-F	79.7	79.3	100
Total Radio Evening Drive M-F	73.9	74.2	100
Total TV Early Evening M-F	67.6	67.4	100
Total TV Prime Time M-Sun	91.7	88.5	96
Total Cable Prime Time M-Sun	52.8	57.7	109
<b>MEDIA USAGE-OTHER</b>			
Accesses Internet/WWW	44.2	41.1	93
<b>HOME TECHNOLOGY</b>			
Owns a Personal Computer	56.8	53.9	95
Shops Using Online Services/Internet	10.5	11.1	106
Connected to Cable	69.3	70.6	102
Connected to Satellite/Microwave Dish	11.3	12.1	108

#Respondent count too small for reporting purposes \*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable \*\*Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable. Source: 1999 Scarborough Research Top 50 Market Report (February 1998-March 1999)

establish our leadership."

So far, the moves seem to be paying off. In the February sweeps, WBNS won the 11 p.m. news competition for the first time since November 1998, just edging out WCMH.

In other changes at WBNS, the outlet in early January began broadcasting in high-definition from 6 a.m. to midnight. The station also recently renewed its contract to pick up ESPN Plus' coverage of Ohio State football and men's basketball games.

While WBNS is retooling itself to stay on top, WCMH remains a formidable competitor. Last fall, the station added a half hour to its morning news program, which now runs from 5 to 7 a.m. "WBNS

had been on at 5 a.m. for a long time, so we launched a 5 a.m. newscast to be competitive," says Jean Nemeti, WCMH director of programming and community relations. Nemeti says the station is starting to see some ratings growth at 5 a.m. and is registering some upticks in its 5 and 6 p.m. newscasts as well.

WSYX-TV, Sinclair Broadcast Group's ABC affiliate in Columbus, has historically ranked third in the market in local news, but it too has been gaining some ground. The outlet's 6 p.m. news was up 27 percent in household ratings in the February sweeps compared to February 1999. Via a local marketing agreement formed in June 1998, Sinclair also operates Glencairn Broadcast-

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ABC-7 News 6:00am	5/19	#1
Good Morning America	6/18	#1
The Oprah Winfrey Show	8/27	#1
The View	7/21	#1
ABC-7 News 11:30am	6/19	#1
ABC Network Daytime (12n-3p)	8/23	#1
Inside Edition	7/18	#1
Jeopardy	10/24	#1
ABC-7 News 4:00pm	10/23	#1
ABC-7 News 5:00pm	10/20	#1
ABC World News Tonight	10/19	#1
ABC-7 News 6:00pm	11/19	#1
Wheel of Fortune	15/25	#1
Primetime (M-Su)	14/21	#1
ABC-7 News 10:00pm (M-F)	15/24	#1
ABC-7 News 10:00pm (M-Su)	15/24	#1
Nightline	8/15	#1
Oprah Winfrey Show Late Night	5/13	#1
Politically Incorrect	4/12	#1

**7AM - 1AM**

**8/18**

**#1**



ing's WTTE-TV, a Fox affiliate. WSYX produces WTTE's 10 p.m. newscast, whose ratings gained 25 percent in February over last year.

Sam Stallworth, vp/gm of WSYX, notes that both news programs have been revamped and are now co-branded as "News-center," an effort that kicked off last September. Unlike many LMA properties in other markets, where the two stations try to separate their newscasts through the use of different graphics, music and overall feel, WSYX and WTTE see a benefit to co-branding their news products. WSYX is completing an upgrade of the production system shared by the two stations, including a new master control room that is scheduled to be finished this summer.

In January, WSYX hired a new news director, Bill Berra, who had most recently worked at WKMG-TV, Post-Newsweek's CBS affiliate in Orlando, Fla.

"We're feeling the effects of revitalizing the newsroom and co-branding the news," Stallworth says of the two stations' February sweeps results. "We're experiencing nice, solid growth."

On the syndicated programming front, Sinclair has moved *Jerry Springer* and *Sally Jessy Raphael* from WSYX to WTTE and replaced the two shows with *Martha Stew-*

## Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Franklin County: 407,600 Households</b>				
<i>Columbus Dispatch</i>	181,414	256,986	44.5%	63.0%
<b>Licking County: 51,600 Households</b>				
<i>Columbus Dispatch</i>	10,145	18,204	19.7%	35.3%
<i>Newark Advocate</i>	21,061	21,379	40.8%	41.4%
<b>Fairfield County: 45,400 Households</b>				
<i>Columbus Dispatch</i>	10,586	18,332	23.5%	40.4%
<i>Lancaster Eagle-Gazette</i>	15,005	15,685	33.1%	34.5%
<b>Delaware County: 33,500 Households</b>				
<i>Columbus Dispatch</i>	12,628	20,644	37.7%	61.6%
<b>Pickaway County: 17,600 Households</b>				
<i>Chillicothe Gazette</i>	245		1.4%	
<i>Circleville Herald</i>	5,892		33.5%	
<i>Columbus Dispatch</i>	3,493	6,600	19.8%	37.5%
<b>Union County: 14,100 Households</b>				
<i>Columbus Dispatch</i>	2,471	4,642	17.5%	32.9%
<i>Marion Star</i>	252	355	1.8%	2.5%
<b>Madison County: 13,600 Households</b>				
<i>Columbus Dispatch</i>	4,656	7,656	34.2%	56.3%
<i>Springfield News-Sun</i>	293	331	2.2%	2.4%

Source: Audit Bureau of Circulations

art (previously on WBNS), *Judge Judy* and *Judge Mills Lane* from 9 to 11 a.m. on weekdays. WTTE has also picked up *3rd Rock From the Sun* and *Drew Carey* in access.

In contrast to the broadcast scene, the

newspaper business is quite stable in Columbus. The market has been a one-newspaper town since 1985, when Scripps Howard folded its *Citizen-Journal*. The *C-J* and Wolf's *Dispatch* participated in a joint operating agreement for 25 years. When the JOA expired in 1985, the *Dispatch*, the dominant partner in the agreement, did not renew the deal and switched from afternoon publication to the *Citizen-Journal's* morning cycle. Scripps closed the *C-J* shortly thereafter.

Benjamin Marrison, who moved in at the *Dispatch* last February as managing editor for news, coming over from the *Cleveland Plain Dealer*, was promoted to editor of the paper last November. Marrison moved up when Mike Curtin, who is president of the paper's parent, Dispatch Printing Co., and associate publisher of the paper, gave up his third hat of editor.

Marrison has been concentrating on improving the overall quality of writing in the *Dispatch*—with the goal of making it one of the best-written newspapers in the country. The paper will begin focusing more on the growing Columbus suburbs, which have not been a priority in the past, Marrison says. The *Dispatch* also plans to increase its enterprise and investigative efforts; recent initiatives have included a series on life in Appalachia and one on race relations in Columbus. On April 3, the *Dispatch* plans to introduce several changes to the paper, including the addition of a

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

Early News				
Time	Network	Station	Rating	Share
5-5:30 p.m.	CBS	WBNS	10.3	23
	NBC	WCMH	7.0	16
	ABC	WSYX	4.7	11
	Fox	WTTE*	4.2	10
	WB	WWHO*	1.4	3
5:30-6 p.m.	CBS	WBNS	10.3	23
	NBC	WCMH	7.0	16
	ABC	WSYX	6.7	14
	Fox	WTTE*	4.2	9
	WB	WWHO*	1.4	3
6-6:30 p.m.	CBS	WBNS	12.6	25
	NBC	WCMH	9.7	19
	ABC	WSYX	5.8	11
	Fox	WTTE*	5.8	11
	WB	WWHO*	2.2	4
Late News				
10-11 p.m.	Fox	WTTE	4.6	8
	WB	WWHO*	2.6	5
11-11:30 p.m.	NBC	WCMH	11.4	24
	CBS	WBNS	9.8	20
	ABC	WSYX	6.2	13
	Fox	WTTE*	3.6	7
	WB	WWHO*	1.5	3

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



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## Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WTVN-AM	News/Talk/Information	10.3	8.6
WBZX-FM	Album-Oriented Rock	9.5	3.9
WNCI-FM	Hot Adult Contemporary	7.9	8.2
WCOL-FM	Country	7.4	7.8
WSNY-FM	Adult Contemporary	7.4	6.8
WLVO-FM	Album-Oriented Rock	7.2	6.7
WCKX-FM	Urban Contemporary	5.1	6.6
WBNS-FM	Sports/Talk	5.1	5.6
WHOK-FM	Country	3.6	3.7
WMNI-AM	Adult Standards	2.5	3.0

Source: Arbitron Fall 1999 Radio Market Report

new technology section, Connect, which will run every Thursday.

"This paper has the largest news hole and the best color production around," Marrison says. "We have a lot of things going for us."

The *Dispatch*, which already had a 96-page color capacity, recently added another tower on its printing press to allow for an additional 16 pages of color. The color can be directed anywhere in the paper. Along with the new color capacity, the paper can also add up to 32 pages of black-and-white.

Because Columbus is the state capital, the *Dispatch's* statehouse reporting team has to compete head-to-head against the largest papers in the state, including the *Plain Dealer*, the *Cincinnati Enquirer* and the *Toledo Blade*. "Hopefully that makes us better," Marrison says of the competition.

While there are no other dailies, there are a number of weekly newspapers in the Columbus market, including Wolf's *This Week*. There is also a chain of 21 weeklies

owned by local company CM Media and published under the Suburban News Publications banner. The papers have a combined circulation of 260,000.

CM Media also publishes *Columbus Monthly*, a popular city magazine with a paid circulation of 34,000, according to the Audit Bureau of Circulations. The magazine is celebrating its 25th anniversary this year. CM Media also

owns several other print properties, including: *Columbus CEO*, a glossy monthly business publication with a controlled circulation of 126,000 that the company acquired in 1997; *Mid-Ohio Golfer*, a tabloid-sized, four-color newspaper with a paid circulation of about 10,000 (Columbus has a large, active golf community); and an alternative weekly, *The Other Paper*, which has a 50,000-copy distribution.

"In March 1975, [my wife and I] set up

a couple of card tables and lawn chairs and we started publishing," says Max Brown, president and founder of CM. "We now have about 350 employees." From 1981 to 1997, CM also owned *Cincinnati Magazine*, before selling the title to concentrate on Columbus.

The out-of-home market in Columbus is dominated by Donrey Outdoor Advertising. Although there are other outdoor concerns, Donrey controls most of the billboard positions throughout the metro area, including 900 30-sheet displays, 250 14-by-48 bulletins, 60 8-sheets and 50 interstate billboards. Back in 1980, Donrey acquired Columbus Outdoor, which had been in the market for some 40 years.

Business is brisk. "The city is busting out at the seams in every direction," says Rick David, Donrey sales manager. David says the company does look for new leases on outdoor space, but it has been hampered to a small degree by local zoning regulations passed over the past few years that prohibit billboards in some of the smaller municipalities in the Columbus DMA. ■

## Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in Millions)	Share of Total
Clear Channel	2 AM, 3 FM	26.0	\$34.1	40.7%
Infinity Broadcasting	3 FM	11.8	\$13.3	15.8%
Saga Communications	1 AM, 1 FM	8.7	\$12.4	14.8%
North American Broadcasting	1 AM, 1 FM	8.3	\$7.8	9.2%
Blue Chip Broadcasting	3 FM	9.9	\$4.8	5.7%
Radio Ohio	1 AM, 1 FM	7.8	\$4.7	5.6%

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

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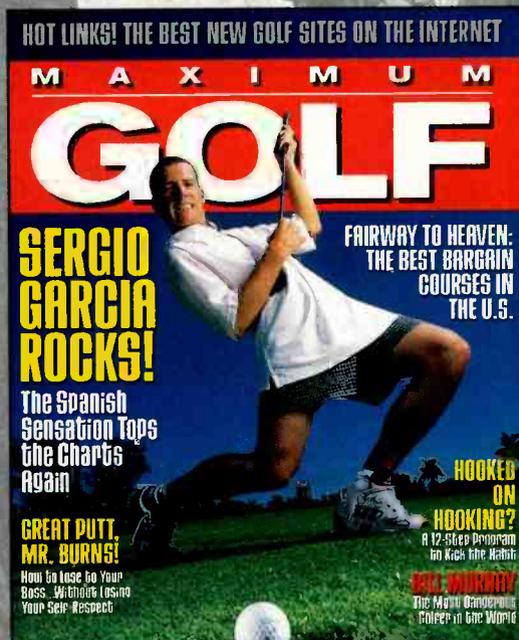
Source: 1999 Fall Mediemark Research Inc.

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## MOVERS

### MAGAZINES

**Mark Greenberg**, director of magazine development for Miller Sports Group, has been promoted to general manager...**Jeff Burch**, vp and co-publisher of Emap Marketing Network, has been named senior vp of corporate sales for Primedia Enthusiast Group... *National Enquirer* editor in chief **Steve Coz** has taken on additional duties as editorial director of American Media's new consumer magazine division...**Rockwell Harwood** has left Hearst's *Esquire* as deputy art director to join Condé Nast's *Details* as design director...**Scott Weis** has been promoted from executive vp to president of Hearst's Communications Data Services, a data management company for magazine publishers...**Steven DeLuca**, former ad director at Condé Nast's *Gourmet*, has been named associate publisher of advertising for Time Inc.'s *In Style*...**Kristine Schreiber**, former publisher of Gruner + Jahr's *YM*, has joined Condé Nast's *House & Garden* as advertising director.

### TV STATIONS

**Charlie Schumacher** was named assistant news director at Tribune Broadcasting's Chicago WB affiliate WGN-TV. He had been executive producer at WFLD-TV, the Fox-owned station in Chicago. Elsewhere at Tribune, **Michael C. LaBonia**, vp and general manager of New Orleans ABC affiliate WGNO-TV, took on the added responsibility of managing WNOL-TV, the New Orleans WB affiliate that Tribune bought last year from Qwest.

### TELEVISION

At the National Association of Television Program Executives, **Beth Braen** was promoted to senior vp of creative services, **Bridgette Parise** to director of membership development, **Maria Sussman** to manager of reference guides, and **Roxanne Reola** to staff accountant...Paramount Domestic Television has promoted **David Thomas** to vp of creative services and design. He will oversee print advertising for all of the division's first-run syndicated shows, as well as its fall 2000 off-network launches. (continued on page 32)

# The Media Elite

Edited by Anne Torpey-Kemp

## Content in for Compromise?

A convergence of media luminaries including Martha Stewart, Court TV president/CEO Henry Schleiff, Saul Shapiro of Gist Communications, Bruce Leak of WebTV, Glenn Ginsburg of Visionary Media, and Marc Chamlin and Steven Peña of entertainment-industry law firm Loeb & Loeb LLP packed a wing in the New York Marriott Marquis last week for the TV-Internet Conference Summit dubbed "When Networks Collide."

Presented by the New York chapter of the National Academy of Television Arts & Sciences, the all-day affair covered topics ranging from television programming on the Internet to new opportunities in advertising.

Attorneys Chamlin and Peña, who count some of the biggest names in media among their clients, offered insights on some of the legal aspects of the new frontier, including how content is licensed on the Internet. And if they're right about the evolution of Net advertising, Web users had better beware.

Said Chamlin: "With Web sites becoming more technologically advanced, so will the advertising messages, which are likely to shift [away from banners] to a more subtle, content-incorporating message." Added Peña: "Before you know it, you won't even realize you are being sold a product." —*Marc Berman*

### SPOTLIGHT ON...

#### Marva Smalls

Executive VP of Public Affairs and Chief of Staff, Nickelodeon

As an undergraduate at University of South Carolina in the mid-'70s, Marva Smalls was standing in line at a popular area disco one night when she noticed that only white kids were being admitted. Smalls, then president of the school's chapter of the NAACP, was shocked to learn that the club had a quota system for blacks. Knowing a boycott would fail given that blacks made up only 10 percent of the student body, Smalls used civil rights laws to go after the club's liquor license. The quota system was quickly dropped, and Smalls has been taking stands ever since.

After a career in state and national politics, Smalls jumped to the private sector in 1993, joining Nickelodeon. There she continues to work on pro-social advocacy as chair of Nick's Big Help campaign, which encourages kids to volunteer in their communities. "We really hope we can create a legacy of activism among our viewers," says Smalls.

In its seventh year, the award-winning campaign, which has won the support of President Clinton as well as spokeswomen Mariah Carey and Whoopi Goldberg, kicks off fresh outreach programs in all 50 states starting this week. The Big Help has also partnered with 30 national organizations with local chapters including the Girl Scouts, Big Brothers Big Sisters and 4H Clubs, along with hundreds of mayors, local school systems and parks programs to get kids involved.

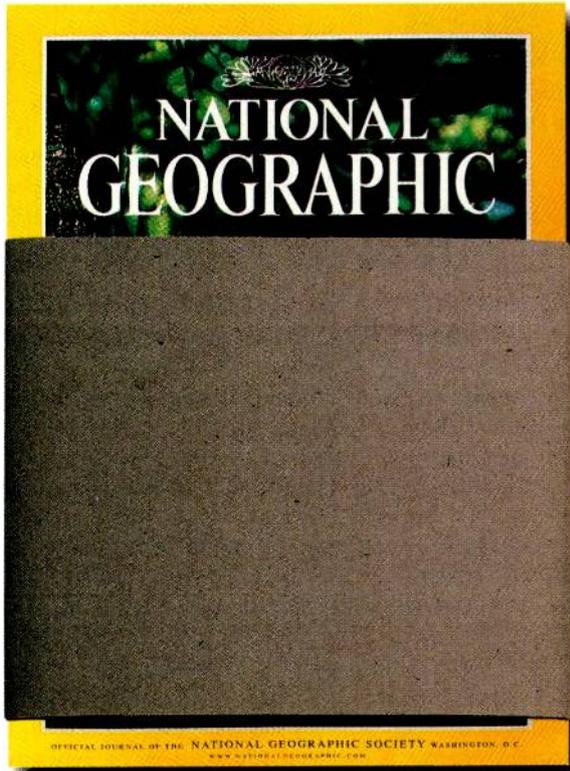
This year's volunteer push follows on the success of 1999's Big Help, which focused on refurbishing local park and community spaces in 10 cities across the country. The first park to get a face-lift from Big Help volunteers is one in Tampa, Fla., on April 8.

"All politics are local," Smalls contends. "We've found that when kids can see change in their own backyards, they are much more empowered." —*Jim Cooper*

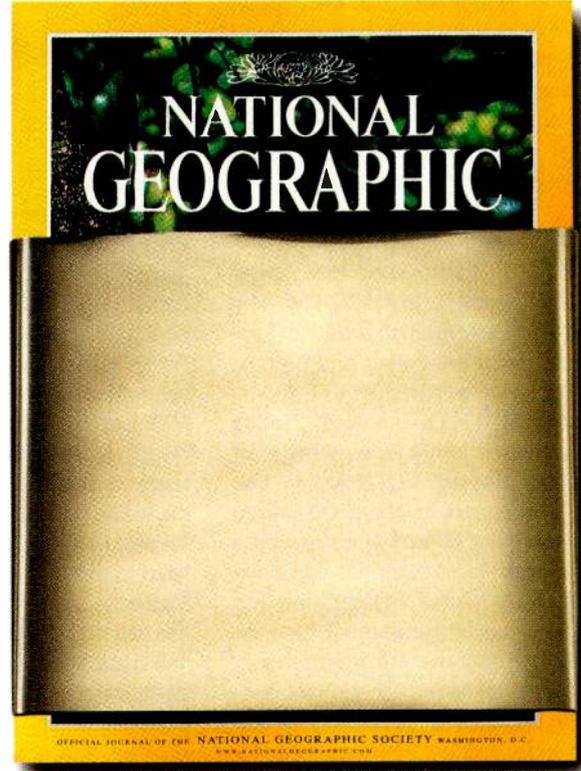


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June 2000 launch.



## MOVERS

(continued from page 30) Tribune Entertainment has upped **Cindie Zimmerman** to manager of programming and development from an assistant-level position in the development department. She will work on Tribune's two Gene Roddenberry-created weekly action hours, *Earth: Final Conflict* and the new *Andromeda*...**Roni Mueller** will head business affairs for Warner Bros. Television, where he will report to newly named executive vp **Craig Hunegs**.

### RADIO

**Susan Bacich** was named director of promotions for AMFM's WKTU-FM "The Beat of New York." Bacich was most recently director of marketing and promotion for Big City Radio's KLYY-FM, KVVY-FM and KSYY-FM in Los Angeles...**Nancy Cole** was named vp/general manager of One-on-One Sports' KCTD-AM in Los Angeles. Cole comes to One-on-One from Internet company Event411.com, where she served as vp of business development...**Gregory Noack** was promoted to senior vp of talk programming for Premiere Radio Networks. He was formerly vp of affiliate marketing for the talk division...**Milt McConnell** has been named vp of affiliate and agency relations for Broadcastspots.com. McConnell comes to the online service from Clear Channel, where he was vp and general manager of Albuquerque, N.M., station cluster KZRR-FM, KSYU-FM, KLSK-FM, KTEG-FM and KPEK-FM.



**Wells rises at Comedy Central**



**Premiere's Noack has knack for talk**

### CABLE TV

Fox Family Channel has named **Matthew Weiss** regional vp of New York. He will be responsible for affiliate sales in the Northeast and national account distribution for FFC and boyzChannel and girlzChannel. Weiss was previously director of national accounts at MTV Networks. Elsewhere at MTV Networks, **Angela Leaney** has joined Noggin as vp of marketing. She will spearhead strategic planning and consumer-marketing and advertising efforts at the kids TV and online network. Leaney had been head of planning and research for Ogilvy & Mather in Los Angeles... Comedy Central has promoted **Sandra Wells** to vp of legal and business affairs, from senior counsel. Wells joined the network in 1998 and has been responsible for all distribution-related legal and business-affairs issues. In her new role, she will also provide legal support to Comedy Central's affiliate marketing, ad sales and research departments. Prior to joining Comedy Central, Weiss served as counsel in the CBS Cable law department in Stamford, Conn.

## Reichel Returns

**W**alter Reichel can get in on the watercooler conversations now that he's back in the agency business.

"I felt consulting and research was on the lonely side," says Reichel, who's just joined True North unit KSL Media after nearly a decade of providing accountability research through his A-to-S Link company. Reichel says he needed more "action," and in his new role as senior vp, director of client services, he's likely to get it as he goes after new business and puts together ad planning and buying strategies for KSL clients.

Before A-to-S, Reichel was worldwide media director at Ted Bates, where he gained notoriety for his "5% Media Solution," which advocated placing at least that percentage of clients' ad dollars into cable. Another piece of his legacy is his role in changing traditional media planning through the development of the "recency" theory, which proposed reaching consumers with ads as close to their time of purchase as possible.

The agency business Reichel left is a very different one from the one he has rejoined. "Back in 1987, TV was a non-participatory medium," he says. "Today, clickers are being used to evade commercials and TV ads are driving people to the computer. It's much more challenging, and there's a much greater need for imagination" in coming up with media plans." —*John Consoli*

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VOL. CCXXXIII

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MONDAY, JAN

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WALL STREET JOURNAL

# MEDIA DISH



Adweek Magazines tapped *Time* as its Hot List Top Magazine of the Year. At New York's Rainbow Room to celebrate the honor (l. to r.) Norman Pearlstine, editor in chief, Time Inc.; Ed McCarrick, publisher, *Time*; Sidney Holt, editor in chief, Adweek Magazines; Walter Isaacson, m.e., *Time*; and Bruce Hallett, president of *Time*.



Driving home the point that media is a contact sport, *Worth* magazine recently hosted a midnight pickup hockey match at New York's Chelsea Piers. Among those on ice till the wee hours were (l. to r.) Stephen Fink, Mid-Atlantic manager, *Worth*; Garth Tiedje, senior media planner for Brouillard Communications; and John Koten, editor of *Worth*.



*Fortune* recently celebrated seven decades in print with a party at New York night spot Serena. Media bigwigs on hand for the festivities were (l. to r.) Andy Lack, president of NBC News; John Huey, managing editor, *Fortune*; Charlie Rose, host of PBS' *Charlie Rose Show*; and Howell Raines, editorial page editor, *The New York Times*.



At the recent Cartoon Network upfront presentation, held at the Altman Building in New York: (l. to r.) Jon Steinlauf, vp and sales manager, Turner Entertainment Sales; Sande Bovis, senior vp and associate director of national broadcast, Universal McCann; Mike Giarraputo, assistant media director, Johnson & Johnson; and Joe Uva, president of Turner Entertainment group sales and marketing.

come up with that idea **STREET JOURNAL.**

MARCH 13, 2000

INTERNET ADDRESS: <http://wsj.com>

....

75 CENTS

Search... Index

Work Week

Solution

Adventures in Capitalism.

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.

**Spring Internet World 2000**, dedicated to e-business and Internet technology, will be held April 3-7 at the Los Angeles Convention Center. The event will include a session on Internet-based customer relationship management and how to integrate it into e-business. Contact: <http://events.internet.com/spring2000>.

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](http://www.thebigpic.com).

The National Association of Broadcasters will present the "**NAB2000 the Convergence Marketplace**" conference and expo April 8-13 in Las Vegas. The event will include sessions on broadcast and Internet technology and TV management. Keynote speakers will include Viacom chairman Sumner Redstone. Contact: 202-429-5419 or 800-342-2460.

New York Women in Communications 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.

Scarborough Research will present its annual **radio marketing conference** for radio station sales executives May 18-19 at the Key Bridge Marriott in Washington, D.C. Featured topics will include: pitching against newspapers and selling the power of ethnic formats. Contact: 212-789-3561.

# Inside Media

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

## NY Daily News, MLB in Latino Venture

The *New York Daily News* and Major League Baseball have teamed to publish *Major League Baseball en Español*, a bilingual newspaper supplement for Latino communities. The publication launched on March 19 in seven markets—Los Angeles, New York, Miami, Chicago, Houston, Dallas, San Francisco and San Jose—with an estimated circulation of more than 1 million. The first issue was published in conjunction with MLB's "Month of the Americas." Additional issues will relate to MLB's All-Star Game and the 2000 World Series.

## Meigher Sets Out on New Quest

Chris Meigher, former partner in Meigher Communications, has purchased the assets of the luxury monthly *Quest* from his old company and formed Quest Media LLC. Susan Souders Obrecht, a magazine veteran who has owned and operated Baltimore-Washington regional magazines and newspapers, has been named president of the new company, and Jack Lynch is staying on as president of *Quest*. Sean Murphy, a former assistant editor at *Vanity Fair*, will serve as editor in chief, effective with the May issue. Meigher Communications sold its other titles, *Garden Design* and *Saveur*, to World Publications in January.

## Real Simple Largest Time Inc. Launch

The premiere issue of *Real Simple* will hit newsstands March 27 with a total of 216 pages (112 ad pages), making the launch

the largest in Time Inc.'s history. The monthly lifestyle title, part of the *People* group, will have a circulation of 400,000 and a cover price of \$2.95.

## Spin Marks 15 With Cover Highlights

*Spin* is celebrating its 15th anniversary with a four-way split cover, featuring past covers of Madonna, Beastie Boys, Nirvana and the Notorious B.I.G. The April issue carries 122.73 ad pages and a commemorative poster showing every *Spin* cover to date. Also marking the anniversary, the Miller Publishing monthly will produce a five-hour syndicated radio program hosted by editor in chief Alan Light looking back at the past 15 years in music. The program, co-sponsored by listen.com, will air in April in more than 68 markets.

## NBA Inside Stuff Redesigned

*NBA Inside Stuff*, a companion magazine for NBC and ESPN's teen-targeted basketball program of the same name, relaunched with its February/March issue. Co-published by the National Basketball Association and PSP, an integrated sports marketing company, the 8-year-old bimonthly has been redesigned to better incorporate the television program and Web site. Tony Gervino, former editor in chief of NBA's *Slam*, has been named editor in chief, replacing John Hereas.

## Pierless Pairs With NYToday.com on Web

*Pierless*, the magazine for private ferry commuters in the New York City area, has launched a Web site in a partnership

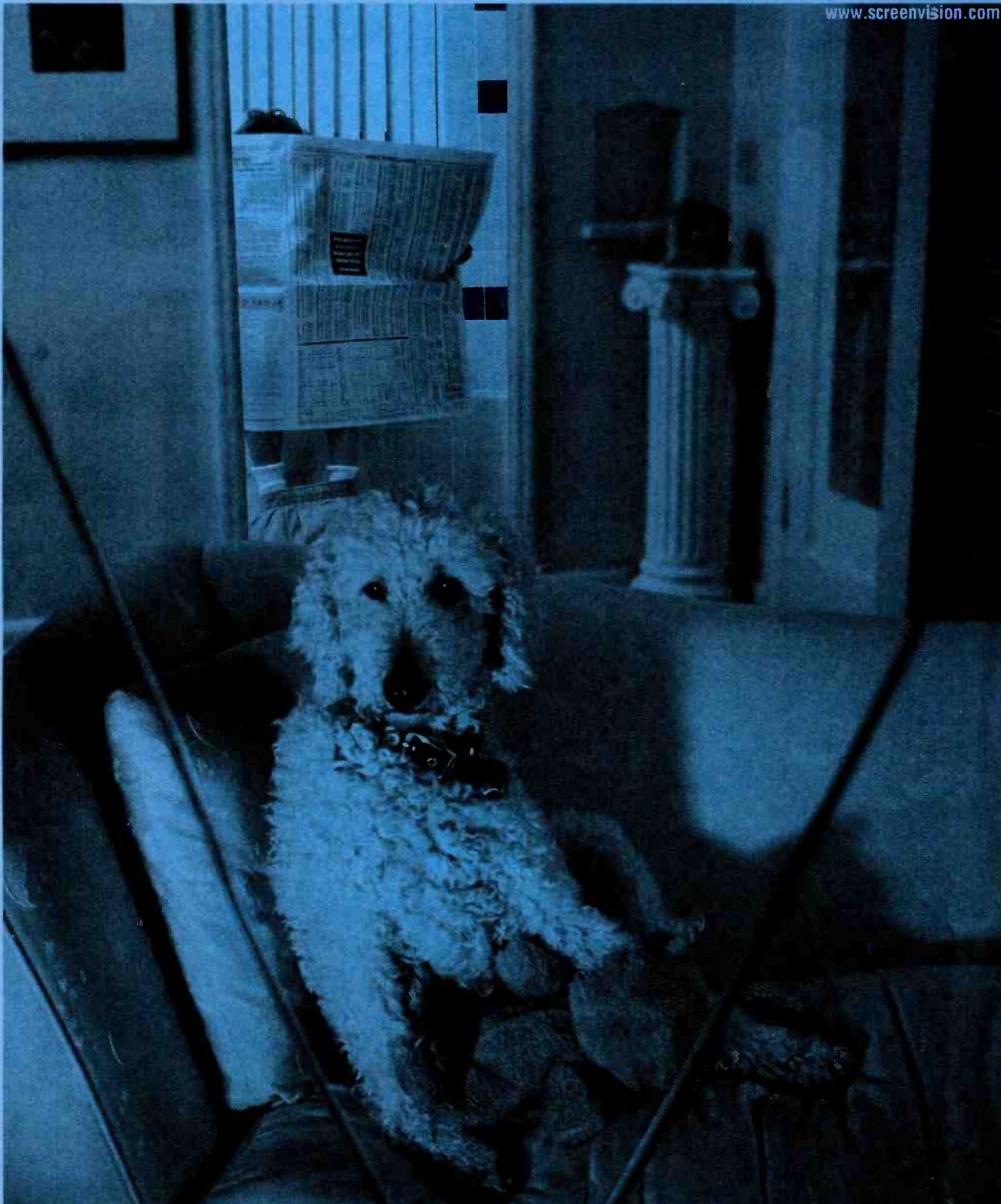
## Bartiromo's Stock Rises at CNBC

CNBC's "Money Honey," Maria Bartiromo, last week landed her own weekly series, *Market Week With Maria Bartiromo*. Set to premiere Friday, March 31, at 7 p.m., the new weekly series showcases veteran CNBC anchor Bartiromo broadcasting from the floor of the New York Stock Exchange. She will focus on moves investors can make to stay ahead of next week's market. The half-hour series, which Bartiromo co-created and will co-produce, is divided into three segments: an in-depth report on a story expected to impact trading the following week; a newsmaker interview on the same subject; and a company profile accompanied by an interview with its CEO.



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AMERICA'S GUIDE TO THE INTERNET

March 5, 2000



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of the woods with  
eTrex **PAGE 4**

**CHARLOTTE'S WEB:**  
Welsh teen singer  
is surfin' la vida  
loca **PAGE 4**



Read between  
the lines: Online  
chatting rules  
**PAGE 9**

Controversy  
doesn't shake  
Quake III fans  
**PAGE 11**

Get the most  
out of your PC's  
virtual memory  
**PAGE 2**

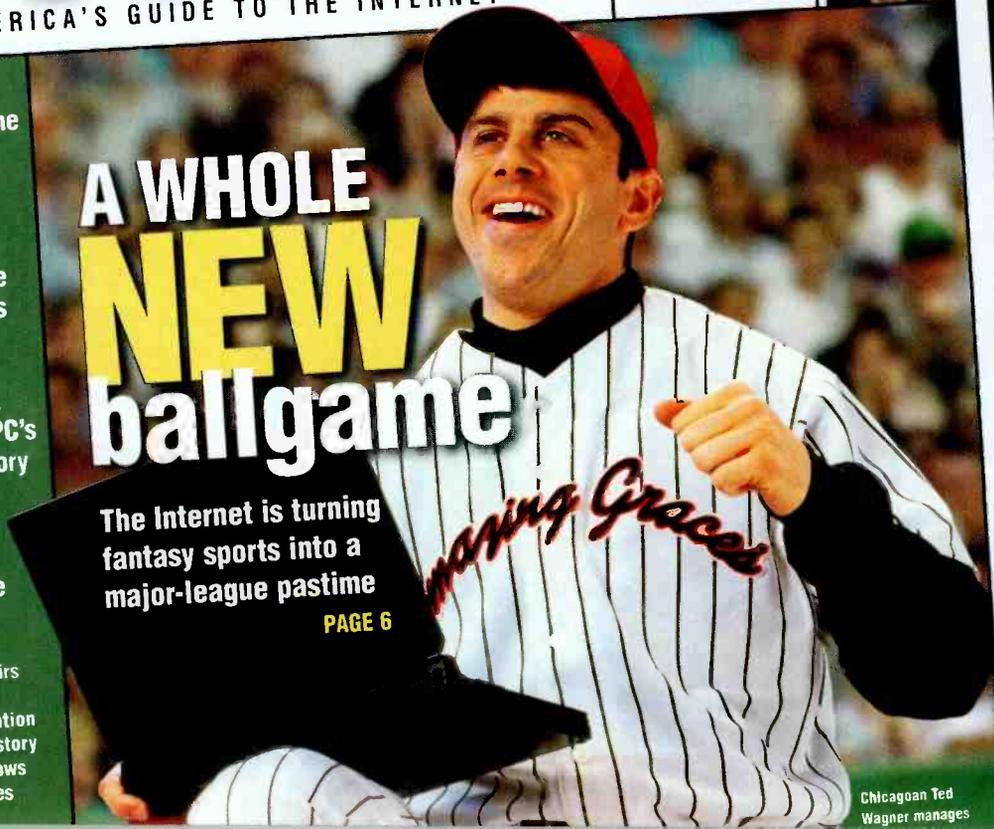
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**PAGE 6**



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# Inside Media

CONTINUED

with NYToday.com, the city site operated by Times Co. Digital, the Internet division of the New York Times Co. The pierless.com site features all the editorial content from the current issue of the 2-year-old monthly *Pierless*, based in Atlantic Highlands, N.J.

## Online Seller of Radio Spots Signs ABC

Broadcastspots.com, one of a handful of online media buying services, has added inventory from ABC Radio Group, owner of 45 radio stations. Used primarily for last-minute radio buys since its launch in January, the Chicago-based online service offers station inventory in 19 of the top 20 markets from several top radio groups, including Emmis Communications, Greater Media, Jefferson Pilot and Cumulus. Broadcastspots.com plans to add television inventory by fourth quarter 2000.

## RAB Forms Media Council

The Radio Advertising Bureau has established an 18-member media council to "facilitate the flow of information and ideas between the radio industry and the agency and media-buying communities. Council members will be asked to participate on advertiser panels at the RAB's annual conference and during the RAB's board of directors meeting in the fall. Plans also include at least one annual meeting to be scheduled adjacent to an agency convention, such as the American Association of Advertising Agencies media conference. Among the top-level agency execs on the new council are Lori Ann Hacker, vp/director of local broadcasting for BBDO West; Karen Agresti, senior vp/associate media director for Hill, Holiday, Connors, Cosmopolus; and Natalie Swed Stone, senior vp/manager of network radio for The Media Edge.

## Westwood Syndicates *Fantasy*

Through an exclusive multiyear partnership with *Football Weekly* magazine, Westwood One will syndicate Fanball.com's two-hour weekly sports talk show, *Fantasy Sports Weekly*. Hosted by Paul Allen and Paul Charchian, the show covers a variety of sports, including NFL football, Major League Baseball, the NBA, NHL, PGA golf and college sports. For the past five years, the show has aired

on Infinity's KFAN-AM Sports Radio in Minneapolis, earning about a 7 share among men 25-54 in its Saturday-morning time slot. Fanball.com also airs a nationally syndicated TV program.

## TV News Vets Host Radio Unica A.M. Show

Two Hispanic TV news veterans, Ricardo Brown and Ana Patricia Candiana, started a new gig recently as co-hosts of *Muy Temprano*, Radio Unica's morning talk show. Airing 6-9 a.m., the show mixes national news coverage, sports and features with plenty of listener participation. The duo replaced Raul and Fulvia Peimbert, who relocated to Mexico. Brown, a news journalist with more than 25 years of experience in English and Spanish media, has served as chief correspondent at CBS TeleNoticias and has made several appearances on Telemundo. Candiana is a news anchor for Telemundo and CBS TeleNoticias and anchor/writer for TeleNoticias' *Mas Vida* show. The Radio Unica Spanish-language network airs on more than 50 stations.

## Study of Net Sponsorships Under Way

Next Century Media, *American Demographics* magazine and Studio One Networks are conducting a study to evaluate the effectiveness of sponsorship advertising on the Internet. The Sponsorship Effectiveness Index, to be released in early fall, will be part of the Advertising Research Federation's new media mode committee's evaluation of comparative media in the 21st century.

## NBG Syndicates *Love Affair*

NBG Radio Networks has launched *The Love Affair*, hosted by Kevin "Slow Jam-

min" James. The four-hour weekly show combines R&B ballads with James, a popular voice on radio for 22 years on some of the nation's biggest Urban stations, including KKBT-FM in Los Angeles and WKYS-FM in Washington, D.C. The show has been tested on five stations with strong ratings results, said John Holmes, NBG president. On WHUR-FM in Washington, D.C., the show pulled an 11.7 overall audience share, a 15.6 among 18-to-34-year-olds and a 20.4 in the 25-54 demo.

## ESPN Reaches 100-Station Milestone

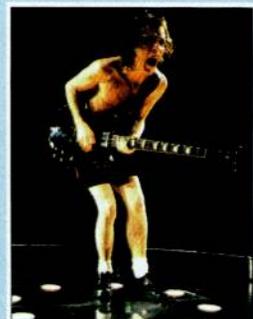
With the signing of Jefferson Broadcasting's WTMT-AM in Louisville, Ky., ABC Radio Networks' ESPN Radio has reached the 100-affiliate milestone for stations that air 18 hours or more of ESPN programming. Launched in January 1992 with only weekend shows and drive-time commentaries, the network now offers enough programming to fill a schedule 24-7. Signature programs include *The Greenberg/Golic Morning Show*, *The Tony Kornheiser Show* and *The Dan Patrick Show*. The network also holds national broadcast rights to Major League Baseball games, NBA games, and college football's Championship Series games.

## PC World Tops Neal Awards

IDG's *PC World* took the top prize in this year's Jesse H. Neal Business Journalism Awards for its "Web @ Warp Speed" guide to upgrading to faster Internet access. The awards, presented by American Business Press, also recognized the northern New Jersey-based Medical Economics Co., which took home five Neals, as well as editors from Advanstar Inc.; Bill Communications; *Mediaweek* parent BPI Communications; and Crain Communications.

## MTV Promo Boosts Net And Web Audiences

In an effort to promote both its online and on-air programming, MTV earlier this month pumped up its audiences with @MTV Week, which featured live performances by artists including Hanson and AC/DC from the network's glass-walled studio overlooking Times Square. The artists also conducted chats online with fans via MTV.com, which saw its traffic grow by 35 percent. MTV's overall household ratings improved 15 percent during the week of March 6-10.



AC/DC: Live wire for MTV



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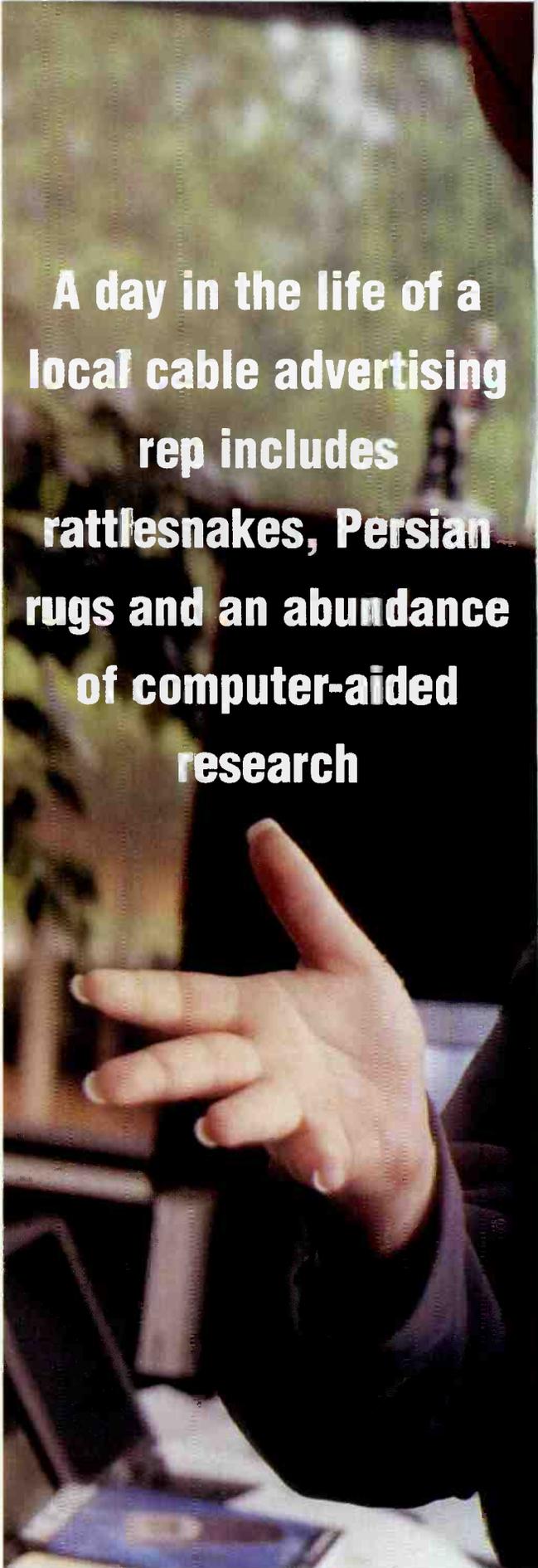
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# ON THE SPOT

By Gilbert Nicholson

**I**t makes her look. As Sheila Wardy traverses the southbound lane of U.S. Highway 31 in suburban Birmingham, Ala., she can't miss the crowd of cars parked in front of Mark's Outdoor Sports. "That's my account!" she screams. Curious, Wardy makes a U-turn and pulls her 1996 Buick Riviera into the parking lot, where she finds several hundred young men consuming free catfish, watching a man in camouflage pants poke a five-foot-long rattlesnake with a stick, and listening to world-renowned turkey caller Larry Norton do his thing—except there are no turkeys. Even though the promotion was arranged by a local

Photography by Howard L. Puckett



A day in the life of a local cable advertising rep includes rattlesnakes, Persian rugs and an abundance of computer-aided research



Selling spot cable, Charter's Sheila Wardy must keep several balls in the air on the average day.

country radio station—her competition—Wardy is impressed. After all, the veteran cable advertising salesperson understands the value of drawing a crowd.

In the course of a typical spring day, Wardy, an account executive with Charter Media, the dominant cable provider in Birmingham's suburbs, will visit an Oriental rug shop, an electronics school and an alternative music store, among others, to pitch new business, sign contracts and woo media buyers. A *Mediaweek* reporter will go along for the ride, to shed light on the ground floor of television advertising sales.

Local cable is often derided for its high cost-per-ratings point, low production values and nebulous viewership figures. Nationwide, revenue surpassed \$2.5 billion last year—double the '94 figure—but in the context of years of great expectations and a booming economy, the growth seems less than spectacular. Birmingham's Charter, which reaches 96,468 homes, expects to generate \$3.7 million in spot revenue this year, a tiny sum compared to the local broadcast stations' estimated \$98 million take. Charter inserts spots on 20 different cable networks—including ESPN, CNN and The Weather Channel—for fees as low as \$25.

For Wardy, the day begins in her office filling out an advertising insertion-order form for a local bank. CNN Headline News blares from a small set next to her desk in an office partitioned into three cubicles. Behind her, more than 100 3/4-inch video cassettes fill a cabinet, with another large stack waiting to be filed.

She picks up the phone to make a lunch appointment with Johnny Self, who handles advertising for his father's auto glass company. "Quinn likes to sing, but he's only six," Wardy tells Self, referring to her son, a first-grader. Photos of Quinn and husband John line the window sill to her left. Her desk is full of stacks of papers. Neatly thumbtacked to the partition are several memos of rates and coverage areas.

After a few laughs with Self, and a pledge by both to try to do lunch, Wardy packs her Compaq laptop, speaks briefly in a hallway with sales manager Kathy Usery, and exits for a day of sales calls. Climbing into her beige Buick, she pulls out of Charter's headquarters in a neatly groomed office park bordered by an upscale neighborhood. The site, 15 miles south of downtown Birmingham in the upper-income suburbs, also houses Charter's regional office for its Gulf States region.

**Taking off the gloves: Wardy doesn't rely on the hard sell when pushing cable advertising in Birmingham.**



Fifteen minutes later, she walks into the Southside office of DavisDenny advertising, where she's greeted by media buyer Steva Austill. Wardy is meeting Austill for the first time, with hopes of getting her to place locally made Moore's Marinade on Charter. The two sit side by side on a short, comfortable couch in a dark office of one of the firm's owners. Austill starts by saying the initial advertising strategy this spring for Moore's, a meat flavorer and tenderizer, will be coupon inserts in newspapers.

Wardy pulls out her laptop to display QualiTap research information, showing The Weather Channel and Discovery Channel ranked 1-2 in the overall 25-54 local adult demo. Discovery, ESPN and CNN are the highest-priced 30-second spots at \$95 fixed and \$65 in prime time in Charter's Metro division, encompassing parts of three Birmingham-area counties. MSNBC, TNN, Headline News and the History Channel are in the second tier, going for \$65 fixed and \$55 prime. VH1, Nickelodeon and The Weather Channel are \$40 fixed and \$25 prime.

"I know where we live everybody grills out. Can you marinate vegetables?" asks

Austill, who looks to be in her mid-30s, and lives in Mountain Brook, a posh suburb traditionally with the highest per-capita income in Alabama.

Austill perks up and takes notes when Wardy's computer shows 42.8 percent of principal food buyers in a household watch The Weather Channel. The two discuss how men increasingly cook and buy food for their families.

"There's all kinds of information we can show you about food shoppers," Wardy says.

She then delves into a host of networks that could be a good fit, particularly catching Austill's attention with a mention of Nascar auto racing.

"We have a partnership with Talladega [SuperSpeedway, near Birmingham]," Austill says, making notes while nodding.

There's no sign of a hard-sell mentality from Wardy. "You're probably aware of our coverage area?" she asks.

"I haven't seen a map in a while," Austill replies, listening to an explanation.

"I like [cable advertising] because it builds and strengthens product image in the home market," Austill explains, as if to

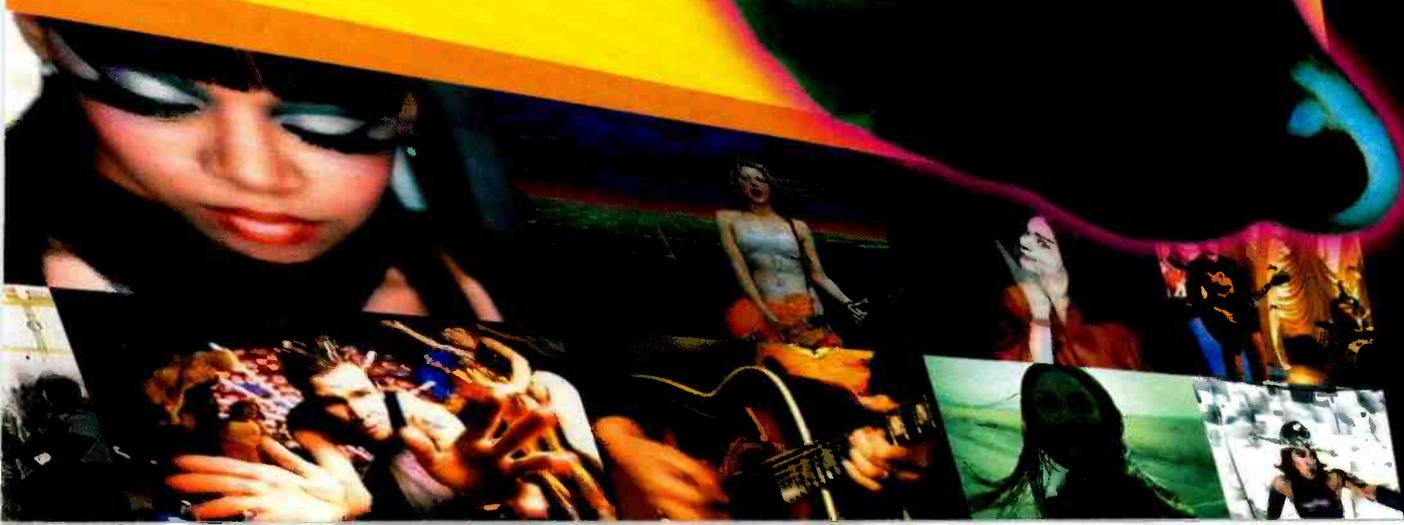


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deliver her verdict. "But the product is being marketed through the Southeast and I don't know how much they want to emphasize the local."

"If you're looking for other ideas, we've got lots of promotions out there that I think would work," Wardy adds, then closes: "Will there be any other media bought other than the inserts?"

"I don't know," Austill responds. "It depends on how these inserts do."

She promises to check, as the 30-minute meeting winds down with assurances from Austill that she'll consider Charter.

Wardy is back in the Riviera for a five-minute drive to the heart of downtown Birmingham. She parks in front of what looks like an abandoned downtown storefront and goes to dial a phone installed next to the door. After several unsuccessful tries, she finally reaches someone upstairs at Big Marketing and Communications, who arrives to escort Wardy to a refurbished, loft-style open area.

There she's greeted by media buyer Will McKee, who offers Wardy a chair in his office. The two know each other from the local ad club, and Wardy plunges straight into questions about McKee's new client, a local co-op of Nationwide Insurance agents. McKee is looking for demographic breakdowns to the local ZIP code level of decision-makers buying auto and homeowners insurance.

"Do you have access to Scarborough Research?" Wardy asks.

"No."

"You do now."

Leaning once more on QualiTap, Wardy shows McKee that 67.1 percent of local Nationwide policyholders watch The Weather Channel, while 57.2 tune in to the Discovery Channel. McKee seems impressed. "The way you can help me as much as anything is a

## 'WE DON'T EXPECT YOU TO EAT ALL OF THIS AT ONCE,' THE CABLE ACCOUNT EXECUTIVE SAYS TO A CLIENT. 'WE'LL SERVE IT UP ANY WAY YOU LIKE IT...'

breakdown of male and female, with cars and homeowners, and where the decision-makers are watching," in different ZIP code areas, McKee says.

"I've got it right here," replies Wardy, patting her laptop.

"That would be invaluable to me..."

McKee tells Wardy advertising won't start until the second quarter, after he dis-

cusses particulars of cable advertising with the co-op. "I like to place things up front all at once, so I can start on something else," he tells Wardy, giving her the go-ahead to pull the demos down to ZIP codes. He also asks for a rate schedule of advertising two or three weeks at a time, versus a long-term, six-month plan. "That will make it easier for me at the onset to show them the incentives for doing it that way [long-term]," McKee says.

Winding her way back down to the storefront, Wardy

worries out loud if she forgot to put coins in a parking meter. She checks to find no ticket, then packs the computer in the trunk, and is on her cell phone to Self, from the auto glass company. He's gone on a call and can't make lunch.

It's 11:30, and Wardy heads back south toward Charter headquarters. She travels through a cut in Red Mountain, which

separates the city from the affluent "Over-the-Mountain" suburbs. After her noonish rattlesnake encounter at Mark's Sporting Goods, and a brief stop back at headquarters to pick up paperwork, Wardy is headed north again on I-65 for an early-afternoon appointment with Mike Cates, director of admissions at Herzing College of Business and Technology in Homewood.

After a 15-minute wait in the lobby, sitting with three prospective students eager to enroll at the computer and business school, Wardy is heartily greeted by Cates, an intense but friendly man.

"Are you going to have the Alabama-Auburn game on ESPN?" is the first question, indicative of the religious fervor college football stirs in the Heart of Dixie. Cates is considering his yearlong ad campaign on Charter, and, like last year, he wants to invest heavily in football.

Cates has agreed to re-



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new his contract of one commercial each on 92 college and pro football games on cable. He and other Charter clients declined to release dollar amounts of past or pending advertising contracts.

Wardy lobbies Cates to buy a yearlong package of various sporting events such as Nascar, NBA basketball and WWF wrestling. He winces at the cost.

"That's just too big of a bite," says Cates. "I see a value in a percentage of it, but not all of it."

Wardy points out that a competitor has already signed up. "We don't expect you to eat all of this at once. We'll serve it up anyway you like it."

"Can we make it heavy in the fourth quarter?"

"Sure."

"What kind of budget do you have?" Wardy asks.

"It's not so much a matter of cost, but the quality of the product delivered," replies Cates.

"What if I make this sports package real attractive?"

"Take your best shot," Cates fires back.

He then inquires about the Sci-Fi channel.

"You would have to make a significant commitment on that because we would have to add equipment to offer it," Wardy

says. "We just don't have enough advertisers to pay for it right now."

While Cates likes the targeted aspect of cable, he tells Wardy dealing with three cable systems in the Birmingham area is time-consuming. "Cable can end up more expensive than local stations" for covering the wide area he desires, he says.

It's 1:45. Cates leaves for his appointment, and Wardy is ready for some chicken chow mein at the nearly empty but popular Great Wall Chinese restaurant, located a mile from Herzing. Then there's a 2:30 meeting at Nilipour Oriental Rugs, where owner Hossein Nilipour directs Wardy through his one-story showroom to a round table with a golden tray filled with oranges. Nilipour, who sells mostly Persian rugs priced from \$75 to \$20,000, wants to buy advertising on Charter's March special. He says he'll use a commercial taped two years ago by a local production company.

"What have you got for me?" he asks. "I expect to get one [commercial] per hour and three per prime time."

"We'll make sure you get your prime time..."

After sealing the deal, Wardy decides to make some cold calls. One stop is at Noise Music and Movies, where the Bloodflower CD *The Cure* is advertised on the front door. Nog Chomp incense burns while the Dirty Three, an Australian alternative band, plays in the background.

Owner Gregory Lowery tells Wardy his shop is "a younger store for alternative and independent music. We don't sell Garth Brooks or Celine Dion."

Unbowed, Wardy suggests VH1, the more mainstream music video network.

"What's the cost of putting a spot together?" Lowery asks.

"It varies from \$200 to \$450..."

"This definitely



Advertisers like to reach men via ESPN's *SportsCenter*.

looks interesting, but not right now," Lowery finally says. "Maybe mid-spring, say around May."

Wardy works her way back south at 3:30, pulling into the Vestavia Hills Shopping Center, an aging strip mall. The first stop: B.A. Framer picture frame shop. She gets a "good luck" from clerk Carl Davis, who says he's never seen the company advertise on cable in his two years at the store.

Then, Wardy greets old friend and client Stanley Routman, owner of The Cambridge Shop, one of the area's oldest men's apparel stores. It's been two years since Routman advertised with Wardy in her previous sales position with TCI Cable.

"The main thing to do is get the price right," he says, grinning. "The price was half what it is now."

A quiet, easygoing man who looks to be in his 70s, Routman stands throughout the entire conversation and reminds Wardy that advertising for his twice-a-year suit sale needs to be directed more toward Vestavia, where his shop is located.

"My cable [advertising] went off in February and then business picked up," he says with a laugh. "It's really hard to measure. But you know, people are just not dressing up as much as they used to. There's just less and less market out there."

"Maybe we should change our focus to sell more clothing than suits?" he says.

Wardy says Charter could help him do just that.

"Get those prices right, now," he says for the third time, as she leaves.

"It's kind of been a fun day," says Wardy, as she steers south toward Charter headquarters, where she'll end the day with paperwork. She passes businesses she'd love to cold-call.

"You can't call on everybody every day. You just have to work your way down." ■

*Gilbert Nicholson is a freelance writer based in Birmingham.*

## Advertising Revenues Local, Regional, Network Cable

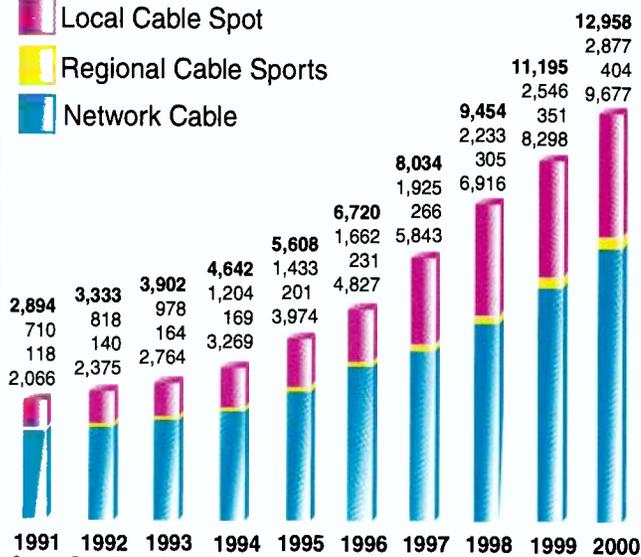
(In \$ Millions)

**Total Cable**

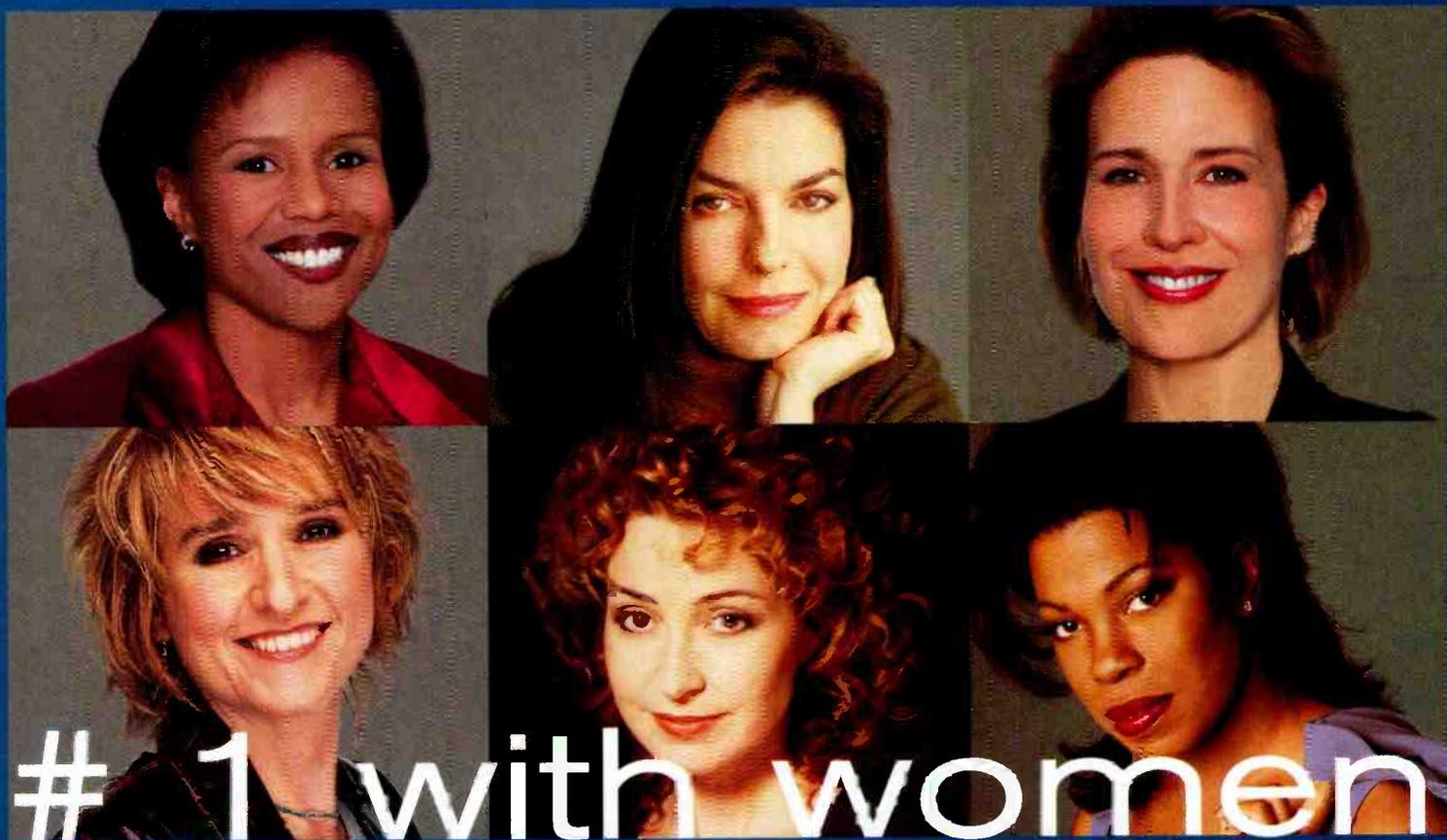
Local Cable Spot

Regional Cable Sports

Network Cable



Source: Paul Kagan Associates



**Strong January!**

Ranked #2 among basic cable networks on household rating

**Strong February!**

Highest-rated February in Lifetime's history, up +10% over February '99

**Strong New Season!**

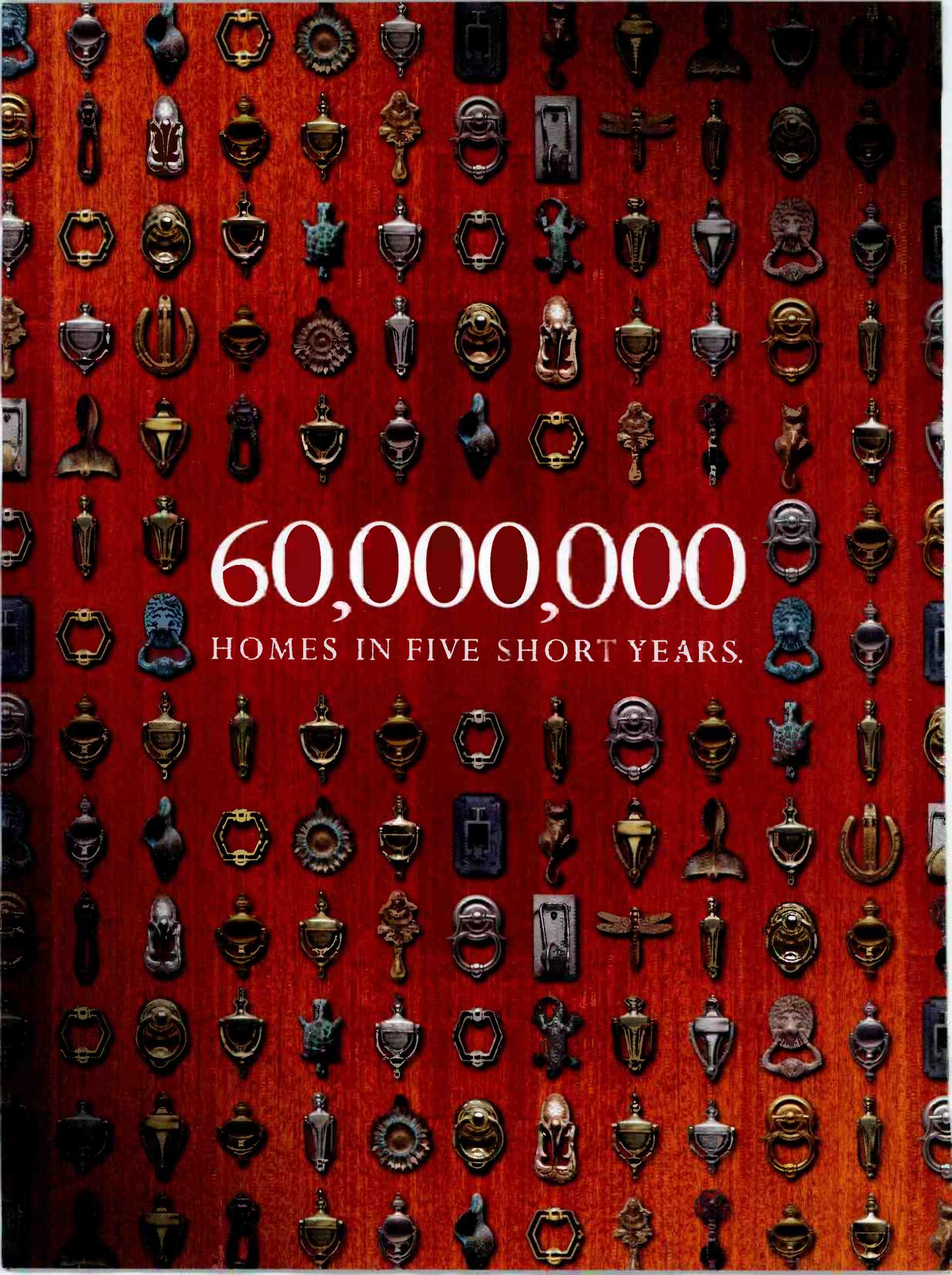
Women 18-49 viewership up +12% vs. a year ago

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Source: Nielsen Jan '00, Feb '99 and '00, Lifetime STD  
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Source: Nielsen Media Research, National People Meter sample, March 2000 Nielsen universe estimate, 60.055 million subscribers. Qualifications available upon request.

# Paper Weight

*Tribune Co.'s \$8 billion acquisition of Times Mirror bulks up the multimedia giant*

**THE INDUSTRY** / By Lucia Moses, Special from Editor & Publisher

Something was afoot at Times Mirror Square, headquarters of Times Mirror Co. and its flagship *Los Angeles Times*. Rumors were flying earlier this month that CEO Mark Willes didn't get his annual bonus and was on his way out.

As is often the case, the rumors had some validity: Willes was heading for the exit, although he didn't know it. Times Mirror was about to be swallowed up by the Tribune Co. in an \$8 billion deal—\$6.6 billion in cash and stock and \$1.4 billion in debt assumption. The transaction would be the largest newspaper merger in history, topping

McClatchy's purchase of the *Minneapolis Star Tribune* for \$1.2 billion in 1998 and the New York Times Co.'s \$1.1 billion acquisition of *The Boston Globe* in '93.

The Tribune and Times Mirror marriage would end the century-long local family control of the *Los Angeles Times* and create the third-largest U.S. newspaper company. The

new company will be headquartered in Chicago, with Tribune Co. CEO John Madigan at its helm, but it won't include Willes, who said he will leave after the deal is completed.

"The media industry's a more complex landscape, and broadly consolidating," explained Lee Westerfield, a media analyst with PaineWebber. "For Times Mirror, the question was [whether] to get big or get out."

One of Madigan's rising executive stars, Orlando (Fla.) *Sentinel* president and publisher John Puerner, flew to L.A., at the same time word was circulating he had been selected to take command of the merger transition team, according to company sources. At press time, no decision had been made about the transition team leader. But Puerner's *Sentinel* vp and spokeswoman, F. Ashley Allen, said he had flown to Los Angeles to help with the merger. She declined to

say whether he was leading the transition team, adding only that any comment on Puerner's involvement would have to come from Chicago.

Before joining the *Sentinel* in 1993, Puerner served as the *Chicago Tribune's* vp/director of marketing and development. Before that, he was the paper's director of circulation administration. He made his mark as an official with parent Tribune Co. by helping to lead an effort that brought in-house the *Tribune's* subscriber databases, which industry marketing experts say was crucial in building better relationships with subscribers.

If the deal passes muster, the combined company, to be called Tribune Co., will generate annual revenue of more than \$7 billion this year. Because it involved noncompetitive bidding, other bidders have 20 days from March 13 to top Tribune's offer.

Amid today's whirlwind of media consolidation, both Times Mirror and Tribune seem to have recognized that bigger is better. The merged company's arsenal will include 13 daily newspapers with a combined daily circulation of more than 3.6 million (behind only Knight Ridder and Gannett); 22 TV stations; top online sites in New York, Los Angeles and Chicago; and four radio stations. Tribune Co. also owns a stake in America Online.

"As you know, size and scale are essential today," Madigan said during a conference call with reporters on March 13. "Advertisers are looking more and more at how they can get mass media coverage on a national basis without killing themselves getting it. I think companies like the ones we're creating here are going to be favored in this environment."

Specifically, Tribune would emerge with a major Internet-TV-print presence in L.A., New York and Chicago, the top three U.S. media markets, increasing its ability to draw national ads. The company also adds three more newspaper/TV station combinations, in New York, L.A. and Hartford, Conn. Tribune is betting that the federal government will relax its ban against a company owning print and broadcast properties in the same market. The company says that because no



The merged company's HQ remains in Chicago.

licenses are changing hands, it can operate both media in those markets until its licenses begin to expire in 2006. Analysts, however, expect there will be challenges.

There is also the question of who will be in the White House between now and then. Officials with Al Gore's presidential campaign have vowed to take a much harder look at big media mergers if Gore wins the election. The scrutiny would likely intensify if the Democrats also take control of the U.S. House of Representatives.

For Times Mirror, the time had come for the directors to make some tough choices. The stock had tripled in the past five years under Willes, but the board's dissatisfaction with him was deepening, accentuated when the company's stock price dropped to a 52-week low, in the high 40s, in recent months.

While Willes proved he was adept at slashing costs and selling off assets, he failed



Puerner: rising star?

to mine new veins of revenue. Members of the Chandler family, who control the company, also felt Willes was slow to embrace the Internet (one of Tribune's strengths). While 1999 results met analysts' expectations, investors, it seems, weren't impressed. To top it off, the *L.A. Times* became embroiled in scandal last year over a profit-sharing deal with the Staples Center arena.

Madigan reportedly brought up the idea of a merger a year ago with Willes, who rebuffed him. But late last year, the Chandler family, Times Mirror's controlling shareholders, with 66 percent of the voting stock, began talks with Tribune behind Willes' back. A deal was hammered out and announced March 13.

Tribune offered Times Mirror shareholders \$95 per share, roughly double the stock's recent value. The takeover values Times Mirror at about 10.5 times cash flow (earnings before interest, taxes, depreciation and amortization), which is near the low end of the multiple range for newspaper deals.

Still, no one thought the merger could happen because it was widely believed—even by some members of the Chandler family—that the Chandler Trust language would restrict such a sale. The parties supposedly got around it by giving the Chandler family four seats on an expanded 16-member Tribune board and 40 percent of the membership on a new *L.A. Times* board, plus special rights that include say over the selection of the *Times*' publisher, according to the paper.

The Chandler family members who serve on the board aren't as involved in running the company as they once were. Harry Chandler, son of former *L.A. Times* publisher Otis Chandler, said he regrets that after a century of stewardship, his family will no longer control the company. "I like Tribune as a partner, but I'm also sad that Times Mirror got itself into a situation where it had to be acquired," said Chandler, who led new-media ventures at the *L.A. Times* until he quit a year ago to run a new dot.com company.

With merger mania spreading to the

newspaper industry, the question on speculators' lips is: Who's next?

PaineWebber's Westerfield said that, in this new environment, he could see a company such as Knight Ridder, with major market newspapers and its group of regional Web sites, RealCities, becoming more attractive to broadcast suitors. Chip Visci, vp of operations for Knight Ridder, said his company isn't interested in ceding any control but didn't rule out the possibility of acquiring another unit. "At the right price," said Visci, "anything is possible."

Anything indeed. Looking down the road, if cross-ownership laws—which currently bar companies from holding newspapers, TV stations and cable systems in the same market—are one day scrapped, Tribune itself may prove an irresistible merger target for, say, AOL/Time Warner, a company in which Tribune could hold a significant stake through its current investments in AOL and the WB TV network. ■

—with Joe Nicholson, Editor & Publisher

# Quality Check

*In the push for profits, will content still be king?*

**NEWSPAPERS** / By Lucia Moses, Special from Editor & Publisher

**T**he merger of the Tribune and Times Mirror companies weds two of the most powerful brands in U.S. newspapers, but many observers wonder what this portends for the quality of their work. "In general, mergers have not produced better journalism," said Ben Bagdikian, retired dean of journalism at the University of California at Berkeley and author of *The Media Monopoly*.

"Both companies are large, both are publicly traded and Wall Street has increased pressure on newspapers to produce higher levels of profit," Bagdikian pointed out. The merger, he warned, may increase the heat on the partners to reduce spending on local news, which is expensive to produce.

Some Times Mirror staffers wonder how the merger will impact management, benefits and staffing levels. *The Chicago Tribune* recently shut one of its nine foreign bureaus, and employees wonder if the merger will provide an excuse to consolidate others.

"People are certainly worried, but management has been saying, 'Wait and see

what it is all about,' and most people are willing to do that," said Jack Robinson, assistant city editor at the *Los Angeles Times* Orange County edition. "But the era of family ownership is coming to an end, and people are worried about that."

But some top Times Mirror executives seem more sanguine about the move. "Tribune Company and their best papers do Pulitzer-quality work, and to me that's a good sign," said William Marimow, managing editor at *The Sun* in Baltimore.

Tribune executives say they don't anticipate cutting staff, sharing content or closing bureaus at the Times Mirror papers.

Jack Fuller, who heads the Tribune Co.'s publishing division, said the company

doesn't take a "cookie-cutter" approach toward its papers, but said it expects to improve Times Mirror's margins through operational efficiencies and combined purchasing power.

Tribune executive vp/media operations Dennis FitzSimons echoed him, saying, "I don't see any joining of editorial product. But we would see in this very competitive world cross-promotion and cooperation that would improve services to the consumer."

Certainly, a newspaper company looking for a partner could do a lot worse than Tribune.

While its EBIDTA margin (30.8 percent in 1999) has lagged behind some of its peers in recent years, the Tribune newspaper group out-

performs Times Mirror, whose margin was 23.6 percent last year. Despite maintaining above-average profit margins, Tribune is known for the strength and integrity of its news content. Its papers have a reputation for local autonomy, and Fuller is a Pulitzer Prize winner with a



**Tribune execs won't tinker with local products.**

reputation for quality journalism.

The new jewel in Tribune's crown, of course, is Times Mirror's *L.A. Times*, the nation's fourth-largest daily, with a circulation of 1,078,000. It contributes about half of the Times Mirror newspaper cash flow. Times Mirror also operates six East Coast dailies—including Long Island's *Newsday* (circulation 575,000), the *Baltimore Sun* (339,000) and *The Hartford Courant* (207,500)—and two community dailies in California. The group has racked up 55 Pulitzer Prizes.

The publishing group has performed well financially, too, posting a 10.5 percent operating profit gain in 1999, due largely to macroeconomic factors: lower newsprint prices and a heated national ad spending climate, which doesn't look to cool down anytime soon. The East Coast group led in 1999 ad revenue gains, up 8.3 percent, with the *L.A. Times* up 6.6 percent.

The *L.A. Times* became one of the nation's top newspapers under former publisher Otis Chandler, who ran the paper during the 1960s and '70s. But the past five years under CEO Mark Willes have been a roller-coaster ride. Willes cut 700 jobs at the *Times* when he took over in 1995, and smashed down walls separating the news and business sides, which many said hurt the quality of the paper. In an effort to wrap its arms around Los Angeles' sprawling territory and splintered readership, the paper expanded its Latino coverage and rolled out a series of community news sections, with limited success: Circulation is up 1.5 percent from five years ago. Last year, morale was shaken by the ill-fated Staples Center profit-sharing deal.

In addition to *The Chicago Tribune* (circulation 578,700), Tribune owns *The Orlando* (Fla.) *Sentinel* (252,500); the Fort Lauderdale, Fla., *Sun-Sentinel* (242,000); and the Newport News, Va., *Daily Press* (97,000). The *Tribune* manages to be a strong local paper in a big urban area. It has a reputation for international coverage, although it has been shifting its resources

# Family Dynasties Built Papers

Chicago and Los Angeles, separated by nearly 2,000 miles, couldn't be more different geographically, culturally and in climate. Considering the long, colorful histories of *The Chicago Tribune* and *Los Angeles Times*, the \$8 billion mega merger their parent companies announced last week appears a marriage made in heaven.

The *Tribune's* Col. Robert R. McCormick and the *L.A. Times'* Gen. Harrison Gray Otis, the men who built those papers, were, by all accounts, two of a kind: unapologetically conservative, famously combative publishing giants of the 20th century—each possessing a single-minded ambition to construct legendary newspapers that became not only part of the fabric of the regions they covered but the cornerstones of two of the country's most powerful media empires.



Otis

Not since the Knights and Ridders joined forces a quarter-century ago to form Knight Ridder has the newspaper business seen as important a union of two companies so closely identified with the men who built them. In an age when most dailies have been gobbled up by faraway corporate owners, creating cookie-cutter broadsheets whose hometown roots are now all but forgotten, the *Tribune* and *L.A. Times* are those rare newspapers that remain inextricably linked to the larger-than-life families that drove them to greatness. Only a handful of families—including the Sulzbergers of *The New York Times* and the Grahams of *The Washington Post*—have had such enduring influence.

Gen. Otis's son-in-law Harry Chandler and his offspring—son Norman Chandler and then grandson Otis Chandler—made the *L.A. Times* the powerhouse it would become. It was Otis Chandler, publisher from 1960 to 1980, who would oversee the *Times'* emergence as one of America's best newspapers.

Bill Thomas, editor of the *L.A. Times* throughout the 1970s and 1980s, recalled that "under Otis and [editor] Tom [Johnson], the main concern was always moving the paper forward, prestige-wise and quality-wise. Both were publishers who picked people to do a job and, as long as they did the job, let them do it. The end result was quality journalism. We knew we had to make a profit at the same time, but quality and professionalism were at the top of everybody's mind." —Tony Case



McCormick

toward covering local news.

Despite assurances from the top, doubts will linger about the Tribune takeover bid. One *Baltimore Sun* news staffer, who spoke on condition of anonymity, said fellow staffers are concerned about losing benefits and editorial quality. "The *L.A. Times*, us, and the *Chicago Tribune* all have foreign bureaus. Are they going to say we only need one person for all these papers?" the staffer wondered. Such concerns may not be unfounded. The *Tribune* has cut its bureaus and shares resources with its sister papers,

while the Florida papers share stories and a bureau in Puerto Rico, for example.

But John Haile, editor of the *Tribune's Orlando Sentinel*, calls it a "win-win situation. I think staff finds it a reassuring commitment to journalism." And Kathy Waltz, publisher of *Tribune's Daily Press*, said Times Mirror staffers at the newly acquired company need not worry about what will happen to the quality of their papers: "If you care about the role newspapers play in society," she said, "you've got to be excited about this move." ■

## Some Key Players on the New Team

A 25-year Tribune Co. veteran and Chicago native, chairman/president/CEO John Madigan has led the company to eight consecutive years of earnings growth... Jack Fuller, president of Tribune Publishing, has deep roots at the company. He started as a *Tribune* copy boy in high school, moved through the

editorial ranks and won a Pulitzer Prize before taking the helm of the newspaper division three years ago. Tribune's newspapers enjoy some of the best profit margins in the business. But retail advertising is shrinking, classified is flat and circ growth remains elusive, both for the Tribune dailies and the Times Mirror

papers Fuller will now oversee... Dennis FitzSimons, president of Tribune Broadcasting and executive vp/media operations, joined the company in 1982 as sales director at WGN-TV. He has oversight of the company's TV stations and syndication division. He replaced Jim Dowdle, who retired



Fuller

last year... John Puerner is president/publisher/CEO of Tribune's *Orlando Sentinel*. The multimedia synergy anticipated from the deal is old news at the *Sentinel*, which is a partner with Time Warner in cable news channel Central Florida News 13. Puerner has run the



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# Market Clout

*Cross-ownership regulations are not a problem—for now*

**TELEVISION /** By Megan Larson

**A**nalysts almost choked on their projections last Monday when Tribune Company said it could acquire newspaper assets in markets where it owns television stations without violating the 25-year-old cross-ownership rule. Many on Wall Street didn't know that the regulation—enacted by the FCC to prevent a single company from controlling the major media assets in a single market—kicked in only when broadcast licenses were being transferred.

"It's a brilliant stroke," said one analyst.

The path is clear for Tribune to operate multiple media platforms in top revenue markets—and try to convince lawmakers that newspaper and television cross-ownership isn't detrimental to the public interest.

"There is no cookie cutter that you can use in a case like this, but Tribune has a long history of commitment to excellence in their communities, and that should serve as guiding light to the FCC in determining what action to take," said Ken Johnson, spokesman for Rep. Billy Tauzin (R.-La.), chairman of the House Telecommunications Subcommittee.

The cross-ownership situation affects Los Angeles (where Times Mirror owns the *Los Angeles Times* and Tribune KTLA-TV), New York (*Newsday* and WPIX-TV) and Hartford, Conn. (*The Hartford Courant* and WTIC-TV). Potential partnerships between these outlets and newspapers could be threatened in 2006, when the stations' licenses are up for renewal, but by then the Chicago-based company hopes to have created a template for local news syn-

ergies across television, newspaper, Internet and, in some markets, cable and radio.

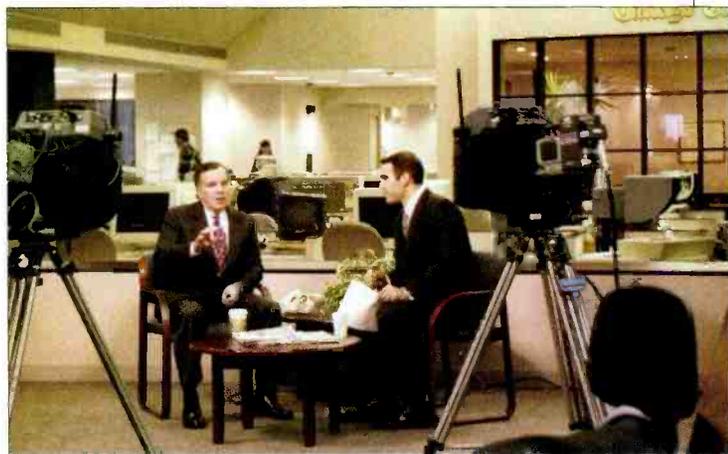
Some observers still expect the Commission to blow the whistle on the deal, but several signs point to regulatory approval. "The deal is hinged on the cross-ownership potential in Los Angeles and New York, offering a varied set of services across a variety of media," said PaineWebber broadcast analyst Lee Westerfield. "You don't get this pregnant if you don't know what you're doing."

Over the next five years, Tribune's TV stations and the newspapers of the now defunct Times Mirror must learn to work together. In doing so, each person involved in the integration will look to Chicago, where Tribune built up several businesses on the strength of *The Chicago Tribune*. "Tribune's interests in acquiring what is essentially a newspaper company is that daily newspapers are economically organized to gather mass amounts of daily information, which TV stations aren't usually built for," said John Morton, an analyst for Morton Research.

Resources are shared between all of Tribune's media properties: the newspaper, WB affiliate WGN-TV, WGN Radio and the regional news network, Chicago Land TV. The sales, production and editorial

staffs work across various platforms, reporting stories, shooting sequences and, of course, selling the product to advertisers. For example, WGN meteorologist Tom Skilling writes the weather reports for *The Chicago Tribune*. "We've experienced the advantage of having synergies in Chicago," said Tribune TV president Michael Eigner, who noted that the merger provides "tremendous options."

Some detractors, however, believe that Tribune will have the monopoly on information in certain markets, abusing that which the cross-ownership law seeks to protect. "This reduces the number of independent editorial voices," said Andrew Schwartzman of the Media Access Project. "Even if it is going to produce more prod-



WGN-TV's news operation broadcasts regularly from the Tribune Tower.

uct, it is going to be product under the same editorial aegis."

Though anything is possible, station executives said, it's likely that in New York, Hartford, Conn., and Los Angeles the editorial and sales staffs of both the TV and newspaper properties will somehow merge. "I think it's an excellent opportunity," said Karen Scott, WPIX news director, of a partnership between her department and that of Long Island-based *Newsday*. "Synergy is what Tribune is all about."

In Los Angeles, a local cable news

paper since 1993... **John Haile**, vp/editor of the *Sentinel*, has held the top edit slot there for the last 15 years. He's led the *Sentinel* to two Pulitzers and has been a driving force in the company's cross-media efforts... **Scott C. Smith** is president/publisher/CEO of the *Chicago Tribune*. Smith has been with Tribune for more than two decades. As CFO, he had a key hand in the company's 1983 IPO.

Last summer, Smith reorganized the *Tribune's* ad sales unit, creating a new position to direct strategy and coordinate sales efforts across the company's media properties... **Howard Tyner** is vp/editor, Tribune Publishing, and vp/editor, *Chicago Tribune*. Tyner, who joined



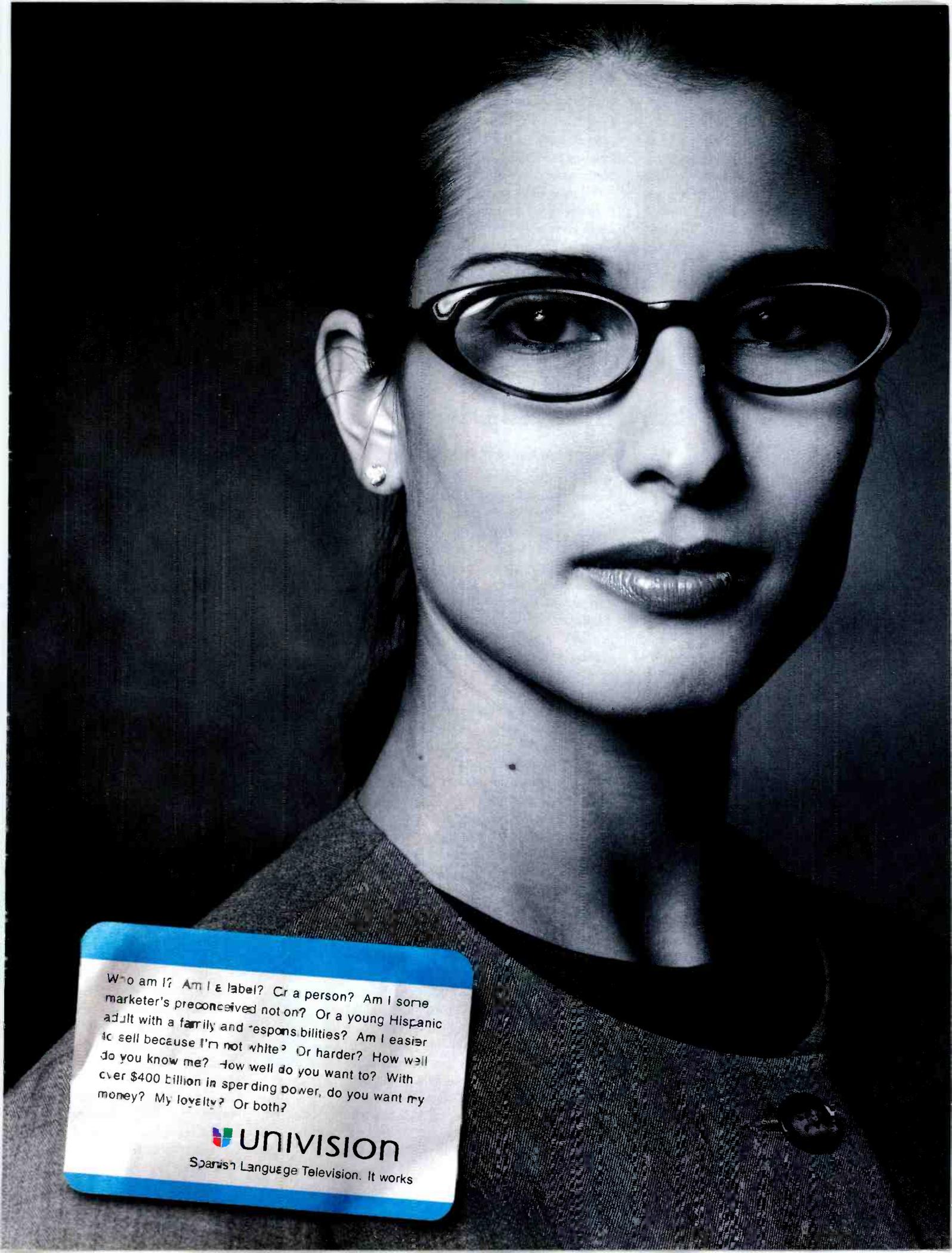
Smith

the *Tribune* as a reporter in 1977, is a general in one of the fiercest newspaper wars left, with his more suburban-targeted broadsheet facing off against the more urban-focused tabloid the *Sun-Times*... **Marty Petty**, publisher/CEO of Times Mirror's *Hartford Courant*, is one of the few



Petty

women to run a metro daily. She joined the *Courant* in 1983 as managing editor. The paper recently expanded its reach, snapping up the alternative weekly *Hartford Advocate* and several other area weeklies... Since joining the *Courant* two years ago, editor/vp **Brian Toolan** has overhauled the paper's daily "Life" section and replaced the Sunday magazine, *Northeast*, with a new broadsheet sec-



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channel that harnesses both WB outlet KTLA and the *Los Angeles Times* has been discussed. "Chicago is the model," said general manager KTLA John Reardon.

Perhaps the greatest challenge for Tribune is to make money from its multimedia strategy when many advertisers are reluctant to buy package deals. "Tribune has all this information that can be both an advantage and a disadvantage. They

spend all this money to collect it. Now they have to figure out a way to turn it into dollars," said Chip Morgan, president of CMBE, a broadcast technology consultancy.

"These days nobody is a must-buy, so it is up to us to come up with creative ideas that will benefit advertisers," said Dennis FitzSimons, Tribune executive vp/media operations. "We think to have

multiple media is an advantage."

Tribune's recent investment in iBlast, a network that will deliver content to PCs via broadcasters' digital spectrum, will create a new revenue source, leveraging existing content. In addition to broadcasting in high definition, Tribune will use that excess spectrum as a "digital pipeline," FitzSimons said, to iBlast-ready computers. ■

# Digital Cities

*Merger gives Tribune ability to expand local portals*

**THE INTERNET** / By Jason Williams, Special from Editor & Publisher

**A**rguably, one of the most wide-ranging implications of the Tribune/Times Mirror merger will come online, as Tribune Interactive is poised to create a national platform for local content that could be resurrected Tribune Interactive's city-portal designs, using the combined company's wealth of local-market content.

Low audience numbers and a lack of advertising dollars hurt the Tribune Co.'s partnership with America Online's Digital City in 1998, the first time it tried to set up a city portal system. But the addition of the Times Mirror Co.'s assets promises a larger audience and more ad revenue. Times Mirror's Web sites give Tribune Interactive a total of 34 million unique visitors, more than *The New York Times* on the Web and USA Today.com combined, according to Media Metrix numbers. The merger also puts the company in the top 20 for news, information, entertainment and Interactive services.

"We'll now have the platform to expand our local Interactive businesses

with a truly national presence," said Jeff Scherb, president of Tribune Interactive, the new-media division of the Tribune Co. formed last June.

And more local-market content means more advertising and e-commerce opportunities for Tribune Interactive, strongly supported by CEO John Madigan.

"We believe very strongly that great content creates a context for e-commerce," said Scherb. "So as a company now with strong Web presence in the three largest cities in the country, we have a much greater opportunity to create e-commerce businesses with scale."

Scherb pointed to Tribune's Go2Orlando.com as an example of the kind of e-commerce opportunities that await the new company. Go2Orlando provides local news, hotel packages, airplane and rental car reservations, restaurant reviews and other

information for people planning a vacation to Orlando, Fla.

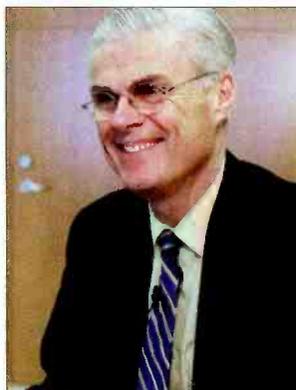
Scherb also thinks the wealth of content from the newspapers, radio and TV stations, and niche Web sites will make the company more attractive to online advertisers, both locally and nationally.

"We have television and newspapers in the three largest markets in the country, and as broadband becomes even more important and video on the Web becomes even more important, no other company has the assets that we have," Scherb said.

Most analysts agree that the synergy will be the shot in the arm that Times

Mirror's Web ventures need. Times Mirror, according to its 1998 annual report, spends more than \$25 million a year on new media, but has been accused of lacking a clear Internet strategy.

"Mark Willes has not been an active supporter of new media. He was sort of late to it as a personal user," said Harry Chandler, son of Otis Challenger, the ex-publisher of the *Los Angeles Times*. Harry Chandler had been leading the Times' new-media efforts but left in March 1999, highly critical of the direction in which Willes was taking the paper's parent company. ■



John Madigan: high on the Net

JOHN T. BARR/AP

tion...**Michael Waller**, senior vp/publisher/CEO of Times Mirror's *Baltimore Sun*, joined the paper three years ago from the *Courant*. Under his watch, the *Sun* bought a group of 13 community papers surrounding the city...

**John Carroll**, editor/senior vp of the *Sun*, has run the paper's edit



Carroll

side for nearly a decade...**Robert Gremillion**, president/publisher/CEO of Tribune's *Fort Lauderdale Sun-Sentinel*, has experience across a range of media—newspapers, broadcasting and cable—which should make him a particularly valuable executive following the Times Mirror acquisition. Gremillion was a guiding force behind the 1993 launch of Tribune's CLTV in Chicago; he also estab-

lished Tribune Regional Programming, which teamed the company's TV and radio operations...**Earl Maucker**, vp/editor of the *Sun-Sentinel*, has held the paper's top news-side post since 1994. Maucker has overseen the introduction of several localized editions of the *Sun-*



Gremillion

*Sentinel*...**Efrem "Skip" Zimbalist** is executive vp and CFO of Times Mirror and chairman/CEO of Times Mirror Magazines. Having removed himself from the magazine unit's day-to-day operations, Zimbalist recently relocated to L.A. to take on the CFO post. **Donald Grenesko** is Tribune Co.'s CFO. Is there room for both?...**Jason Klein**, president/COO of Times Mirror Magazines, stands to gain,



## DOMINANCE

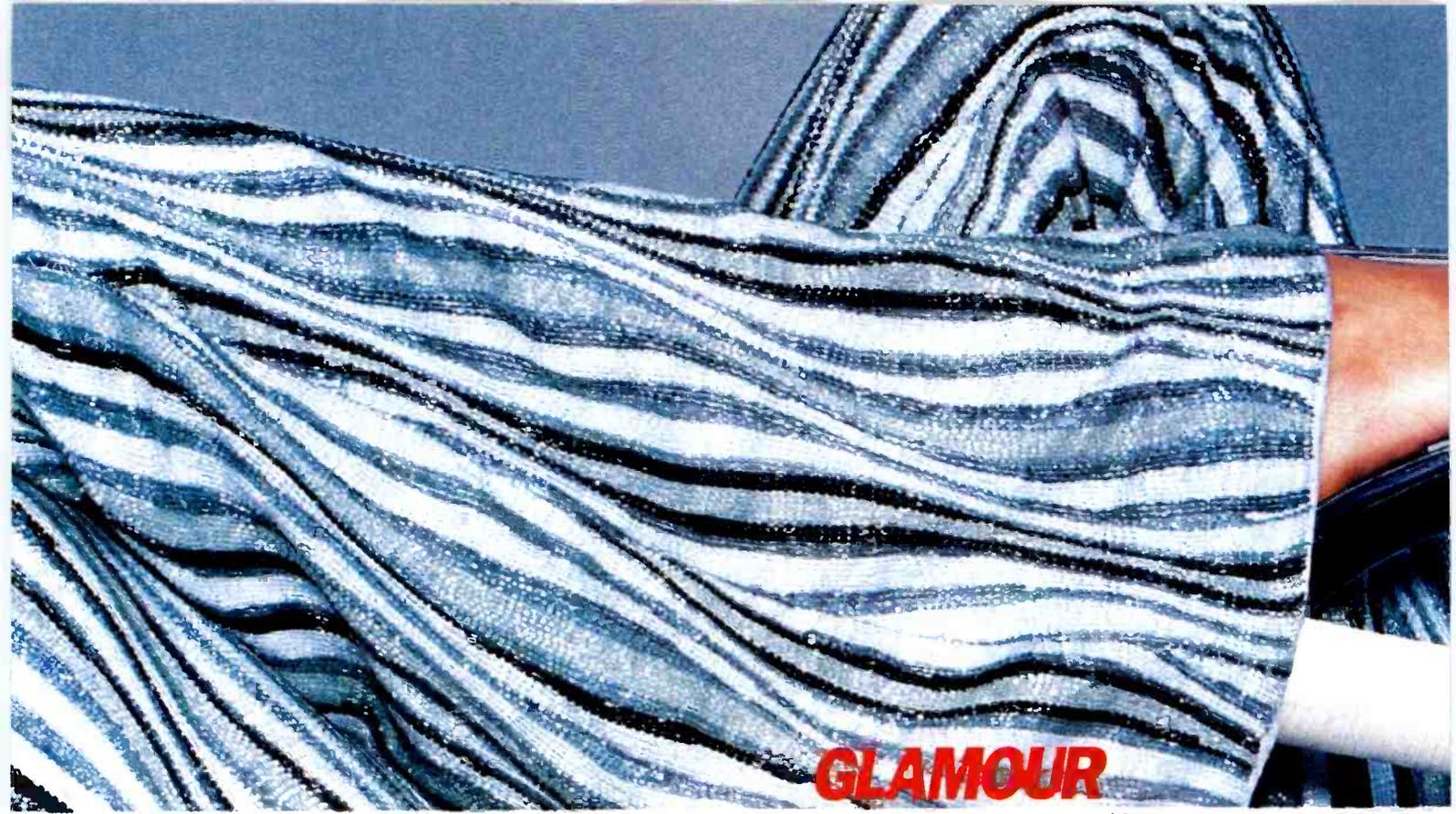
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# Title Changes?

*Tribune may unload Times Mirror Magazines*

**MAGAZINES** / By Lisa Granatstein

**W**hile the focus of the Tribune-Times Mirror deal is the potential synergy between the two media giants' newspaper, television and Internet operations, it was unclear last week how—or even if—Times Mirror Magazines will fit into Tribune Co.'s plans. Unlike Times Mirror, which has published magazines for 33 years, Tribune has no assets or expertise in that business. Most industry observers believe Tribune will ultimately sell off Times Mirror's 20 consumer magazine titles—including *Popular Science*, *Golf*, *Field & Stream*, *Ski* and *Motor Boating & Sailing*—and four trade publications.

"The Tribune Co. is a newspaper and television company, and therefore it's going to be hard to see a niche for the magazines," said David Verklin, CEO of Carat North America. "My bet is we're going to see the magazines get spun out."

Mark Edmiston, managing director of the investment banking firm AdMedia Partners, said that the Tribune Co. "is well known for looking for synergy, but there isn't any synergy between newspapers and magazines."

Tribune executives declined to comment. Jason Klein, president/COO of Times Mirror Magazines, said that while a sale "is certainly a possibility," he sees some possible synergies with Tribune properties, such as integrated marketing programs. In one such effort at Times Mirror, the Allentown (Pa.) *Morning Call* and *Field & Stream* developed a quarterly insert in *F&S* that was distributed to 33,000 households in eastern Pennsylvania.

Other opportunities could be developed in TV programming linking Times Mirror magazines with Tribune's syndication division, Klein said. Times Mirror Magazines currently has tie-ins with two syndicated shows—*Today's Homeowner* with Danny Lipford (distributed by TMM to TV stations in 130 markets) and *Golf Magazine TV*, syndicated by the independent T.J. Sports.

Publishing analysts said that Times Mirror's magazines could fetch \$600 million to \$800 million if sold as a group. (Just last month, Times Mirror sold its 114-year-old *The Sporting News* to Vulcan Ventures for \$100 million.) In 1999, Times Mirror Magazines posted a profit of \$19.2 million on revenue of \$279 mil-



Special interests: TMM goes for enthusiasts.

lion, representing just under 10 percent of Times Mirror Co.'s total revenue.

In addition to its consumer magazines, TMM owns trade titles covering the skiing, skateboarding and bicycle businesses.

Potential suitors for TMM would likely include publishers in the men's specialty magazines category, including Emap, publisher of *Motor Trend* and *For Him Magazine*; Primedia, publisher of *Fly Fisherman* and *Shooting Times*; and Hachette Filipacchi Magazines. ■

## The Dream of the Sales Rep

**W**hat newspaper sales rep doesn't fantasize about walking into an advertiser's office boasting he can offer New York, Los Angeles and Chicago? That's the dream of Tribune Co. executives, who are holding their breath until the Times Mirror deal is done. "Down the road, hopefully, we'll be able to offer the opportunity to buy all three at the same time," said Dennis Grant, the *Chicago Tribune's* vp/ad sales and marketing.

No newspaper can match the multimedia packages offered by the *Tribune* because "nobody has the concentration of media ownership in any given town that we do," said Grant. Packages include the *Tribune*; WGN TV; WGN radio; CLTV; Tribune Direct, a direct-mail company; and Chicago Cubs concession-stand signs and program ads. "We customize it for the needs of the advertiser, and there is efficiency in greater investment," said Grant. Multimedia deals are "growing at about 75 to 80 percent a year, and it's going to keep on going at that level," he said, declining to discuss revenue, which industry sources placed at more than \$10 million a year.

Grant wouldn't discuss post-merger national advertising at the *L.A. Times*, but his staff handles national ad sales for *The Orlando Sentinel*, the *Sun-Sentinel* and the *Daily Press*. "The power of the brand and the power of the market gets us into decision-making levels that some smaller newspapers wouldn't be able to get into," he said. "But the *L.A. Times* is bigger than we are, so the same strategy doesn't necessarily apply." —Joe Nicholson, special from Editor & Publisher

or lose, a lot from the deal. If Tribune Co. should decide to retain the magazine division, it will need a strong leader like Klein, who has extensive experience in magazine circulation and advertising. If Tribune sells off the TMM properties, Klein becomes a president without portfolio... **Raymond Jansen** is publisher/president/CEO of *Newsday* and executive vp of Times Mirror Eastern Newspapers.

The papers for which Jansen has oversight—including the *Courant*, the *Baltimore Sun* and the *Morning Call* of Allentown, Pa.—recorded the highest ad growth in the company's newspaper unit last year... **Anthony Marro**, editor/executive vp of *Newsday*, recently has



Marro

revamped the paper's business section to play up tech coverage. Editorial managers' bonus plans at *Newsday* long have been based, in part, on the recruitment of women and minorities... **Michael Eigner**, president of Tribune Television, oversees 22 stations around the country. Eigner is a former regional group chief and gm of Tribune's WPIX-TV in New York. He was promoted to

his present post in January... **John Vitanovec** is gm of Tribune flagship WGN-TV in Chicago, the station that Tribune outlets in L.A., New York and Hartford will be looking to for inspiration as they begin to explore synergy opportunities with Times Mirror's newspapers.



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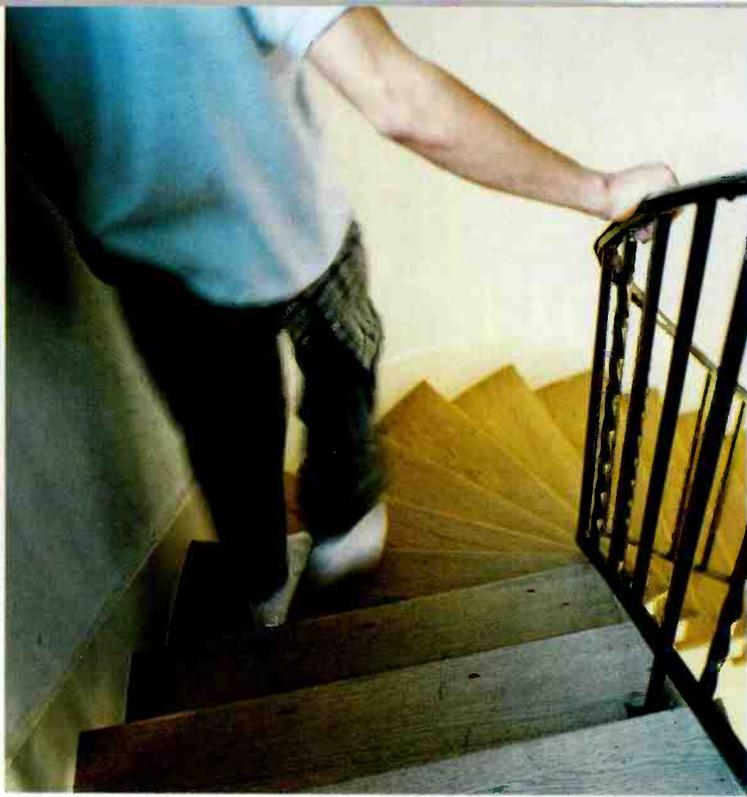
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In the cutthroat dot.com arena, the bloodsport *du jour* appears to be the gleeful bashing of DoubleClick for its recent misstep. The media is clearly to blame for much of the rabble-rousing, but DoubleClick's rivals are getting their licks in as well. Last week, *IQ* received more than a dozen news pitches from companies contrasting their squeaky-clean services with DoubleClick's tainted offerings. To be sure, distancing yourself from the fray is fashionable—and to a certain extent, a smart strategy—but so, unfortunately, is the business staple of Schadenfreude.—Kipp Cheng

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### Ditto Taps TackleBox

Emeryville, Calif.-based **ditto.com**, which enables users to search for pictures on the Net, has selected **TackleBox-SF** of San Francisco to create a \$13 million integrated campaign, the company announced today. The campaign will include online and offline advertising as well as sponsorships, promotions and launches in early second quarter.

### Organic Nabs Agency Vet

**Organic**, a San Francisco-based Internet professional services firm, has appointed **Art Williams**, a former **Agency.Com** executive and founder of **Spiral Media**, to the position of executive vice president of global operations. Williams will help ensure that Organic's clients worldwide receive Organic's full range of services. He also will expand the company's international client service practices.

### Kibu Names FCB AOR

**Kibu**, a Redwood City, Calif.-based digital lifestyle brand for teen girls, today announced that it has named the San Francisco office of **FCB Worldwide** as its advertising agency. The company's multimillion-dollar integrated campaign will begin sometime in the spring and the Kibu Web site will launch in May.

### Microcast Streams PGA

New York-based streaming-media technology company **Microcast** has inked an exclusive deal to power the online coverage of the PGA Tour this Thursday and Friday. Viewers can access the live cybercast from either **PGATour.com** or **USANetwork.com**. The coverage will complement more than 19 hours of live television coverage scheduled on USA Network and NBC. Terms of the agreement were not disclosed.

## AdForum Expands With AdFolio Search

By Ann M. Mack

**A**dForum.com, the Hoboken, N.J.-based advertising community portal and online agency directory, today launched AdFolio, a searchable online library of advertising creative work. Linked from AdForum.com's homepage, AdFolio features 2,300 executions of print, television and interactive ads—with 4,000 more to come—that can be searched by criteria such as media type, brand, industry category, agency, country and production company.

"AdFolio provides an easily accessible way for advertisers and agency account executives to watch their competition and benchmark their market worldwide," said Sofia Arhall, AdForum's publisher.

Combining different criteria, registered users can conduct as narrow or as broad a search as they want. For instance, if a brand manager wishes to see creative work done for pharmaceutical companies in the United States, he or she can select the U.S. for the locale, and health, hygiene and pharmaceutical products for the industry category. From the search query, AdFolio will produce a short list of agencies that have done the creative and fit the criteria. The user can then check out a profile of each agency, plus preview the agency's creative work.

Once visitors find an ad of interest, they can go to a more detailed page that contains a thumbnail image of the ad as well as other

pertinent information, such as storyline, agency name, agency URL, advertiser, brand and product, country of production, date of first publication and production company.

From there, visitors can download creative for free by clicking on the thumbnail or the play button which opens a page that contains the actual reel or larger version of the print execution. For visitors who want to obtain an offline, higher-quality version of the creative

work, AdForum offers a customized CD-ROM costing \$50 per TV spot and \$30 per print ad.

AdFolio presents an alternative to traditional video or ad monitoring services, said Robert Drasin, vice president of marketing and sales for AdForum.

"Agencies spend huge amounts of money researching reels," said Drasin. "With AdFolio, they can look at a much larger palette and a much larger field."

The ad library, which contains work from agencies such as Young & Rubicam, Publicis, Saatchi & Saatchi, Euro RSCG, Leo Burnett and McCann Erickson, acts as a brainstorming tool for creative people, a new-business generator for ad agencies and a scouting mechanism for brand managers.

For ad agencies, "it's a great way to appear on the radar of potential clients," Drasin said. "It allows the agency to be found and pre-qualified and gets them into pitches." ■



AdFolio enables visitors to view advertising creative work from around the world.

# Yahoo! Magazine Launches Premier Film Festival

BY ERIK GRUENWEDEL—Four days before the glitz and glamour that is the 72nd Annual Academy Awards, the inaugural two-day *Yahoo! Internet Life Online Film Festival* promises to showcase, offline, the fusion of technology and art. Open to the public, the festival will be held at the Los Angeles-based Director's Guild of Ameri-

ca beginning this Wednesday.

Officials expect about 1,800 attendees and exhibitors, including filmmakers and representatives from new media, Internet-based entertainment companies, digital technology firms and movie studios.

Prominent movie dot.coms scheduled to attend include Sightsound, Yahoo! Broad-

cast, Reelshort, Ifilm, Shortbuzz, Media Trip and AtomFilms.

Scheduled speakers include former Sony Pictures CEO Peter Guber, film critic Roger Ebert and *Leaving Las Vegas* director Mike Figgis, whose latest release, *Time-Code 2000*, will premier on the film fest's opening night.

"[The festival is] all about celebrating the advances in digital technology and how it is taking on Hollywood and changing it," said Jesse Jacobs, festival director.

While championing the Internet as both a complement and alternative vehicle for watching films, Jacobs doesn't see the Web as a replacement to the big screen any time soon, regardless of advances in bandwidth.

"Watching a film in a theater has a communal experience that you can never duplicate on a PC," said Jacobs. "I think it's important to maintain that theatrical element."

The feature films chosen for the festival, while earmarked for theatrical release, all incorporated elements of cyberspace in either production, distribution, marketing, promotion or financing.



## Online Film Festival

"We selected films that exist under *The Blair Witch Project* paradigm," Jacobs said.

The blockbuster success of last year's horror *celebre* was largely based on the buzz, promotion and word of mouth generated by the film's Web site, a phenomenon *YIL* publisher Andrew Kramer believes will be difficult to duplicate.

"Because the bar has been set by *Blair*, the next [great promotion] needs to be an advance or alternative way of capturing the public's attention," said Kramer. "Timing is everything in this space."

After launching an online music awards show two years ago, Jacobs realized the medium could be extended to film. With most major studio releases now accompanied by a promotional Web site, Kramer said it is the activity levels of Internet users, or early adopters, that has marketers drooling.

"[Internet users have] more of the lean-forward versus lean-back mindset," he said.

In a preview of the festival, Ebert wrote, "The time is coming when top Hollywood executives will spend most of their productive day online. Their assistants will be fielding not phone calls but e-mails."

This week's festival believes that time is now. ■

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



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# Oscar.com, ABC.com Offer Enhanced TV

**BY ERIK GRUENWEDEL**—Oscar.com, the joint Internet venture between ABC.com and the Academy of Motion Picture Arts and Sciences, this Sunday will begin real-time enhanced TV coverage of the 72nd Annual Academy Awards, which will be aired live on ABC TV.

The five-year-old Web site's enhanced

TV offerings are self-contained, allowing viewers to interact with the telecast on their PCs without special plug-ins or high-speed Internet access.

"Do people want to watch [the Oscars] or [interact] with it?" asked Brian Bowman, vice president and general manager of ABC.com. "Integrating the two gives

them [both] options."

In addition to electronic greeting cards, Oscar.com will offer streaming video reports of celebrity arrivals, backstage interviews, flashback clips, fashion trends from Tom Julian of Minneapolis-based ad agency Fallon McElligott and highlights from the Governor's Ball post-awards party.

As for marketing opportunities on the site, current e-commerce options are limited to movie posters, T-shirts, and videos.

"It's not a sales site," said Bowman. "We don't ask our viewers for any demographic information. We have sponsors for each of the areas on the site that are not driven by user profiles."

Bowman wouldn't disclose projected revenues from the Oscar.com site, or what impact broadband technology will have on this interim technology.

"Unless [broadband] is cheap and Joe Six-pack can operate it, you're going to have a fragmented audience," he said.

Last year, more than 1.5 million users generated 12 million viewer sessions on Oscar.com over the Academy Awards weekend, he added.

Viewers eager to experience enhanced TV can also visit ABC.com, where a beta

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interactive version of quiz show phenom *Who Wants to be a Millionaire* goes live this week, according to Michelle Bergman, a spokesperson for Go.com.

(Go.com was created by the acquisition of Infoseek Corp., Sunnyvale, Calif., by The Walt Disney Company/Buena Vista Internet Group, Burbank, Calif., which is the parent company of ABC and ABC.com.)

While not designed as a replacement to the popular trivia show, mouse potatoes can match wits in real time with actual on-air contestants.

"The [game show's] questions will not appear on your PC," said Bergman. "You have to watch the TV to play [along]."

Bergman says answers to the questions will appear on the site, which allows viewers to compare answers from the show's actual leaderboard.

Correct answers will be awarded points redeemable online for show merchandise.

Bergman says research from Jupiter Communications, New York, indicates that 50 percent of viewers have a PC next to their TV. ■

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# Quartz, Brand3 Team For Co-Marketing Effort

**BY JANIS MARA**—Online calendar service provider Quartz, Santa Clara, Calif., today announced a partnership with Brand3, a company that enables Internet firms to provide free branded ISP services.

Quartz provides organizations and companies with free online calendars for their members. Brand3 of San Francisco will now be able to add this feature to its suite of offerings as a co-branded service.

In exchange, Brand3 will supply Quartz the technology to provide an icon that will appear on users' desktops whether or not they are online. Users can click on this icon to access their calendars. Previously, customers could only access their calendars via the Quartz Web site or the sponsoring site.

"The tattoo is one of the elements that [now] distinguishes us from other online calendar services," said Quartz CEO Tom Ku, referring to the desktop icon. Users can opt in to receive the tattoo when they sign up for the calendar; it is not automatic. The icon is cached on the user's hard drive.

In addition, ads displayed on the service are targeted and time sensitive, and ads and other promotional materials, which appear on screen to the right of the calendar, disappear after the designated occasion is over. "For example, ads for sales on Saturday and Sunday will appear before the

weekend and disappear after," Ku said. "Our emphasis is on moving away from typical banner ads. We plan to integrate relevant programming and promotion offers."

An example was the Kennedy Center calendar carrying a listing for a Vivaldi festival at the Center and a recommendation to buy a Vivaldi concerto CD.

(Other companies offer targeted and time-based ads as well, such as Quartz competitor eCal of Philadelphia. According to Paul Mancini, director of marketing for eCal, "We run targeted ads on many of our sites based on user demographics and personal preferences. We also run ads based on time considerations.")

Quartz customers can access their calendars either through their desktop icons, via the Quartz site or from the site of the company or organization sponsoring the calendar. To access their calendars, users input their names and passwords. The calendars can also be downloaded to a customer's PDA.

Quartz has landed a wide spectrum of clients including the Kennedy Center in Washington, D.C., the Republican National Committee, the Film Arts Foundation, the

Communication Workers of America, the Washington, D.C.-based United Service Organizations, the U.S. Chambers of Commerce and Conesco.

Revenue generated by sales from ads on a given organization's calendar is divided between Quartz and the organization. This plus a charge for Quartz's ASP services is the company's revenue model.

"Quartz's product offering adds significant value to Brand3 solutions. By partnering with Quartz, Brand3 can bolster



Promotional material appears to the right of the calendar in the Quartz presentation.

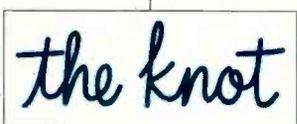
our offering to brandholders with a private label Web calendaring system, and Quartz can bring Brand3's resources to the table," said Ruben Lopez, a Brand3 spokesperson. ■

# The Knot Releases Wedding Box

**BY ANN M. MACK**—In an effort to extend its online presence offline, wedding resource The Knot today launched a marketing campaign called The Knot Box. Starting this week, brides-to-be who register at [www.theknot.com](http://www.theknot.com) with a wedding date at least five months away will receive a free Knot Box packed with paraphernalia to help them prepare for the Big Day.

"We wanted to blow away the bride when she comes home and finds this shrink-wrapped box," said Jessica Kleiman, a Knot spokesperson.

The tastefully designed box houses a three-ring binder called The Knot Ultimate Wedding Organizer, among other goodies. The planner, touted as "The Knot to go," is divided into tabbed categories, such as gown shopping, registry and ceremony, which correspond to the Web site's planning tools. Each tabbed section contains a folder where brides-to-be can store wed-



ding information, from vendor contracts to gown clippings, menu ideas to honeymoon brochures. In addition, each folder features a call-to-action checklist that provides the URLs for corresponding articles on The Knot, a primary way to drive traffic to the site.

Not to undermine its integrity, The Knot decided to go with a purely editorial planner.

Instead, advertisers will sponsor the site links referenced in the binder. Plus,

a host of advertisers, such as Columbus, Ga.-based Internet bank [pointpath-bank.com](http://pointpath-bank.com) and New York gift card site [Giftcertificates.com](http://Giftcertificates.com), will stuff the box with useful collateral. Blushing brides will find a Wedding Day Jewelry Guide from fine jeweler [Mondera.com](http://Mondera.com), New York; a CD of reggae music from Caribbean resort source Sandals, Miami; a workbook about wedding loans from financial institution MBNA, Wilmington, Del.; plus more. ■

# Newly Named Active Site Unveils Ad Effort

**BY JANIS MARA**—Active.com, a sports registration and information Web site, today announced its name change from ActiveUSA.com and will kick off a related marketing effort.

The La Jolla, Calif.-based firm changed its name because the new one is "easier to remember," said Dave Alberga, CEO at Active.com. "Also, we do registration for events in other countries, so we didn't want to limit ourselves."

Active.com's primary customers are amateur sporting events directors, who send participants to the Web site to sign up for events. Once at the site, participants can read about their chosen sport, engage in chat or message boards and shop online.

Active.com's campaign includes print and branded sports calendars on Yahoo! and other sites, as well as branded events listings for *USA Today*, the *Miami Herald* and the *Los Angeles Times*, among others. ■

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# Shockwave Shows Off Revamped Site

**BY KIPP CHENG**—Online entertainment destination shockwave.com today will launch its revamped Web site, which will include new features such as customizable interfaces and a new music initiative in a partnership with digital music technology company Beatnik of Mountain View, Calif.

Also today, shockwave.com is expected to announce two partnerships. First, Oscar and Emmy Award-winning director, producer and screenwriter James L. Brooks' Gracie Films will create animated content for the Internet exclusively for shockwave.com. This deal follows recently inked deals with director Tim Burton and *South Park* creators Trey Parker and Matt Stone. Second, the MTVi Group, New York, signed an Internet radio deal with shockwave.com whereby the company will provide Internet radio services and content to shockwave.com. MTVi and shockwave.com will create a co-branded radio tuner.

According to Rob Burgess, chairman and CEO at San Francisco-based shockwave.com and Macromedia—the software company from which shockwave.com was spun off of last year—content creators and advertisers who were initially reluctant to use Macromedia technology are now

increasingly using Flash and Shockwave, which let users experience full animation and audio even at slow dial-up speeds.

Burgess claimed that shockwave.com experienced more than 46 million downloads last month alone, adding that the adoption rate for Shockwave technology is still growing. "It's really not unlike any new format," he explained. "When the CD first came out hardly any artists recorded for it, then all of the sudden everybody has a CD player. That's what's happening with Flash."

David Steinberger, shockwave.com vice president of sales and commerce, said that thanks to the company's explosive growth, ad sales have been brought in house.

"In the beginning, we outsourced all of our selling efforts to DoubleClick," said Steinberger. "They did a very nice job of selling banner inventory and a decent job at sponsorships and beyond the banner options. But that's not where they have the most focus.

"When we made the decision to go from



The newly relaunched shockwave.com lets users customize the look and feel of the site.

shockwave to shockwave and really build it out as a separate company and take full advantage of the opportunity in the online entertainment space," he continues, "one of the important decisions we made was to bring our sales in-house. The decision revolves around a number of things: Shockwave has a very well-known brand name so we don't necessarily need to piggy back on DoubleClick's name; our traffic was projected to grow dramatically and has done so; and we didn't think DoubleClick would scale."

Steinberger said that the clickthrough rates on shockwave.com was 1.8 percent, or more than five times the average of other sites. ■

## Cycore Releases Cult3D 5.0

**BY KIPP CHENG**—Cycore, the San Mateo, Calif.- and Sweden-based makers of 3-D imaging software for e-businesses, today released Cycore Cult3D 5.0. The upgraded version of Cycore's three-year-old Cult3D software will feature added functionality, notably the ability to insert three-dimensional graphics into any Microsoft Office or Adobe Acrobat document. The new iteration of the software also features faster 3-D rendering time, smaller file size and improved image quality.

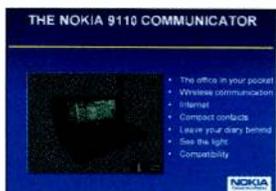
According to Jim Madden, president and CEO at Cycore, existing Cycore clients were happy with the old version of the software because it helped them create visual representations of their products for their Web sites. However, some clients wanted to be able to use the Cult3D technology for presentations, such as in Microsoft Power Point, and the new func-

tions in Cult3D 5.0 address this need.

"Power Point is such a ubiquitous tool in business for presentations," said Madden. "Embedding 3-D graphics into Power Point documents lends solid visualization to what the author is trying to show or say."

Madden said that marketers that used Cycore's 3-D enabling software were better able to make immersive experiences to showcase products, potentially leading to higher transaction rates for tangible goods that may be difficult to sell online without visual representation.

Thus far, Cycore has signed on nearly 150 customers, including Nokia, Boeing, Mercedes, Nikon, Sharp Palm and Bosch. There is a one-time licensing fee of \$3,600, followed by a \$360 annual fee for support and upgrades for companies wishing to put there 3-D graphics online. ■



## E-tractions Unveils Interactive Modules

**BY KIPP CHENG**—Following a month-long beta test period, Web marketing firm e-tractions today unveiled its roster of "entertainment concepts" aimed at Web publishers who want to create stickiness on their sites and promote user action.

According to Kim Shah, vice president, sales and marketing at e-tractions, the Bedford, Mass.-based company develops interactive entertainment modules that can be adapted for and incorporated into e-businesses such as ASP providers, portals or e-commerce sites.

These modules can take the form of e-mail lists, say, or interactive games—such as Propaganda™, a game designed for a variety of trivia styles and game-show concepts—that also serve as vehicles to obtain user data through an opt-in process.

Shah said that e-tractions was currently recruiting customers. ■

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▼ PLAN B



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# Women.com and E! TV Ink Cross-Promo Pact

**BY JANIS MARA**—The fine art of girl talk may rise to Academy Award-winning levels now that San Mateo, Calif.-based Women.com has teamed up with E! Entertainment and E! Online for an Oscar-based campaign, announced today.

"During E!'s *Red Carpet* pre-Oscar TV show, Joan and Melissa Rivers will be questioning celebrities and commenting on their clothes. Their comments will be folded into a quiz viewers can take on the Women.com Web site immediately," said Anna Zornosa, Women.com's senior vp of marketing.

The viewer who demonstrates the best grasp of the duo's Oscar dish will win a trip to Hollywood and a makeover. Women.com will use the quiz registration as a permission-marketing opportunity, giving registrants the option of joining Women.com and receiving e-mail promotions. The winner will be announced on Los Angeles-based E!'s Oscar fashion review on April 1, Zornosa said.

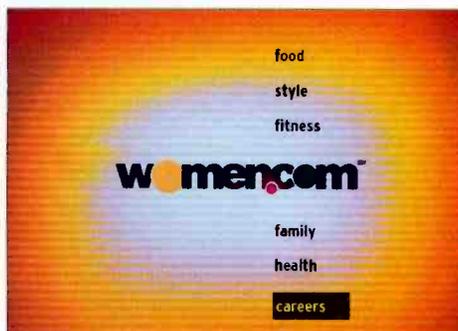
Ads for the Women.com network of

sites will appear on Los Angeles-based E! during its pre- and post-Academy Award shows and Women.com will in turn advertise E! cable shows across its sites.

The partnership with E! is a good match because of the Oscar show's emphasis on fashion and beauty, "one of Women.com's strongest features," said Zornosa.

"The partnership offers a terrific cross-promotional opportunity across multiple platforms," added Mindy Hamilton, director of promotions at E! Networks.

Broadcast agency Citron, Heligman & Bedecarre negotiated the broadcast portion of the campaign. Modem Media facili-



Women.com, a network of women's sites, offers smart stuff for smart ladies.

tated the online sponsorships, including one with a new Women.com advertiser, eBody of Minneapolis, a cosmetic surgery site.

Women.com is a network of 14 sites that launched in 1995 as "Women's Wire." The company has grown to a membership of 2 million, with over 4 million site visitors per month in 1999, according to Zornosa. ■

## Project Previews at YIL Film Fest

**BY ERIK GRUENWEDEL**—In an attempt to spark interest within the Net community, *Quantum Project*, a \$3 million Internet-direct film, will debut its teaser offline during Tuesday night's premier screening of the movie *Time Code 2000* at the Yahoo! Internet Life Online Film Festival in Los Angeles.

Billed as the first film specifically produced for distribution in cyberspace, *Project* stars John Cleese, Stephen Dorff and Fay Masterson; Cleese, said Allen Haines, a partner at media marketer New Wave Entertainment (NWE), was a key addition to the cast as "the movie has a lot of twists and turns, which appeal to an older audience."

Burbank, Calif.-based NWE will use the Internet as the main vehicle for advertising *Quantum*. Promoting and distributing the movie on the Internet provides new opportunities, said Haines.

"For the first time we have the ability

to gauge what we're doing instantly," he noted. "I can target an audience and know exactly how effective the campaign is."

The 45-minute film also will be marketed via radio spots and print. Net-only promos include streaming video, interactive downloads and electronic press kits. In addition, NWE has a film crew on the set chronicling events for the film's Web site.

Directed by Academy Award winner Eugenio Zanetti and produced by Los Angeles-based Metafilmics, *Quantum* is scheduled to wrap principle photography on March 31, and premier May 5 on Sightsound.com, the Mount Lebanon, Pa.-based distributor of online entertainment.

One question, of course, is whether online audiences will have the patience to watch it. Without a T-1 line, DSL or cable modem, downloading *Quantum* could be challenging. "Anything slower, and it could take overnight," said Jennifer Pesci, marketing director for Sightsound. ■

## bits

Confectionery products e-tailer eCandy.com has announced a strategic partnership



with candy maker Nestlé USA, Glendale, Calif. As a part of the deal,

Los Angeles-based eCandy is now the exclusive Web site in the confectionery category promoted and supported by Nestlé through marketing, advertising and customer service initiatives. Nestlé will display eCandy on its Web site and other Nestlé brand sites as the destination to purchase Nestlé chocolate and candy products.

**Techies.com** of Minneapolis, a national network of career resources for technology professionals, launched its new integrated campaign featuring real users of the service. The online, radio and television campaign capitalizes on the company's ability to speak the unique language of its clients, as evidenced by a sample tagline, "If you dream in code, then go to techies.com." The company's agency of record is New York's **Digital Pulp**.

**Twec.com**, Albany, N.Y., the e-commerce site of entertainment products retailer Trans World Entertainment Corp., has launched an exclusive agreement with online concert site **Gigmania.com**, Brooklyn, N.Y. The agreement positions Twec.com as the preferred music, video and game provider on the Gigmania site.

**Marvel Enterprises**, New York, a character-based entertainment company with such renowned superheroes as Spiderman, The X-Men and The Incredible Hulk, has signed an agreement to offer intellectual-property rights over **IPnetwork.com's** Web site. Through the deal, the licensing rights for The Marvel Universe image will be offered to product manufacturers exclusively via the site.



New York-based **About.com**, a network of comprehensive vertical sites, has announced the creation of the **Luna Network**, a marketing program that bonds About.com's topic sites with independent sites applicable to its specific topic areas. As a part of the deal, About.com will host a partnership box on each of the Luna Network sites. The partnership box allows users to search relevant About.com topic sites, as well as be linked to related About.com subject articles.

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# B2B Advertisers Experience Huge Increase of Ad Impressions in Q4

Client: AdForce, [www.adforce.com](http://www.adforce.com). Industry segment: Advertising/marketing.  
Impressions delivered: 26 million.

Client: CommerceKey, [www.commercekey.com](http://www.commercekey.com). Industry segment: E-commerce support/security.  
Impressions delivered: 19 million.

Client: Federal Express, [www.fedex.com](http://www.fedex.com). Industry segment: Shipping.  
Impressions delivered: 9.1 million.

Client: Onvia, [www.onvia.com](http://www.onvia.com). Industry segment: Business portals.  
Impressions delivered: 3.8 million.

Client: Web Associates, [www.webassociates.com](http://www.webassociates.com). Industry segment: E-commerce support/security.  
Impressions delivered: 71 million.

Client: Intraware, [www.intraware.com](http://www.intraware.com). Industry segment: Business technology.  
Impressions delivered: 9 million.

The explosive growth of the Internet economy has had one major side effect, namely the increase of businesses that cater exclusively to other businesses. Therefore, it should come as no surprise that the booming business-to-business marketplace has spawned a bevy of b2b advertisers. In fact, according to AdRelevance's latest Intelligence Report, while online advertising in most industry segments experienced only incremental growth over the last four months, business-to-business advertising grew at a rate of 58 percent over the same time period.

Leading the b2b advertising pack was domain registration company Network Solutions, which delivered a whopping 280 million banner impressions between Oct. 1999 and Jan. 2000.

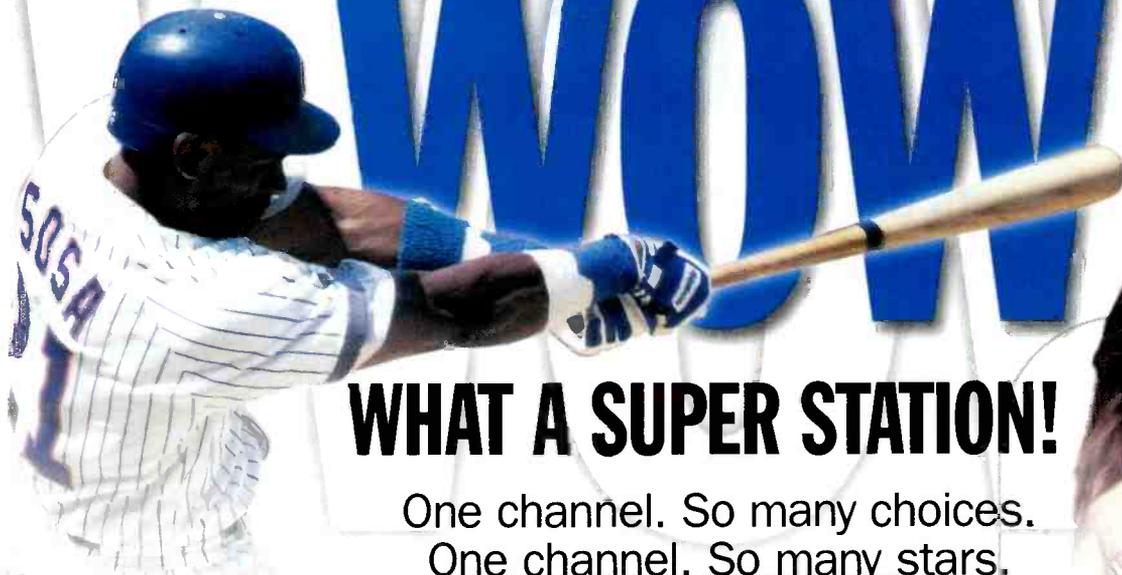
While it's true that the majority of b2b advertisers are companies focused on technology, the upward growth of b2b companies overall will likely lead to a shift into new industry segments.

In the fourth quarter of 1999, b2b banner advertising accounted for roughly 1.9 billion impressions, with campaigns growing 66 percent, double that of the industry average.—Kipp Cheng

AdRelevance from Media Matrix provides advertisers, agencies and publishers with marketing intelligence about when, where and how competitors—and potential clients—are advertising on the Web. AdRelevance helps Web publishers generate advertising sales leads in real time, while advertising agencies and Web marketers can track competitors' web advertising placements, expenditures and creative. For a free demo of AdRelevance call (877) 844-5083, or visit the Web site at [adrelevance.com](http://adrelevance.com).

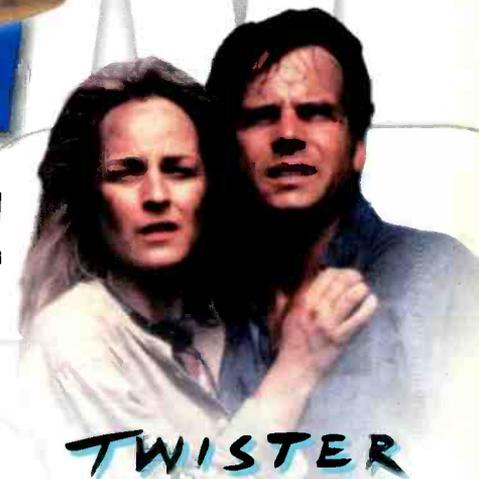


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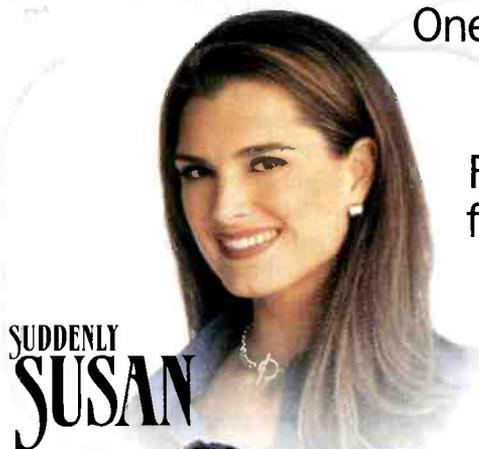


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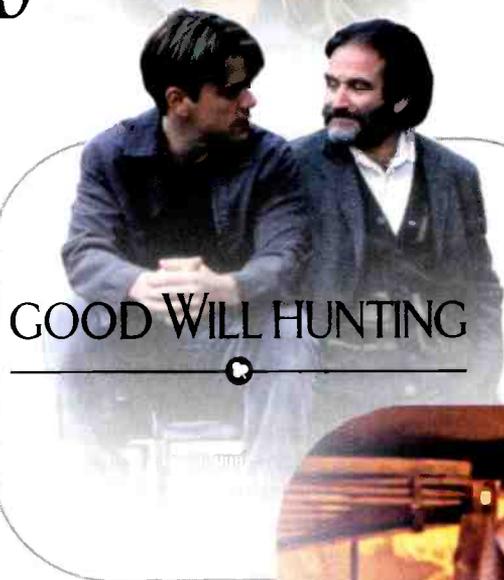


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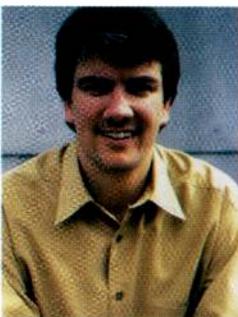
# Value Add

MValue.com helps users decide what advertisers know about them. By Eileen McCoey

**W**ith the growing furor over consumer privacy and online profiling, marketers find themselves between the proverbial rock and a hard place. They want and need consumer data to develop targeted, customized marketing messages, but don't want to alienate customers by invading their privacy.

MValue.com is addressing this dilemma with a program promising e-tailers accurate, specific demographic and clickstream data collected in a manner "that won't cause any consumer backlash," says Jay Haynes, president and CEO of the year-old Los Angeles-based company. What makes mValue's approach unusual is that it gives Web surfers control over their information—and even compensates them for sharing it.

"We recognize that online profiling can be extremely valuable to Web marketers, but we believe consumers should be in control of their information," Haynes says. "Marketers want to follow users around the Web because it's worth money, and if it generates money they should share that."



**"Online profiling can be extremely valuable ... we believe consumers should be in control."**

**—Jay Haynes, mValue.com**

MValue.com has three products: mPrivacy enables users to decide who can place cookies on their system; mSurf lets them receive payment for viewing advertising targeted to their demographic profile and interests; and mExchange lets them receive payment for sharing information. All three use the mValue Panel, a free downloadable toolbar that sits outside the browser.

The mPrivacy and mSurf programs launched Jan. 24, and 200,000 users had signed up as of March 10. Haynes hopes for 1 million registered users by Q3. The mExchange program is expected to launch early in Q2.

The mPrivacy service enables users to block cookies selectively, on a case by case basis, without slowing down surfing, according to Haynes. "It's not an all or nothing situation as with most browsers," he notes. "Our view is that the consumer should be able to opt out at the time the data is gathered."

There are four choices: Users can always accept or always reject cookies from a particular domain, or accept or reject just a specific request. MValue can "block the bad side of cookies," while enabling surfers to enjoy the convenience and customization they can provide when logging on to sites on a regular basis, he adds.

The mSurf program pays consumers to view targeted ads—in effect, personalized ad serving through the mValue Panel.

With the mExchange program, consumers can decide, on a case by case basis, to sell their e-mail address, demographic info or clickstream data, and at what price. The value—either cash or discounts—is negotiated directly with the advertiser in a bid-and-ask exchange.

Haynes expects payment "to vary all over the place, depending on the company,

The screenshot shows the mValue website with a navigation bar at the top containing 'Home', 'Welcome', 'Members', and 'Company'. The main heading is 'Where Privacy Pays™...'. Below this, there are three main sections: 'mPrivacy™ - Surf the web in private', 'mSurf™ - You surf. We pay!', and 'mExchange™ - Cash for your information!'. Each section includes a brief description of the service and a 'Learn More' link. At the bottom, there are logos for 'Trust e-Value', 'SECURITY', and 'Privacy Partnership'.

**MValue.com's products put users in control of their personal information and in some cases pays them for giving up data and for viewing targeted ads.**

the product and the user." Consumers who are very concerned about privacy might want what he terms "a compelling value proposition" to share their data. And some advertisers might be willing to pay sizable sums for highly qualified users. For instance, he offers, a surfer who's recently visited three mortgage sites and is a qualified applicant would be very valuable to a company looking to sell a 30-year mortgage.

Half a dozen advertisers, largely from the dot.com, financial services and media fields, had signed letters of intent to participate in the mValue program at press time. Nissan is one of the companies signed up so far. MValue hopes to have a dozen advertisers on board when the program launches next month.

Haynes says mValue uses collaborative filtering, which enables marketers to create detailed psychographic profiles of users so they can target specific categories. For example, they might gather information on consumers who purchased Nikon cameras and determine that 60 percent are female, 70 percent have incomes of over \$100,000 and 40 percent live in the Southeast.

Haynes stresses that mValue will respect and protect the privacy of members. "We have Alan Fowler of the Electronic Frontier Foundation on our board," he says. "He's watching to make sure we adhere to the correct practices. Trust is part of the value equation."

Haynes sees mValue as a sort of "eBay for information" and adds, "The Web allows users to monetize that data. If they want to sell it, they can earn money." ■

**ABC CBS USATODAY APB NEWS THE NEW YORK TIMES  
THE WALL STREET JOURNAL US NEWS & WORLD REPORT**

Which one of these leading news organizations has covered all of the following:

New psychological insights women can use to defend themselves against rapists?

The rap sheets for the players in Super Bowl XXXIV?

Live police scanners from more than 25 of the nation's largest cities?

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# Poll Position

E-Poll.com's real-time polling gives e-businesses instant feedback.

By Erik Gruenwedel

**H**ooked on Phonics, a San Francisco-based learning company, wanted to gauge parents' attitudes about their children's reading, writing and math abilities. Studios USA, Los Angeles, coveted viewer response to the cast, storyline and feasibility of a TV pilot. Cruise411.com, a Philadelphia-based leisure startup, sought feedback regarding the market potential of shopping for cruises online.

Not too long ago, these companies would have employed traditional methodologies such as focus groups, field surveys and secondary statistics. Now they can call a growing list of online polling firms, including Gerry Philpott's E-Poll.com.

As founder of the three-year-old Los Angeles-based permission e-mail polling firm, Philpott claims to obtain customized data more quickly and cheaply via the Internet compared to traditional venues.

"I looked at the Web and compared it with the [TV] syndication marketplace," said Philpott, who oversaw affiliate relations with ABC TV in the 1980s. "I created E-Poll for the entertainment community and syndicate it as an overall [marketing] concept."

E-Poll's policy prohibits the release of any member data without the user's authorization. Philpott says every E-Poll panelist

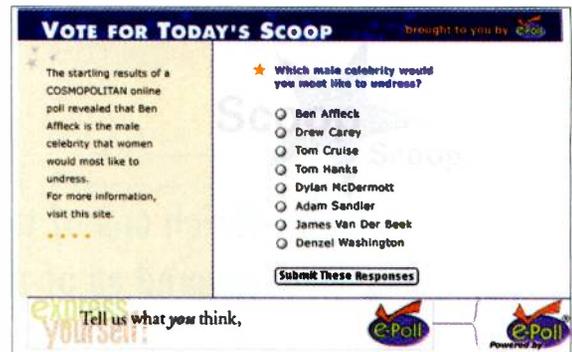
While the completion percentage of online surveys is greater than telephone surveys, each has the identical plus or minus 3 to 5 percent margin for error, according to the National Council on Polling.

A typical E-Poll involves a slate of 8 to 12 questions sent electronically to a panel of up to 500 people, culled from a base of 250,000 registered members. Clients can request panels based on demographic profiles.

To increase its membership base, E-Poll awards panelists 10 Express Points for each completed survey, which are redeemable for merchandise. Philpott hopes to have 1 million members by the end of the year. Competitors Harris Interactive, Rochester, N.Y., and Greenfield Online, Wilton, Conn., claim databases of 5.4 million and 1 million members, respectively.

E-Poll, which has seven employees, charges clients from \$2,000 to \$15,000 for an interactive poll, depending on panel size, length of survey and use of a content-specific CD-ROM. Venture funding is projected to add \$2.5 million to the company's coffers by year's end, according to Philpott.

The company expects some 500 new



E-Poll helps clients conduct online surveys with users who have opted in to give their feedback. In some cases, results can be returned within minutes.

Unlike conventional online questioning, respondents chosen to preview TV pilots, commercials and ad campaigns are sent a CD-ROM, which is loaded onto their PCs, guiding them to a secure area on the E-Poll site. After entering a password, respondents watch the content and then take the survey. The client can get the data minutes later.

"A comparable cable survey with respondents watching a cable channel or video, would have cost about \$30,000," said Philpott. "And it would take about a week for the results."

Philpott envisions E-Poll as a vertical interactive business-to-business model, intent on helping media clients reach other businesses or consumers with a variety of interactive tools.

Future plans include providing polling software that is compatible to wireless technology including cell phones, Palm Pilots and interactive TV.

Philpott believes online polling offers a unique one-on-one perspective that companies such as Stamford, Conn.-based AC-Nielsen can't. "Nielsen will do averages based on a group," he said. "We want to find out what's going where, what [users are] doing about it, and what are their thoughts about it. If you can get someone to click and get involved, you just made it interactive. That's our goal: Get people involved so [clients] can really find out what they think." ■

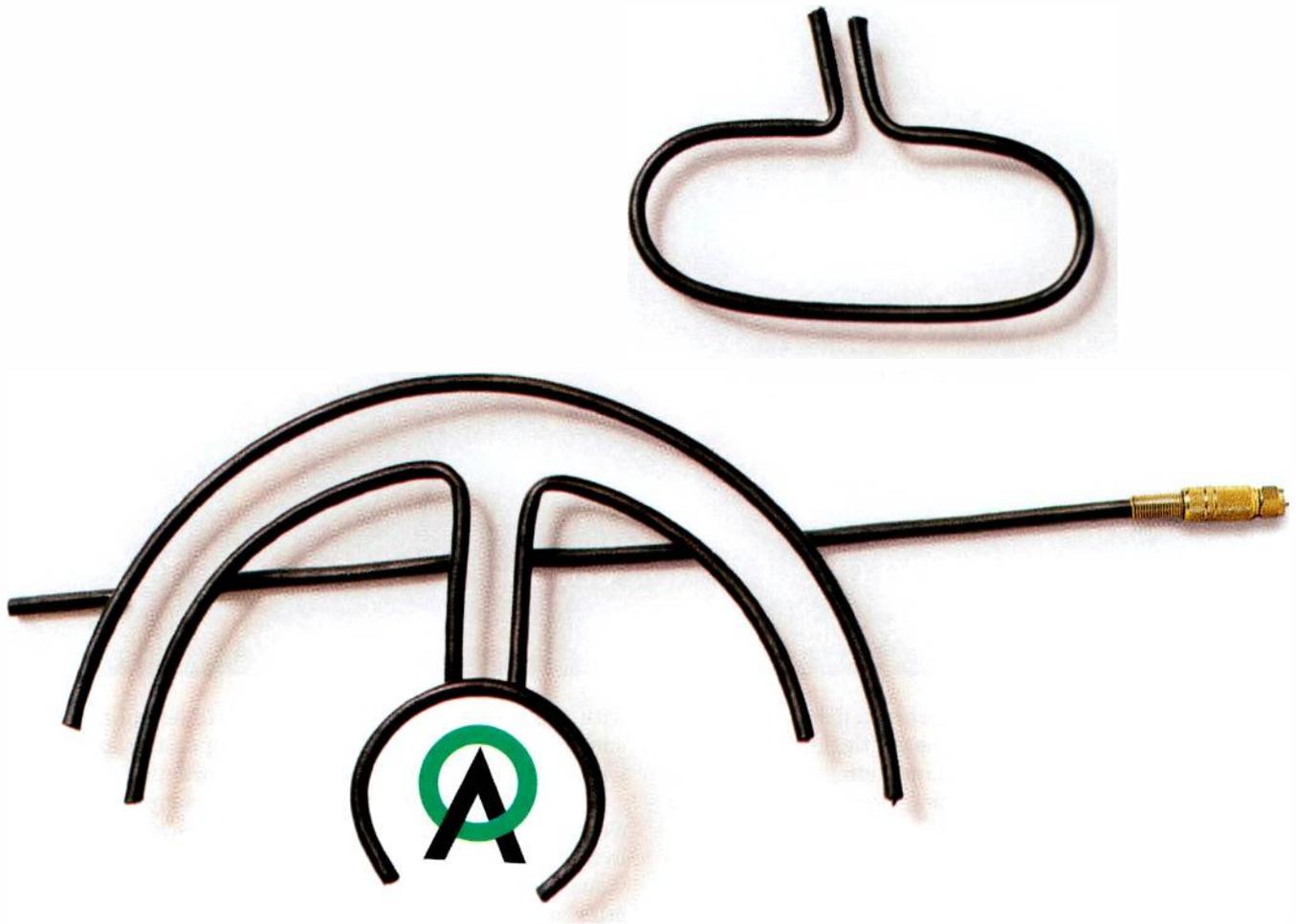


**"If you can get someone to click and get involved, you just made it interactive."  
—Gerry Philpott, E-Poll.com**

must opt-in to be questioned. Respondents are also informed as to how and why they were selected to participate. "If a pollster can't track [from where] it got your name, it's not doing [an ethical] poll," he said.

clients this year, with about 40 percent in entertainment, 25 percent politics, and 35 percent ad campaigns and product launches. Clients include CBS/King World Prods., Money.com and Columbia/Tri-Star.

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Nowhere in advertising is there such a traffic jam of TV commercials as there is among automotive manufacturers. And nowhere is this problem such a hassle as it is in Los Angeles. Luckily, there's Adlink to provide a direct route to exactly the customer you want. It's called Targeted TV™, and through 40 cable networks digitally linked across



75 cable systems, you can target segments of customers with a particular spot. So potential SUV customers don't have to sit through sports sedan commercials and single guys don't have to hear about minivans. It's the closest thing TV gets to direct marketing and the closest you can get to door-to-door service. Adlink. It's Targeted TV.

# Got E-mail?

Marketers find direct e-mail campaigns lead to better response rates and true blue customers. By Ann M. Mack

PHOTO: DISC

In an age where information is omnipresent, disenchanted consumers have honed the ability to tune out the glut of advertising. The big-budget campaigns and marketing ploys that clog airwaves and stuff mailboxes are doing more to alienate rather than attract customers.

But what if marketers could do a better job finding the customers who really matter to them—the ones who eagerly look for the latest cell phone deal or the newest computer updates? The ascension of the Internet as a viable advertising medium married to the upswing of permission marketing offers this promise. To cut through the clutter, more and more marketers are launching opt-in e-mail crusades to generate and retain a consumer base. This permission-based model enables companies to deliver personalized, relevant and anticipated content to individuals who signal interest in their particular product, service or subject matter.

Rather than broadcasting a mass marketing message to millions, many of whom are not qualified leads, permission marketing only addresses consumers who volunteer to receive the pitch. These volunteers or “hand raisers” opt in to the e-mail campaign a number of ways—signing up on a company’s Web site or one of the company’s partner sites, filling out an offline request form or offering their e-mail address to a catalog or phone marketer.

## PEOPLE POWER

More importantly, permission marketing places the power in the hands of the consumer, who can opt out of a campaign at any time

with the click of a mouse. According to e-mail marketers, consumers can end the e-mails by clicking on the “opt out” feature located on the header or footer of the marketing message.

With opt-in e-mail, consumers invite companies to court them electronically. Once the courting begins, however, companies look to take the relationship to the next level, turning prospective individuals into loyal, life-long customers. They attempt to do this by offering consumers information and incentives to drive traffic to their e-tail sites or bricks-and-mortar stores in hopes of the eventual consummation of the relationship—a transaction.

This opt-in online surge has prompted growth in e-mail marketing budgets and given birth to a host of list owners and e-mail marketing services. According to Cambridge, Mass.-based research firm Forrester Research, by 2004, U.S. marketers will send 200 billion e-mails generating a \$1.6 billion opportunity for e-mail list owners and \$3.2 billion for e-mail marketing services outsourcers.

## IT'S THE RELATIONSHIP, STUPID

Quickly, e-mail is developing into as pervasive a medium as television or radio. It has become a ubiquitous part of most people’s lives. Almost as routine as brushing one’s teeth, checking e-mail has worked its way into the daily routine of millions. Eager to exploit its boundless opportunities, many marketers have enlisted the services of companies created for just this purpose, each approaching the task in a unique way.

“One of our goals is to build customer relationships, not only to

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**“The best producing lists are the ones from [our clients’] own Web sites.”**

**—Anand Jagannathan,  
Responsys**

duct permission-based e-mail campaigns, collect and profile customer data and access real-time results.

“ClickAction has helped me stay in touch a lot better with my customers,” says Kevin Jackson, a representative from igogolf.com, an electronic mail order golf store and ClickAction client. “It allows me to give them information that they desire, when they desire it. It lets me split my customers up into categories so that I may convey knowledge that they request.”

**RETENTION TOOL**

Like Chipshot.com and igogolf.com,

send merchandise offers,” says Pankaj Srivastava, manager of relationship marketing at Chipshot.com. The Sunnyvale, Calif., online golf shop uses Responsys.com, an e-mail marketing service, to promote customer retention. Responsys provides a Web-hosted application that is designed to personalize interaction with opt-in audiences. The downloadable software enables businesses to create, launch and monitor marketing campaigns on the Internet. For instance, says Srivastava, “If you’re better at your short game than your long game, we might send you an e-mail with a tip to improve your [long] game. Then, we’ll suggest a product based upon that game.” Consumers who choose to receive information from the Chipshot site reveal their game’s strengths and weaknesses, so the site can tailor offers especially for them.

many companies use e-mail marketing as a customer retention tool. According to Forrester, marketers report high conversion rates from e-mail sent to a company’s in-house list of customers and prospects. On average, marketers receive clickthrough rates of 10 percent on in-house lists. Of those clickthroughs, 2.5 percent make a purchase.

Anand Jagannathan, co-founder, president and CEO of Palo Alto, Calif.-based Responsys confirms the finding. “The best producing lists are the ones from [our clients’] own Web sites.”

Bigfoot Interactive, another e-marketing services company, also preaches customer retention. “Retention and loyalty are key drivers of this business,” says Jim Hoffman, CEO of Bigfoot. The 3-year-old company, based in New York, offers strategic e-mail consulting, creative design, database builds, e-mail delivery and software technologies for companies looking to build online customer relationships. Bigfoot’s client list includes MCI WorldCom, Clinton, Miss.; Borders.com, Ann Arbor, Mich.; and Prodigy, White Plains, N.Y. “There is a need to leverage this new opportunity, but companies don’t have the resources within,” so they go elsewhere to find them, Hoffman says.

**YOUR HEART’S DESIRE**

Similar to 18-month-old Responsys, Palo Alto, Calif.-based ClickAction also provides Web-based e-mail marketing technology. Born out of last year’s merger between e-mail marketing firm MarketHome and e-tools provider mySoftware.com, the service integrates with legacy databases, giving marketers the ability to con-

	Company	Cost	Clients	Comments
<p><b>E-MAILBOXES ETC.</b></p> <p>The following list, compiled by Forrester Research, represents only a few of the players in the exploding opt-in e-mail market. As the industry continues to grow, so too will the supply of list brokers and e-marketing services trying to win business from companies moving online. What businesses can expect for their money differs with each company. List brokers usually rent lists and send e-mails on a cost-per-address or CPM basis. While other e-mail marketing services offer full-service shops, which include e-mail consulting, creative design, database builds, e-mail delivery and software technologies.—AMM</p>		\$15,000/mo. minimum	MCIWorldCom Borders.com Prodigy	Rebuilt e-mail broadcast platform to offer e-mail marketing services.
		\$10,000–20,000/mo.	Patagonia Dean & DeLuca igogolf.com	Focuses on serving traditional catalogers.
		N/A	Compaq J. Crew Ziff-Davis	List management, brokerage and delivery service offers double-opt-in feature.
		\$10,000/mo.	MotherNature.com Chipshot.com Virgin.com	Offers rules-based e-mail campaign management and detailed reporting tools.
		N/A	Hewlett-Packard Buy.com AT&T	Opt-in e-mail list owner, e-mail marketing launched December 1999.

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In a January 2000 Forrester survey of 50 e-mail marketing managers, 57 percent say they outsourced the delivery of their e-mail marketing campaigns and 51 percent outsourced list management. The survey also indicates that marketers who outsource the delivery and list management of their e-mail have higher conversion rates than those who keep e-mail in-house, 64 percent versus 36 percent.

In its report *The Email Marketing Dialogue*, Forrester says, "Outsourcers increase response rates by creating detailed, sales-oriented reporting systems that allow marketers to create more valuable segmentation strategies."

In many cases, companies that specialize in e-mail marketing carry the reporting and segmenting mechanisms, plus the expertise that in-house direct marketing departments lack.

## JOB SHARE

Direct market strategist Ryan Minor agrees. Minor, who heads e-mail marketing at Allaire Corporation, an e-business platform provider, farms out some duties to list broker yesmail.com. Cambridge, Mass.-based Allaire tries to entice Web developers, IT managers and marketing managers with its Web software and services. However, the technology company refuses to broadcast a blanket message to all three segments. Instead, it tailors a different message and incentive for each audience.

"If you are hands on, you're going to want to download the software," explains Minor. "If you're in a more managerial position, you're going to want to know why your company should download the software." Allaire delivers copy to yesmail.com, who then transmits it to the rented lists.

Contrary to many companies, Allaire outsources e-mail marketing for lead generation, while it keeps customer retention efforts in-house. "Our audience is Web-savvy, so it's a perfect marketing tool to reach them through the Web," Minor says.

List services, such as Vernon Hills, Ill.-based YesMail and New York City-based NetCreations lend e-mail addresses to marketers looking to drum up business from qualified consumers. "For instance, a bride-to-be may opt-in to find out more about cruises for the honeymoon. So, she might receive targeted e-mails from Victorian or Caribbean cruise lines," explains Tony Priori, vice president of marketing for YesMail, a list provider for clients such as computer company Hewlett-Packard, Palo Alto, Calif. and Internet superstore Buy.com, Aliso Viejo, Calif.

## NO JUNK

Unlike companies that swap the addresses of unsuspecting targets, YesMail and NetCreations obtain permission from people who sign up on their partner sites to receive offers or information about specific areas of interest, such as technology or travel. "We will not do anything that doesn't revolve around explicit permission from the consumer," Priori confirms. "The last thing you want

**"[NetCreations] is a better, faster and cheaper way to hit [a] target on the Web."**

**—Rosalind Resnick,  
NetCreations**



is someone junking up your inbox without your permission."

To ensure a permission-based business, NetCreations offers consumers a double-opt-in feature. After an individual fills out an interest form on one of NetCreations' 200 partner sites, the service sends an e-mail to that individual, who then has to confirm that they signed up for the service. NetCreations boasts a database of more than 6 million consumers and a client list ranging from "small mom-and-pop shops" to large companies, such as retailer J. Crew, Lynchburg, Va., and media and marketing company Ziff-Davis, New York. "It's a better, faster and cheaper way to hit their target on the Web," says Rosalind Resnick, chairman and CEO of NetCreations.

## MONEY SAVER

Forrester Research backs Resnick's claims. In its January 2000 analysis, Forrester reports that the high cost of direct mail and inefficiency of traditional media like TV and radio ads have forced marketers to focus on alternative advertising. The report states "Email eliminates postage, paper and printing that account for 60 percent of direct mail's expense. While mailing a catalog costs 50 cents to \$1, even highly personalized email costs at most 5 cents to 10 cents to deliver."

MotherNature.com, an online retailer of vitamins, supplements and minerals, assembles its e-mail newsletter and sends it out to its member base at a fraction of what it would cost via direct mail. Using Responsys' software, "we can write 30 different articles and come up with 2,500 different combinations based on targeting criteria and what the consumer wants," says Wendy Cebula, director of retention marketing for the Concord, Mass. health products site.

## TOO GOOD TO BE TRUE?

Due to economics, efficiency and ease, e-mail marketing's popularity has soared. However, marketers worry that inevitably its growth will lead to its demise. Just like other ad vehicles, the opt-in e-mail boom eventually could overwhelm consumers and reduce the medium's effectiveness. To combat the decline, marketers must reject sending spam to unsuspecting recipients. Instead, they should continue to deliver content and product offerings that are personalized, relevant and anticipated. ■

... victory over Dodgers  
ends 5-games loss streak/10

Hula dancing extends to mainland/1B

# San Jose Mercury News

AUGUST

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## The tech industry is attracting political talent

Mercury News Wire Services

SILICON Valley has been a magnet for top-notch technical talent for decades. While some high-tech leaders were born here, such as Intel Corp. co-founder Gordon Moore, the vast majority came from other parts of the country or from overseas.

Now we're starting to attract politicians who made their mark elsewhere.

First came Joel Hyatt, founder of Hyatt Legal Services, a chain of low-cost legal clinics, who moved here after losing a race for the U.S.

Senate seat in Ohio formerly held by his father-in-law, Democrat Howard Metzenbaum. Last year Hyatt parlayed his expertise, contacts and contributions to Gov. Gray Davis' political campaigns into a seat on the state Public Utilities Commission (from which he resigned recently).

Earlier this month Indiana Attorney General Jeff Modisett surprised Indiana politicians by resigning to become vice president and general counsel of TechNet, a Silicon Valley high-tech public policy and lobbying group. He will

start Jan. 24.

From all accounts Modisett, 45, is not fleeing trouble. In three years as attorney general he won a \$4 billion settlement from tobacco companies, led campaigns against drug pushers and drunk drivers and forced mass-mail sales companies to advertise more honestly. Many consider him a rising star and expected him to seek higher office in Indiana.

But Modisett is convinced that technology is causing dramatic changes in law and public policy

See TALENT, Page 5B

## Chip demand on the rise, Silicon Valley profits rebound

BY JONATHAN RABINOVITZ  
Mercury News Staff Writer

Just when the nine-year boom seemed to be losing momentum, Valley's largest companies have caught a second wind, reversing a decline in profits into a surprisingly strong showing early in the year.

In the past two months, 102 of the 150 largest public companies in Silicon Valley have issued earnings statements, and their total profit has increased by 62 percent, exceeding the 10 percent gain reported by the industry as a whole, according to the Standard & Poor's 500.

Silicon Valley's improved profits were partly the result of demand as the Internet, cheaper computers and the economies have fueled growing sales of chips, disk drives and other products. At the same time, the glut of semiconductors that existed last year has vanished, keeping prices from falling.

The shift in the valley's fortune mirrors the national economic turnaround in corporate profits has caught many analysts' eyes.

Profits had dropped in 1998 for the corporate sector, and companies were certainly not spared. A Mercury News analysis of the largest companies in Silicon Valley showed a 7.8 percent drop in the first drop since 1991.

But in March and April, company after company reported earnings for 1999 with some of the strongest profit increases in the S&P 500 that have been seen.

## San Jose council OKs contracts exempt from the living wage rules

BY BARRY WITT  
Mercury News Staff Writer

SAN JOSE — Seven months after adopting a "living wage" policy to boost the pay of low-skilled workers, the city council on Tuesday approved long-term contracts exempting two city-owned sports facilities from the rules.

One contract will allow the San Jose Sharks to manage the Ice Centre of San Jose for 25 years. The second will bring in a Petaluma-based company to manage the new 9-hole municipal golf course on the site of the former Thunderbird Golf Course on King Road.

The council voted unanimously on the two contracts Tuesday without discussion. After the meeting, Councilwoman Cindy Chavez—who before her election last year was a South Bay AFL-CIO Labor Council official who had lobbied for the living wage policy—said she was satisfied with both actions.

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## Silicon Valley maverick con

Worries about housing, child care, odds with nation, poll shows

### MERCURY NEWS SPECIAL REPORT

BY JOSHUA L. KWAN  
Mercury News Staff Writer

It's no surprise that housing and child care shortages are the two biggest concerns of Santa Clara County residents.

More surprising is this: The worries are completely out of whack with the rest of the nation. Three out of four residents here responding to a newly released Knight Foundation poll called the lack of affordable housing a "big problem" in the community. Yet out of a list of 12 problems, respondents to a nationwide poll barely mustered the angst to complain about three "big" issues as much as San Jose area residents gripe about housing.

The problem most often identified nationally was "too many unsupervised children



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# CULTURE TRENDS

## The Billboard 200

The top-selling albums compiled from a national sample of retail store sales.

<i>This Week</i>	<i>Last Week</i>	<i>Wks on Chart</i>	<i>Artist</i>	<i>Album</i>
1	1	38	Santana	Supernatural
2	-	1	Bone Thugs-N-Harmony	Resurrection
3	-	1	Smashing Pumpkins	Machina/MachinesofGod
4	2	16	Dr. Dre	Dr. Dre - 2001
5	-	1	Beanie Sigel	The Truth
6	-	1	Steely Dan	Two Against Nature
7	-	1	AC/DC	Stiff Upper Lip
8	6	32	Macy Gray	On How Life Is
9	12	14	Sisqo	Unleash the Dragon
10	4	62	Kid Rock	Devil Without a Cause

©2000 Billboard/SoundScan, Inc.

## MTV Around the World

Week of 3/13/00

### MTV U.S.

<i>Artist</i>	<i>Title</i>
1. Bloodhound Gang	Bad Touch
2. 2Gether	U+Me=Us
3. Eve	Love is Blind
4. Destiny's Child	Say My Name
5. Third Eye Blind	Never Let You Go

### MTV Europe

<i>Artist</i>	<i>Title</i>
1. Blink 182	All the Small Things
2. RHCP	Otherside
3. Eiffel 65	Move Your Body
4. Shania Twain	I Feel Like a Woman
5. Britney Spears	...Make You Happy

### MTV Asia

<i>Artist</i>	<i>Title</i>
1. Boyzone	Everyday I Love You
2. 98 Degrees	This Gift
3. Christina Aguilera	What a Girl Wants
4. Britney Spears	...Make You Happy
5. Corrs	Radio

### MTV Australia

<i>Artist</i>	<i>Title</i>
1. Macy Gray	I Try
2. Madonna	American Pie
3. All Saints	Pure Shores
4. Killing Heidi	Mascara
5. Eiffel 65	Move Your Body

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\*Sourcing: MaximiSer Spring 1998 Survey, Survey Dates: March 27 to June 18, 1998, Monday to Sunday, 6AM to 12 Midnight, Cumulative Persons 12+, Arbitron Rated New Jersey Counties. Combined New Jersey Radio Stations That Subscribe to Arbitron. ©1998 THE ARBITRON COMPANY. MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR WRITTEN PERMISSION OF ARBITRON.

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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 3/13/00*

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

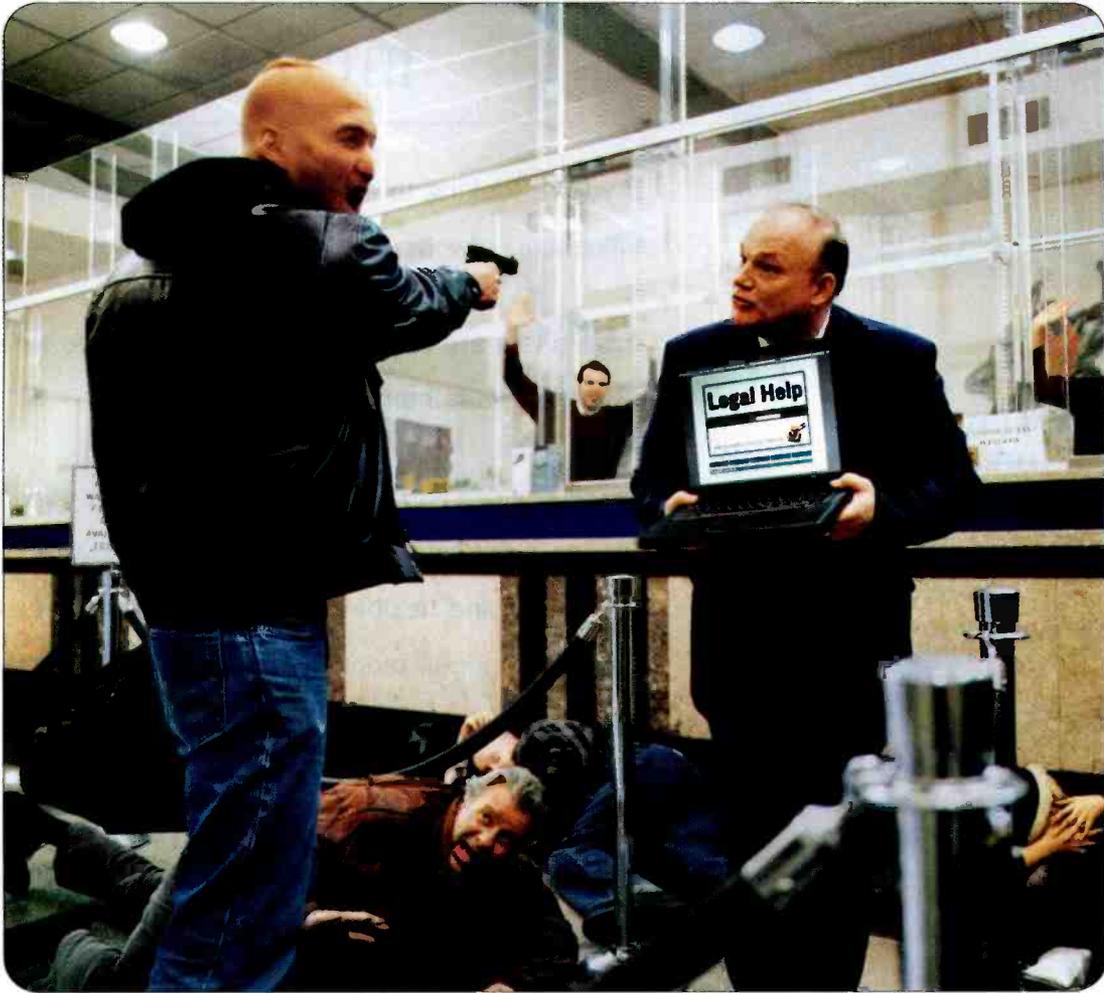
## The Hollywood Reporter's Box Office

For weekend ending March 13, 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	New	Mission to Mars	22,855,247	3	22,855,247
2	New	The Ninth Gate	6,622,518	3	6,622,518
3	3	My Dog Skip	6,027,373	61	14,095,460
4	1	The Whole Nine Yards	5,511,717	24	45,910,952
5	9	American Beauty	3,664,215	180	98,029,002
6	10	The Cider House Rules	3,502,676	94	41,961,085
7	4	Drowning Mona	3,417,003	10	10,723,134
8	2	The Next Best Thing	3,360,692	10	10,602,298
9	6	Snow Day	3,186,143	31	52,994,906
10	5	Pitch Black	2,942,270	24	34,086,236
11	7	Reindeer Games	2,856,753	17	19,406,775
12	8	Wonder Boys	2,612,849	19	14,967,348
13	13	The Tigger Movie	2,463,705	31	38,794,736
14	12	3 Strikes	1,864,844	12	7,256,106
15	11	Hanging Up	1,702,684	24	34,148,257
16	15	Scream 3	1,540,805	38	84,454,225
17	14	What Planet Are You From?	1,463,678	10	5,370,289
18	18	Fantasia 2000	1,462,596	72	31,131,818
19	16	Boiler Room	973,620	24	15,294,086
20	19	The Sixth Sense	967,778	220	286,827,314
21	17	The Beach	673,568	31	38,185,247
22	20	The Green Mile	657,427	94	133,580,799
23	49	Sleepy Hollow	564,229	115	99,174,633
24	24	Stuart Little	515,031	87	137,465,579
25	23	Boys Don't Cry	462,078	157	6,070,561
26	21	Next Friday	342,100	61	55,501,725
27	22	The Hurricane	326,845	75	49,481,421
28	26	Toy Story 2	275,693	115	241,357,162
29	38	Sweet and Lowdown	244,662	101	3,609,599
30	25	Galaxy Quest	217,120	79	69,903,123
31	30	Mysteries of Egypt	197,312	650	30,365,691
32	27	Topsy Turvy	193,460	89	5,216,423
33	--	Trois	185,604	31	712,950
34	28	Deuce Bigelow: Male Gigolo	153,077	94	65,061,354
35	29	Angela's Ashes	143,106	79	12,531,590

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▼ PLAN A (FOR BRINGING YOUR SITE DIRECTLY TO YOUR TARGET)

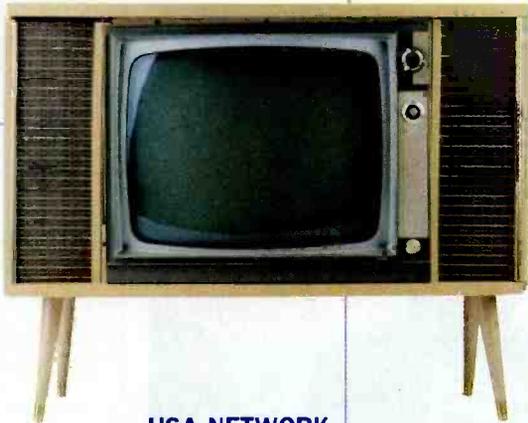


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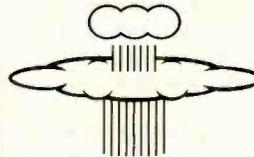
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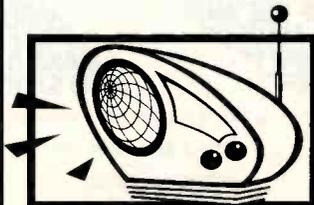
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Stone Street Capital, a 10-year-old finance company located in the Washington, DC metro area, seeks an experienced Media Planner/Buyer. The successful candidate will have experience in planning and buying a broad range of media, especially direct response TV, and should have developed and executed media plans on a national, regional and local level. Must also have superior negotiation skills, be a self-starter, and be familiar with broadcast cable and syndication. We offer a competitive salary, an excellent benefits package, a great location in downtown Bethesda, and a casual work environment. You can find out more about our company by visiting [www.stonestreet.com](http://www.stonestreet.com).

Please send cover letter and resume with salary requirements to:

**A. DeBattiste**  
Stone Street Capital  
7316 Wisconsin Ave., Ste. 500  
Bethesda, MD 20814  
Fax: 301-347-4308

E-mail:  
[adebattiste@stonestreet.com](mailto:adebattiste@stonestreet.com)

**MEDIA BUYER/  
ASSISTANT AE**

Small, friendly midtown agency specializing in health care, is looking for one person with media buying experience in print and broadcast, who is also interested in expanding into account work. Hands-on attitude; your enthusiasm will help. Great opportunity to gain experience & grow your career.

Please fax resume to:  
212-840-2877

Email: [tony@oxygenads.com](mailto:tony@oxygenads.com)



## CUSTOMER MARKETING AND SALES

ESPN ABC Sports Customer Marketing and Sales is the World's leading sports marketing and media company. You'll be an integral part of a forward-looking organization that represents and markets the best sports assets anywhere in the world. The following opportunities currently await qualified candidates in our New York office:

## VP, Sponsorship Management & Promotions

### Director, Event Marketing

### VP, Event Marketing

Qualifications:

- At least ten years of media sales or sports marketing experience.
- A record of leadership at a network, sports marketing concern, or sports property and familiarity with all facets of event marketing from planning to execution.
- Exceptional written and presentation skills.
- Outstanding relationships with Agency and Client decision makers.

**VP, Sales - Eastern Region**

Qualifications:

- Ten years of media sales experience with proven leadership abilities; responsible for managing Eastern Sales staff.
- Responsible for setting of policy and implementation of National sales strategies.
- Exceptional written, presentation and organizational skills a must.
- Strong Agency and Client relationships required.

Qualified applicants should send their resume to:

**ESPN, Inc.,**  
Ad# 213  
ESPN Plaza  
Bristol, CT 06010  
Email: [Jobs@espn.com](mailto:Jobs@espn.com)

EOE/M/F/D

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When it comes to providing you with the best relationship marketing professionals, no one's more able.

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RELATIONSHIP MARKETERS  
FROM DIRECT TO ONLINE**

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Catch A Creative Genius With Adweek Classified

**SALES SERVICE  
REPRESENTATIVE**

A&E Television Networks is seeking a Sales Service Representative to assist the Account Executives for A&E and The History Channel Ad Sales Department in New York. Candidate will provide prompt and precise service and information to clients and agencies. College degree with strong computer skills required. Must have excellent communication and organizational skills with ability to prioritize in a fast paced environment. Media buying and or planning experience is helpful.

For immediate consideration,  
please forward or fax your resume with salary requirements to:

**A&E Television Networks**  
Attn: Human Resources Dept. SSR  
235 East 45th Street, New York, NY 10017  
FAX: (212) 907-9402 EMAIL: [Recruiter@aetn.com](mailto:Recruiter@aetn.com)

NO PHONE CALLS PLEASE

EOE M/F/D/V

## HELP WANTED

**ASSISTANT  
PROMOTION  
MANAGER***THE BRAINS BEHIND  
THE BRANDS*

Unilever Home and Personal Care USA, a leading manufacturer and marketer of personal care products, currently has an outstanding opportunity within our dynamic Greenwich, CT headquarters (convenient to major roadways and MetroNorth).

Reporting to the Director of Promotion Services, you'll be responsible for the development and execution of promotional programs for assigned brands. Responsibilities also include program analysis, budget management and working with agency partners. BA/BS degree required plus 3-5 years of consumer promotion experience. Ideal candidate should be detail-oriented, a team player and possess effective communication skills.

We offer a competitive compensation and benefits package. For immediate consideration, please fax your resume and salary requirements to:

(203) 625-1634

Attn: APM

Equal Opportunity Employer

**UNILEVER**

Home &amp; Personal Care USA

**BROADCAST  
TRAFFIC MANAGER**

Large New York Ad Agency seeks a TV Broadcast Traffic Manager with 3-5 years experience. Candidate must have great communication skills and experience interfacing with client suppliers. Juggling many demands; including tight deadlines must be a skill you possess. If you thrive in an environment that is busy, fun and offers career growth; this could be the job change you are looking for. Full benefits package.

Please send resume with cover letter stating salary requirements to:

ADWEEK Classified, Box 4120

1515 Broadway, 12th fl.

New York, NY 10036

or email: conad@adweek.com

Subject: 01-C-0377

**RUN YOUR OWN SHOW**

B2B direct sales promotion company is seeking a self-starter to manage current accounts and develop new business. **Equity arrangement leading to a potential buyout. Forward note/resume to:**

(212) 481-0423 or bobnyc@aol.com

**SENIOR AD SALES EXECUTIVE**

Investor's Business Daily, America's fast-growing business and financial newspaper is searching for an experienced salesperson in the New York office.

Candidate should have 5-10 years sales background, possess the ability to work successfully at client and agency levels, and thrive in an entrepreneurial sales environment. College degree is a must.

We offer a competitive base salary plus commission.

Please send your resume, and a brief cover letter telling us why you're the perfect fit to:

Steve Goldberg, Eastern Sales Manager

Investor's Business Daily

19 West 44th Street, Suite 804, New York, NY 10036

Fax: (212) 626-7532 E-mail: steve.goldberg@investors.com

**SENIOR ACCOUNT MANAGER**

Creativity, enthusiasm and a drive to succeed are key traits needed for this high-profile position. As Account Manager for the hottest magazine in town, you will be responsible for pursuing and developing relationships with the magazine's advertisers in the Liquor, Broadcasting, Travel and Auto categories.

*Time Out New York* fosters an entrepreneurial spirit where each person has ownership over his/her position. In this creative and dynamic environment the successful AM will have excellent communication and presentation skills and a love of deadlines. Must have 2-5 yrs experience in magazine or newspaper advertising sales. Competitive compensation and benefits package offered.

Please fax cover letter, resume and salary history to:

Maribel Aleman

FAX: 212-673-8382

or e-mail application materials to: hr@timeoutny.com

Visit Time Out New York's websites at [www.timeoutny.com](http://www.timeoutny.com) and [eatdrink.timeoutny.com](http://eatdrink.timeoutny.com)

**MULTI-MEDIA/  
PRINT PRODUCTION  
MANAGER NYC**

Position available immediately with major software Development Company located in Boston Metro. We are seeking the right individual to head our multi-media/print pre-production facility located on Manhattan's Upper East Side. This important position requires a minimum of 3-5 years experience in an agency or multi-media production environment with concentration on preparation of conventional artwork, video and audio for use in Macromedia Director and Print Media. For immediate consideration forward cover letter, resume and salary history to:

mvogt@cybermedica.com

or send

CyberMedica, Inc.

33 Boston Post Rd. West

Marlboro, MA 01752

Attn: MarComm

or fax 508-357-2010

EOE

**Assistant Brand Manager**

Impact Confections is rapidly growing and seeking a motivated assistant brand manager. You will be involved with all phases of marketing including: research, new product development, advertising, promotions, line extensions, packaging, artwork, merchandising and sales programs. Position requires minimum 1 year experience in brand management for a packaged goods company. Food or kids experience preferred. Merchandising experience and MBA a plus. Great career opportunity with competitive salary, benefits including 401K, and great location in Colorado Springs. Send resume, salary history, and references to:

Director of Marketing

Impact Confections

888 Garden of the Gods Road

Colorado Springs, CO 80907

FAX: (719) 268-6197

No phone calls, please.

**THE BEST  
MEDIA JOBS****\$20-200,000**[www.dbiny.com](http://www.dbiny.com)**Sr.AE/Acct. Supervisor**

Miami Hispanic Ad Agency. Must be bilingual with minimum of 3-5 years experience. Should be a self-starter, organized and detail oriented. Fax Resume, cover letter & salary requirements to: Human Resources @ (305) 662-8043.

**ExecutiveStaffers.com**

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Creative Directors

Immediate opportunities in Dallas.

972.448.8730 FAX 972.448.8731

e-mail: [mktgjobs@executivestaffers.com](mailto:mktgjobs@executivestaffers.com)[www.executivestaffers.com](http://www.executivestaffers.com)**SALES PLANNER**

Serve as an integral part of the Advertising Sales Team, participating in the formulation of marketing materials, presentation of sales proposals and stewardship of commercial schedules on the TV Guide Channel. This position will have direct contact with upper level agency decision makers, clients and internal management. Qualifications include:

- Excellent presentation skills including oral and written communication
- 2-4 years in media experience, preferably at an advertising agency or cable network
- Knowledge of Media Math and Research
- Strong computer skills including Word, Excel and PowerPoint

Position works in conjunction with two account executives in the New York Sales Office.

Please mail, fax or email resume and brief cover letter, which must contain salary requirements to:

Sales Planner

TV Guide Inc.

1211 Avenue of the Americas  
New York, NY 10036

FAX: (212) 852-7328

E-mail: [hrnewyork@tvguide.com](mailto:hrnewyork@tvguide.com)**THE RIGHT WRITER...**

Has six or more years experience creating effective and affecting advertising concepts and copy in all media. You'll work on an eclectic group of national and major regional consumer, retail and business-to-business accounts with a great bunch of people.

Send your resume and anything else that makes sense to Harriet Gerndt at:

Gianettino &amp; Meredith

788 Morris-Essex Tpk.

Short Hills, NJ 07042

Fax: 973-376-3492

E-mail:

[HarrietG@GandMAdAgency.com](mailto:HarrietG@GandMAdAgency.com)

No Phone Calls Please!

**AD SALES**

Hip, new digital lifestyle magazine, working out of Chelsea loft, requires the best junior ad salesperson in NYC. Send resume to: Nigel Wright, Shift Multimedia, 122 W 27th St, 11th FL, NY, NY 10001. Tel: 212-633-0233 extn 227.

HELP WANTED

**A**re you looking for a new opportunity to leverage your expertise in building clients' business? Grey Advertising, the world's most powerful brand builder and North America's largest billing advertising agency is seeking initiative driven **Consumer Health Account Management professionals** at all levels. For immediate consideration, please send your resume and salary requirements to: **Grey Advertising - Human Resources; Attn: Fred Worrell, 800 3rd Avenue, 15th floor, New York, NY 10017; or Fax: 212-546-2584.** Grey Advertising is an equal opportunity employer M/F/D/V.

**GREY ADVERTISING**

**NEW AGENCY  
SEEKING PROFESSIONALS  
AT ALL LEVELS**

We are an agency that specializes in dot commerce. Our services include advertising, direct marketing, promotions, internet marketing and web hosting/tracking.

PLEASE SEND RESUME, SALARY REQUESTS AND CREATIVE REELS TO:

The Dot Com Agency, Inc.  
Attn. Human Resources Dept.  
2500 Routh St., Dallas, TX 75201

OR E-MAIL:  
staff@thedotcomagency.com

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**CMP Media**

CMP Media is a leading integrated high tech media company. We are seeking qualified individuals to fill key positions for our leading cutting-edge publications and online media

**SR. RESEARCH MGR./DIRECTOR  
NYC/MANHASSET**

In this Key position you will be responsible for creating & maintaining research relationships in the NY/MA/SE territory on the Customer First Research Team. Duties incl. sales/client research requests, fulfilling research requests from secondary & syndicated research sources, project mgmt., analyzing & interpreting data, preparing reports & meeting customers. Requirements incl. 4 yr. degree, min. 5-7 yrs. exp., & knowledge of hi-tech industry. Good organizational, communication & time mgmt. skills. Proficiency w/Word, Excel & PowerPoint. Exp. w/syndicated research, IMS or Telmar software or publishing a plus. Some travel req'd.

**ACCOUNT DIRECTOR - NYC**

Take a leading role handling major accounts in the high-tech/advertising arena. You'll call on & make presentations to clients & ad agencies to sell leading brands. Responsible for maintaining existing accounts & developing new business, w/accountability for attaining territory sales goals. Superior organizational & communication skills, as well as proficiency in Lotus Notes, Word, Excel & PowerPoint. 2-4 yrs. media sales exp. nec. High-tech/Ad sales background a big plus. A spotlight job for a top sales pro!

**ACCOUNT EXECUTIVE - NYC**

This hot inside sales position will partner you w/Account Directors in managing a regional territory & selling premier brands. You'll maintain existing accounts as well as develop new business working w/clients & their ad agencies. Also, prepare reports, proposals & presentations. Bring us at least two years of inside sales exp., plus strong customer service, communication & team player skills, & we'll give you plenty of room to grow! High-tech/Ad sales bkgrnd. a big plus.

**ADMINISTRATIVE ASST. TO VP OF SALES - MASS.**

Come do it all as you serve as the Regional coordinator responsible for half the territories across the U.S., working in beautiful suburban Waltham, Mass. You'll coordinate and delegate all sales leads to the correct team. Assist the VP of Sales with expense reports, client mailings, meetings/travel arrangements, trade shows & more. Train new team members on computer applications and research tools. Maintain account/contact list for all regions, plus much more. We need a detail-oriented team player with the ability to tackle and solve problems on your own. Knowledge of Word, Excel, Powerpoint and Lotus Notes and willingness to travel when nec. a must.

**SALES ASSISTANT - MASS.**

A great way to get your foot in the door and get on the fast track for sales advancement, working in beautiful suburban Waltham, Massachusetts! You'll put all of your superb general administrative and computer skills to use in assisting the Director of Group. You'll answer phones, respond to internal and external clients' needs. Work closely with Account Directors and Account Executives and assist all team members with client information, proposals, etc. Strong proficiency in Windows, Word, Powerpoint, Excel and the Internet, good communication and math skills and ability to handle multiple tasks a must.

PLEASE SEND/FAX/E-MAIL YOUR RESUME WITH SALARY HISTORY TO:

**CMP MEDIA**  
Attn: Recruiter JW/AB  
600 Community Dr., Manhasset, NY 11039  
or fax resume to: 516-562-5131  
Email: jwest@cmp.com

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**ROZ GOLDFARB ASSOCIATES**

## HELP WANTED

# ACTIVE INTERNATIONAL



We are a fast paced international media trading company located in Rockland County. Currently we have the following positions available for individuals who are highly motivated, detail-oriented and possess numerical aptitude.

## INT'L MEDIA BUYERS

Must be a strong media negotiator. Experience a plus, but willing to train in Canadian Media.

## INT'L BROADCAST COORDINATOR

Entry level position for bright, recent graduate. You'll assist Account Mgrs with clients. MS Word/Excel a must.

For the above positions, please forward resume to:  
Attn: Jackie Fantasia, Fax: (914) 735-2255.

## ASSISTANT MEDIA BUYERS

Entry level positions exist for bright, recent graduates. You'll learn all facets of media buying. Related degree and/or experience a plus.

## MEDIA BUYERS(2) (SPOT RADIO/TV)

Excellent position with enormous growth potential. Must have strong negotiating skills. Trade experience preferred but not necessary.

For the above positions, please forward resume to:  
Attn: Jennifer Cooney, Fax: (914) 735-0505.

Qualified candidates should forward resumes to: **ACTIVE INTERNATIONAL**, One Blue Hill Plaza, P.O. Box 1705, Pearl River, NY 10965. (See above for ATTN: and Fax#). EOE/Employee Owned M/F/D/V

[www.activeinternational.com](http://www.activeinternational.com)

## McKinsey & Company Public Relations/ Communications Specialist

McKinsey & Company, a respected international management consulting firm, is seeking a PR/Communications professional to define, build and enhance the internal and external reputation of our fast growing Global Media & Entertainment Practice.

The successful candidate will foster key relationships with top-tier media, industry conference planners and other constituencies. Responsibilities will involve: working with practice leaders to help draft influential thought-leadership pieces such as speeches and articles; assisting in the planning/preparation of a wide range of communication products and events; and working with the Practice to continually re-define and expand its communications strategy.

The highly motivated, creative individual we seek will possess an in-depth background in corporate public relations and strategic communications as well as a successful track record working with senior executives. Additional requirements include:

- BA/BS degree in a related area
- Minimum 4 years experience in PR &/or marketing communications
- Superior interpersonal and written/verbal communication skills
- Knowledge of the media and entertainment industry
- The ability to handle multiple projects simultaneously and build/maintain effective business relationships

This position, located in New York City, offers a very attractive compensation and benefits package. For consideration, forward your resume in confidence to:

FAX: 212-446-7326  
Email: [mckinsey\\_pr@hotmail.com](mailto:mckinsey_pr@hotmail.com)  
Box 828-JM, 12th Floor  
360 Lexington Avenue, New York, NY 10017  
Equal Opportunity Employer M/F/D/V

Visit our website at [www.mckinsey.com](http://www.mckinsey.com)

## THE BEST MEDIA JOBS

\$20-200,000

[www.dbiny.com](http://www.dbiny.com)

## P/T BOOKKEEPER

Part time bookkeeper needed with knowledge of QuickBooks Pro. Midtown location.

Fax resume to: 212-779-9684

## Advertising Sales

Spa Finder Magazine, the leader in the dynamic spa mkt, is seeking a hard working self starter to call on national accts. Tremendous growth potential, competitive salary & comm. Full health benefits/401K.

Fax resume to HR 212-924-7173

## SUBSCRIPTION QUESTIONS?

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## SENIOR PRODUCT MANAGER

Join the National Park Foundation, the national, Congressionally chartered, non-profit partner of the National Park Service to manage the National Parks Pass, a new annual entrance pass for all national parks. Implement a successful business plan, including sales, product design, manufacturing, distribution, and marketing, to meet aggressive revenue goals.

• Minimum of 7 years experience in product sales, marketing and management, preferably in consumer-goods product life-cycle management with successful new product introductions.

We offer a competitive salary and benefits. 30%+ travel required.

Please send resume and salary requirements to:

Attn: Claudia Schechter

1101 17th Street, NW, Suite 1102, Washington, D.C. 20036-4704

Fax: 202/785-3539 E-mail: [cschechter@goparks.org](mailto:cschechter@goparks.org)

*National Park*  
FOUNDATION

## Account Supervisor



## Mad Dogs & Englishmen

Is looking for a dynamic Account Supervisor to lead an exciting mix of accounts. Must be a creative-thinking, solution-minded individual who wants to be a partner with their clients. Should have approx. 7 years in account management - packaged goods, teen, entertainment, communications, Internet a plus. Fax (212-675-0340) or e-mail resumes to Cheryl ([cheryl\\_garber@maddogadv.com](mailto:cheryl_garber@maddogadv.com)). No phone calls please. All inquiries will be kept confidential. Must be good with animals.



## VICE PRESIDENT AD Sales

Currently we are seeking a Vice President of Ad Sales for our Eastern Region, working from our New York offices. Will be responsible for managing a group of energetic and dedicated sales people and staff, providing expertise and analysis of marketplace conditions, producing well designed media and marketing strategies and securing key client and agency relationships. Requires 7-9 years of national television sales experience (cable preferred); computer literacy, and keen written/verbal communication skills. Moderate travel required.

We offer challenging work, a desirable working environment and competitive salary/benefits. To apply, please send a resume and cover letter to: Scripps Networks, Attn: Human Resources Department, 9721 Sherrill Boulevard, Knoxville, TN 37932.

or email your qualifications to:  
[jobs@scrippsnetworks.com](mailto:jobs@scrippsnetworks.com)

Scripps Networks is wholly-owned and operated by The E.W. Scripps Company and is an Equal Opportunity Employer.

HELP WANTED

**ONE TO ONE ADVERTISING, ANYONE?**

**ACTV**, a leader in the development of new media programming technologies and Motorola's Broadband Communications Sector (formerly known as General Instrument) a leading worldwide provider of integrated and interactive broadband access solutions, are ahead of the advertising curve with Digital ADCO, Inc., a newly formed subsidiary. ADCO offers cable, broadcast, and satellite operators and programming entities groundbreaking capabilities in the area of targeted video-based advertising. This patented new technology represents a new era of accountability, measurement and real-time commerce of television-based advertising, the largest and most effective of advertising media.

We Currently have these positions available in New Jersey:

- |                              |                                   |
|------------------------------|-----------------------------------|
| <b>Director of Marketing</b> | <b>Director of Engineering</b>    |
| <b>Director of Research</b>  | <b>Director of Sales</b>          |
| <b>Administrative Staff</b>  | <b>Engineers</b>                  |
| <b>IT/Database Admin.</b>    | <b>Regional Acct. Executives*</b> |

For more information, visit us at [www.actv.com](http://www.actv.com), and to submit your cover letter and resume, e-mail us at [employment@actv.com](mailto:employment@actv.com), attn: ADCO Resumes



\*Position available in Denver, Los Angeles, Houston, NYC & Atlanta

**DISPLAY YOUR TALENT FOR BRAND MANAGEMENT**



*NYCE Corporation, a leading U.S. ATM/electronic payments company, has one of the most powerful and well-respected consumer brands in our industry. Currently, we offer an excellent opportunity for a dynamic Brand Management professional to grow our success.*

You will design and implement strategic plans for enhancing the display and exposure of the NYCE Brand, working closely with retailers, financial institutions and NYCE team members to bring those plans to fruition. We look to you to identify and evaluate valuable branding opportunities; encourage branding compliance and program participation among NYCE participants; act as our primary liaison regarding brand usage; and provide tracking/reporting for related programs. Position involves ensuring that all brand management initiatives stay within budget.

To qualify you must have strong communications, interpersonal, analytical and financial management skills; and, preferably, a background in brand management. You must be a self-motivated strategic thinker with the ability to travel extensively. A degree in marketing, communications or business, as well as prior experience in marketing/merchandising in a retail environment preferred. Sales experience also helpful.

NYCE Corporation offers competitive compensation, full benefits that include Company paid hospitalization/major medical/dental, vision care and life insurance as well as 401 (k), FSA, Tuition Reimbursement, and state-of-the-art technology. For immediate consideration, please send/e-mail your resume, which must indicate the appropriate department code and specific salary history/requirements, as an MS Word or text file to:



Attn: Susan Nucci, Human Resources Manager  
Dept. Code: 1089AD  
300 Tice Blvd., Woodcliff Lake, NJ 07675  
[Hrrecruit@nycenet.com](mailto:Hrrecruit@nycenet.com)  
Equal Opportunity Employer.  
No Agency Calls, Please!

**You don't have to know somebody. Just everybody.**

**ACCOUNT PLANNER** Be responsible for brand communication strategy and execution; analyze consumer data; design primary research; be actively involved in the creative process; write inspirational creative briefs; develop platforms; interpret consumer responses and track results over time. Bring 5+ years experience, a broad range of knowledge, creative thinking, and have research experience, excellent communication skills and be intensely curious about people and their lifestyles.

**Don't follow. Lead.**

**ACCOUNT EXECUTIVE** Join us and lead your account team in developing the best advertising and communications ever; bring us great organizational skills, super client-handling capabilities and be able to juggle multiple assignments. Production knowledge a big plus. Degree plus 2+ years experience.

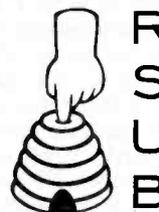
Competitive salary, bonus and benefits.  
Fax resume in confidence to SVP Administration, EP Advertising 212.753.4996

415 Madison Ave.



New York, NY 10017-1163

**RSUB.com** is a cutting-edge digitally based entertainment company looking for account managers. Candidates will have solid sales experience and preferably one year on-line. Individuals will develop, manage and maintain client relationships. Responsibilities will include creating and pitching innovative advertising campaigns across multiple media, as well as generating reports in order to monitor and measure campaign status. Knowledge of pop culture helpful. **RSUB.com** offers a competitive salary and stock options. Please send resumes to [jobs@rsub.net](mailto:jobs@rsub.net).



## HELP WANTED

**Print Production/  
Jr. Designer**

**Studios USA** is looking for an enthusiastic self-starter to fill a Print Production/Jr. Designer position for our NY office. Will be responsible for helping with all graphic design needs for our entertainment division. Candidate should be creative, well organized, posses excellent conceptual abilities and be able to handle multiple assignments/deadlines at once. PhotoShop, Illustrator and Quark expertise a must. Website/Interactive knowledge a plus. Please fax resume to SUSA Creative Services at:

310-360-2517

**MEDIA PLANNER**

Fast-paced Manhattan advertising agency with national cultural clients seeks Media Planner/Buyer. Min. 2 years exp. with major media markets nationwide. Must be proficient in Excel, extremely detail oriented and able to handle many projects simultaneously. Full benefits package included.

Please fax one page resume to:  
212-675-4763  
[www.laplaca-cohen.com](http://www.laplaca-cohen.com)

**Media Professional**

SMC is seeking a strategic and creative mind, ready to embrace the ever changing landscape of media. Successful candidate offers strong leadership, strategic thinking, creative problem solving along with a knowledge of advertising. Responsibilities include planning, and cultivating client and vendor relations.

Mail/fax resume and cover letter with salary requirements to:

**SMC**

Attn: Bettina Roda, HR Manager  
830 E. Main Street, 24th Floor  
Richmond, VA 23219  
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Management Supv .....to \$200K  
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Traffic/Production .....to \$100K  
Fax resume with salary history to:  
212-490-9277 or E-Mail:  
[vintageresources@mindspring.com](mailto:vintageresources@mindspring.com)

**AD SPACE SALES**

*ADWEEK Magazines* seeks a dynamic, eager and imaginative inside sales rep for our classified advertising department. Although this is a full-time inside sales position, we're looking for someone with the intelligence and poise of an outside sales pro. 1-3 years experience preferred. Salary & commission + benefits. Fax resume & salary history to: **Harold Itzkowitz, (212) 536-5315**

*No Phone Calls, E-mail, or unrequested visits, please. We're an equal opportunity employer.*

**DIRECTOR****National Broadcast  
Research**

Top NYC Media Service Company wants you if you have min. 5 yrs. exp. Adv Agency bkgd. a must. Great visibility and room to grow.

**Contact:**

Lee Rudnick, President  
DBI Media Executive Search  
Ph: 212-338-0808 Ext 5  
Fax: 212-338-0632  
E-Mail:  
[dbimedia@mindspring.com](mailto:dbimedia@mindspring.com)

URI International Advertising in Los Angeles is looking for quality professionals who think outside the box.

**MEDIA  
BUYERS/PLANNERS**  
with int'l experience  
**\$100k + benefits**

Resume & Salary req. to  
[KennyA@uriinc.com](mailto:KennyA@uriinc.com) or  
fax Kenny (562) 941-1222

**URI****VP SALES MGR  
BROADCAST SYNDICATION**

Broadcast Syndication Company and Television Production Studio is seeking Vice-President & Manager of TV ad sales. Challenging position overseeing New York offices, must have good management skills and excellent contacts with advertisers and television stations, must be aggressive and well organized to conduct all operations of regional sales office, send resume to:

[greatjob40@hotmail.com](mailto:greatjob40@hotmail.com)

**ART BUYER**

Hot Downtown Ad Agency seeks Art Buyer with 2-4 years experience. Fashion and beauty experience a plus. Client list includes: Maybelline, Liz Claiborne, Fidelity, and tons of fast-paced "dot coms." Salary commensurate with experience. Great benefits package.

Fax resume to:

Art Buying  
(212) 414-7106

or email to:

[merrileh@gothaminc.com](mailto:merrileh@gothaminc.com)

**ADWEEK MAGAZINES  
Needs a Promotion Art Director**

Duties include creating ads for many different media properties, events and services. Also responsible for presentation materials, ad sections, sales literature. 2-3 years experience ideal.

Send three non-returnable samples (photocopies ok) to:

Wally Lawrence  
ADWEEK Magazines  
1515 Broadway, 12th Floor  
New York, NY 10036

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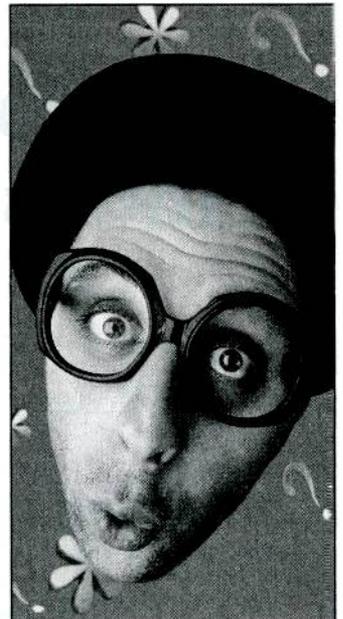
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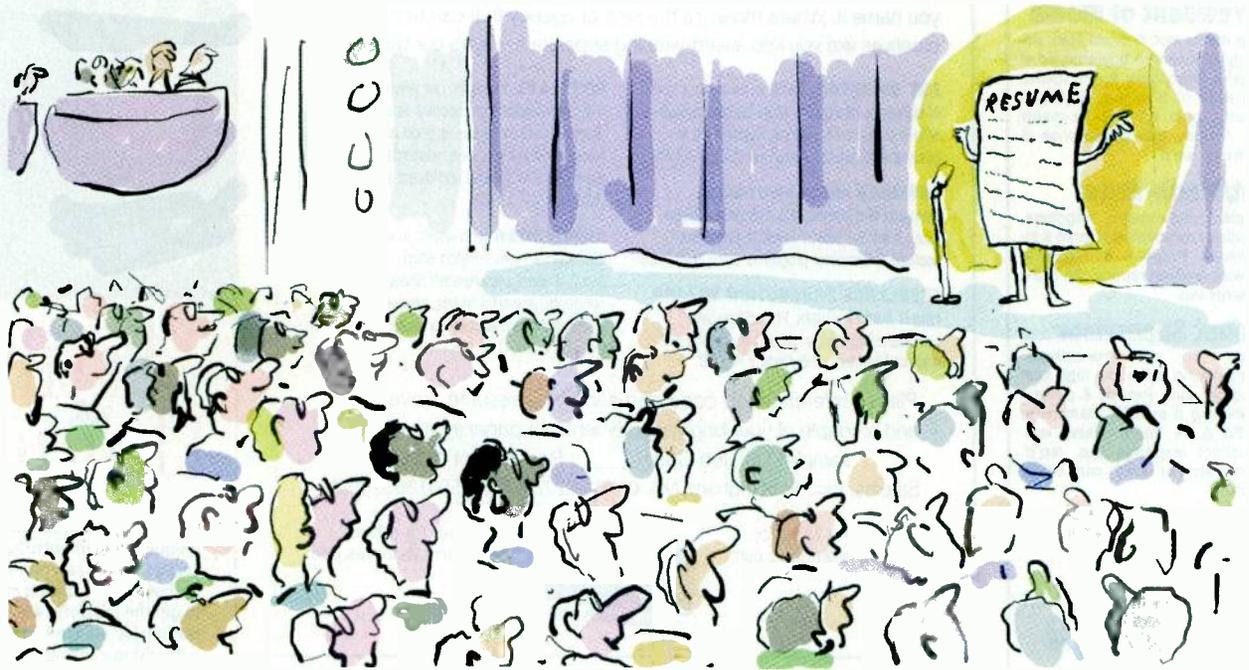
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# Magazines

BY LISA GRANATSTEIN

## A Crossover Hit

Hip-hop chronicle 'The Source' scores its first National Mag Awards nom

**J**ust as hip-hop has joined the mainstream, so too, it seems, has *The Source*. The indie monthly last week nabbed its first National Magazine Awards nomination, in the highly competitive category of General Excellence for a magazine with a circulation of 400,000 to 1 million, joining *The New Yorker*, *GQ*, *Marie Claire* and last year's winner, *Fast Company*.

"Within the last year or so, there has certainly been a turning point for the recognition of hip-hop as the dominant youth culture and not just as a passing trend," says David Mays, the 31-year-old founder and publisher of *The Source*. "This [nomination] is part of that arrival."

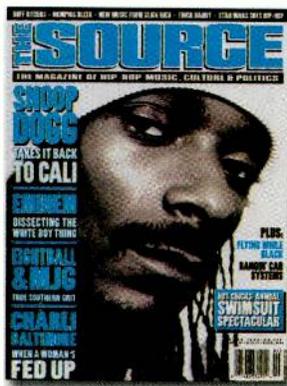
What started out as a photocopied newsletter 12 years ago by Mays, then a student at Harvard, has grown into the top-selling music lifestyle magazine on newsstands, beating out Wenner Media's *Rolling Stone* and Miller Publishing's *Spin*. With its strong street cred, *The Source* has become the bible of the hip-hop nation, much like *Rolling Stone* was for the flower-power generation.

*The Source*, launched with \$200 from Mays' pocket, has grown from its music base to encompass the founder's broader editorial mission. "The challenge I always had in building it was I wasn't backed by a big magazine publisher or had millions of dollars to implement my vision," says Mays. "All we could really cover was the music. But as advertising grew, we were able to add more pages and become more of a broad lifestyle guide-

book for young men, covering music, culture and politics."

The three issues that led to the NMA nomination were edited by Selwyn Seyfu Hinds, who left *The Source* last month to run hip-hop mogul Russell Simmons'

new Web venture, 360hip-hop.com (deputy editor Carlito Rodriguez was promoted to succeed Hinds). The June 1999 issue featured insightful profiles on Snoop Dogg and Eminem, as well as "Violated!," a hard-hitting report on black travelers who have sued the U.S. Customs Service for wrongful searches. The September edition, with Puff Daddy on its cover, featured a story called



For readers, a rappers' delight

"Slavery in the Sudan."

"This speaks to the mission of the magazine," says Mays. "That's what we like to do—full journalistic enterprise."

November's split-cover edition, which featured underground hip-hop artists, reprinted recently discovered poetry from the estate of rapper Tupac Shakur.

While he has had several inquiries over the years from potential investors angling for a slice of *The Source*, Mays has preferred to stay independent. "Ultimately, I decided as long as I could keep doing it

myself, and stay competitive, it made more sense to do it that way," he says.

Mays' spinoff, *The Source Sports*, which launched less than two years ago as a quarterly, is going bimonthly beginning with the April issue.

Paid circulation for *The Source* grew 4.1 percent in last year's second half, with single-copy sales dipping 1.6 percent and subscriptions increasing by 36.3 percent, according to the Audit Bureau of Circulations. The *Mediaweek Magazine Monitor* reports that the book's ad pages are up 3.5 percent this year, to 476, through April, with the bulk coming from fashion, footwear and music. "*The Source* is done very thoughtfully," says Ellen Oppenheim, media director at Foote, Cone & Belding. "There are clearly opportunities to grow the business in non-endemic categories, such as automotive and telecommunications."

A National Magazine Award nomination surely won't hurt *The Source's* efforts to diversify its ad base.

## Fashion Help For the Net Set

'Bazaar' explores 'geek chic'

Having promised to give the recently relaunched *Harper's Bazaar* a journalistic feel, editor in chief Katherine Betts will tap into the wired world of fashion in April's Internet-themed issue. Marisa Bowe, editor of the pop culture Webzine *Word*, served as a guest editor for the issue, helping to shape and write the stories. While Silicon Valley is not exactly the epicenter of haute couture, Betts nevertheless says it's an opportune time to tackle "geek chic."

"This is a group of people that need to be educated in style...It's kind of a free-

for-all right now, and I see that as an opportunity for designers," says Betts. "One of my mandates when I came to *Harper's Bazaar* was to take fashion into areas where it's not always necessarily connecting with subjects at hand. E-commerce hasn't taken off in the luxury market, so we decided to create a manifesto...about what is possible."

With the Net seeping into every corner of today's culture, Betts sought to examine how it is beginning to shape aspects of fashion. The issue includes short profiles on pioneers of cyberspace ("Ladies Who Launch"), a piece by Bowe on why she turned down an Internet job worth millions, and "Will Fashion and the Internet Click?," a look at how high style can succeed online.

Upcoming themed issues of *Bazaar* will include an "Extreme" edition in May, featuring thrill-seekers—from extreme sports to out-there visions in fash-



What to wear when you're wired

ion. In June, *HB* will offer a family-themed issue. Too much of a good thing? Betts doesn't think so. "I really believe in [themed issues]," she says. "It brings new people and stories into the magazine that we wouldn't necessarily do."

In other *Bazaar* news, vp/publisher Jeannette Chang last week was promoted to vp of Hearst Magazines International, overseeing new editions of *Cosmopolitan*, *CosmoGIRL!* and *HB*. Succeeding Chang is Cynthia Lewis, vp/publisher of *Marie Claire* for the past two years. *Bazaar's* ad pages were flat last year, at 1,555, fourth in the category behind Condé Nast's *Vogue* and *W* and Hachette's *Elle*. Thanks to the February relaunch, the *Mediaweek* Magazine Monitor reports that *Bazaar's* ad pages are up 20.9 percent this year though April, to 588. No replacement for Lewis has been named at *Marie Claire*.

## Back in the Hunt

### A new editor for 'Sports Afield'

Chris Dorsey, group manager of publishing and communications for the conservation-oriented publisher and broadcast programmer Ducks Unlimited Inc., last week was tapped as vp/editor in chief of *Sports Afield*. Petersen Publishing founder Robert Petersen acquired the 113-year-old sports title in January from Hearst Magazines.

Dorsey, 35, will lead the return of *SA* to its roots as a fishing and hunting book. At Hearst, the title briefly and unsuccessfully went after GenXers with an outdoor adventure focus, featuring kayaking and snowboarding. The monthly's paid circ fell 2.9 percent, to 454,144, in the second half of '99, according to the Audit Bureau of Circulations; single-copy sales skidded 46.9 percent.



Going fishing: SA's Dorsey

"We want to very quickly reach back to the hunters and anglers and really give them a title they can embrace again," says Dorsey. "The magazine has languished with an identity crisis."

Changes are already under way. The April cover of *Sports Afield* reels readers in with a feature on spring fishing and also includes a story on turkey hunting. The relaunch will take place with the August issue.

While Dorsey will have to quickly hire a completely new editorial staff, Petersen has lured back to the fold Gary Gretter, *SA's* longtime creative director, who left in the early '90s.

Dorsey will join the magazine in early April, following his move from Memphis to Los Angeles, where *Sports Afield* is based. Dorsey joined the 638,654-circulation bimonthly *Ducks Unlimited* magazine in 1992; his responsibilities grew to include the company's TV, radio and Internet properties. Prior to joining Ducks, Dorsey was a senior editor at Petersen's *Hunting*.

On the business front, Petersen veteran Ken Elliott has been named president/COO of *Sports Afield*. Publisher Michael Wade will remain with the magazine, but will move to L.A. Elliott says he hopes to boost *SA's* frequency from 10 times to monthly within the next two years. ■

## Mediaweek Magazine Monitor

### Weeklies

March 20, 2000

With turmoil in the direct-response industry, as book, video and music clubs consolidate, Sunday magazines have had to look elsewhere for growth without the help of a regular cash cow. Sunday magazines' ad pages are down 5.95 percent year-to-date. *USA Weekend* has taken the harder hit (down 9.54 percent), losing pages as several direct-response advertisers have held off on commitments, says publisher Chuck Gabrielson. *Parade* is off 2.25 percent to date, but its March 19 issue was up 8.21 percent over last year. *Parade* general manager Jack Griffin credits the title's efforts to diversify into tech and dot.com advertising, which paid off this week with pages from Rx.com, Fivestar.com and Gateway. —Lori Lefevre

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
Business Week	20-Mar	88.23	22-Mar	90.28	-2.27%	999.59	776.77	28.69%
The Economist	11-Mar	82.00	13-Mar	71.00	15.49%	639.00	597.79	6.89%
The Industry Standard	20-Mar	162.83	22-Mar	27.42	493.84%	1,548.56	259.71	496.27%
Newsweek	20-Mar	43.60	22-Mar	58.83	-25.90%	411.68	451.89	-8.90%
People	20-Mar	73.15	NO ISSUE		N.A.	774.99	753.13	2.90%
Sporting News	20-Mar	17.50	22-Mar	14.83	18.00%	162.96	169.18	-3.68%
Sports Illustrated	20-Mar	82.64	22-Mar	70.28	17.59%	563.00	558.86	0.74%
Time	20-Mar	62.65	22-Mar	70.78	-11.49%	626.65	499.39	25.48%
US News & World Report	20-Mar	50.92	22-Mar	30.87	64.95%	324.01	402.17	-19.43%
<b>Category Total</b>		<b>663.52</b>		<b>434.29</b>	<b>52.78%</b>	<b>6,050.44</b>	<b>4,488.89</b>	<b>35.36%</b>
<b>ENTERTAINMENT/LEISURE</b>								
AutoWeek	20-Mar	27.91	22-Mar	36.39	-23.30%	359.78	333.37	7.92%
Entertainment Weekly	17-Mar	23.66	19-Mar	60.82	-61.10%	330.96	318.28	3.98%
Golf World	17-Mar	20.83	19-Mar	22.26	-6.42%	284.94	237.62	19.91%
New York	20-Mar	25.20	22-Mar	58.60	-57.00%	452.80	490.80	-7.74%
New Yorker	20-Mar	75.34	22-Mar	52.21	44.30%	462.63	323.35	43.07%
Time Out New York	15-Mar	87.60	17-Mar	63.80	37.30%	719.20	650.60	10.54%
TV Guide	18-Mar	40.54	20-Mar	69.48	-41.65%	827.56	828.63	-0.13%
<b>Category Total</b>		<b>301.08</b>		<b>363.56</b>	<b>-17.19%</b>	<b>3,437.87</b>	<b>3,182.65</b>	<b>8.02%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	19-Mar	19.51	21-Mar	18.03	8.21%	138.89	142.08	-2.25%
USA Weekend	19-Mar	10.75	21-Mar	16.92	-36.47%	132.39	146.36	-9.54%
<b>Category Total</b>		<b>30.26</b>		<b>34.95</b>	<b>-13.42%</b>	<b>271.28</b>	<b>288.44</b>	<b>-5.95%</b>
<b>TOTALS</b>		<b>994.86</b>		<b>832.80</b>	<b>19.46%</b>	<b>9,759.59</b>	<b>7,939.98</b>	<b>22.92%</b>

E-ESTIMATED PAGE COUNTS

## AT DEADLINE (CONTINUED)

as well as spend \$20 million to promote its new slate for 2000-01. During the network's upfront presentation to advertisers last week, Court TV chairman and CEO Henry Schleiff said the initiative represents the largest commitment to original programming in Court TV's history. The marketing push behind the network's programming, which features trial coverage during the day and originals and reruns at night, hinges on the "Judgment Days, Sleepless Nights" tagline and will start April 1.

### New York's WFAN Leads Billings—Again

For the third year in a row, Infinity Broadcasting's New York Sports station, WFAN-AM "The Fan," was the top-billing outlet in radio, generating \$60.8 million in 1999, according to BIA Research. Infinity dominated the rankings, scoring six of the top 10 billers. AMFM had two stations in the top 10, and Clear Channel Communications and ABC Radio each had one. Except for ABC Radio's Talk outlet KGO-AM in San Francisco, which tied for sixth place with Infinity's Jazz KTWV-FM in Los Angeles, every station in the top 10 is in New York or Los Angeles.

### NCAA Basketball Ratings Surge on CBS

CBS Sports' opening-day coverage of the NCAA men's basketball tournament scored its highest ratings since 1994. Regional coverage of 16 tournament games on March 16 from noon to 5:15 p.m. ET and 7:30 p.m. till midnight averaged a 4.7/10 local metered-market rating and share, up 4 percent from last year's 4.5/10.

### Raleigh Station Multicasting NCAA Tourney

Capitol Broadcasting's CBS affiliate, WRAL-TV in Raleigh, N.C., began multicasting the NCAA tournament on four standard-definition channels on March 16. The broadcast will continue through the second round of games this weekend. The station joins Lin Television's CBS affiliate WISH-TV in Indianapolis (*Mediaweek*, Feb. 7) in the multicast effort. WRAL is using Thompson Multimedia's Divicom encoders to broadcast 4.5 megabits per channel. Station engineer Craig Turner estimates that there are 75 to 85 digital TV sets in the market. WRAL, a forerunner in digital, is still operating on its experimental channel 32 due to tower construction delays, but Turner said relocation to its permanent channel 52 is "days away."

### Beckman Won't Be Replaced Immediately

NBC is not expected to replace departed executive vp of program planning and scheduling Preston Beckman until the end of the current TV season in May. The front-runner is Dan Harrison, a vp in the entertainment division, according to sources at the network. Beckman, who has spent 10 years at NBC, including the past nine in program planning and scheduling, is under contract until June 2. Beckman enjoyed much scheduling success under former NBC Entertainment president Warren Littlefield, who left the network in 1998.

### Spanish-Language TV Guide Folding

After just five months on newsstands, TV Guide Inc. is folding *TV Guide en Español*, a primarily Spanish-language, fea-

ture-based insert that ran in 24 markets. *TV Guide en Español* has a 175,000-circulation rate base. "When our market penetration didn't reach as high as we expected, we decided to go back to the drawing board and create products that met the needs of this highly important and fast-growing demographic," said TV Guide Inc. spokeswoman Lauren Snyder.

### Goldhirsh Puts Inc. Magazine on the Block

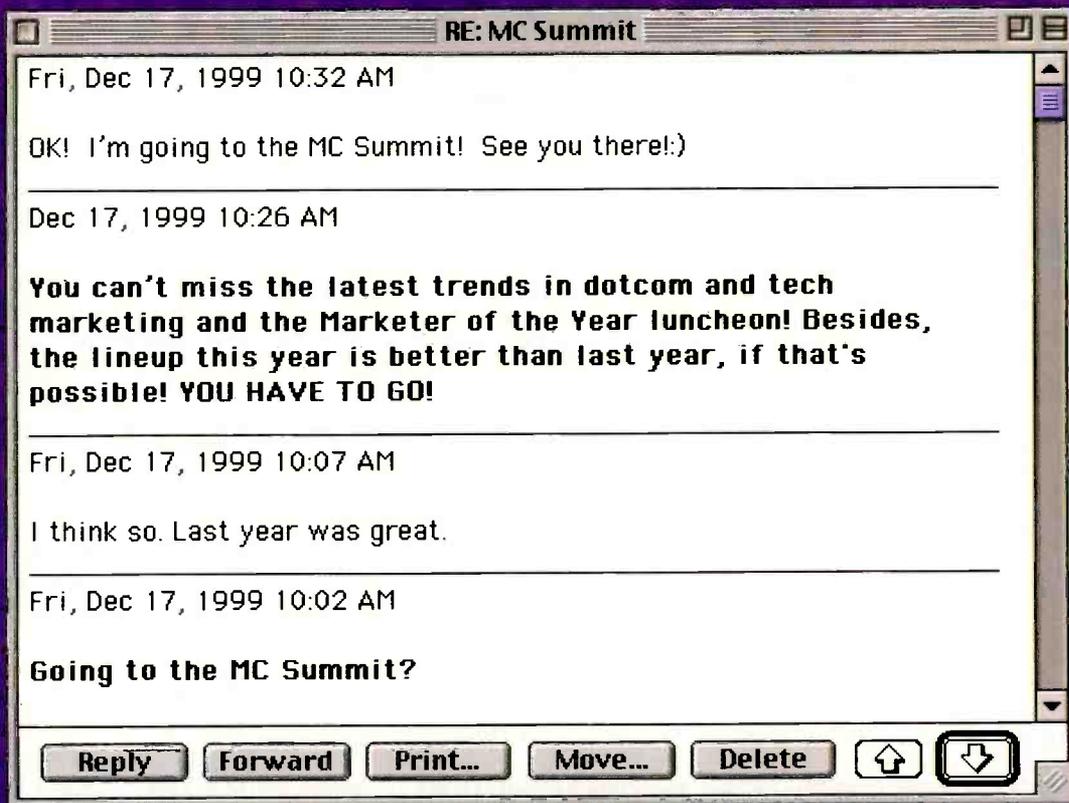
Boston-based *Inc.*, the small-business book owned by Bernard Goldhirsh, is on the block. Goldhirsh last month underwent surgery to remove a brain tumor; industry observers had questioned whether he would want to continue running the business, which is made up of an 18-times-yearly magazine, a Web site and conferences. Goldman Sachs has been retained to find a buyer.

### Emmis Not Abandoning TV, Smulyan Says

Emmis Communications is not getting out of the TV business, CEO Jeff Smulyan says. The company may spin off its television properties into a separate private company, but it is only in the "maybe" category at this point, he said. "It's one of a number of things we [can do] to unlock the value of our radio," Smulyan said. "We love television." Because television has not been as strong a growth category as radio, it is believed that the TV properties are dragging down the price of the company's stock.

**Addenda:** Michael Boodro, former arts editor at *Vogue*, has joined *Garden Design* as editor... Rachel Streit has been promoted from executive editor to editor in chief of Weider Publications' *Natural Health*... A&E Networks shuffled managers last week, naming longtime History Channel gm Dan Davids to the top spot at A&E as executive vp and gm. Replacing Davids is Abbe Raven, who had been the network's senior vp of programming... The Indy Racing League utilized virtual advertising created by Princeton Video Image at yesterday's Indy 200 at Phoenix National Raceway, televised by ABC... Sunrise Television's \$81 million purchase of Sinclair Broadcast Group's three TV stations—WICS and WICD in Springfield, Ill., and KGAN in Cedar Rapids, Iowa—did not gain regulatory approval due to signal overlap in the Springfield market, sources said. The deal was called off last week... The Cabletelevision Advertising Bureau last week named Turner Broadcasting System president/COO Steve Heyer chairman of the board... DirecTV filed a countersuit against rival DBS player EchoStar, which sued DirecTV this month claiming it had tried to block its products from retail outlets. DirecTV's countersuit alleges a variety of unlawful business practices.

**Corrections:** In the "Syndication" column in last week's issue, the Los Angeles station that has picked up New Line Television's fall syndicated game show *First Date* was incorrectly reported. The station is KCAL-TV. Also, the *Mediaweek Magazine Monitor* should have said that for its March 20 issue, *Forbes* had 196.5 ad pages, bringing its year-to-date total to 756.7, a 32.9 percent increase.



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# Media Person

BY LEWIS GROSSBERGER



## Malkokvech

AS YOU MAY HAVE NOTICED, THIS YEAR Media Person's "Annual Oscar Preview Column"

appears *before* the Academy Awards show, a gaffe for which Media Person must apologize. Normally, it is written after the Oscar ceremony, enabling Media Person to make more accurate predictions. But because this is a leap year and a time of stock market turmoil, and also because David Geffen's lawyers are fighting to suppress the column... Oh, never mind. Let's just get on with it. Best Picture: Media Person unhesitatingly picks *American Beauty* because it has a great cast and is brilliantly

written and directed, but mainly because it's the only one of the nominees Media Person has seen. No, wait. Come to think of it, MP also saw *The Talented Mr. Ripley*. Overrated. If *The Cider House Rules* wins, the producers will be able to take out ads reading "Cider House Rules Rules!" This must not be allowed to happen. *The Insider*... Nah. Too much talking.

Unfortunately, the true best movie of the year, the hilarious and original *Being John Malkovich*, wasn't even nominated, which should be investigated by the police as a crime against art. *Three Kings* should have been nominated too. Media Person didn't see *The Green Mile*, but he's certain that *Three Kings*, which he did see, is better, as well as being an hour shorter. *Topsy Turvy* is another shoulda-been. *The Sixth Sense*? Bah! Media Person can never see *The Sixth Sense* because someone told him the trick ending, ruining everything. Bruce Willis is dead all along! Ha, ha! Now you can never see it either.

Sometimes Media Person can be cruel in his wanton, godlike capriciousness.

Best Actor: Sean Penn is great in *Sweet and Lowdown*. He plays an obnoxious jerk, a boor, an emotional nitwit, and somehow you end up liking him or at least feeling sorry for him. But he won't win. Woody Allen is such an out-

cast nowadays, and Penn himself is a big pain in the ass. Denzel Washington wins it. Naturally, Media Person hasn't seen *The Hurricane*. At first he thought it was another weather-disaster movie like *Twister*, which left a permanent bad taste in his mouth. But it's a given that Denzel wins best actor in any year that Tom Hanks isn't nominated. Besides, he deserves it. Just because of the race thing, he's the only leading man who makes a

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movie with Julia Roberts and doesn't get any love scenes. It's not fair.

Best Actress: Janet McTeer in *Tumbleweeds*? Never heard of her; never heard of it. Julianne Moore in *The End of the Affair*? She's hot, she's up-and-coming, magazine covers love her; she's a young Meryl Streep; the movie's a dog. Wait till next year, Julianne. Meryl Streep. She was in a movie this year? Annette Bening could win if only because she was good in the best movie of the year (not counting *Being John Malkovich*), and more important, Media Person saw it, but you've got to have at least one unknown in a flashy breakthrough role. Thus: Hilary Swank. The Academy loves cross-dressers.

Best Supporting Actress: Catherine Keener. *Being John Malkovich*. No contest. OK, Samantha Morton was great, but she never said a word! What if it turns out, when you see her next movie, that she has a terrible voice? The Academy would be totally embarrassed.

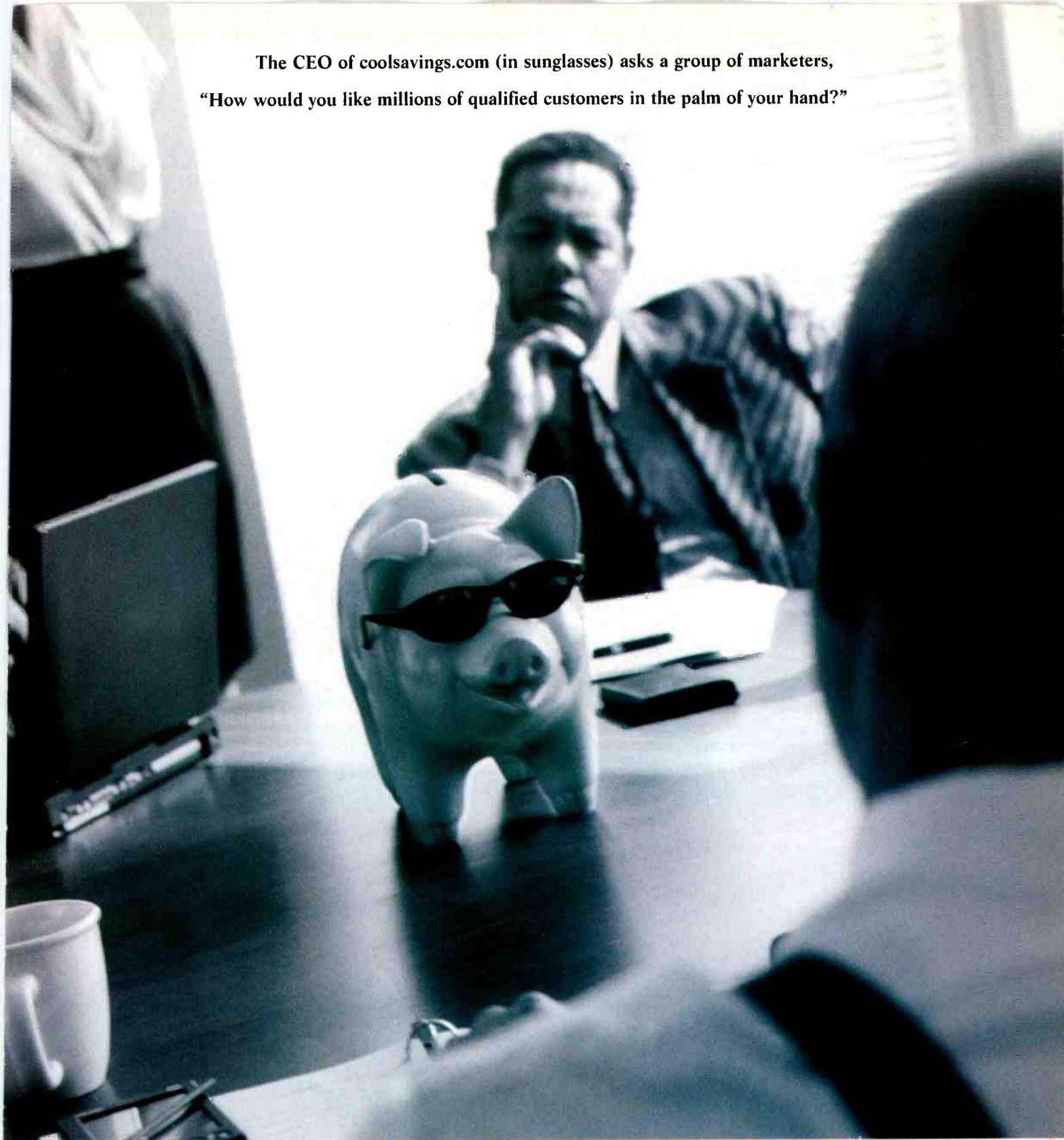
Best Supporting Actor: Great-name fans have to be pulling for Haley Joel Osment. It's the kind of name you just like to say nine or 10 times in succession, stressing different syllables each time and occasionally, just for effect, saying it backwards, which works just as well. Osment Joel Haley. Plus, he sees dead people. And not just at funerals. But face it, it's between Michael Caine and Jude Law. Hold on, Media Person is going to ponder the subtleties and balance the imponderables here. Damn it, the coin rolled under the couch.

Best Director: There is a school of thought that says—or shouts, actually—that the winner of Best Director should be the director who directed the picture that wins Best Picture. That is so simple-minded. So wrong. For one thing, if you work it that way, one of the two categories loses all its suspense, and the show is boring enough already. For another, the best picture of the year usually doesn't even get nominated for Best Picture. Such as, just for instance, this year. So this way, at least

when Spike Jonze wins Best Director for *Being John Malkovich* despite his silly name, partial justice will be done, and then we can go on to solving the mess in the Balkans.

Live-Action Short Film: Obviously, we can eliminate *My Mother Dreams the Satan's Disciples in New York*. Though multilayered in its depiction of banal sterility, its mannered technique and existential pratfalls exhaust even the most romantic sensibility. *Killing Joe* is satisfyingly violent, and *Kleingeld (Small Change)* chillingly evokes the fear of pockets. But finally, it is *Bror, Min Bror (Teis and Nico)* that convinces us that greatness is still to be found in Esperanto cinema. ■

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